



January 10, 2024

### **Letter from the President**

2023 was another very good year! ASA found a lot of sales growth from our new California territory. We now represent many of our flagship lines in California. Jennifer Hartpence has done a great job building the ASA brand on the Westcoast.

We continue to work hard to strengthen our vendor relationships, mostly by calling on end users and contractors and growing market share in our markets.

Colorado, Arizona, and Las Vegas continue to provide excellent growth in these key ASA markets, we have new distributor partners that have provided strong new stock sales for our ASA brands.

Ricky Stockton started with us in Arizona in mid-2023, he has already found some new areas to grow sales. Our newest salesperson is Kayleigh Foster in Denver, she will focus on our lighting lines and our newest line ... FLO EV Chargers! We are very excited to have FLO as one of our key new partners.

In October, ASA joined the Hubbell brands that sell through their direct salesforce on a Phoenix, AZ electrical contractor blitz. 3 days of product presentations to the 6 largest EC's in the state of Arizona. This is what our RVP had to say about ASA. *"Just to let you know, a new expectation has been set for all other rep agencies. The ASA team blew away everyone from Hubbell. I had several Hubbell associates come up to me to tell me that they had never seen anyone make Racor look sexy like Brett did on the contractor calls. Everyone was extremely impressed, and the bar has risen! I really appreciate everything the ASA team does, and it was great for others within Hubbell to see for themselves how you support our brands."*

With the growth in the ASA team, this past December we had 2 Sales Meetings and Holiday Dinners, one in Phoenix for the Southern Division and the other in Denver for the Northern Division. This was the first time we separated the groups. The spouses/significant others joined us for some teambuilding events to go along with a couple of wonderful restaurant choices for the Holiday dinners.

We look forward to another great year in 2024!

Richard Stone

President

ASA Electrical Solutions