



Blu Riedemann-Territory Manager
M: 575-644-8964
blu@asaelectrical.com

Office: 303.674.8387

Product Line Card - New Mexico, El Paso



RACO leading manufacturer of
Steel Electrical Boxes, Covers,
and Commercial Fittings



Weatherproof Boxes, WIU Covers,
Fittings & Accessories



Wiring Devices, Commercial/Industrial,
Floor Boxes and Poke Throughs,
Kellems Grips, Disconnects, Residential
and More



Transformers, Dry Type, Low Voltage Buck
Boost, Panel Trans, Industrial Control, for
Industrial, Commercial, and OEM applications



Commercial and Industrial
Enclosures and Wireways. Steel,
Aluminum, Stainless & Non-Metallic



Harsh & Hazardous Location
Fittings, Lighting, Motor
Starters, Controls and Power
Distribution Equipment



Communications Equipment for
Industrial and Commercial Locations



Steel Conduit (GRC, IMC, EMT + Colors);
PVC Conduit, Strut, Coated GRC and
Threaded Rod



Labor Saving Products, Made in the USA



Surge Protection, Power Factor Correction,
Power Conditioning and Harmonic Correction



Cable Tray Systems and Fastening
Ladder and Basket in Steel,
Aluminum and Stainless Steel



Fixtures, Lamps, Controls for Residential,
Commercial and Industrial Markets



Lighting solutions for your residential,
commercial and specialty lighting needs
Tape Light, Under Cabinet Solutions
Downlighting. Prizm Spec Grade



Floor Heat, Snow Melt, Roof &
Gutter Cable, Pipe Heat Trace



Wire and Cable, MV, MC Feeder, Aluminum
Building Wire, PV, NM-B



Full EV Charging Solutions Portfolio



Life Safety and Power Backup Lighting
Products, Exit, Custom Sign and Inverters
Commercial LED Lighting Products



Residential, Commercial and Industrial
Heating. Baseboard, Cables, Controls



Fiberglass Elbows and Fiberglass Conduit
Systems



Smoke and CO2 Detectors, Life Safety



Colorado Office
523 Park Point Dr Suite 110,
Golden, CO 80401

Office: (303) 674-8387

Arizona Office
621 S 48th St Suite 115,
Tempe, AZ 85281

Office: (480) 721-2007

www.asaelectrical.com

Executive Team

Dick Stone

Founder and CEO
(303) 918-8101
dstone@asaelectrical.com

Joe Stone

VP Northern Division
(303) 518-3530
joe@asaelectrical.com

Brett Bennett

VP Southern Division
(480) 721-2007
brett@asaelectrical.com

Outside Sales

Liz Reinbold

Las Vegas / Inside Sales Manager
(702) 909-0760
liz@asaelectrical.com

Blu Riedemann

Territory Manager-NM, El Paso TX
(575) 644-8964
blu@asaelectrical.com

Jennifer Hartpence

Territory Manager- California
(619) 710-9781
jennifer@asaelectrical.com

Mikayla Mikus

Outside Sales-Colorado
(303) 921-7839
mikayla@asaelectrical.com

Chris Gloster

Outside Sales-Colorado
(720) 765-7126
chris@asaelectrical.com

Ricky Stockton

Outside Sales-Arizona
(480) 490-1371
ricky@asaelectrical.com

Mark Anderson

Outside Sales-Utah
(385) 622-2380
mark@asaelectrical.com

Inside Sales

AJ Hernandez

Office: (480) 721-2007
csr@asaelectrical.com

Brooke Justesen

Office: (303) 674-8387
csr@asaelectrical.com

Monica Soto

Office: (702) 909-0760
csr@asaelectrical.com

Becca Bender

Office: (303) 674-8387
csr@asaelectrical.com