



April 5, 2023

Letter from the President

2023 has started out with a bang! ASA has a new office in Southern California, and we now represent RYMCO Conduit, Chalfant Cable Tray, United Fiberglass plus others. Jennifer Hartpence is our sales rep out of the ASA San Diego office, she comes with a lot of electrical experience and many connections in the SoCal area.

In 2023 ASA started off with excellent sales growth after a very strong 2022. Commercial construction is up in our major markets and we have a backlog that's growing. This is due to large chip manufacturing, data centers and EV battery plants. Residential construction is up a little due to the custom home and multi family markets. Interest rates have slowed regular home construction.

ASA hired Blu Riedemann to grow sales in New Mexico, El Paso and Durango, CO. He is a lifetime resident of New Mexico and has spent the last 9 years with an electrical wholesaler. We also added AJ Hernandez, an inside salesperson in our Tempe, AZ office. He had 5 years with an electrical wholesaler in the Phoenix market.

For the 3rd year in a row ASA was named National Representative of the Year for EiKO Lighting, which we have a tremendous partnership with. Hubbell Commercial Construction (Raco) continues to grow through our contractor marketing efforts to show prefab and labor-saving products. Eaton Power Quality products have seen an increase in sales due to our efforts and the NEC Code pushing surge protection in all new structures.

This past December we had our Annual Sales Meeting and Holiday Dinner in Arizona, a change from the Colorado area. All the spouses/significant others joined us for many teambuilding events in Cave Creek, AZ ... Desert 4-Wheeling, shopping, hiking and golf.

2023 should be another great year for ASA, stay tuned!

Richard Stone

A handwritten signature in cursive script that reads 'Dick Stone'.

President

ASA Electrical Solutions