

May 1, 2022

Letter from the President



2022 has started out strong for our company, this follows several great years. I want to take the time to thank my management team and sales staff, we are not the biggest rep in our territory, but I will put my team up against any of our competitors. We are a 17-year-old manufacturer's rep agency with an inside and outside group that averages 35 years young, and you thought the electrical industry was an aging industry.

ASA focuses on our key vendors and partner distributors in each market, we are careful not to take on too many lines. ASA was named "Rep of the Year" for two of our lines in 2021, that is up against 15 to 20 reps nationally.

We do not have lines that overlap, not even in the lighting category space. Our factories appreciate that and respect us as partners and experts at selling their products. We have good relationships with our key distributors, but we do not stop there ...we take our products to the electrical contractors and show features and benefits to get specified and drive demand.

Dick Stone

A handwritten signature in black ink that reads "Dick Stone". The signature is written in a cursive, flowing style.

President

ASA Electrical Solutions