**A blue and white logo

Description automatically generatedSeptember 6, 2024**

**Letter from the President**

In the first 8 months of 2024 we have seen a slowdown in construction in our regions. We recognize that in down markets, gaining market share is essential for us and the factories we represent. So far ASA is up slightly versus 2023, with our lighting lines lagging for the 1st time in 5 + years. We are gaining market with our core lines by closing large construction projects. The ASA sales technique is to locate the project / contractor prior to underground work and show and specify our underground products, quote the job through one key distributor that has a strong relationship with the contractor. Get the underground order, then follow the project though all phases. This is how we pull through 4 – 6 of our manufacturer partners on a project.

This year ASA moved into the Utah market, which includes W. Wyoming and S. Idaho. This was due to Hubbell Electrical Solutions making a rep change to ASA in Utah. Our strong inside sales team was key to ASA getting this territory per Hubbell. Mark Anderson accepted an ASA outside sales role in April, he and his family reside in Ogden. We are excited to have Mark on our team and managing the Utah territory.

In 2024, ASA also moved into Northern California and Northern Nevada. We now cover from the Rocky Mountains to the Westcoast, less Washington and Oregon.

We made personnel changes in Colorado, Brooke Justesen is now in inside sales, focused on Colorado and Wyoming. Mikayla Mikus, with more than 4 years at ASA doing inside sales, was promoted to outside sales. Also, Chris Gloster joined ASA as another outside salesperson, he came from a Western Massachusetts electrical distributor.

ASA has not had a change in our personnel in the Southwest US and California, just a strong and steady sales group headed by Brett Bennett and Liz Reinbold. The Arizona market picked up Progress Lighting late last year and it has quickly become a key partner for us.

The quality and commitment of our sales team sets us apart. In August we had our annual sales meeting and team building in Golden, CO, and Keystone Resort. Each Territory representative gave a presentation on their market and the opportunities they see. There were best practices discussed, we also talked about diverse ways our CRM can assist in growing sales and managing each territory. A regional manager from Hubbell and one of our top distributor’s upper management team joined us for discussions at this meeting.

During the year, ASA Management took business trips to see important factory partners and their management teams at their offices. We also had fun on low-key golf trips with our key clients.

The sales team and management traveled to factory training this year as we do each year. Our sales veterans will train our new salespeople on our products and solutions, as well as ASA sales techniques that have worked to grow our business over the past 20 years.

Give me a call or send me a note to discuss opportunities with ASA, *A Step Above!*

**Sincerely,**

**Richard Stone**

**Richard Stone**

**ASA Electrical Solutions**