

Winkle Electric Earns **Greatest Overall Growth Award**

at recent *Annual Affiliated Distributors National Network Meeting*



Thanks to all of our valued suppliers and customers for helping us earn this award.

Since it's founding in 1981, Affiliated

Distributors has been a **Win-Win-Win** proposition for its customer, member, and supplier partners. It is the largest distribution network in North America, and consists of over 350 companies with over 5,000 locations. To qualify as a member, companies must be leaders in their local area, professionally managed, locally owned, and marketing oriented... with a proven willingness to embrace new technologies and to grow.

Winkle Customer Service **STAR**  
Meet Greg Yochim



Greg Yochim is a Lighting Specialist at Winkle's new Erie location.

Greg and his wife, Amy, have two children, Gregory (age 6) and Gunner (4 months). Questioned about his hobbies, Greg chuckled, saying, "If I had time, it would definitely be golf." When asked what he likes most about working at Winkle Electric, Greg said, "The atmosphere... our ownership cares about the employees - which lets me care even more about our customers."



Allen-Bradley has established a reputation for precise machine control and manufacturing quality... which is just part of the reason we are proud to be their authorized distributor in the Youngstown and Erie marketing areas.

Both firms (Allen-Bradley & Winkle Electric) believe in sharing knowledge with customers to create ever-better automation solutions. Nowhere is that spirit more evident than at the annual Automation Fair... North America's premier educational event for automation decision-makers.

If your organization is seeking automation-related solutions to help build a better bottom line, you won't want to miss Automation Fair 2003.

**When:** November 18<sup>th</sup> thru 20<sup>th</sup>

**Where:** Midwest Airlines Center (Milwaukee, WI)

**What:** Full scale trade show with over 44 vendors, 49 individual technical sessions (session topics, start times, and speaker information will be available online in July) and more than 20 Hands-On Lab classes (offered on a first-come, first-served basis).

This is a terrific learning and training opportunity... and admission and registration are FREE! If you're interested, contact Barb (724) 873-7787 or Cindy (440) 746-4792... or visit [www.winkle.com](http://www.winkle.com) and hit the "events" link on the home page. If you've not "signed up" yet, do so soon... because capacities are limited. For the 5<sup>th</sup> year, Winkle is putting together a travel package to make it easier than ever to attend. Details and pricing available soon.



Winkle Electric Company, Inc.  
1900 Hubbard Road  
Youngstown, Ohio 44503-6014

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Winkle Electric & Philips Lighting host **An Evening at the Races**



Winkle Electric is proud to have recently held (yet another) exciting reward for our customers. We teamed up with Philips Lighting and invited qualifying customers to the Lake Erie Speedway for an evening of great racing. Those in attendance viewed the race from our VIP suite (located right above the track, on



turn four). The fully-catered suite offered luxuries such as air conditioning, closed circuit television, patio seating, buffet style dinner, complimentary Pepsi products, and VIP parking.

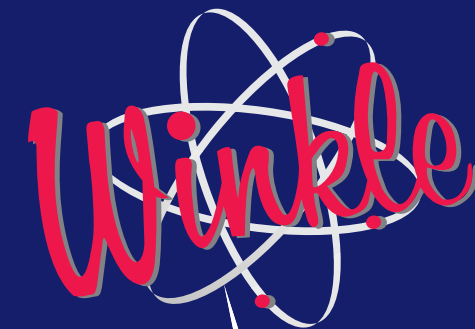
Winkle has already begun planning several other racing events for this summer. Visit [www.winkle.com](http://www.winkle.com) for details on other upcoming Winkle Race Events on July 11<sup>th</sup>, August 2<sup>nd</sup>, and September 12<sup>th</sup>. For information on how to qualify... contact your sales representative.



**contact us!**

A summary of addresses, phone numbers, and fax numbers for our existing locations:  
**Erie** • 4727 Pittsburgh Avenue • Erie, Pennsylvania 16509  
Phone: (814) 838-1900 • Fax: (814) 838-1975  
**Meadville** • Phone: (814) 724-5177 • Fax: (814) 724-5186

**Seneca** • PO Box 505 • 224 S. Main Street, Suite 216  
Seneca, Pennsylvania 16346  
Phone: (814) 678-5303 • Fax: (814) 678-5304  
**Youngstown** • PO Box 6014 • 1900 Hubbard Road  
Youngstown, Ohio 44503-6014  
Phone: (330) 744-5303 • Fax: (330) 744-1635



WINKLE ELECTRIC COMPANY INC.

May/June 2003 **Current** EVENTS

*In this issue...*

- Getting around... [www.winkle.com](http://www.winkle.com)
- Featured Products from... Allen-Bradley & Solal/Hevi-Duty
- Incentive Program... Drive to Rewards
- Customer Service Star... Greg Yochim
- TECH Corner... Proper Procedure for Testing Motor Windings

# TECH CORNER

## Testing Motor Windings

**Why test motor windings?** Before we talk about **how**, let's talk about **why**. Motor winding failures can result in costly repairs, operation disruptions (down time), or complete motor replacement.

**Routine testing is suggested** for motor windings in which the application...

- involves severe operating conditions
- has a history of winding failures
- uses high horsepower motors (that are EXTREMELY expensive to replace)
- takes place in locations where failures can cause health and safety problems or significant economic loss.

**AC or DC?** Of the two types of testing options, DC is recommended (and is fast becoming more popular than the AC high potential test). Why? Because the DC test equipment is smaller, the lower test current is safer, and it (the testing itself) is less likely to create damage of its own.

DC testing (also known as the ground insulation megger test) is the easiest field test for preventing failures. It applies DC voltage to the motor and measures...

- resistance of the insulation,
- rate of deterioration, and
- current ground insulation condition.

The DC testing method also provides the information needed to decide if the motor can be safely left in service until the next scheduled test. Experience and conditions, however, may indicate the need for additional routine testing.

**NEW PRODUCTS** - Below are brief announcements about new products available from Winkle Electric.

Our web site, [www.winkle.com](http://www.winkle.com) contains more details about these and other new products.

Just follow the links labeled *New Products*, *Products by Category*, and/or *Solutions by Manufacturer*.

### D.C. Power Supplies by **Rockwell Automation**

Rockwell Automation has extended the breadth of its product line by introducing the new Allen-Bradley General Purpose DIN-rail-mount switched mode power supplies. This new and comprehensive line of power supplies accepts wide ranges of both AC and DC input voltages and has global approvals to meet worldwide single-phase and 3-phase requirements.



*For more information about these and other new products, please contact your Winkle sales representative.*

### Uninterruptible Power Systems by



Sola/Hevi-Duty's UPS line consists of three different topologies and classes of power protection...

**Off-Line technology** is a cost effective UPS choice for small, less critical, stand-alone applications.

**Line-Interactive technology** provides highly effective power conditioning, plus UPS back-up.

**The On-Line alternative** provides the highest levels of power protection, conditioning, and UPS available. On-Line technology is accomplished with double conversion technology.



### Purchase \$100 of Siemens Stocked Electrical Distribution Products... for a chance to win great prizes!

**May 1<sup>st</sup> - August 29<sup>th</sup>, 2003**

**Drive to Rewards** is fast, easy, rewarding, and fun. It gives our customers a chance to win exciting prizes... just for buying quality Siemens products.

*Eligible products include:*

- Safety Switches
- Unassembled Panelboards/Breakers
- Stocked Transformers
- Load Center/Meter Combos
- Circuit Breakers
- Meter Sockets
- AC Disconnects
- Surge Products
- NEMA Enclosed Control
- NEMA Starters

**All participants have a 1-in-4 chance of winning either cash or great prizes!**

Every time you buy \$100 worth of qualifying Siemens products, we'll send you a "scratch-off" card with an instant chance to win. Scratch your card to see if you've "matched" any of the three prizes below, and the "matching" prize is all yours!

- A trip for two to the Daytona 500 (1 winner)
- Drive-away vacations (185 winners)
- Harley-Davidson® MotorClothes™ (820 winners)
- \$5 cash prizes (7,000 winners) ...**paid on-the-spot!**

You may also enter a sweepstakes for the ultimate grand prize, a **Harley-Davidson Softail® Classic 100<sup>th</sup> Anniversary Edition!** Each "scratch-off" card (even non-winning ones) can be used for entering the grand prize drawing. Just fill out the back of the card with your name, address, phone number, invoice number, as well as the name of the Winkle counter person who helped you.

But act now. The program ends August 29<sup>th</sup>, 2003.

WELCOME TO  
[www.winkle.com](http://www.winkle.com)

We are very proud of our recently "enhanced" website, [www.winkle.com](http://www.winkle.com), and would like to briefly describe a few of the links that lead our customers and suppliers to a wealth of valuable information.

**Special Events...** includes upcoming local, regional, and national seminar information as well as Winkle's customer rewards trips.

The content of the **In The News** page varies.

Currently, this section features information regarding Allen-Bradley's 100<sup>th</sup> Anniversary and Winkle's last customer NASCAR trip to Charlotte, NC.

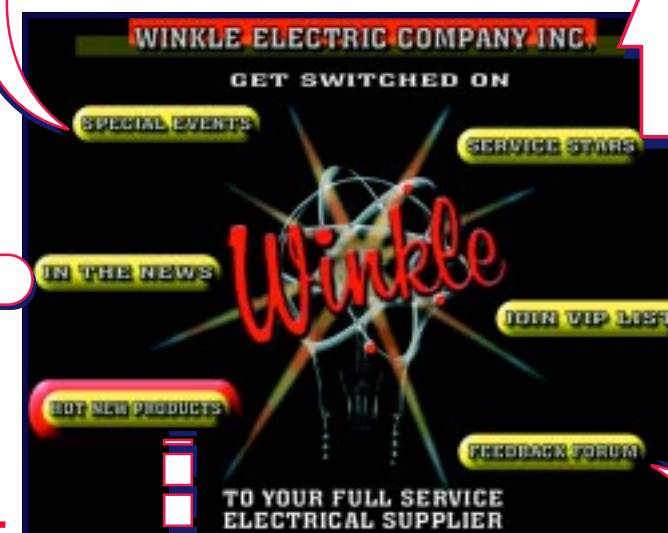
The **Hot New Products** page includes photos and details about the recent additions to the Winkle Electric product line. Browsers are also able to link directly to manufacturers' websites for detailed product specifications.

The **Service Stars** page is where Winkle Electric lets the spotlight shine on its most valued associates.

Often, these associates had been "faceless" to the customers they serve.

Here, we try to remedy that.

For those who are interested in receiving information about new products, upcoming events and seminars - visit the **Join Our VIP List** page.



The interactive **Feedback Forum** is our way of finding out what we are doing right... and what we could do better. We're always looking for ideas to improve our image, sales effort, tech support, delivery services, and product selection.

### Other Useful Pages...



In the **Products (by category)** page, site visitors can easily find (alphabetically) individual pages within manufacturer websites to all of the products Winkle Electric carries.

The **Solutions (by manufacturer)** page was designed as a reference tool for our customers, suppliers, and associates. We've created an individual page for each manufacturer we represent, and have specified links to provide answers to FAQs.

Maps, driving directions, phone and fax numbers, and mailing addresses, are all available on the **Locations** page.

Our **Divisions** page was created to clarify and explain the **DIVISIONS** three divisions of our company... Electrical Supply, Integrated Services, and Custom Control.

In each issue of *Currents*, we strive to provide as much useful information as possible. From our **Newsletter** page, site visitors are able to download all of the past issues of *Currents*.

The **Our Team** page provides an alphabetized listing of all Winkle Electric associates. This page makes it easy to find the email address, title, and direct dial phone number for anyone in our company.

