

## Reflections on 2002

by Rick & Larry Teaberry



When the *Currents* editorial staff suggested that we, as the owners of Winkle Electric, contribute a column to this issue (our last of 2002), it didn't take long to decide on a topic.

As the end of 2002 approaches, this seems an appropriate time to reflect on what may be the most important year in the 50-plus year history of our firm.

Just before mid-year, we decided (despite considerable uncertainty in our national economy) to nearly double our sales capacity. Specifically, this involved opening sales offices and distribution centers in Erie, PA and in two other Pennsylvania communities... our first ever expansion beyond the Youngstown/Warren market area.

At times, these decisions made us feel like contestants in an episode of *Fear Factor*... which, in turn, forced us to ask ourselves how we came to discover this exciting expansion opportunity.

The answer was... **YOU**. Your loyalty. Your support. Your trust. It's our ever-expanding base of Winkle customers that gave us the courage to grow. And for that, all we can say is "Thanks."

*Rick Teaberry*  
Rick Teaberry

*Larry Teaberry Jr.*  
Larry Teaberry Jr.

## Upcoming Allen-Bradley Automation Fair

The annual Allen-Bradley Automation Fair is considered North America's premier educational event for automation decision makers. This year, it's being held at the Anaheim (California) Convention Center on November 20<sup>th</sup> and 21<sup>st</sup> from 8:30am until 5:30pm (both days).

The show offers an abundance of career enhancing opportunities. There will be more than 100 exhibitors, 50 technical sessions, and 20 hands-on labs... all featuring the very latest developments in automation-related solutions.

It's a terrific opportunity... and admission and registration are FREE! Winkle Electric sales representatives are now contacting key automation clients to assist in planning travel to this exciting event. So if you've not "signed up" yet, do it soon, because customer participation capacities are limited.

...Industrial Strength Learning

## Winkle Customer Service **STAR** Meet Jim Brown



From a customer's viewpoint, an inside sales representative is all too often a "faceless" voice on the other end of the phone line. In this issue of *Currents*, we're going to remedy that... by introducing Jim Brown (photo at left), a member of Winkle Electric's dedicated inside sales team.

Jim and his wife, Linda, have been married for fourteen years. They live in Girard, OH with their two children, Kris and Kyle. Jim has been with Winkle Electric now for six years. When asked what he finds most rewarding about his position, he says, "the relationships I've built with our customers." His hobbies include car shows and NASCAR. Jim's direct-dial phone number is 330-747-0110.

## the divisions of Winkle Electric Company, Inc.

Winkle Electric started (more than a half century ago) as a distributor of electrical parts and supplies. Period. But soon, we realized that our customers needed more than just products. They needed **solutions**. Today, we have the following divisions... all of which exist to help customers find solutions to the challenges they face.

### Integrated Services

This division exists to provide clients with solutions that go beyond providing top-quality products. At the core of the Integrated Services Division's mission is **training**.

By combining the talents of our technical team with the expertise of specialists from many of the industries most respected manufacturers, Winkle Electric consistently offers the region's most comprehensive variety of classes and seminars on electric-related topics.



### Electrical Parts & Supplies

Winkle houses among the region's most extensive inventory of parts and supplies from literally dozens of electrical manufacturers.

We also offer clients customized, automated ordering and shipping processes to accommodate "just in time" arrival of assembly components. But what really sets us apart from the competition is **service**.

That means we go "the extra mile" to get to know your business... and to do much more than take orders



and deliver products. Plus, we offer free, next-day local delivery on our company-owned trucks.

### 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

### Custom Control

When it comes to making a variety of electrical components work together to control a process, a machine, or an assembly... chances are that control panels play a vital role in your operation. And when it comes to top-quality control panels, no one builds them better than our Custom Control Division.

With years of experience, state-of-the-art equipment, and the best components, Winkle has what it takes to get it **done right**.

Our technical staff is with you every step of the way... from the initial design to the final testing. We also offer design services for most any application, or can partner with your organization's design team.



# Winkle

WINKLE ELECTRIC COMPANY INC.

November/December 2002

# Currents EVENTS

In this issue...

- Featured Products from... *Allen-Bradley, Panduit, and Ferraz Shawmut*
- Complete the crossword inside to win a *Rockwell Racing Sweatshirt!!*
- Manufacturer Profile: *Cementex Products, Inc.*
- Customer Service Star... *Jim Brown*
- TECH Corner... *Factors to consider when replacing current lighting*

# TECH CORNER

**Q:** *What factors should I consider in replacing my current lighting system?*

**A:** Below are several factors to consider in the design process.

**Project Goals** - In recent years, the two most often cited goals (for both new and replacement lighting systems) have been to reduce operating costs (the direct cost of electricity use for lighting) and energy costs (the indirect cost of compensating for the heat generated by sub-standard lighting, usually with air conditioning). If these are your goals, a new lighting system can often quickly pay for itself.

**Tasks Involved** - Today's technology (such as the ever-increasing use of computer screens) has made the reduction of glare more important than ever. A well-designed lighting system provides a proper mix of "uplight" and "downlight" to minimize glare in computer-intensive work spaces.

**Physical Factors** - Lighting professionals are now much better at designing systems to "harvest" existing natural light (i.e. windows and skylights). A simple photo cell, relay switch, or circuit structure can prevent the unnecessary use of energy in daylight hours while providing needed light at night.

**Lighting Contractors** - Choosing a lighting professional can result in considerable long-term savings. Spending a little more now to get the job done right is likely to result in a more productive work environment.

**FEATURED PRODUCTS...** This issue of Current Events features products from three of the top manufacturers represented by Winkle Electric.



### MRO Asset Protection Program

Manufacturers face mounting pressures to reduce costs, to accomplish more work with fewer resources, and to keep production lines moving 24 hours a day.

Ferraz Shawmut's **MRO Asset Protection Program** can help meet these challenges... with a focused, comprehensive program that can help improve safety, safeguard equipment, cut downtime, and contain costs... benefits that combine to help sharpen your competitive edge.

For specifics on this beneficial new program, please contact your Winkle Electric sales representative.

**MRO** *asset protection* ...by Ferraz Shawmut



### Surface Raceway ("Cable Routing")

Now more than ever, specifying engineers and contractors must choose cabling pathways which address ever-increasing data communication needs in educational, commercial, industrial, and institutional environments. **Panduit Raceway Systems** provide unique solutions that route the power for devices, yet are designed to address future needs for high performance communication cabling. Panduit, in partnership with Winkle Electric, offers a variety of cable routing solutions for both telecommunications closets and work areas.

Winkle Electric has recently supplied **Raceway Systems** for two local school projects... call your Winkle sales rep for details.



## Rockwell Automation *a division of Allen-Bradley*



Rockwell Automation recently introduced a new line of surface-mount **Industrial Electronic Horns and Beacons** to assist its customers in meeting worldwide signaling requirements. These new products feature multitone and volume control capabilities.

**Cost Savings** - Industrial horns offer three times the functionality of standard mechanical horns.

**Tone Synchronization** - Dual-point terminal blocks allow easy daisy-chain connections. Up to 45 selectable tone sets are available to allow maximum contrast with frequency of the environmental noise.

**Flexibility** - Horns are available as stand-alone devices, or with attached high visibility beacons (with 6 lens color options) for visual/audible signal combinations.

Rockwell Automation also just introduced another new product line... the Allen-Bradley IP65 **Panel Mount Alarms**. This industrial acoustic signal solution enhances the firm's overall signaling product line, and compliments their existing line of Push Button products. The new line offers a high level of environmental integrity to your panel.

Contact your Winkle Electric sales representative for additional information.



### Manufacturer Profile... Cementex Products, Inc.

Entering its second half-century of manufacturing excellence, **Cementex Products, Inc.** has extended its product line and distribution network to better serve the very purpose of its mission statement, satisfying their customers.

**Cementex Products**, headquartered in Burlington, NJ, has been a "pioneer" in the double-insulated hand tool market. The company recently expanded its product line to include related tool components for the utility, industrial, and telecommunications industries.

With a design-driven focus, **Cementex** offers its customers significant safety and security benefits... with products that exceed ASTM Standard and feature laser signatures on all insulated components.

By "teaming" with an international network of top-quality distributors (including Winkle Electric), **Cementex** serves a diverse customer base... from Fortune 500 firms to the self-employed electrician. The company's Safety Tool product line (made in the USA) helps to protect any firm's greatest assets, its people and its products.

For more information about **Cementex** products, contact your Winkle sales rep.

## WIN A ROCKWELL RACING SWEATSHIRT FROM WINKLE

- Read this entire issue of *Currents* carefully.
- Complete the crossword below, then mail or fax it to Winkle Electric before December 1st, 2002.

Of all the correctly completed submissions one will be drawn before December 30th.

**ENTRIES MUST BE RECEIVED BY 5PM ON 12/01/2002!**

### Fax...

Fax submissions to Bob Conger at 330-744-1635

### Mail...

Mail submissions to Bob Conger Winkle Electric P.O. Box 6014 Youngstown, Ohio 44501-6014

### Across...

- \_\_\_\_\_ Automation, a division of Allen-Bradley, is now introducing Panel Mount Alarms.
- Winkle now carries Surface Raceway products. Which are manufactured by \_\_\_\_\_.
- \_\_\_\_\_ Asset Protection Program was recently designed by Ferraz Shawmut.
- Cementex is a "pioneer" in the \_\_\_\_\_-\_\_\_\_\_ hand tool market.
- The four divisions that make up Winkle Electric Company, Inc. are Integrated Services, Motor Repair, Electrical Supply, and \_\_\_\_\_.
- The Allen-Bradley \_\_\_\_\_ Fair is taking place November 20<sup>th</sup> & 21<sup>st</sup>.
- Winkle Electric has locations in Youngstown, Erie, Meadville, and \_\_\_\_\_.
- Industrial Horns & Beacons provide cost savings, \_\_\_\_\_, and flexibility.
- Jim \_\_\_\_\_ is Winkle's Customer Service Star.
- Winkle is owned and operated by Rick & Larry \_\_\_\_\_.