

Philadelphia's Electrical Market

Other Cities Wish They Had it So Good

While Philadelphia sports fans have a little more spring in their step because their local teams have been winning a lot more this past year, the market's electrical distributors, independent manufacturers' reps, electrical contractors and other end users should prepare themselves for another year of slow growth. Considering that the electrical wholesaling industry is climbing out of worst market downturn in a generation, you should be able to chalk up 2011 as a winning season.

While Electrical Wholesaling magazine's 2011 Market Planning Guide says electrical professionals in the Mid-Atlantic region can expect growth of 2.2 percent in 2011, Herm Isenstein, president, DISC Corp., Orange, Conn., is more optimistic. His 2011 forecast calls for a 5.3 percent increase in sales through electrical distributors in the Philadelphia metropolitan statistical area (MSA) to an estimated \$1.2 billion. That's encouraging when you consider



Jim Lucy

many electrical firms saw their sales decline more than 30 percent from 2007 to 2009.

Down the road, DISC sees some nice growth in 2012-2014 for Philadelphia, with total sales through the distributors increasing 14.9 percent, 10 percent and 8.3 percent, respectively. Even better

news for the Philadelphia market's electrical distributors is that DISC forecasts for contractor sales for the area in 2012-2014 are expected to increase at a double-digit pace. That's important because electrical contractors account for 36.3 percent of all electrical distributors sales, according to Electrical Wholesaling data. EW estimates that 2011 sales to the Philadelphia area's electrical contractors will be in the neighborhood of \$367 million (see sidebar for information on calculating the sales potential of electrical contractors).

Philadelphia's electrical market is coming out of the recession in much better shape than some other regions of the country because of its diverse economy and its sheer size. Distributors, reps and contractors in the regions of the United States more closely tied to a single market segment are still hurting. The Rust Belt always takes any downturn in the industrial business exceptionally hard, and during this recession the historic decline in the housing market sank really hammered some regions of the United States, including, Florida, Arizona, Nevada and California. For

(Continued on page 2)

Fall 2010 Rebate Program Sells 1,977 Units! Congratulations to all H & A/C Company Members

We had a record-breaking Fall 2010 program, with an increase over Fall 2009 rebates of 53%. The Spring 2011 rebate program for heating and air conditioning information is in the mail, and will run from February through May. It offers customers rebates of up to \$800 for installing energy efficient central air conditioning or heat pumps. The rebate amounts vary depending upon the energy efficiency of the unit installed, and are only valid for new or replacement units. New construction is not eligible.

For information on either the Heat Pump Rebate program, please contact Lisa at (610) 825-1600, extension 14, or via email at lisa@eap.org.

PECO "SMART HOME REBATE" PROGRAMS UPDATE
SEE PAGE 3

Inside...

Bob Powell	3
Calendar Highlights	8
Code Corner	4
Contractor Section Calendars	6
Educational Seminars	7
New Members	5
PECO Smart Home Rebates	3

Philadelphia's Electrical Market

(Continued from page 1)

instance, some Florida markets saw homebuilding slide up to 40 percent during the recession. By some estimates, Florida distributors closed a combined total of more than 70 locations during the recession because the business had fallen so far. The Philadelphia market didn't see that sort of contraction during the recession.

Philadelphia is also blessed with a sheer volume of sales that many other cities would love to have. It's been estimated that up to 40 percent of all electrical distributors' sales are done in the megalopolis that stretches from Boston's northern suburbs, down through Connecticut, New York, Philadelphia and its tri-state region and south through Baltimore, Washington, D.C. and the Virginia suburbs. Being in the middle of all that action with a diverse economy offers many advantages that smaller markets just don't have.

Even when new construction hits the skids during the recession, the thousands of existing thousands of commercial/industrial and retail buildings in the Philadelphia market still offered a ton of retrofit work that other cities would love to have. Looking ahead the next few years, Philadelphia may be uniquely positioned as one of the leaders in the green movement. The city already boasts the tallest LEED-certified office building in the world - the Comcast Center, while the Philadelphia Navy Yard project is pushing for the green development of 5.5 million sq. ft. of facilities.

Local utility rebate programs support these lighting retrofits or new installations with big dollars, and you only have to look across the Delaware River to New Jersey to find one of the most active solar markets in the United States, thanks to utility rebate programs for solar, local financial incentives and the federal tax breaks for solar installations. Topping off a market area that apparently is already sold on green construction are the plans for a massive wind farm off the coast of New Jersey and Delaware. The Atlantic Wind Connection now on the drawing boards and would be financed in part by funding from Google and would feed 60,000MW of power generated by wind turbines into the region.

In summary, it's safe to say that the Philadelphia market has weathered the economic storm of the last few years in better shape than many metropolitan areas and that you can expect business condition to slowly improve in 2011 and look even better in 2012-2014. Retrofits of offices, factories, schools and universities will provide many of the sales opportunities in the near-term, but further down the road new construction projects will pick up as demand for new office space picks up when companies are hiring again.

Editor's Note: Jim Lucy is the chief editor of Electrical Wholesaling magazine (www.ewweb.com), the electrical industry's leading monthly publication for distributors of electrical supplies. Jim has covered the electrical industry since joining Electrical Wholesaling in 1982. You can reach Jim for questions, or for subscription information, at jim.lucy@penton.com or 913-967-1743.

The Philadelphia Market By The Numbers

Electrical Contractor Employment and Sales Potential: 7,380 electricians in the market, according to the most recent data available from the Bureau of Labor Statistics. By using Electrical Wholesaling's multiplier for sales per electrician of \$49,787, that means Philadelphia electrical distributors sell an estimated \$367 million in electrical supplies to electrical contractors.

Building Permits (through Oct. 10). Single-family: 4,490 (+12% year-to-date YTD); multi-family: 1,290 (+26%

YTD); and total: 6,120 (+16% YTD).

Office Vacancy Rates: 14.9% Central Business District; 18.6% (data for 3Q 2010 from Grubb-Ellis).

Unemployment rate: 9% unemployment in October, 2010, is better than the national average of 9.6%.

When complete, the Philadelphia Navy Yard project may have as much as 5.5 million sq. ft. of green facilities. (Photo credit: Philadelphia Navy Yard).



Bob Powell Passes the Baton

As I come to the end of my two years as the President of our Association, I am struck by a few thoughts:

1.) My term ran during the worst business conditions that I have ever seen (worse even than the time of my first Pennsylvania home purchase with its 19.5% negative amortization mortgage).

2.) Most trade associations endured significant drops in membership during this time.

3.) The Electrical Association of Philadelphia not only maintained membership, but actually grew.

I would love to think that it was because of my strong dynamic leadership and my unflinching ability to make and implement tough decisions with the speed of an Olympic sprinter. Alas, I know that it had nothing to do with me.

It has everything to do with those that lead and attend our chapter meetings; it has everything to do with your elected Association Officers; it has everything to do with those who participate on the Board of Governors and the Executive Committee; it has everything to do with those who chair and volunteer for the membership, education, trade show, golf and education committees; it has everything to do with Dwight, Mair and Lisa, your association team who made it simple for me to appear as if I had a clue as to what was going on.



It also has everything to do with each of you who belong to this strong and relevant trade organization.

It has to do with you attending our educational seminars, and our biannual Electrical Expo and Lights of Philadelphia trade shows.

It has to do with those of you who use our services on a continuing basis. And it has to do with those of you who continued to pay their dues during a truly tough economic time.

For all of you who have chosen to do that over the last two years, I want to say thank you for allowing me the privilege to be your president.

Best regards and wishes to Kevin Lane of United Electric Supply, your incoming President. I hope he will have as much fun doing this job as I have.

Sincerely,

Bob Powell

Kunz-Powell and Associates

Congratulations to our new EAP President, Kevin Lane of United Electric Supply, and our new EAP Treasurer, Kim Schneider of Kim Schneider Electrical Contracting. We Appreciate Your Leadership!

PECO Smart Home Rebates Program Update

The PECO Smart Home Rebates program offers incentives for removing older, inefficient heating and cooling equipment and replacing these systems with new qualifying ENERGY STAR(r) models. PECO electric customers can get up to \$400 in rebates when installing qualifying HVAC equipment and save up to \$200 a year on their energy bills.

This program can be used to increase your business and help your customers who have PECO electric service save energy and money. Please note the following:

- PECO Smart Home Rebates are in addition to any discounts and rebates offered by contractors or the equipment manufacturers
- PECO rebates help “buy down” the higher purchase price of higher-efficiency equipment



An Exelon Company

- ENERGY STAR® qualified, high-efficiency equipment saves money, helps to protect the environment and is widely recognized by homeowners.

Remember to use this program to assist you with your high-efficiency HVAC equipment sales. Rebate forms can be completed online or downloaded and mailed. For additional information, please visit www.peco.com/SmartIdeas or call 1-888-5-PECO-SAVE (1-888-573-2672), and also www.energystar.gov.



By: Michal Hofkin,
Middle Atlantic Inspections, Inc.
EAP, IECA, IAEL, NFPA, UL STP 719

Thanks for joining me once again at the Code Corner©. The 2011 NEC is on the street and we need to start looking at some of the upcoming changes.

In Article 100 the definition of "Bathroom" has been revised and now includes an area that has a basin and a toilet, urinal, bidet, tub, shower, or similar plumbing fixture. It is important to realize that the bathroom is described as an area, not a room. In the event that a sink or toilet is located on the other side of a partition, this arrangement does not negate the area being defined as a bathroom.

Section 110.24 contains a new requirement for the installer to mark the available short circuit current at all service equipment that is not located at a dwelling unit. This new rule applies when the equipment is installed or modified. You will need to contact the utility and obtain the available short circuit current at their transformer secondary taps, and then perform a calculation based on distance from the transformer and wire size in order to mark the equipment properly.

While there has always been a requirement for lighting around electrical equipment, the rule in Section 110.26(D) has been revised to ensure that this lighting is not controlled by automatic means such as occupancy sensors or timers. This will ensure that the electrician will not suddenly find himself in a dark area while working on equipment.

Section 200.7(C)(1) requires that when using cables to wire switches and reidentifying the white or gray conductor, that con-

2011 NEC CHANGES

ductor MUST be the feed to the switch. This will ensure that the wiring at the luminaire contains a white/gray (neutral) and a colored conductor (hot).

There is a new requirement for ground-fault circuit interrupters (GFCI) in Section 210.8. All new GFCIs shall be installed in a readily accessible location. This will allow for easy resetting of the device. It will no longer be permissible to install a GFCI behind a cabinet, behind a vending machine, under and enclosed water fountain, etc. You may need to get creative when it comes to providing GFCI protection in order to comply with this requirement. Circuit Breaker style GFCIs are readily accessible due to existing rules regarding overcurrent device location and may be a viable option.

The above is not a formal interpretation of the National Electrical Code. All references, duplicated code language, and paraphrasing is from the National Electrical Code (NFPA-70) 2008 and/or 2011 edition.

About the author: Michal Hofkin is an Electrical Inspector for Middle Atlantic Inspections, Inc. He is a Past President of the Benjamin Franklin Chapter of the IAEL and is currently the Chapter Secretary. In 2009 he was appointed to UL Standards Technical Panel 719. Mr. Hofkin has been teaching NEC and electrical courses for over 20 years and is a seminar leader/instructor for several professional and educational organizations. To schedule training or to ask questions please contact him at 215-679-5883 or theowl88@aol.com.

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Save the Date...

Electric Expo 2011!

The Best Electrical Show in the East

Plans are underway for The Electric Expo 2011, the electrical industry's premier trade show. The Expo will be held October 12 & 13, 2011 at the Valley Forge Convention Center. Mark those dates on your calendar and plan to attend this "don't miss" event.

For more information, please contact Dwight at (610) 825-1600, extension 11 or by email dwight@eap.org

5,000 Visited www.eap.org In 2010

With over 5,000 unique visitors to our pages, why not advertise on our website? Just call Mair for details on x12.

CHECK OUT the Electrical Association Job Board. Job seekers can log onto the Board and post their employment availability. Employers can find worthy candidates.

And remember, you can register for EAP Events On-Line any time of day or night. Simply log on to The EAP web site at www.eap.org

Have You Paid Your 2011 Dues?

Invoices have been sent out for 2011 dues. Don't miss out on all the benefits you receive by being a member of The EAP. Please get your dues in today.

If you have questions about your dues, please contact Mair Malfara at (610) 825-1600, ext. 12 or mair@eap.org.

Welcome New Members!

Please Join The EAP in Welcoming Ten New Members!

Walter Flasiński

Electrical Technical Services
Engineers

Mr. Walter Flasiński

1056 Creamery Lane
West Chester, PA 19382
610-399-3058

*Special thanks to **Bob Fitch** of Bureau Veritas and **Michael Hofkin** of Middle Atlantic Inspections for sponsoring Walter Flasiński Electrical Technical Services*

B & F Electric, Inc.

Electrical Contractor

Mr. Bill Snodgrass

922 Fox Chase Road
Rockledge, PA 19046
(215) 379-1900
(215) 379-4151 Fax

bfelectric@verizon.net - Email

*Special thanks to **Mark Dubrow** of Billows Electric Supply and **Rich VanWert** of Middle Department Inspection Agency for sponsoring B & F Electric, Inc.*

Concate Technologies

Electrical Contractor

Mr. Erik Eisen

607 E. Louis Drive
Warminster, PA 18974
(215) 957-5470
(215) 957-5477 Fax

eeisen@concate.com - Email

www.concate.com - Web

*Special thanks to **Bob Powell** of Kunz-Powell & Associates for sponsoring Concate Technologies*

IES, Inc.

Electrical Contractor

Mr. Joseph Pondolph

1121 N. Bethlehem Pike
Suite 162

Spring House, PA 19477

(266) 246-1412

jcp226@comcast.net - Email

www.ieselectrical.com - Web

*Special thanks to **Greg Day** of BSI, **Brendan Stanton, Inc.** and **Joe Staley**, Staley Electric Supply for sponsoring IES, Inc.*

Live Wire Electric, LLC

Electrical Contractor

Mr. Curtis Jones

3217 W. Turner Street
Philadelphia, PA 19121
215-422-2494

*Special thanks to **Rich Van Wert** of Middle Department. Inspection Agency and **Ernie Davis** of IAEL for sponsoring Live Wire Electric, LLC*

Robert Wilber Electrical Contractor

Electrical Contractor

Mr. Robert Wilber

142 Cambridge Road
King of Prussia, PA 19406
(610) 299-0452

www.wilberelectrical.com - Web

Rejoined EAP – thank you!

Vaccaro Electric Co., Inc.

Electrical Contractor

Mr. Vincent A. Vaccaro

3175 Bedminster Road
Ottsville, PA 18942
(215) 795-0577

(215) 795-0553 Fax

vince@vaccaroelectricinc.com - Email

www.vaccaroelectric.com - Web

*Special thanks to **Jerry Lally** of Middle Atlantic Inspections and **Rich VanWert** of Middle Department Inspection for sponsoring Vaccaro Electric*

Energy Concepts, Inc.

Heating and Air Conditioning

Mr. John Musser

2136 Bristol Pike
Bensalem, PA 19020
(215) 245-3200

(215) 245-3205 Fax

ron@ecicomfort.com - Email

www.ecicomfort.com - Web

*Special thanks to **Pete Thornburn** of Lyon Conklin & Co. and **Chris Visler** of Tri County Elec. Supply for sponsoring Energy Concepts, Inc.*

Fahrenheit

Heating and Air Conditioning

Mr. Farrel Shuster

873 Township Line Road
Elkins Park, PA 19027
(215) 881-9900.

(215) 881-9668

Fahrenheit@hvacs-serviceplan.com - Email

www.hvacs-serviceplan.com - Web

*Special thanks to **Robert Bermudez** of Goodman Distribution and **Dana Peirce** of Peirce-Phelps, Inc. for sponsoring Fahrenheit*

US Supply Company

Wholesaler

Mr. Douglas Hyman

50 Portland Road
West Conshohocken, PA 19428
(610) 828-5600

(610) 828-7866 Fax

hymand@ussupply.com - Email

www.ussupply.com - Web

*Special thanks to **Bernie Sweeney** of Oliver Heating and Cooling and **Alice Thomas** of O'Brien Heating & Air Conditioning for sponsoring US Supply Company*

2011 Contractor's Section Calendar of Events

Bucks-Montgomery Contractors Section

February

Date: Thursday, February 10, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: Sandy Run Country Club
 200 E. Valley Green Road
 Oreland, PA 19075
 (215) 233-0666
Sponsor: *Cooper Electric Supply*
Topic: PV Solar Including PECO Requirements
Inspector: United Inspections Agency

March

Date: Thursday, March 10, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: Sandy Run Country Club
 200 E. Valley Green Road
 Oreland, PA 19075
 (215) 233-0666
Sponsor: *Billows Electric Supply*
Topic: Plug-On Neutrals & AFCI/GFCI
Inspector: Jim Huratiak

April

Date: Thursday, April 14, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: TBA
Sponsor: *United Electric Supply*
Topic: TBA
Inspector: TBA

May

Date: Thursday, May 12, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: Sandy Run Country Club
 200 E. Valley Green Road
 Oreland, PA 19075
 (215) 233-0666
Sponsor: *Arlington Industries*
Topic: New Arlington Products
Inspector: TBA



Delaware County Contractors Section

February

Date: Thursday, February 3, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: Pica's Restaurant
 7803 West Chester Pike
 Upper Darby, PA 19082
 (610) 789-7770
Sponsor: *Cooper Electric Supply*
Topic: "Generators: Residential & Commercial - Emergency & Standby"
Inspector: Stan Altzman, United Inspection Agency
 John Whitney, Jacobs Engineering

March

Date: Thursday, March 3, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: Anthony's Restaurant
 4990 State Road
 Drexel Hill, PA 19026
 (610) 623-6900
Sponsor: *PECO*
Topic: PECO NIGHT
Inspector: Stan Altzman, United Inspection Agency

April

Date: Thursday, April 7, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: Pica's Restaurant
 7803 West Chester Pike
 Upper Darby, PA 19082
 (610) 789-7770
Sponsor: *Colonial Electric Supply*
Topic: Small Commercial Lighting Projects
Inspector: TBA

May

Date: Thursday, May 5, 2011
Time: 6:30 p.m. - 9:30 p.m.
Location: Anthony's Restaurant
 4990 State Road
 Drexel Hill, PA 19026
 (610) 623-6900
Sponsor: *Arlington Industries*
Topic: New Arlington Products
Inspector: TBA

Continuing Education Seminars Available Through The EAP

CEUs for City of Philadelphia, New Jersey and Delaware

Spring 2011

Residential Electric Systems

CEUs: 8 hours for Phila., NJ & DE
Date: Thursday, February 17, 2011
Time: 7:00 a.m. - 4:30 p.m.
Cost: \$265 per EAP member
 \$360 per non-member
Location: EAP Offices, Plymouth Meeting
Instructor: Rich Van Wert

Cost: \$265 per EAP member
 \$360 per non-member
Location: EAP Offices, Plymouth Meeting
Instructor: John Kaldon

NEC Code Update

CEUs: 8 hours for Phila., NJ & DE
Date: Thursday, March 10, 2011
Time: 7:00 a.m. - 4:30 p.m.
Cost: \$265 per EAP member
 \$360 per non-member
Location: EAP Offices, Plymouth Meeting
Instructor: Michal Hofkin

Solar Photovoltaic Systems

Installation & Design - (1 Week Course)

CEUs: 32 hours for Phila.,
 32 hours NJ & 10 hours DE
Date: Monday, April 18-Friday, April 22, 2011
Time: 7:00 a.m. - 4:30 p.m.
Cost: \$2,050 per EAP member
 \$2,295 per non-member
Location: EAP Offices, Plymouth Meeting
Instructor: Rich Van Wert

Hazard Recognition & Control for Electrical Workers

NFPA 70E, NEC, OSHA

CEUs: 8 hours for Phila., NJ & DE
Date: Thursday, April 7, 2011
Time: 7:00 a.m. - 4:30 p.m.

Commercial Electric Wire Systems

CEUs: 8 hours for Phila., NJ & DE
Date: Thursday, May 19, 2011
Time: 7:00 a.m. - 4:30 p.m.
Cost: \$265 per EAP member
 \$360 per non-member
Location: EAP Offices, Plymouth Meeting
Instructor: Rich Van Wert

NEC Code Update	March 10	<input type="checkbox"/> \$265	<input type="checkbox"/> \$360
Hazard Recognition Control	April 7	<input type="checkbox"/> \$265	<input type="checkbox"/> \$360
Solar Photovoltaic Systems	April 18-April 22	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$2,295
Commercial Electric	May 19	<input type="checkbox"/> \$265	<input type="checkbox"/> \$360

Company: _____

Name(s): _____

Address (city, state, zip): _____

Phone: _____ Fax: _____ Email: _____

Credit Card # _____ VISA MasterCard AmEx

CVV2 Code (3 digits on back of card) _____ Expiration Date _____

Name on Card: _____ Signature: _____

Fax: (610) 825-1603 - Phone: (610) 825-1600, ext. 14 (Lisa)
Mail: The EAP, 527 Plymouth Rd., Suite 408, Plymouth Meeting, PA, 19462

Stay Connected with the EAP!

2011 Calendar Highlights



February 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

February 2011

- 3 Delaware County Electrical Contractors Section meeting sponsored by Cooper Electric Supply
- 10 Electric Expo 2011 Committee Meeting, Noon, EAP offices
- 10 Bucks Mont Electrical Contractors Section meeting sponsored by Cooper Electric Supply
- 17 Residential Electric Systems, 7:00 a.m. - 4:30 p.m., EAP offices

March 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

March 2011

- 1 EAP Board of Governors Meeting, Noon, EAP offices
- 3 Delaware County Electrical Contractors Section meeting sponsored by "PECO"
- 10 Bucks Mont Electrical Contractors Section meeting sponsored by Billows Electric Supply
- 10 NEC Code Update, 7:00 a.m. - 4:30 p.m., EAP offices

April 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 2011

- 5 Air Quality Seminar, 4:00 p.m. - 7:00 p.m., EAP offices
- 7 Hazard Recognition & Control for Electrical Workers, NFPA 70E, NEC, OSHA 7:00 a.m. - 4:30 p.m., EAP offices
- 7 Delaware County Electrical Contractors Section, sponsored by Colonial Electric Supply
- 13 Membership & Communications Committee Meeting, Noon, EAP offices
- 14 Bucks Mont Electrical Contractors Section meeting sponsored by United Electric Supply
- 18 Solar Photovoltaic Systems, Installation & Design - (1 Week Course) - 7:00 a.m. - 4:30 p.m., EAP offices

May 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

May 2011

- 5 Delaware County Electrical Contractors Section meeting sponsored by Arlington Industries
- 12 Bucks Mont Electrical Contractors Section meeting sponsored by Arlington Industries
- 19 Commercial Electric Wire Systems, 7:00 a.m. - 4:30 p.m., EAP offices

For a more extensive calendar listing, please see our website, www.eap.org. For more information regarding the meetings or courses listed, please contact (610) 825-1600, or email electric@eap.org.

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