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Big Changes come to the Houston Electric League

2005 brings new board members, (see page 4) and an entirely NEW way to join the league.

Attendees at our last General Meeting will remember Keith Hessemer's brief outline of our new expanded membership policy. Then, in the League's email message about the meeting the new policy was discussed in further detail. It's new, it's exciting, and basically boils down to this: If you work for a Distributor, a Manufacturer, or a Manufacturer's Rep firm along the Gulf Coast in the Electrical industry your membership is free when your company joins the Houston Electric League. Under this new plan, everybody at your company is a member as soon as your firm joins the country's best, oldest, and most influential Electric League. And, best of all, if you work for an end user, a contractor, or architect engineering firm you can now join as an individual at the VASTLY reduced price of \$20.00!

Why did we do this? Simply stated, we wanted to open up membership in the league to as many people as possible. Everyone who works in the electrical industry in the Houston area *should* be a member. League membership offers:

Networking -- important in today's uncertain economy.

Fun -- Golf Tournaments, Bowling Leagues, Shooting events and world class Bar B Que eatin'.

Education -- League Scholarships to Members, League Scholarships to future electrical industry leaders, informative speakers at league events, Electrical industry new in the Circuit—see Watt's News on page.

It's the right thing to do -- every year the league gives our nearly fifty thousand, (yes that's thousand!) dollars worth of scholarships. The money comes from yours and your colleagues' participation at league events. So, not only is it fun, it's for a good cause.

Common Questions:

How does my company join?

A designated employee from each company will need to visit www.HEL.org, click on the box that says: "Membership" and then click on the link that says "Sponsoring Member." From that page Click on the block that says "New Corporate Sponsor." From there either, join online (coming soon), or he/she can print out the invoice/receipt and mail it, along with a check back to the HEL. Either way, once this step is complete each member company will receive a membership number for their employees to use when joining.

Company memberships cost: \$250.00 for small firms, (up to ten employees); \$500.00 for medium sized companies (up to seventy five employees); and \$1,000.00 for our industry's giants (76 employees or more.).

Once paid, **all** employees are eligible—and encouraged—to join. (continued on page 6)

Houston Electric League Scholarship Update

As we all know, the primary function of the HEL is to provide scholarships to deserving young men and women in hope that these future talents will join our industry along the Gulf Coast. This past summer 15 young people got "dream-come-true" internships that allowed them to work shoulder to shoulder with some of our best local manufacturers, distributors and professional sales organizations. — *Continued on Page 3*



The HEL Circuit

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President's Message

By Keith Hessemer

December 2004



Change is in the air at the Houston Electrical League for 2005. It hardly seems like two years have passed since my term as President began but one thing we can count on in this world is change, ready or not, here it comes.

We have many changes in store for the Electrical League and our new officers are ready to lead the way into 2005. Congratulations to Phil Metz, Jim Sims, Mike McDaniel and our newest officer, Scott Weddle and thank you all for volunteering your time and energy to serve the electrical community in which we work.

We have adjusted our Membership dues structure for 2005 to allow for the league to grow our base revenues without depending on SWEE to provide. We have committed to providing Scholarships, even though the amount we are giving is much less than in the past. Our goal is to reach more people in our industry, not just the distributors, reps and manufacturers but the whole industry. We have to provide more value to be a resource.

We will do this.

One of my goals as President was to improve the communications within the league and I would like to thank Mike McGraw for making the website come alive. Also thanks to David Hammel for becoming our first Communications Chairman. I feel that with these two new additions we now have a foundation to build on.

We have many more things up our sleeves and as always we need YOU. Please contact one of our officers to discuss how you can get involved with the HEL.

It has been my pleasure to serve this League as President and I am grateful for all the support from membership and from the Board of Directors. Thank you to all the hardworking volunteers that assist in our functions. We couldn't do it without you.

May you all have wonderful Holiday Season.

Change is in the air but thank God, not at the White House.

God Bless,
Keith

The New President's Message

December 2004
Phil Metz

I would like to start my first President's Message with a hearty and heartfelt **thank you** to our outgoing president Keith Hessemer. Having sat by his side at countless meetings I can tell you he has left incredibly big shoes to fill. Keith's passion for improving the league and guiding it through these troubled economic times has been both apparent to even the casual observer, and admirable. I just hope I can do half as well. Thanks again Keith!

So Watt's New? What are my plans for the league, and where do I see us going in the next two years?

To start with, our new membership plan, (see page 1) should dramatically increase the number of active participants in our organization. More members mean new ideas, more members mean more networking, and fun at events and, best of all, more members mean more income for scholarships! *Continued Page3)*

Houston Electric League Scholarship Awards

Continued from Page 1

In addition to the invaluable lessons "learned by doing", they each received a \$1,920 scholarship.

But what you may not know is that in addition to these industry related scholarships, our league awards 10 scholarships per year to the college aged children of members, regardless of their major or future employment plans. (As the parent of a winner I can tell you this is one of the biggest advantages of membership in our league!!)

Each year ten scholarships are awarded 5 at a time, (spring and fall). The Fall meeting winners, pictured above with board members Keith Hessemer (far right, current President), Phil Metz (second from left, 2005-2006 President) and Jeff Metzler (third from left, Scholarship committee chairman) are: Mike McDaniel, John Peterson, Jerry O'Brien, and Larry Cuccinello. Their children, Jana Cuccinello, George McDaniel, Sara Metz, Erica O'Brien and John Peterson are studying everything from Chiropractic Medicine, to Classical Studies, to Electrical Engineering to good old Industrial Distribution and Business. As the Australians would say: Good on 'em!

Winners of the Fall 2004 membership Scholarships were:

Scholarship Recipient	Educational Institution	Major
Jana Cuccinello	Texas State University	Business
George McDaniel	Texas A&M	Electrical Engineering
Sara Metz	Trinity University	Classical Studies
Erica O'Brien	Texas Chiropractic College	Doctor of Chiropractic
John Peterson	Texas A & M	Industrial Distribution



(From L to R - Mike McDaniel, Phil Metz, Jeff Metzler, John Peterson, Jerry O'Brien, Larry Cuccinello, Keith Hessemer)

(Phil Metz Message Continued from Page 2)

I would also like to carry on Keith's—and our other distinguished, past president's visions—of securing our financial future. Ten years ago we set as our goal to raise one million dollars in a trust fund and then to let this fund provide scholarships in perpetuity. Tough economic times, and a volatile stock market have made this goal seem difficult recently, but we have made significant progress nonetheless. As we get closer the excitement about achieving this goal will provide increased enthusiasm and we'll need help, but we'll do it.

2005 will start with a new part time Administrative Assistant for the league. We've all experienced a few bumps along the road in dealing with the league in the recent past, memberships dues lost, reservations misplaced, etc. These minor hiccups are expected when dealing with an all volunteer organization. Our volunteers all have their own jobs, families and priorities and most serious non-profit organizations like ours have at least some full time staff in order to make sure our volunteers can focus on *(Cont. Page 7)*



Kilowatt Kookers 2005

IT'S THAT TIME AGAIN! The Houston Electrical League Scholarship Foundation's very own Kilowatt Kookers will again be participating in the Annual Houston Livestock Show & Rodeo World Championship Barbecue Cook-off over the weekend of February 24, 25 and 26, 2005, on the Reliant Park parking lot. All proceeds benefit the Houston Electrical League Scholarship Foundation. Since our inception a few short years ago, we have contributed over \$240,000 to the fund. Our goal for 2005 is to contribute \$15,000 and **WE NEED YOUR HELP!** Your donation to the Houston Electrical League Scholarship Foundation is tax deductible to the extent allowed by law and receipt letters will be provided upon request. For More information on Sponsoring the Kilowatt Kooker 2005 Events or if you wish to purchase tickets for the event.. check out the HEL.org website for more information and internet sponsorship sign-up.

WWW.HEL.ORG

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HELSE FALL GOLF 2004 TOURNAMENT



WHAT A GREAT DAY!

The HEL's Fall Golf outing held on October 21, 2004, was a **huge success!** One hundred fifty golfers enjoyed beautiful, if not unseasonably warm, weather. The Cypresswood and Traditions courses were in great condition, (better, it seems, that some of our golfers swings...). As the pictures above and below attest, Scott Weddle and his team deserve a hearty thanks for pulling off another fabulous event.



1st Place on Tradition Course
Jenkins, Fields, Woodward & Robinson

Traditions Course Winners:

- 1st place – Jenkins, Fields, Woodward & Robinson
- 2nd place – Clarke, Sullivan, Watkins & Voltz
- 9th place – Ferrari, Pollock, Pollard & Weber
- 17th place – Dawkins, Burch, Massey & Dieringer
- Longest Drive – Gary Surber
- Closest to the Pin – Matt Featherstone



1ST PLACE ON CYPRESS COURSE
McDaniel, Cusson, Ledbetter & Mass

Cypress Course Winners:

- 1st place – McDaniel, Cusson, Ledbetter & Mass
- 2nd place – Sisson, Sisson, Hurd & Henderson
- 6th place – Vetterick, Harrison, Patel & Radcliffe
- 9th place – Mullins, Hill, Hightower & Cox
- Longest Drive – Doug Williams
- Closest to the Pin – Dennis Congdon

Responsible for overall success of the outing are our volunteers – **Scott Weddle**, event chair; **Phil Metz** who helped with check-in and the Tiger Drive on the Traditions course; **Lana Connor** who provided mailing services, **Mike McGraw** who has provided invaluable internet support with e-mail reminders and our new on-line registration - 90% of you registered on-line! Also, **Alice Bohlae** who coordinated registration and invoicing. It was good to see HEL board members **Scott Weddle** and **Phil Metz** working diligently for us at check-in.

Hole Sponsors

ABB, Inc.
Accurate Control Houston
Bell & McCoy
Benshaw Advanced Motor Control
Burndy
Crawford Electric
Cooper Power Systems
Crouse Hinds
Eaton Electrical
ECP Tech Services
EGS Electrical Group
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Graybar Electric

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Niagara Transformer Corp.
NSOEM, Inc.
Omni Cable
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Powell Electrical Manufacturing
PowerPath Company
Powerware/MacDonald Systems
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Rexel Summers
Siemens Energy & Automation
Wildcat Electric Supply

Beverage Cart Sponsors

ECP Tech Services
Houston Wire & Cable

Powell Electrical Manufacturing
Siemens Energy & Automation

For More News and Information on the Fall Golf Event, including a complete pictorial, visit www.HEL.org

Continued from Page 1

How do I, personally, sign up?

If you work for a Distributor, Manufacturer, or Manufacturer's Rep. Firm, your company contact person will receive a membership number when they joined for your firm, (you will be required to have this number when you visit www.HEL.org to sign-up for yourself). With this number handy visit www.hel.org click on "Membership" then, and here it's a bit confusing, click on "Sponsoring Member" (not Individual Member Membership), then following the instructions on the following pages. It's simple and best of all FREE!

If you work for an A/E firm, a contractor, or an end-user, visit www.HEL.org then click on Membership, then on "Individual Memberships" then on the left hand margin click on the link that says HEL Membership Selection Page. When this page loads fill out and mail, along with a check or pay by credit card, (coming soon). You'll be very pleased to see your membership cost for 2005 had been reduced by over 40% from last year!! Welcome.

If you are a student or retiree follow the same procedure as if you were a contractor, end-user, or engineer but select the \$5.00 option. It's the best value in town!

Why did the league change the way I have to join?

The HEL is a non-profit organization. All the committee and board members volunteer their time. The League hosts various social, business, educational and networking functions throughout the year with the simple stated goal of raising money to give away as scholarships. Our biggest moneymakers throughout our history have been the Bi-Annual SWEE show, the twice-yearly Golf Tournaments, the Kilowatt Kookers event at the Rodeo, the Bowling league and the Sporting Clays shooting event. In the past the league has held holiday formals, country western dances, and any number of other fun events designed to get members excited, and get them in a generous mood.

In the past we had a huge corporate sponsor, HL&P. They supplied fantastic amounts of talent, time and plain old cash—in the form of postage, paper, and direct contributions—to the league. As their business model has changed their ability to maintain this level of extraordinary commitment has been stretched. Their successor companies and employees still contribute considerable time, energy and resources to the league, but the reality is the league's financial foundation has changed.

Throughout it all, year in and year out, our biggest fundraiser has always been simply, the membership dues paid annually by each of us. The simple fact of joining, paying your dues and then reaping the rewards of fellowship, fun, networking and education goes along way to making the league the success that it is. We are the envy of all the other electric leagues in the country. We give more. We



HEL SF

FOURTEENTH BI-ANNUAL MURPHY MCCONNAUGHEY SPORTING CLAYS EVENT FALL 2004



September 29th, 2004
American Shooting Centers
16500 Westheimer Parkway

WOW! Another very successful HEL Murphy McConnaughey Sporting Clays event was held! Again, I can't thank you enough for all who participated. There are so many ways to participate, shooting is the most visible, but some companies sponsor teams, provide door prizes and also support our organization by donating funds to make each tournament successful. We had 22 teams this fall, which is terrific!

The weather, once again, was perfect. We had sunshine and warm weather. The games, Two-Man Flush and Pair in the Air were popular again. Robin Bell always does a great job manning the Pair in the Air and Katie McConnaughey worked the Two-Man Flush. Both did a terrific job this time! We also had a fabulous catered lunch from Zack's Shack. Zack did an outstanding job in preparing and serving the food. Our other sponsors include:

Friends of the Fourteenth Bi-Annual Murphy McConnaughey Sporting Clays

- | | |
|--------------------------------------|----------------------|
| American Shooting Center | Chili's (Mason Road) |
| Feland's Gunsmithing | Carter's Country |
| Academy Sports and Outdoors (Hwy 10) | Collectors Firearms |
| Snappy Printing | The Rais'n L Ranch |
| Walton Ranch | Orvis |

We held a silent auction for two items with high values. Thanks go out to Feland's Gunsmith for the donation of a gun fitting, valued at \$500.00. Walton Ranch donated a two-man bird hunt at a value of \$400.00. We raised more funds for our scholarship fund as a result of these two items.

For more information on the Sporting Clays Events including pictures of the Winners, Consult the HEL.org Website



what they do best—like deal with other members—and leave the record keeping, dealing with vendors etc. in the hands of a dedicated professional.

So I'm very pleased to announce that Becky Maxwell will begin splitting her time between her duties at Eaton Cutler Hammer and the Houston Electric League, and depending on how things progress with our new membership drive we may continue this experiment through the year.

In the mean time I'm looking forward to our traditional kickoff event for the year, the Kilowatt Kookers fantastic feed at the Rodeo! See you there!

I am very optimistic about the Houston Electric League's future. We have some of the brightest talent and most dedicated members of any league in the country and with a brightening economy and our new staff the sky is the limit!

Best Holiday Wishes,
Phil

**Fourteenth Bi-Annual
Murphy McConnaughey Sporting Clays (Continued)**

Committee Chairperson Charlie Pulido said afterward, "I would also like to thank our "behind the scenes" volunteers. These ladies put in many hours of their time helping our committee. They are Alice Bohlae, Lana Connors, May McMIndes, Gail Meza and Mary Francis Burnett. Without their help, our committee and function would not have been a success..

"Of course, I must also thank the other committee members for all of their hard work to pull this event off. All have such busy schedules, yet they find time to attend our committee meetings, as well as call for sponsors, set up teams, purchase drinks, set up the food and spend a day at the shooting range, setting up and cleaning up afterwards. I must say, it is all done in good cheer and it makes the day that much more pleasant. The committee truly works as a team and their positive outlook is reflected in the success of this tournament. Charlie Pulido does an outstanding job as chair of this committee."

Hard Working Committee Members

Charlie Pulido	Mary Frances Burnett	Ross McClintock
Robin Bell	May McMIndes	James Prefean
Brian Michna	Cathy McConnaughey	Shelia Wilkinson
Cindy Sitterle	Gus Smith	

Event Sponsors:

ABB, Inc.	Eaton - Cutler Hammer	Philips Lighting
Bell & McCoy	Houston Wire & Cable	Pirelli Cable & Systems North America
Burrus & Mathews	Hughes Supply, Inc	Powell Electrical Manufacturing
Crawford Electric	Graybar	Reily/Wesco - Houston/Deerpark
Crouse-Hinds	N.E.C.	Rexel Summers
CW Utilities, LP	Omni Cable	Rockbestos Surprenant Corp
Dekorun Wire & Cable	Panduit Corporation	SMR Gulf Coast
Dohm Wire & Communications	Phoenix Contact	Turtle & Hughes
ECP Tech Services, Inc.	Priority Wire and Cable	Unity Manufacturing
Emmco & Assoc.	Putterman & Scharck	Wholesale Electric
E-Tel	PowerPath Company	Wildcat Electric Supply


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teach more. We organize more, and it's all because each year we all find the time to fill out the application and send in our dues.

That being said, consolidation—not only at HL&P but also within nearly all of our own individual companies—has changed our industry. So much so, that much of the board's energy this year has been dedicated to examining how we can increase the membership and participation in our league.

We all know that our employers belong to various industry specific groups, NEMRA, NECA, NAED or even the Chamber of Commerce. These groups charge the companies that belong to them an annual assessment, (usually based on the size of the company), and then allow their employees a chance to participate in the organization's events.

The HEL has decided to adopt this model. Membership in the league will be governed, first of all, by what type of company you work for. Electrical Distributors, Manufacturer's Representatives, and Manufacturers of electrical products, (and companies who sell to these firms), will now become our corporate sponsors. As stated above, if you work for one of these firms your company will need to join, and when they do your individual membership will be free. Employees who work for companies whose primary business is not electrical, but are involved in the electrical portion of their firm's operations, (Electrical Engineers at end-users, or architect engineering firms, or employees of electrical contractors) can, and are encouraged to join our league on an individual basis. As an inducement we've lowered the cost of individual memberships to only \$20.00 per year.

This decision to change our basic membership structure was not taken lightly. And the over arching premis was: "How can we attract MORE members?" The new board of directors thinks this new plan well dramatically increase participation at our events—remember the old adage, "the more the merrier!"—and help us raise even more scholarship money and, and best-of-all have more fun! 

Watt's New?

Service Wire & Cable

Service Wire Co.- Houston Manufacturing and Sales location is experiencing positive growth.

Michael Orpen has joined the team with 3 years industry experience and will manage a territory consisting of East Texas, the state of Arkansas, Oklahoma and New Mexico.

Jessica Anderson has been added as Sales Support.

Lionell Arce has taken the roll of Warehouse Manager. Lionell comes to us with 28 years

experience in warehouse management.

Houston's manufacturing division has plans for extensive growth for year 2005, details will be announced as implemented.

E-Tel Sales

New Product Announcement: Cooper B-Line

As of October 1st E-Tel Sales now represents Cooper B-Line. Products include cable tray, strut, fittings, enclosures, spring steel fasteners, and wire basket cable tray. E-Tel has local inventory in Houston on several B-Line product categories.

As of October 1st, E-Tel welcomes Mary Durrett as an inside sales assistant and Doug Huber in market specifications.

Rexel Announces Management Appointments

Rexel, South Central Division has announced the following appointments in their Gulf Coast Region

Robert Case has accepted the position of Region Manager for the Gulf Coast. Case formally held the position of Director of Sales and Marketing for the South Central Division of Rexel. In his new position he will have responsibility for sales and operations within the Gulf Coast Region.

Gary Thompson has accepted the position of Region Sales Manager. Thompson will be responsible for leading the sales effort within the Gulf Coast Region, focusing on the commercial construction market segment.

Tim Allen has accepted the position of Houston Branch Manger. Allen joined the Gulf Coast Region in 2003 as Industrial Sales Manager. Prior to joining the Gulf Coast Region, Allen was Automation Manager for the Oklahoma / West Texas Region of Rexel.

Pat Garrett has accepted the position of Region Procurment Manager. Garrett formally held the position of Procurement and Inventory Manager for the South Central Division of Rexel.

Eaton Electrical

New Personnel Additions

Ryan Malek has been added to our Residential Construction team. Ryan is an ID graduate from Texas A & M. Previously worked in the Cleveland, Ohio office for Eaton Electrical.

Lane Bradford has been added to the Houston District office as an additional Applications Engineer. Mr. Bradford has 30 plus years of experience in the Houston construction / OEM markets.

Chastity Brinkman has been promoted from Distributor Sales Specialist (DSS) to Outside Sales Rep for the Houston residential market. Chastity is also an ID graduate from Texas A & M and has been with Eaton for the past 5 yrs.

Cheryl Walker has been promoted from inside industrial sales to Distributor Sales Specialist. Cheryl has been with Eaton / Westinghouse the past 20 yrs.

Matt Ryan has been added to the Houston Commercial Sales team. Matt has held various positions within Eaton over the past 15 yrs. Most recently, Construction Manager in the North Carolina Office.

Wildcat News

Wildcat — Island Open House

We hosted an Island Party Open House on Thursday, October 14 that was almost as fun as being on an island somewhere in the Caribbean. Okay, I said almost. Those that attended had a fun filled night of great food, tropical beverages, great door prizes and special entertainers. Big thanks to all those brave souls who got up and karaoke for the crowd.

Special Cancer Walk

Saturday, October 23 was the Making Strides Against Breast Cancer walk. This year the walk was held at Herman Park, which was great place to walk with the big shade trees and beautiful scenery. The rain held out just in time for us cross the finish line. Thanks to Team Wildcat members: Bob McFarland, Gracie Kirkland, Isabel Kirkland, Paula Hessemer, Isaac Burciaga, Julie Burciaga, Vanessa Burciaga, Isaac Burciaga Jr., Kiya Baker, Brett Stilley, Don Hayes, and Rowena Hayes for participating in the walk. Team Wildcat raised \$2,000 to help fight breast cancer. Congratulations to Ricardo Jaime who is our newest Outside Sales Representative. Ricardo has being employed at Wildcat for nine years, which he held an inside sales position for the last four years. Merry Christmas and Happy New Year!

NSOEM, Inc.

Growing into 2005

As 2004 draws to a close, we are finishing up another record year of significant double digit sales growth, and have found that we have outgrown our current facilities. In the first quarter of 2005, we will be moving to our new offices, located off of Telge Road in Northwest Harris County conveniently off of Hwy 290. Our future address will be: 9831 Whithorn Drive ~ Houston, TX 77095

HEL.ORG Website Update

As many of you can witness, the website is growing in content and capability.

We now have incorporated electronic registrations for events, with acknowledgements that allow for quick payment and processing. In addition, we have harnessed the new database membership system to allow for E-mail notification of upcoming events and news/information.

Recently, we initiated a message board to allow posting of questions, comments, and observations about the HEL. This tool is not being used heavily to date, but the numbers of members signing up is increasing. Advance notices, polling of members, and sponsoring of open dialog between the membership and the Board is the aim of this feature.

So, what lies ahead? E-commerce feature that will handle membership renewals, event registrations, and event sponsorships. As I write this update, we are working on just such an extension of the website. This feature will virtually eliminate missed registrations and renewals. It will streamline the HEL accounting programs and reduce the amount of time the Board Members spend on the more mundane managements activities.

We would welcome your review of the latest and greatest version of the web... check out the events, notes, and of course the linked calendar. Let us know what you want from the web.

Best Wishes for the Holiday Season!

Mike McGraw

2005 Calendar of Events

January 11th, 2005	Board Meeting
February 8th, 2005	Board Meeting
February 24th — 26th, 2005	Kilowatt Kookers
March 8th, 2005	Board Meeting
April 12th, 2005	Board Meeting
April 13th, 2005	General Membership Meeting
May 10th, 2005	Board Meeting
September 13th,2005	Board Meeting
October 11th, 2005	Board Meeting
October 19th,2005	General Meeting
November 8th,2005	Board Meeting

