



a note from the CEO

Exploring Business in Our Backyard

BY JEREMY DE BRABANT

QUOTABLE

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TODAY’S BUSINESS environment forces us to be creative and think outside the box. More than ever, diversification is going to be important as we look for new opportunities to sustain and even grow our companies.

We have to think as entrepreneurs within our business environments. In today’s competitive, media-savvy world, we have to go above and beyond to not only bid on a project, but also be forward-minded enough to provide the latest technologies. We must be strategic about reaching potential customers, whether it’s the average homeowner or meeting the complex needs of a high-tech hospital.

We want to provide you with the tools and resources to help you start and expand your business. This edition of *PowerOutlet*™ is the result of a redesign to make it easier to find valuable news and information quickly. Case studies, industry trends, and tips are practical ways to learn and explore insights from others.

➔ In this issue:

- **Using available resources**, a Rexel location teams up with a local high school electrical instructor and mentors young, aspiring talent during a store remodel.
- **Energy savings calculations** demonstrated by our Sacramento, Calif., team helped a customer bid and win a lighting retrofit in a food distribution facility.
- **Landscape lighting has evolved**. Energy wise and sleek new designs give you the opportunity to offer an advantage over outdated do-it-yourself systems.

And there’s more untapped potential in the home-improvement sector as residential customers begin taking advantage of \$4.3 billion in new tax credits. Our special stimulus report defines what areas you might want to pursue.

Home automation is expected to expand to \$2.4 billion by 2012. Electricians are uniquely qualified to integrate smart-home features such as security and lighting and make it easy for the homeowner to use after installation. But take it a step further: Imagine the customer’s interest when you demonstrate how he can monitor his vacation property right at home, or that she can water the lawn—from a cell phone!

Furthermore, as this country’s residential infrastructure ages, renovations aren’t just a cosmetic issue; safety is very much a top priority. Our story on outdated wiring in older homes is another example of how the Rexel team provides you with the information you need to help your customers.

Along every step of the way, we are here for you, as consultants, business partners, and providers, no matter how far away or close to home your projects take you. ✨

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