

ELUS News

ELUS Company, 11170 Luschek Drive, Cincinnati, Ohio 45241

www.elus.com

ELUS 2018 Review

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Another great year for ELUS and all of our principal partners. In 2018 we entered our 5th year as an ESOP and we continue our excitement for employee ownership. We have seen consistent growth both internally and externally over the course of this time period, but one thing continues to remain a constant: our relationships. Once again in 2018 we built new relationships but also continued with many of our long-term relationships with our customers and partner manufacturers, resulting in another record year for our organization. We cannot thank all of you enough and we will continue to strive to serve you in the years to come!



Pictured above left to right at the 2018 IEEE: Eric DiSalle, Bill Davis, Dave Bouchard, John Commons, John Hebel, Jon Wernert, George Slyman, Dane Beauchamp, Jamie Shields, Tim Pompo, Brad Reigelsperger, Jason Klingman, & Greg Laneve

ELUS & Farmington Consulting:

We were very proud to see that our customers appreciated the extra effort we are striving to provide. We sent out a request for feedback to 160+ customers and our feedback is highlighted in yellow below vs. the average scores from other FCG clients. (*Scale of 1 - 5) 5 = excellent, 4 = Very Good, 3 = Average, 2 = Fair, 1 = Poor

#	<u>Customer Performance Areas</u>	<u>Total Rating</u>	<u>FCG Client Avg</u>	<u>+/-</u>
1	Value as a Trusted Business Partner	4.68	4.27	+
2	Inside Salespeople	4.66	3.70	+
3	Outside Salespeople	4.62	3.64	+
4	Resolves Issues in a Timely Manner	4.50	3.71	+
5	Provides a Significant Physical Presence	4.45	3.93	+
6	Keeps Customer Continually Informed	4.43	3.59	+
7	Agency Leadership	4.30	3.97	+
8	Use of Technology	4.22	3.50	+
9	Provides Product Training	4.18	3.18	+
10	New Product Introductions	4.17	3.28	+
11	Marketing Expertise	4.06	3.35	+

Chinese New Year –
Year of the Pig



ELUS News

ELUS in the Community



Ronald McDonald House of Cincinnati cares for 78 families every night, including parents, children receiving outpatient treatment, siblings and other family members. By easing the financial and emotional burdens of caregivers and by taking care of important practical needs, the RMH allows parents to focus entirely on caring for their children.

ELUS participated in the Taste of Hope program by donating, preparing and serving a meal at Cincinnati's Ronald McDonald House. It was a great opportunity to help provide the nutrition kids need to heal and allow parents more time to focus on their critically ill children.

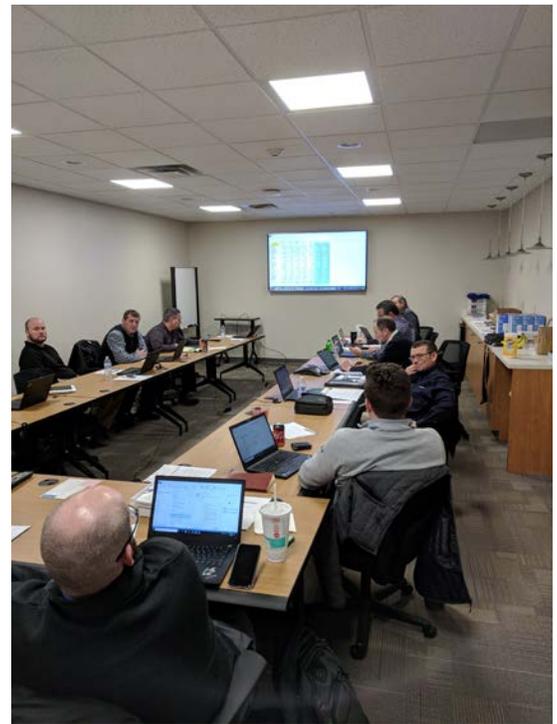
ELUS Team Dinner

The Monday night of our sales meeting the entire company headed out for a team dinner. This is always nice to get together with each other and break some bread after the holiday season has come to an end.



2019 Sales Planning Meeting:

From January 21st to the 23rd our company came together for our annual planning meeting. 3 days in our conference room can make for some long days but we find this meeting to be valuable every year. We follow a usual format starting with our company calendar. Trying to plan for all of our trade shows, various principal visits, and other important industry events. Next we cover our Sales Board, recognizing special orders such as a new product approval or a critical multi-year blanket. Then we review each of our manufacturers including their goals and initiatives. Lastly, but definitely on a high level of importance, we break out into customer sessions. Each sales team, both Outside Sales and Inside Sales, come together for breakout sessions to talk about group and individual goals. These goals are developed by account and tracked throughout the year. We are excited to say the 2019 pipeline looks very full!



ELUS Sales Update

The sales in our territory are off to a faster start in 2019 in comparison to 2018, which was a nice surprise in January. We believe that unlike 2017 and 2018, this year will be a bit heavier in the early part of the year. Our prediction for Q3 and Q4 should be lower than 2017 & 2018. We anticipate a 5% decline in Q4 for YOY comparisons. With that said, overall the sales years should be flat but it is always good to monitor the progress quarterly as well. As always, we continue to push not only our IOUs and distributors but in true ELUS fashion we continue to hit every public power customer!



ELUS Milestones

It is always good to celebrate birthdays and anniversaries so here are our upcoming events we want to recognize:

Happy Birthday!!

Mary Slauter	February 1 st
Brad Reigelsperger	February 23 rd
John Hebel	March 15 th
Rick Simpson	March 23 rd
Greg Laneve	March 25 th

Happy ELUS Work Anniversary!

Brad Reigelsperger	February 1 st	21 years
Dubravka Maric	February 27 th	2 years
Jared Bassett	March 3 rd	11 years

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