

# ELUS News

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[www.elus.com](http://www.elus.com)

## ELUS during COVID

As we mentioned in our previous Newsletter, we are still actively engaging with our customers in unique ways to distinguish ourselves from the competition. We continue to hear from our customers that they have grown tired of video calls as they tell us they have too many internal calls within their own organizations. Because the majority of our customers are unable to meet in an official capacity, we have had a lot of success meeting in “unofficial” ways including after work or for lunch. As we approach spring and summer, we plan to take advantage of meeting outdoors with activities such as golf. It should be noted that our public power customers have been a bit more open to meeting when specific needs have come up. We also have had a lot of success going to various job sites and then reporting back to our contacts at corporate headquarters. It has been a good way to stay engaged and be supportive in our sales support role.



(L to R - just a few pictures of customer visits in recent weeks) - Jobsite at an Ohio IOU, jobsite at a Pennsylvania IOU, drilling demo at public power customer in Kentucky

- ELUS During Covid 19
- ELUS Sales Planning meeting
- ELUS – Customer Update
- ELUS – Milestones
- ELUS - ESOP
- ELUS Team

### Thought of the Day:

"Talent sets the floor, character sets the ceiling."

- Bill Belichick

## ELUS – 2021 Sales Planning

We conducted our weeklong sales planning meeting back in January, starting on the 18<sup>th</sup>. We had 3 sessions that involved the entire sales team and our Inside Sales Team joined for the 7 customer focused sessions during the remaining part of the week. As we previously did at our mid-year meeting, all of the meetings were done virtually. In the future, we plan to have a combination of an onsite meeting and virtual breakout sessions which will suit us best. This will allow us more flexibility to meet but also stay active with our sales functions. In addition, we have kept up with our ELUS Monthly Meetings (Known internally as the EMM). This is a one day meeting each month attended by our sales team. We cover and review anything pressing from our principal partners. It is a great way to stay organized and connected. In the future, we hope to have a mix of these in person and virtual, as this will help us manage our company calendar efficiently.

Also, each month we have an Inside Sales Meeting. Each Inside Sales team member takes a turn at setting the meeting up and putting together the agenda. This monthly meeting includes the 6 members of the Inside Sales Team plus John and Eric. All of these efforts help keep ELUS organized with all of the variables in this utility-based business.

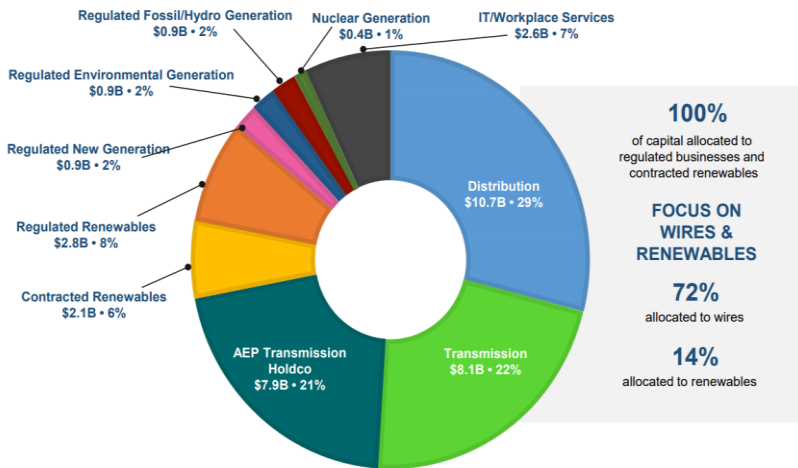
**ELUS – Customer Updates**

**AEP Forecast:**

The highlights of the below:

- Over the next 5 years:
  - \$10.7 Billion in Distribution (29% of the budget)
  - \$16 Billion in Transmission and Transmission Holding Co.
  - Possible new DC ties for ERCOT in light of the recent Texas storms

**2021-2025 Capital Forecast**



**DP&L & IP&L – Officially become AES:**

**AES OH & AES IN:**

Dayton Power & Light has been serving customers in the Greater Dayton area for over 110 years. They will now be officially called AES Ohio. AES acquired DP&L back in 2011 and now is going through with the official name change.

Indianapolis Power & Light will now be called AES Indiana. AES acquired IP&L back in 2001 so this change has been long in the making. AES Indiana, an AES Company, provides retail electric service to more than 490,000 residential, commercial, and industrial customers in Indianapolis, as well as portions of other Central Indiana communities surrounding Marion County.

**Vectren & CenterPoint**

CenterPoint Energy acquired Vectren in 2019. We have been notified that Vectren customers in Indiana and Ohio will soon see CenterPoint Energy’s name and logo on buildings, trucks, and employee uniforms.

The company is retiring the Vectren name and transitioning to CenterPoint Energy.

As a quick review, Vectren Energy Delivery of Indiana - South provides energy delivery services to 144,000 electric customers in Southwestern Indiana. Vectren Energy Delivery of Indiana - South also owns and operates electric generation to serve its electric customers and optimizes those assets in the wholesale power market.

Vectren's electric customers are served by a mixed portfolio of 1,000 megawatts (MW) of coal-fired generation and up to 245 MW of gas-fired generation, along with 3 MW from a landfill gas to electric project and 80 MW of wind power. Also, purchases from the Ohio Valley Electric Corporation (OVEC) of up to 32 MW and additional load from the Midcontinent Independent System Operator (MISO) power pool occasionally supplement Vectren load requirements. Furthermore, interruptible load and demand side management initiatives can yield more than 60 MW of energy savings to meet peak demand if needed.

It is always good to celebrate birthdays and anniversaries so here are a few dates we want to recognize:

***Happy Birthday!***

Mary Slauter	February 1st
Hannah Kubalski	February 3rd
Brad Reigelsperger	February 23rd
Abbi Schilderink	March 1st
John Hebeler	March 15th
Rick Simpson	March 23rd
Greg Laneve	March 25th
Jamie Shields	April 18th
Dane Beauchamp	April 19th
Tim Pompo	April 27th

***Happy ELUS Work Anniversary!***

Brad	February	23 years
Jared	March	13 years
Hannah	April	2 years
Greg	April	25 years

**ESOP – Employee Ownership**

As many of you know ELUS became 100% employee owned in July of 2013. This has been a fantastic benefit to all that have worked tirelessly to make ELUS the best Manufacturers Representative Agency serving the Electrical Utility sector. Every year we try to challenge ourselves to be better and as owners we work together on this never-ending goal.

Last year we had one of our long-time employees, Louise Salvina, retire after 25 years with ELUS. She said that the benefit she received as an ESOP owner really set her and her husband up well for retirement. We could not be happier for Louise and Lou as they enjoy some well-deserved down time.



The ELUS Team – The last company photo pre-COVID

