



Ideal Supply Revamps Electrical Sales Structure with Three Key Promotions

In continuing to enhance our structure and set the stage for future growth, we are excited to announce the implementation of a Northern/Southern Electrical Sales structure with the following enhancements to our Electrical Sales Team:

Wayne Long – Director of Electrical Sales, will continue to be responsible for the strategy and oversight of the Electrical division. He will focus on enhancing vendor relationships, increasing sales potential and strategic initiatives. The departments of Lighting and Projects will continue to report directly to Wayne.

Don McNichol – Northern Electrical Sales Manager, will oversee the Electrical Sales within the Northern sales region.

Don joined Ideal in 1995 working within the Listowel DC. In 1996, Don went to Stratford branch working in shipping and receiving. He worked his way to the Electrical counter in Stratford. In 1998 Don came back to the Listowel Branch on the Electrical counter. In 1999 Don moved north, to the Orillia branch to work the Electrical counter. In 2000 he joined the Electrical Sales team looking after different territories both in Electrical and Industrial divisions for 4 yrs. Since 2004 he has been in Huntsville area looking after the Muskoka/Parry Sound territory for Electrical Sales team.

Adam Coutts – Southern Electrical Sales Manager, will oversee the Electrical Sales within the Southern sales region.

Adam joined Ideal Supply in May 2000, working the nightshift in the Listowel DC.

After 1 year in the warehouse, Adam moved to the Listowel Branch to drive the delivery vans before moving to Stratford's Electrical counter. He returned to the Listowel Branch in 2004 continuing to work on the Electrical Counter, before moving to Orangeville's Electrical Counter in 2005.

In 2008 Ideal Supply opened the greenfield branch in Parry Sound and Adam moved north taking on the Branch Manager position. He spent 5 years in this role before returning to his current territory as the Electrical Account Manager for the past 12 years.

Please join us in congratulating **Wayne, Don and Adam** on their recent promotions.