

THE JLF JOURNAL

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"CARPE DIEM" ("SEIZE THE DAY")

Entrepreneurs are known for their fearless outlook on life and business. Take Donald Trump who continues to live on the edge with his no boundaries approach to business. This "media mogul" is always in search of the next best thing. He is a man of power, a man destined to seize each new day.

You don't have to be a multi-millionaire to be successful. All you need is the desire, drive and determination to reach for what you want. Abraham Lincoln once said, "It's not the years in your life that count. It's the life in your years."

Think for a moment about how many goals you've set since January 1, 2005. Then ask how many of them you actually reached. Of those you let go, what were the

reasons? Did you lack the passion necessary to complete the task? Were the obstacles too great to overcome? Whatever the reason, keep in mind that true success seekers act when opportunity knocks, reach past their potential and focus on the goal rather than inherent limitations and obstacles.

A wise man once said, "Don't wait for extraordinary opportunities. Seize common occasions and make them great. The weak wait for opportunities; the strong make them."

This month's issue of the *JLF Journal* is about seizing the day. Don't waste another day.

Opportunities abound, seize them!!!!

Joe Friedlein II

INDUSTRY INSIGHTS

- July 19th Electric Golf Club Architects & Engineers Day at Silver Lake Country Club. Call Amy Kasser at EA Office 708-547-9910
- In memoriam Charles Currie Sr. 1924-2005 Electric Association Gold Medal award winner Man of the Year 1992 & Founder of North Star Ltg Co. Thank You Chuck for your years of service to our industry. You will be greatly missed.
- Electric Association's Annual Membership Awards Dinner Thursday Oct. 6, 2005 "The Carlisle" in Lombard, IL

Inside this issue:

"Carpe Diem"
("seize the day")

West Penn Wire
"New Catalog"

Federal Ballast Ruling. Bans the manufacturing & sale of magnetic t12 fluorescent ballast

Bizarre trivia

Republic Wire
June Fill Rate 99%

Average guy

Republic Wire Has
Foot marks



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WE'RE ON THE WEB
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"SERVICE AFTER THE SALE"



WEST PENN WIRE

West Penn Wire was founded in 1971 in Claysville, Pennsylvania. The early years of the company were devoted to the premise of supplying quality wire and cable to their customers in a timely manner. To this end, the company was committed to manufacturing in order to stock warehouses and distribution centers rather than manufacturing to fill orders. This manufacturing philosophy ensures a swift turnaround of orders and prompt delivery of quality products to the customer.

Today, nothing has changed about the way they do business or West Penn's philosophy of providing quality wire and cable in a

timely manner. West Penn wire believes the foundation for growth is innovation and flexibility. West Penn has seen phenomenal growth over the past 30+ years. Much of this growth is due to the fact that they have remained flexible to the needs of their customers and to their continuous ability to innovate new technologies and processes. At West Penn, their people are their most important assets and they are committed to providing West Penn customers with service, quality and innovation second to none!

Call JLF for the "New" West Penn full line catalog.