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More Than 40 Years Define a Leadership Position Within the Industry

The foundation of Whitehead & Associates was firmly established many years ago by Bob Whitehead, Scott Whitehead's grandfather. In 1929, Bob Whitehead began his work with Georgia Power Company as a Circuit Breaker Specialist where he would rise to serve as Senior Vice President of Operations.

The second generation of the Whitehead Family, Pat Whitehead, Bob's son, received an education in Industrial Management from Georgia Tech. Upon Pat's graduation from college, he went into electric industry sales and later founded what is now Whitehead & Associates in 1968.

Scott Whitehead, the third and current generation of the Whitehead & Associates Family, obtained an education in Business and Marketing from the University of Alabama. Initially, Scott received field experience from Leviton Manufacturing but then joined the family business in 1991. With the combined knowledge of father and son, Whitehead & Associates grew from one employee in one state to six employees in over three states.

Scott continues to pilot the success of Whitehead & Associates with the same strongly rooted principles and family values taught and established by his

father and grandfather. With more than 43 years of experience, Whitehead & Associates has created a legacy as a trusted leader in the Energy Industry. Under Scott's direction, the company added a new Energy Division in 2001, which eventually became Whitehead Energy Solutions in 2010.

The evolution of Whitehead & Associates and Whitehead Energy Solutions has provided the family business to meet the changing needs of its customers. Whitehead & Associates continues to grow with top Principals and 24 employees covering multiple states.



Customer Service at the Heart of Operation

Recently, Whitehead & Associates has completed many municipal projects in Alabama and Georgia, including the communities surrounding Birmingham and Tuscaloosa and other areas recently affected by the tornadoes and violent weather this Spring.

The aftermath of the storms left the local utilities overwhelmed by the number of homes and businesses without electrical service, and the affected communities paralyzed and

inconvenienced by the absence of electricity. Due to the established relationships with the local utility companies, the Whitehead office in Birmingham with its knowledge of the infrastructure and service areas, pitched in to assist in getting customers back online following the storms. For more than a week, Whitehead team members contributed in helping the community get back on its feet.

Greg Rohan, one of the Whitehead sales team in the Birmingham office, helped with the power

restoration said, "Fortunately, we made it through the storm okay but so many of our neighbors and friends did not. Helping get the power back on for some of those folks and doing what we could to help was the least we could do and we were glad to do it."

Although the Whitehead & Associates Birmingham office resumed normal business after a week following the worst of the storm activity, they continue to offer its expertise as the affected areas rebuild.

Faithbridge Foster Care

Although Customer Service is at the heart of the Whitehead operation, community service is near and dear to their hearts. According to Scott Whitehead, community service is a part of operations at all times, not just when there is a utility emergency. "We incorporate charitable giving and community service into our operations. It is important to me, and was important to my father and grandfather. Everyone on our team knows that giving back is part of their responsibilities and we make it a rewarding and fun thing to do through the office."

Faithbridge Foster Care will open a new facility with the help of Whitehead & Associates. Faithbridge Foster Care is a faith-based, tax-exempt corporation intent on changing U.S. foster care. Faithbridge has a strategy designed to mobilize, organize, equip and release local churches and communities to solve our country's foster care crisis.

On June 18th Whitehead & Associates participated in a family day of service which helped the facility expand some of its classrooms and prepare the



facility for summer programs. Employees from Whitehead and their families completed construction and landscaping projects throughout the day.

Bill Hancock, President of Faithbridge Foster Care says the service day is only one of the ways in which Whitehead & Associates assists his organization. "We have worked with Scott Whitehead for awhile. He has served as a mentor to some of our kids and has a very action-oriented commitment to those in need. He and his team have helped us in the past and their passion for the success of our organization really runs deep and we are extremely grateful."



stepped approach was appealing to the city's Board and made installation easier as they were able to complete the installation themselves within a matter of weeks. "We worked with Greg Rohan and his team to select and purchase the fixtures and installed them ourselves. It has been a few months and we are already noticing improvements in maintenance, and have had a lot of positive feedback on the look of the light," said Puckett.

Small Project Offers Up Big Savings

Andalusia, established in 1841, currently has a little more than 8,000 residents. Quiet and rich with history, the community has always benefitted from its place on the cutting edge of emerging technology. A century and a half later, Andalusia is again adopting new technology to bring beneficial resources to its community. In this case, the resource is money in the form of reduced energy consumption and fewer maintenance costs.

One of the easiest and quickest ways to accomplish this is through a lighting retrofit. According to the U.S. Department of Energy, LED solutions can reduce energy consumption by more than 50 percent and maintenance costs by up to 80 percent relative to traditional lighting.

Greg Rohan from Whitehead & Associates explains, "A lighting retrofit is something that offers very little risk and a lot of reward especially to a close-knit community where spending is done on a much smaller scale.

The benefits of addressing a city's lighting are that they offer immediate results, can reduce maintenance requirements and extend the life of the equipment by five to 12 years. And, in this case, they decided to do the retrofit over time, so the positive results can be seen and measured."

Earl Johnson, Mayor of Andalusia, said the city was purposeful in its approach to its recent retrofit. "We are doing this in baby steps.

Whitehead has been very helpful to us in determining what we can afford to do and what results we can expect."

Jeff Puckett, Electrical Operations Manager for Andalusia, said this

The project began in April 2011 by replacing the 1000 watt parking lot fixtures with GE's line of Evolve™ LED Area Fixtures which only consume 86 watts. The second wave of changes occurred when the city replaced the 150 watt streetlamps with GE's Evolve™ LED Cobrahead Light Fixtures, which utilize 30 percent less energy and offer a more uniform light pattern.

Upcoming Events and Tradeshows

July 10-12

Electric Cities of Alabama Annual Meeting, Perdido Beach Resort, Orange Beach, AL.

September 18-21

Illuminating Engineering Society (IES) Street and Area Lighting Conference, Hilton Riverside, New Orleans, LA.

October 4-6

International Construction and Utility Equipment Exposition ("The Demo Expo"), Kentucky Exposition Center, Louisville, KY.

October 19-21

South Alabama Public Power (SAPPA) and North Alabama Public Power (NAPPA) Annual Meeting, Ross Bridge Resort, Birmingham, AL.

Congratulations to the Following Members of Our Team



Carley Abner is now responsible for Georgia Power Distribution Organization as well as serving the North Georgia Public Power Market. His new responsibilities will have him focus only on distribution product groups. This role fits nicely with his 35+ year career in the distribution utility world.



Tim Morris focuses primarily on the Georgia Power Lighting Group. Tim has knowledge and experience in lighting and knows the associated personnel very well. Tim came to Whitehead & Associates 8 years ago from Georgia Power Lighting Services. He will continue to excel in the coming years with his focus on this group.



Chris Propis moved from inside to outside sales. His customer group will continue to include Georgia Transmission Corporation and Georgia Power Substation and Transmission. Chris has a good understanding of not only the customer organizations but also many of the product groups in which he will be responsible.



Nick Rogge came to Whitehead & Associates from our sister company, Whitehead Energy Solutions. He will assume Chris Propis' role as a utility inside sales specialist. Nick has been an inside sales associate for four years and has a strong technical and service background. The previous years of experience are a great platform on which to move into Chris's previous role.

Please join us in congratulating these individuals on their new roles. Their leadership skills, experience, and dedication make them excellent choices for these positions.

Scott Whitehead is President of EERA

Additional kudos go to Scott Whitehead on his recent election as President of the Electrical Equipment Representative Association (EERA). EERA is an organization comprised of the best practitioners within the field of manufacturer's representatives. Within this position, he is now the industry's spokesperson. Congratulations to Scott in achieving this recognition from his peers.