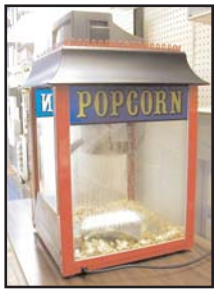
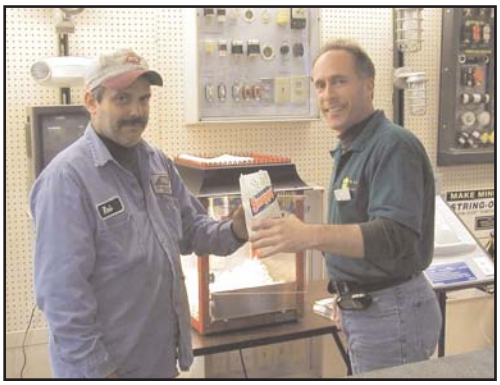
Leff Vision

Summer 2003

The Cleveland Counter has Fresh Popcorn!

The Leff Counter Salespeople are popping fresh popcorn every day! Stop in and enjoy a complimentary bag of popcorn while they pull your order!





Jim Carlin, Cleveland Counter Manager, offers Rob from Tecmetal a bag of fresh popcorn.

Ferraz Shawmut is Giving Away A Harley!

Ferraz Shawmut





Ask your Counter Salesperson how you can enter to win a Harley-Davidson® motorcycle (and other prizes too)! While supplies last.

Appleton Promo - DVD Giveaway!

Appleton

Receive a FREE POCKET SCREWDRIVER

and a chance to

WIN A DVD PLAYER

with each case of Appleton Weatherproof Boxes you purchase. July 1 - July 31. While supplies last.

LighTech
DESIGNING WITH LIGHT

LighTech News

LighTech is a lighting design division of Leff Electric.

All Ceiling Fans Are Not Created Equal

Discerning consumers know that quality construction and meticulous attention to detail create a superior product which will ultimately yield superior performance and lasting durability.

Casablanca
WORLD'S FINEST CEILING FAN







Leff is now a distributor for Casablanca Fans and can guide you through the many choices available for your indoor and outdoor needs.

Tip for the summer season:

Operate the fan in clockwise direction in hot weather, which creates a cooling effect to make you feel up to eight degrees cooler. You can then adjust your room thermostat to a higher setting and achieve up to 40% air conditioning energy savings.

GE Diamond Precise - Now In Stock!



Purchase 6 Lutron Dimmers
(Ariadni or Diva)
and get a
FREE COOLER!

Cleveland, Bedford, Elyria, Mentor Locations.
While supplies last.

LUTRON



Diamond Precise

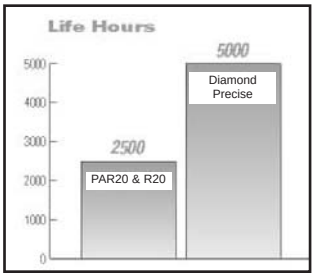
Upgrade from 50PAR20
Improved Accent Lighting, Energy Savings
Long Life = Labor Savings
Fits Into Existing Fixtures

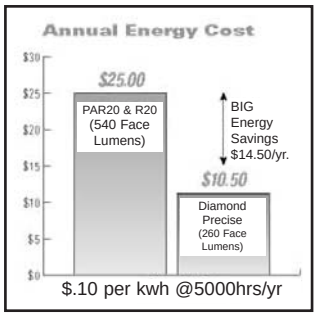
Q21EMR16/C/FL25/MED
Q21EMR16/C/SP12/MED



In a standard 50PAR20 application, much of the light projected does not fall on the target, but is diffused in the surrounding area due to poor optical control.

With the Diamond Precise, the advanced optical control of a multi-faceted reflector keeps the white, halogen light on target therefore requiring 58% less energy to accent your merchandise.







Advance Purchase of
$250-$499.99 Receives
$10 Best Buy Card

Advance Purchase
Over $500 Receives
$25 Best Buy Card

July 1 - September 29, 2003

See your salesperson or stop in at your local counter for promo details.

Advance IntelliVolt/SmartMate - In Stock

ADVANCE TRANSFORMER CO.



ADVANCE has combined IntelliVolt™ technology (120v thru 277v) and MultiLamp Capability with the SmartMate™ Connector to create a ballast family that's truly universal.

This powerful combination minimizes the number of SKUs required, makes ballast selection and installation a breeze, and virtually eliminates wiring errors. Each SmartMate ballast will operate 4-pin compact fluorescent lamps effectively down to 0 degrees Farenheit. SmartMate also provides end-of -lamp-life circuitry which safely removes power from the lamp as it nears the end of it's life. Color coded wiring ports, automatic reset, and flicker free operation round out the list of features on Advance's new SmartMate ballasts.

These ballasts are now in stock at all Leff locations. Contact your Leff sales person for more information.

Leff Welcomes New Employees!



Barte' Binder

Barte' Binder joins Leff as the GE Gear Specialist. He brings several years of experience in this field. He was with Seimens for 5 years and Cutler Hammer for 10 years. He received his degree in Electrical Engineering from Ohio University. Barte enjoys fishing with his son, Alex in his spare time.



John O'Brien

John O'Brien joins Leff as an Inside Salesman. He comes to Leff with several years of experience in the industry. He was previously with CED in Mentor for 14 years; and Tri Electric for 5 years. He lives in Euclid and graduated from St. Joe's. His hobbies include boating, golfing, and motorcycles.



Jim Carlin

Jim Carlin joins Leff as the Counter Manager in Cleveland. Jim comes to Leff with over 20 years of experience in the electrical distribution field. He has held various positions, ranging from counter sales to inside/outside sales. Jim lives in West Park with his fiance Julie. They are engaged to be married in the Fall. He enjoys playing softball and golf in his spare time.



Holly Shiflet

Holly Shiflet joins the Leff team as the Administrative Assistant in Warren. She lives in Johnston with her family, where her parents own a Dairy Isle called Shiflet's Delites. Holly and her fiance' Shaun are getting married in October.

Employee Anniversaries

Paul Gullata celebrates 20 years with Leff in August. Paul started with Leff in the Maintenance Department. He now works in the warehouse. His primary function is UPS shipping. Paul has been the Shop Steward for 19 years.



Joe Mocnik celebrates 20 years with Leff in September. Joe started with Leff as the first Express Will Call employee. He then progressed through the company as an Inside Salesman, an Inside Sales Manager, and now as an Outside Salesperson. Joe enjoys golfing and fishing in his spare time.

Bob Hurd celebrates 10 years with Leff in September. Bob started with Leff as a Warehouseman in Cleveland. He then progressed to a Counter Salesman. He now is a Counter Salesman in Bedford. Bob lives in Parma with his wife and three sons. He enjoys golfing in his spare time.



Mike Maloney celebrates 10 years with Leff in September. Mike started with Leff as a Warehouseman in Elyria. He transferred to Cleveland to be closer to home and his family. He takes care of his mother and his sister in his spare time.

LEFF ELECTRIC

www.leffelectric.com

Cleveland - Corporate Headquarters
216-432-3000 Phone - 216-432-0034 Fax

Bedford Hts.
216-591-0050 Phone
216-591-9659 Fax

Mentor
440-946-5448 Phone
440-946-5965 Fax

Elyria
440-324-5483 Phone
440-233-8707 Fax

Strongsville
440-572-8188 Phone
440-572-7588 Fax
(Located behind Pat Catan's Bridal Express)

Leff Warren Electric, Inc.
330-372-3344 Phone
330-372-3081 Fax

Leff Youngstown Electric
330-799-1366 Phone
330-799-8432 Fax

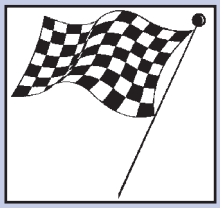
Leff Vision is a quarterly publication for the electrical industry.

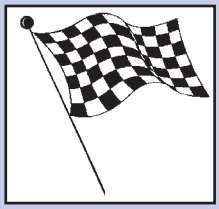
Leff Summer Cookouts!

Stop in at Your Local Counter for
Food - Giveaways - Specials!
More details to come!



July 11	Warren
July 17	Mentor
July 23	Bedford
August 21	Strongsville
August 27	Elyria





See Bill Tishko - the 2002 Thompson Drag Raceway Champ with his Chevy Monza Racecar!

(Bill is also your friendly Mentor Counter Salesperson!)

Enter to Win Indians Tickets!
Leff Mentor Cookout - July 17, 11:30-1:30

ADVANCE TRANSFORMER CO. 3M FLUKE WIEGMANN