



Southwire Company, LLC Joins CABA Board of Directors

February 29, 2016

The Continental Automated Buildings Association (CABA) is pleased to welcome Southwire Company, LLC to the CABA Board of Directors. CABA is a non-profit industry association that provides information, education, and networking to help promote advanced technologies for the automation of homes and buildings. Southwire is North America's leading manufacturer of wire and cable used in the distribution and transmission of electricity.

The company will be represented on the CABA Board by Norman Adkins, executive vice president and president of Southwire's Electrical Division, which serves customers within the residential, commercial and industrial markets across the United States, Canada, and Latin America.

"I am very pleased to welcome Norman Adkins and Southwire Company, LLC to the CABA Board," stated Ronald J. Zimmer, CABA President & CEO. "Norman Adkins's appointment brings sales, marketing, manufacturing and distribution expertise to our association and broadens our exposure to the burgeoning marketplaces for structured wiring."

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The division's primary products include such industry leading brands as Romex® , Alflex® , SIMpull™ and Alumaflex® . The division also markets copper and aluminum building wire, metal-clad (MC) cable, flex and liquidtight, TPE/rubber cord and industrial power cable. Many of the industry's best electrical distributors, wire and cable distributors and retailers comprise the Electrical Division's sales channel.

Adkins joined Southwire in 1998 as director of international sales and manufacturing. He was named director of marketing in the Energy Division in 2001 and was subsequently promoted to vice president of sales and business development. In 2005, Adkins assumed the role of president of Southwire's OEM Division. He later took the position of senior vice president of electrical distribution and retail sales. Prior to joining Southwire, Adkins worked at Corning Incorporated for 12 years in increasing levels of responsibility in diverse functional areas of engineering, operations, sales, marketing and international business development.

Adkins graduated from Virginia Tech with a bachelor's degree in industrial engineering in 1986. In 1992, Adkins completed his MBA with a concentration in finance and international business from the Stern School at New York University. Adkins is a member of the Rotary Club of Carrollton and the Virginia Tech Alumni Association. He has served as a mentor in the New Business Venture Program at New York University and in Southwire's 12 for Life program and on the board of directors of the Fulton County Education Foundation.

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“I am extremely honored to join CABA’s prestigious board,” said Adkins. “Southwire is enthusiastic about strengthening our relationship with CABA and look forward to a long and mutually-rewarding relationship.”

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

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