

This is NECA

NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION



Contents

This is NECA is your first look at the programs and services that NECA provides for the nation's leading electrical contractors and the customers they serve. For additional information, please consult your NECA chapter office or visit our website at www.necanet.org.

Welcome to NECA!	1
Who is NECA?	4
NECA Membership and Structure	4
Labor Relations at NECA	6
Industry Information from NECA	10
Management Education at NECA	13
Industry Research at NECA	14
NECA Convention and Trade Show	15
NECA Standards and Safety	16
Advocacy at NECA	18
Marketing Members at NECA	19
The Future of Our Industry	21



This is NECA!

NECA is the voice of the \$100 billion industry responsible for bringing lighting, power, and communications to buildings and communities across the United States. NECA's national office and 119 local chapters advance the electrical contracting industry through advocacy, education, research, and standards development. The National Electrical Contractors Association celebrated its 100th anniversary in 2001.

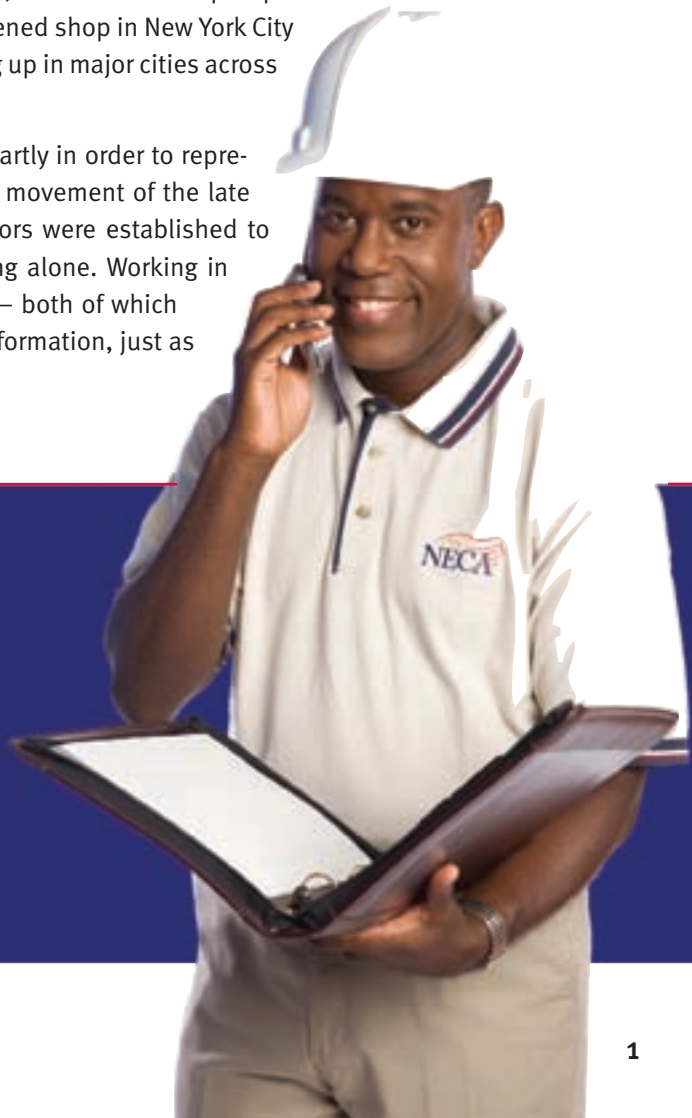
This is NECA is an introduction to the association's numerous services and programs for electrical contractors nationwide, as well as the goals and policies that shape NECA's work. Should you have any questions, please visit NECA's website, www.necanet.org

ORIGINS of an INDUSTRY

The electrical construction industry was still in its infancy when a group of contractors came together to establish what would become the National Electrical Contractors Association.

The industry itself can be said to have been born in 1879 when Thomas Alva Edison changed the course of history by introducing a successful carbon incandescent lamp. In fact, many of the first electrical contractors rose from the ranks of employment in the Edison Electric Illuminating Companies that were formed around the country. Other early contractors began by working for the telephone companies or for the forerunners of public utilities, which were set up to power electric street cars. As far as can be determined, the first official electrical contracting business opened shop in New York City in 1882. Soon, hundreds of other electrical contracting companies sprung up in major cities across the continent.

Trade associations began to flourish at about this same time, partly in order to represent management interests in response to the growing organized labor movement of the late 19th and early 20th centuries. Local associations of electrical contractors were established to meet the needs that could not be met by individual contractors working alone. Working in cooperation allowed the contractors to share tools and skilled workers – both of which were in short supply in those early days – and to exchange ideas and information, just as association members do today.



Banding together also helped contractors gain a greater say in the development of local business ordinances. One of the first local associations of electrical contractors was founded in New York City in 1892. Despite this progress, local associations lacked the strength and unified voice necessary to deal with some big issues, including:

1. Lack of uniformity in manufacturing specifications for equipment and components hampered progress, as did the absence of consistent installation procedures. Assembly-line production techniques had not yet been developed for many items used in interior construction, so often a project would halt for weeks or months because the electrical contractor had to order a one-of-a-kind junction box or bushing specially made to fit one particular job.

Also, when a contractor was called upon to retrofit or redo an installation originally done by another company, often it was more expedient to tear out most of the previous wiring work and start over from scratch because the new electrical contractor was unable to duplicate the unfamiliar methods used in the initial installation. The fact that contractors often traveled across state borders to work on large projects compounded this problem. Adding to the confusion was the fact that there was no standard protocol, so contractors were often in dispute with architects and draftsmen over drawings that failed to specify procedures in any consistent manner.

2. Inconsistency was also a problem in the laws and regulations governing electrical construction. In those early years, very few laws actually addressed the trade at all. While the National Electrical Code had come into existence in 1897 as a single document unifying five different codes used in different regions of the country, contractors were not satisfied with this set of regulations that they had no voice in developing. Many felt that the code reflected merely the

desire of insurance companies to reduce losses for damaged property, rather than stressing practical installation methods that would ensure workers' safety.

At the same time, many electrical contractors saw the need to establish state laws on licensing the trade. By 1900, Minnesota was the only state to have enacted such regulations, and local electrical contractors associations were beginning to look to it as a model that should be replicated. They perceived that requiring everyone in the business to meet basic standards of competency would benefit the industry's reputation and protect the public.

3. The lack of standards for competency aggravated another problem threatening the growing electrical contracting industry: bluntly, not all of these entrepreneurs were honest or skilled. The poor performance of just one electrical contractor could have tarnished the image of all his counterparts and prejudiced potential customers against "electrifying." Also, in the face of increasingly stiff competition, many contractors suffered from the less-than-ethical practices of some of their rivals. Many early industry leaders saw the need to develop a basic code of business ethics, in addition to uniform codes and standards for performing installations.

4. But how could novice electrical contractors, who were more likely to have been educated (if trained at all) in the mechanics of the job, rather than in commercial management, be persuaded to operate according to ethical directives? To accomplish this objective, a system of providing management training would have to be developed. Some local associations were already addressing this concern, but they realized that the industry would not flourish unless all its members across the nation adopted a professional approach. Industry expansion was also hampered by a lack of skilled craftsmen to do the work.



5. Responding to the organized labor movement and enacting fair labor relations practices was also important to these new electrical contractors. At the turn of the 20th century, the nation was still recovering from the severe economic depression of the 1890s. Many contractors remembered days when anti-union feeling ran high, due, in part, to the prevalent misconception that the country's financial turmoil stemmed from union forces inflating the wage base. Some electrical contractors would carry their prejudices for a generation or more, postponing until after World War I the establishment of the relationship of mutual respect and cooperation that unionized electrical contractors and their workforce enjoy today.

ORIGINS of an ASSOCIATION

It would take some time for the fledgling electrical construction industry to address all these concerns, but movement in this direction began before the 20th century commenced. By 1899, an organization representing six associations of electrical contractors within the state of New York was formed – the United Electrical Contractors of New York State.

In early 1901, the New York group was preparing for its convention at the Pan-American Exposition in Buffalo. This was to be a historic occasion. Thomas Edison himself was to be on hand to officiate at an “illumination” ceremony to launch the “electrification” of the fair, where exposition-goers were to be dazzled, for the first time ever, by the light of more than 10,000 bulbs providing instant illumination at the flick of a switch.

The United Electrical Contractors of New York State decided to make the event even more historic. They sent out a call for representatives of all the electrical contracting associations across the nation to join their convention to explore the possibility of establishing a national organization. The call was answered by 49 contractors from 18 cities in eight states – New York, Maryland, Missouri, Minnesota, Michigan, Massachusetts, Ohio and Pennsylvania. The prime motivation for these 49 contractors to join together was the problem of electrical installations by a wide variety of businessmen without a common code of ethics or protocol. The men who met in Buffalo wanted to create an industry. They were struggling to establish an identity for their trade.

Shortly after 2:00 p.m. on July 17, 1901, this group meeting in the New York State Building on the exposition grounds had ratified into being the National Electrical Contractors Association of the United States. The allied contractors went on to elect the association's first national officers, with Charles L. Eidlitz of New York City chosen as the association's first national president. The group settled on Utica, NY, as home to the association's first national headquarters. A constitution and bylaws also were adopted. As set forth in that first constitution, “The objects for which this Association is formed are the fostering of trade among electrical contractors ... to reform abuses ... to settle differences between its members ... and to promote more enlarged and friendly discourse among its membership.”

Carrying out those objectives would continue to occupy the association for the next century – and well beyond!

Who is NECA?

The National Electrical Contractors Association (NECA) is the voice of the \$100 billion industry responsible for bringing electrical power, lighting, and communications to buildings and communities across the United States. The association advances the interests of electrical contractors through proactive labor relations, management education, the creation of industry performance standards, innovative industry research, political action, and promotional activities.

NECA meets this commitment through numerous programs that help members take advantage of technological innovations, meet the challenges of a changing economy, secure fair representation in the legislative and regulatory processes, avail themselves of trained and highly skilled employees, and market and deliver the best possible services to customers.

NECA represents small and large contractors alike. While most NECA contractors qualify as small businesses, included among NECA's member firms are the country's largest electrical contracting companies. Member contractors' expertise range from high-voltage power transmission and distribution, to energy efficiency and power quality, to integrated building systems solutions for institutional, industrial, residential, and commercial facilities.

This means that NECA contractors are electrical construction professionals who:

- develop innovative solutions to meet existing and emerging customer needs;
- lead the industry in the practical application of new technologies;
- set industry standards for traditional electrical and integrated building system installations; and
- are backed by the resources, research and support of NECA, the industry leader.

NECA's Vision

NECA is a dynamic national organization serving the management interests of the entire technical contracting industry.

NECA MEMBERSHIP and STRUCTURE

How do electrical contractors join NECA?

Electrical contractors affiliate with NECA's national organization and gain access to its member services and programs through membership in their local NECA chapter. As long as an electrical contracting company is a member in good standing in a NECA chapter, that company is also a member of NECA's national organization. There is a NECA chapter representing each major trading area in the nation, and each chapter serves as the multi-employer bargaining agent with its corresponding local union(s) of the International Brotherhood of Electrical Workers (IBEW).

NECA Chapters

NECA chapters operate autonomously, elect their own officers, set their own dues and service charges, and determine their own priorities. Each chapter operates its own local programs and may provide services for its own members that are in addition to the national programs mentioned in this booklet.

Each NECA chapter is staffed by a professional manager who oversees the chapter's business and programs on behalf of the local membership. Each chapter hires its own manager and office staff. NECA's national office supports those chapter managers through training and resources. The individual NECA chapter's accomplishments depends on the staff those chapter members select to conduct the chapter's business and on the members' support and active participation in chapter programs.

A NECA member’s first call for assistance and information should be to his or her local NECA chapter office. The staff at NECA’s national headquarters and regional offices can also assist members and chapters with their questions and concerns.

NECA’s national staff and regional directors also help train new chapter staff executives and keep chapter managers abreast of developments within the industry. The annual NECA Association Executive Institute gives chapter executives an opportunity to review service techniques and resolve potential problems. Regional and national chapter executives’ meetings, the Chapter Administrators Training School, and other special educational programs all strive to support chapter managers as professional association executives with specific emphasis on the needs of the NECA-member electrical contractor.

NECA National Leadership and Organization

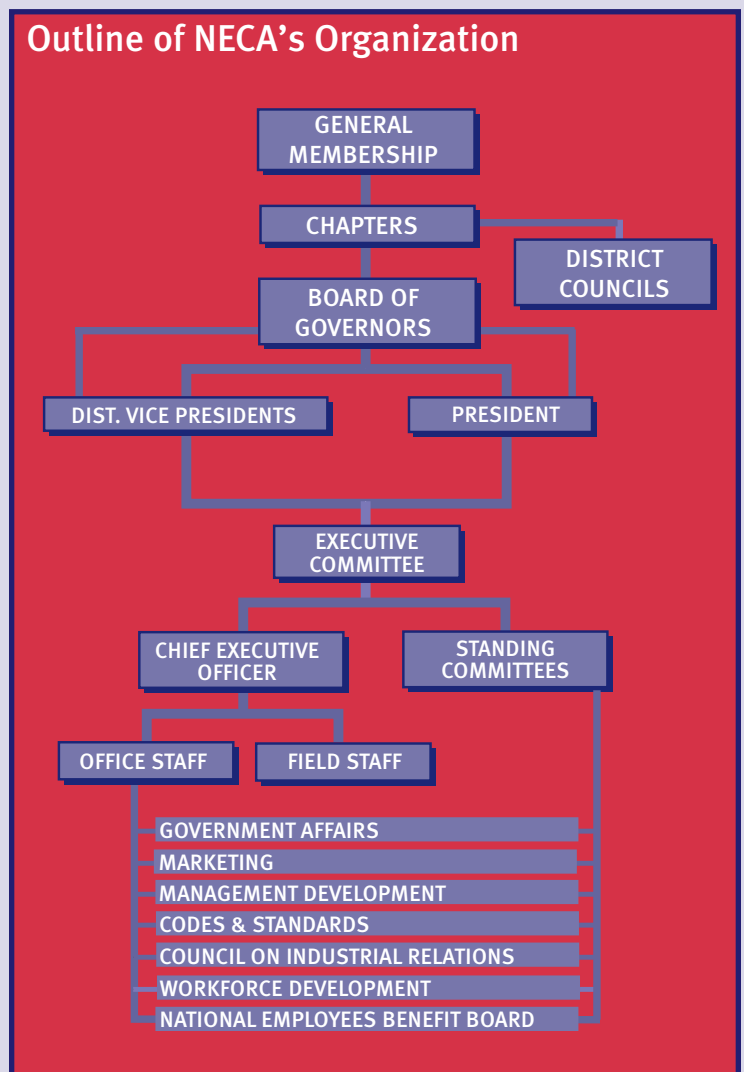
Each NECA member contractor has an opportunity to participate in developing the national association’s policies, electing leadership, reviewing new and existing member services, and guiding NECA’s involvement in a wide range of activities. Each chapter elects a Governor to represent their chapter with the national association. These 119 member contractors make up the NECA Board of Governors and are responsible for setting policies for the national association. The board meets annually prior to NECA’s national convention. Each governor’s vote is weighted in accordance with the number of chapter members in good standing whom he or she represents.

NECA chapters are divided into 10 districts to further ensure fair representation. Nine of these districts are based on geographical location. District 10 is comprised of the NECA line construction chapters from across the country; “line” chapters represent contractors who perform high-voltage power transmission and distribution work. Each district elects a vice president to preside as chairman of their district council. District Councils are comprised of their member chapters’ governing and managing officials. District Councils meet at least twice a year.

District vice presidents also serve on the national NECA Executive Committee. The Executive Committee is chaired by NECA’s national president, a member contractor elected through the Board of Governors.

District vice presidents are designated by the national president to chair NECA’s standing committees. Standing committees – each of which includes a secretary from the management staff at NECA’s national headquarters office – have been set up in accordance with the association’s Bylaws to guide and promote NECA’s participation in government affairs, marketing, management development, codes and standards, and manpower development. Standing committees also include the Council on Industrial Relations (an arbitration body which is operated jointly with the IBEW) and the National Employees Benefit Board. Special non-permanent committees and task forces may also be convened by NECA’s president.

Direct responsibility for bringing NECA programs to the contractor rests with the national NECA Field Service. NECA Field Service is a unique member service created to link local contractors and chapters with national support and representation. NECA field service is comprised of four centrally located regional offices – Eastern, Southern, Midwest and Western – staffed by four regional executive directors. Each regional office maintains a staff of field representatives to assist members and chapter staff with industry services and programs, ranging from labor relations to management consultation. The staff at NECA’s national office also work closely with chapters and member contractors.



LABOR RELATIONS at NECA

Trust and cooperation are essential ingredients in a productive and profitable working relationship between employer and employee. NECA's national office, chapters, and member contractors have long practiced constructive and responsible labor relations in concert with the International Brotherhood of Electrical Workers (IBEW), the world's oldest and largest union of electrical workers.

Assistance with labor relations is not the only service NECA offers members, but it is one of the most valued. NECA and the IBEW have developed a productive relationship over many decades. NECA works to ensure that all levels of the association, its members, their supervisory personnel, and the international and local unions provide the highest standard of productivity in order that members may compete profitably and that the public will make use of the services of skilled electrical craftsmen employed by qualified contractors.

Peaceful approaches to the settlement of grievances and avoiding strikes, work stoppages and jurisdictional disputes are implemented at NECA's national and local levels. The labor relations office at NECA's national headquarters works closely with the IBEW's international office to develop mutually acceptable national labor agreement language. NECA's national labor relations staff also advises chapters on matters affecting their local labor negotiations and practices.

On the local level, NECA chapters act as multi-employer bargaining agents with their corresponding unions and cooperate with their local IBEW business managers to develop local labor contracts that enhance labor-management rapport. Field representatives from NECA's regional offices help expedite the process in their role as non-stakeholder negotiators and mediators.

Ensuring fair wages and benefits for skilled electrical workers serves the best interests of the industry. NECA chapters work with their corresponding IBEW locals to see that all employees have access to competitive health and welfare benefits under the provisions of their collectively bargained labor agreements. Beyond these benefits, IBEW members and other workers employed by NECA contractors rely on one of the best and biggest union pension plans in North America. Excellent wages and benefits help attract highly qualified workers to our industry.

Cooperative programs for the good of the industry are an essential aspect of the relationship between NECA and the IBEW. NECA supports several of joint programs and initiatives with the IBEW, including the Council on Industrial Relations, apprentice and journeyman training, and industry awareness initiatives.



The success of a partnership is often more defined by how the parties settle their disagreements than by what they agree on. In this respect, the Council on Industry Relations was revolutionary, as it established a way for labor and management to resolve their disputes independent of judicial courts, right from the early days of their industry.

When NECA was founded at the turn of the 20th century, the nation was still recuperating from the severe economic depression of the 1890s when anti-union feeling ran high. Still, for every contractor that swore at the union, there were others who would swear by it. Letters between local contractors' associations in those early days indicated that many employers, motivated by a desire to keep qualified electricians from being enticed away to other areas, were interested in establishing local or regional labor agreements. Some even called for the development of a national labor agreement "for the mutual benefit of both groups."

As early as 1916, a small group of NECA contractors, calling themselves the "Conference Club," met regularly to discuss matters pertinent to electrical construction. A most active member of this group, L.K. Comstock, proposed that the club get together with a committee from the IBEW in order to draft a national labor agreement. Spurred on by Charles Ford, who was then the International Secretary of the Brotherhood, the union agreed.

Their efforts resulted in the joint "Declaration of Principles," ratified by both organizations in 1919. This historic agreement between NECA and the IBEW embraced the concept that the interests of the public, the employer and the employee are inseparably bound together and that all benefit from a peaceful and harmonious relationship. Even today, similar language appears in every local labor agreement adopted by NECA and the IBEW.

The Council on Industry Relations was created as a joint committee made up of NECA contractors and labor representatives. Ever since April 1920, the Council has met quarterly in order to arbitrate between management and labor in the electrical construction industry.

Today, CIR decisions are reached by a unanimous vote of all six representatives of NECA and all six representatives from the IBEW that sit on the Council's dispute-resolution panels. Although use of the CIR is entirely voluntary and either member organization may withdraw from participation upon three month's written notice, it continues to endure.

A monument to constructive labor-management relations, the Council is but one example of the good that has resulted through the NECA-IBEW relationship. Its approach has been widely emulated by other trades and industries and has won praise from the federal government and private business.

Apprenticeship Training

To meet the skilled workforce needs of the electrical contracting industry, NECA and the IBEW sponsor comprehensive apprenticeship and training programs for future electrical workers, as well as continuing education and training programs for journey-level electricians, linemen, and telecommunication technicians/installers.

Apprenticeship training has been a part of the organized electrical construction industry since as early as 1891. That year the "National Brotherhood of Electrical Workers" union adopted a constitution at its first convention that established an apprentice training system requiring the apprentice to work for three years under a journeyman's supervision before being admitted to membership. The training program was expanded considerably over the years with the addition of structured course work and requirements to pass written examinations.



When NECA and the IBEW began to work together in earnest, the program gained greater effectiveness. In 1941, following passage of the Federal Apprenticeship Training Act, joint co-operation produced the National Apprenticeship Standards for the Electrical Construction Industry. By 1952, the organizations agreed to appoint a full-time director to administer a training system that would eventually evolve into the National Joint Apprenticeship and Training Committee.

Today, more than 300 training centers around the U.S. are jointly operated by NECA chapters and their corresponding IBEW local unions. Apprenticeship recruitment efforts are made on a national, regional, and local level, with local joint apprenticeship committees reviewing program curricula and accepting applications for apprenticeship. Apprentices are usually "indentured" to receive the on-the-job portion of their training

through employment with local IBEW-signatory electrical contractors. Apprentices who successfully complete their training and exams are referred to as “journeymen.”

While the content of apprenticeship programs may vary from area to area, the curriculum is, for the most part, developed through the National Joint Apprenticeship and Training Committee. As the training arm of the organized electrical construction industry, the NJATC is completely funded by the IBEW and NECA, without any governmental assistance.

NJATC courses are developed in conjunction with industry experts. Training partners from electrical manufacturers often assist in preparing the course material, serving as instructors or providing demonstration equipment for hands-on learning in JATC classrooms. The apprenticeship programs for electricians, linemen, and technicians are all multi-year and involve classroom instruction and extensive on-the-job training. All NJATC programs are registered with and certified by the U.S. Department of Labor’s Bureau of Apprenticeship and Training (BAT).

Each year, more than 30,000 apprentices undergo IBEW-NECA training. And each year, more than 50,000 journeymen return to the classroom to upgrade their skills through courses on telecommunications, fiber optics, programmable logic controls, safety, the National Electrical Code, and much more. These numbers make NJATC the world’s largest construction training organization.

The NJATC is a permanent, on-demand resource for NECA contractors and their employees. Most of its programs

can be brought to local IBEW-NECA collective bargaining areas where demand warrants. NECA contractors can also send personnel to the NJATC’s International Training Center in Knoxville, Tenn., for specialized training as the need arises.

The training center, which was established in cooperation with the University of Tennessee, is open year-round to provide as-needed training for contractors and their employees and for the preparation of an outstanding corps of instructors to deliver NJATC-developed training programs around the country. It is also the home of the NJATC’s National Training Institute, an annual event held each summer which offers a trade show combined with cutting-edge technical training programs for contractors and their key personnel.

Electrical contracting employees are the focus of other NECA training programs, as well. Business, technical, and project management courses are offered through NECA’s Management Education Institute, www.necamei.org, in subjects such as electrical project supervision, estimating, productivity, and succession planning. NECA also publishes materials for employers to use in their own training programs.

Construction management and engineering skills are highly desirable in today’s job market. NECA’s student chapters at universities and colleges are also important in developing the next generation of electrical contractors. Many NECA contractors offer internships to college students interested in construction career.

National Electrical Benefit Fund (NEBF)

www.nebfonline.org

The National Electrical Benefit Fund (NEBF) was jointly established by the IBEW and NECA in 1946 to provide the best possible pension benefits for electrical workers. From a 1947 bank account balance of just under \$21,000, the fund’s assets available for benefits have grown to several billion dollars—more than adequate to provide for current beneficiaries and for investments to fund future benefit pay-outs.

The NEBF invests in a diversified portfolio and has assets in indexed stock equities and bonds, real estate,

guaranteed insurance contracts, mortgages, and venture capital. Investments are professionally administered, with oversight provided by the National Employees Benefit Board, comprised of representatives from both NECA and the IBEW. This board also reviews the plan’s assets and liabilities on a regular basis and authorizes benefit increases whenever increases are financially feasible.

“NECA provides unparalleled resources and support in labor relations. Members have invaluable information relating to collective bargaining agreements, NECA/IBEW joint progra

In 1995, NECA and the IBEW together established the National Labor-Management Cooperation Committee (NLMCC) to put national joint initiatives in effect at the regional and local level and to coordinate a wide range of activities with the goals of further improving the NECA-IBEW relationship and benefiting members of both organizations.

In the 1980s, NECA and the IBEW launched a customer relations campaign called “The Quality Connection” to promote the “on-time, on-budget, right-the-first-time” services available from NECA contractors and their IBEW workers. It was revitalized with the establishment of the “IBEW-NECA Blueprint for the 1990s,” a multi-faceted initiative “to improve communication, cooperation and productivity with the goal of increasing market share for NECA contractors and IBEW workers.”



Both initiatives made positive impacts. Some NECA chapters and

IBEW locals pulled together to create market recovery initiatives. They also inspired the creation of programs like the “NECA-IBEW Mutual Gains Bargaining Workshop,” which addresses an innovative system of negotiation.

The creation of the NLMCC followed months of intense deliberations between the leadership of NECA and the IBEW in order to build on these successes and better realize their goals. Its implementation at the local level was phased in through the normal collective bargaining process.

By then, many NECA chapters had already set up local Labor Management Cooperation Committees (LMCCs) with their corresponding IBEW local unions in order to explore ways to work together more productively and implement programs to increase work opportunities. The primary function of the National LMCC is to serve as a national facilitator for joint

industry efforts. The National LMCC not only allows for the pooling of resources; in many ways, it saves each local LMCC from the need to create new programs from scratch. The National LMCC can help local areas conduct marketing surveys, pursue aggressive promotional campaigns, and improve the quality of labor and management education.

As a national facilitator, the NLMCC is involved in many highly visible activities that benefit the whole organized electrical contracting industry. Among these is an award-winning national advertising campaign promoting the superiority of our joint training programs and the excellent services available from NECA contractors and their IBEW employees. The National LMCC funds the creation of high-impact print ads and has them placed in leading trade publications where they are seen by thousands of construction and voice-data-video industry decision-makers every month.

The ads are also made available for use by local NECA-IBEW groups. In addition, the NLMCC has produced a number of TV spots and videos—several focusing on workforce recruitment—that are offered for use on a local or regional basis.

Another highly visible NLMCC product is The Quality Connection magazine. The magazine published since 1996 is designed to improve communication between contractors and workers, provide information on joint activities, and accentuate the positive aspects of NECA and IBEW cooperation. Every other month, more than 250,000 copies go out to all IBEW Construction Branch members, all IBEW-signatory contractors, as well as NECA and IBEW staff and chapters.

National LMCC activities also include sponsoring industry research and conducting advocacy, education, and compliance programs on such issues as skilled workforce shortages, prevailing-wage laws, utility deregulation, workers’ compensation, unemployment insurance, code enforcement, and occupational safety and health. In deciding what efforts to pursue, mutual benefit is the paramount consideration. The NLMCC exists for the good of both labor and management.

mediate access to knowledgeable staff to address issues on the local level. NECA offers
ms and other important industry data.”

—Dennis F. Quebe, Chairman and CEO, Chapel Electric, Dayton, Ohio

INDUSTRY INFORMATION from NECA

Electrical contractors throughout the industry rely on NECA for the most current information on the innovations, techniques, products and management strategies. NECA member contractors have virtually unlimited access to an incredible library of research and industry information that NECA produces. NECA continues to update and expand printed publications and online resources.

NECA Websites

NECA maintains an active online presence through its primary website, www.necanet.org, and its auxiliary sites for NECA Connection—Find an Electrical Contractor, Electrical Contractor magazine, the NECA Convention, *NEIS*, the Management Education Institute, and ELECTRI International—The Foundation for Electrical Construction.

In addition to NECA's public websites which carry association and industry news, the association also maintains a Members Only website exclusive to members and staff. Industry information, association archives, and other member services are available on this private website. More than 2,000 unique postings and content additions are made to NECA's websites every year—vital industry information unavailable from any other source.

NECA Connection

www.necaconnection.com

NECA's online database of member contractors, with a geographic and type-of-work search designed for customers needing electrical construction services. Member contractors update their company profiles online, and NECA promotes this "Find an Electrical Contractor" search engine through other industry sites.

ELECTRICAL CONTRACTOR Magazine

www.ecmag.com

ELECTRICAL CONTRACTOR's website boasts nearly a decade of archived articles, an improved search function, Web Exclusive content, and interactive features.

NECA Convention

www.necaconvention.org

Every year NECA sponsors the industry's leading power, cable and lighting event, the NECA Convention and Trade Show. This website is frequently updated with new information about these programs, speakers and exhibitors, plus registration and travel links.

National Electrical Installation Standards

www.neca-neis.org

NECA's *National Electrical Installation Standards* are the first performance standards for electrical construction. A catalog of *NEIS*—new, updated, and in progress—along with safety information and the popular feature **Code Question of the Day with Charlie Trout**, can be found on this special website.

NECA's Management Education Institute was created to meet the specific management education and training needs of NECA contractors. A complete listing of all the courses offered by MEI and instructor bios can be found on MEI's website.

ELECTRI Internationalwww.electri.org

ELECTRI International—*The Foundation for Electrical Construction, Inc.* is dedicated to sponsoring innovative research benefiting the international electrical construction industry. NECA is ELECTRI International's founding sponsor. Research and reports can be found on the Foundation's website.

NECA Transmissionswww.necatransmissions.org

NECA CEO John Grau launched his personal blog documenting his impressions of the electrical construction industry in 2007.

NECA Publications

NECA publishes numerous industry reports to assist electrical contractors in their work, as well as periodicals focusing on the association's work in advocacy, safety, standards, and research.

ELECTRICAL CONTRACTOR Magazine

NECA is the proud publisher of ELECTRICAL CONTRACTOR, the industry's leading publication. The magazine serves the entire electrical contractor market by being the only publication to document over 90 percent coverage of the entire \$100 billion market. Among the magazine's 85,000-plus electrical contractor readers, ELECTRICAL CONTRACTOR continues to show a commanding 3:1 lead in preference over any competitor publications.

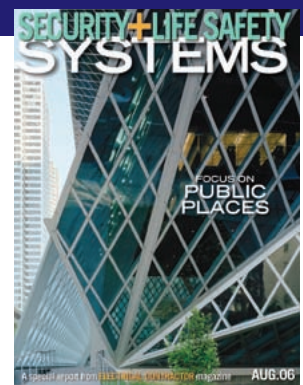
ELECTRICAL CONTRACTOR focuses on traditional power applications and integrated building systems. Each issue is focused on one industry topic, ranging from residential work to renewable energy sources. New construction projects and the electrical contractors behind them are featured monthly, along with articles aimed to help contractors do their business. Regular columns provide insights on industry developments, new products, handling tax obligations, complying with contract law, meeting electrical code requirements, and performing specialized installations.

The magazine also routinely undertakes industry research. The biennial *Profile of the Electrical Contractor* details just what work ECs are doing today, how much they're spending, and how they feel about it. The annual Electrical Construction Outlook projects what electrical contractors will be doing in the next 12 months and what trends may impact their businesses.

Except from 1928-38, when the magazine was published by a private company, NECA has published a monthly periodical since November 1901. Today, ELECTRICAL CONTRACTOR magazine is structured as a self-supporting operation within the association and derives its support from the advertising space sold to electrical manufacturers and suppliers. To see if you qualify for a free subscription, go to www.ecmag.com/about.

**Security + Life Safety Systems**

ELECTRICAL CONTRACTOR also publishes Security + Life Safety Systems. Published bi-monthly, each S+LSS issue focused on the integrated building systems used in a specific vertical market as both an insert in EC magazine and a stand-alone publication. S+LSS focuses on IBS, cabling media, and other low voltage integration issues from the customer's point of view.



Technical Publications and Business Management Reports

NECA produces a vast array of management reports and technical guides through the Management Education Institute and ELECTRI International, all of which are available to members and many of which are offered for sale to the public. These publications are the products of intensive research, often conducted by industry experts and scholars in consultation with staff specialists and utilizing real-life data derived from electrical contractors.

Manual of Labor Units

NECA has published labor time and cost information for over 80 years in the Manual of Labor Units. The MLU provides reliable labor units for estimating, is updated every two years to keep current with changes in procedures, technology and construction economics.

Financial Performance Report

A great resource for electrical contractors managing the financial side of their companies, the Financial Performance Report is based on financial survey data of NECA contractors and includes a section on determining how fast company sales can grow without needing to borrow more money. It also contains a chart illustrating what growth rate should be at various profit levels to avoid changing the company's debt structure.

Tool and Equipment Rental Schedule

Another great estimating tool, the *Rental Schedule* includes current rental rates based on average initial purchase price, ownership expenses and use periods based on data obtained from electrical contractors.

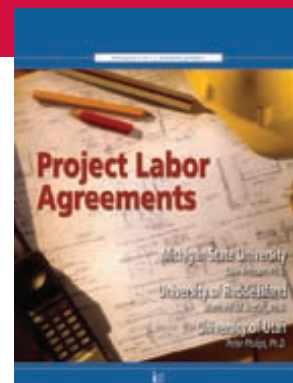


Research Reports from ELECTRI International

Detailed research conducted by industry leaders focuses on the business and project management practices that affect NECA contractors every day. Improving productivity, using project labor agreements, and benchmarking safety programs are among the topics of recent Foundation studies. NECA members receive a complimentary copy of each research report developed through ELECTRI International—The Foundation for Electrical Research.

A complete listing of NECA's technical publications and research reports is available online at the NECA Store, www.necanet.org/store.

In addition, NECA produces an array of information resources available in multiple media addressing various aspects of business and project management, labor relations, codes and standards, safety, marketing, government affairs and regulation, and technical issues. These products, as well as related services, are cataloged in *The NECA Book*, a regularly updated all-in-one NECA reference which is provided annually to members at no charge.



Member and Chapter News

NECA News, the association's twice-monthly newsletter for members has been continuously published since 1939. NECA News reports on all association developments, including new publications, products, services, and policies. The newsletter also covers upcoming NECA meetings, pending legislation that could impact the electrical contracting industry, technical areas where members can take advantage of emerging markets, and relevant issues within the business community. The newsletter aims to provide timely, useful information that members can apply to improve their productivity and profits. NECA News is also the association's foremost vehicle for recognizing the achievements of outstanding members and innovative efforts undertaken at the chapter level.

NECA also publishes several specialized newsletters on a regular basis in order to address specific interests, such as grassroots lobbying, safety, code, and transmission and distribution. Members indicate the special newsletters they want to receive through their member profile.

NECA chapters receive advanced notice of new products and services, as well as guidance on effecting the best possible chapter management, with the *NECA Chapter ALERT*. The *ALERT* is published as needed to impart information of particular concern to the chapter offices, the field service, and NECA's leadership.

MANAGEMENT EDUCATION at NECA

NECA has provided superior workforce training almost from the association's very beginning. However, NECA also has a responsibility to meet the management-oriented educational and training needs of its member contractors.

In 1948, NECA launched the first formal management education program for electrical contractors and their key employees, with courses in estimating, job management, marketing, accounting, and "self-appraisal." In the early 1950s, NECA established a management education department to develop and deliver such programs as "Effective Foremanship," "Basic Estimating," and "Executive Finance."

Since then, NECA's educational offerings became increasingly varied and complex in order to meet the changing needs of electrical contractors. In 1998, NECA created its Management Education Institute to develop and deliver these courses through NECA chapters to member contractors around the country. Over 50 different programs in electrical project supervision, estimating, marketing, financial management, and a range of business and job management topics are delivered at the NECA-chapter level, with NECA field staff, industry experts and scholars serving as instructors. Courses are developed in consultation with these experts, along with the researchers working on projects for ELECTRI International–The Foundation for Electrical Construction.

The MEI curriculum is focused on the business, technical, and project management skills essential for success in the electrical contracting industry, from those managers starting out as supervisors on through their careers as decision-making executives with corporate responsibilities. The curriculum is under constant review; courses are kept up-to-date, and new programs are continually under development. A complete listing of MEI courses can be found in the printed or online *Catalog of Courses*.

Management Education Institute instructors are available to provide consulting services to NECA-member firms in their respective areas of teaching expertise and as their schedules permit. On request, MEI courses can be arranged for presentation within NECA member companies. Member companies can contact the MEI office at 301-215-4523 to learn more about consulting or in-house training.

MEI plays an instrumental role in developing and presenting educational programs at NECA's annual Convention and other association events. MEI is also responsible for producing many of NECA's management reports and materials that contractors can use for self-study or in-house training.



INDUSTRY RESEARCH at NECA

In 1988, NECA's Board of Governors approved the establishment of an independent research organization as a private, non-profit foundation. The Foundation's purpose would be to help meet NECA's commitment to serve as the guiding force in preparing the electrical contracting industry for the challenges of the 21st century.

Today, ELECTRI International—*The Foundation for Electrical Construction, Inc.*, has produced more than 50 research documents on topics of critical interest to the electrical contracting industry, including entering new markets, enhancing productivity, organizational development, and technology transfer.

The Foundation solicits research project proposals from industry experts and scholars annually. Proposals are first evaluated by the Foundation's program review committee; the committee's recommendations are then reviewed by the full ELECTRI Council, which determines what proposals will be funded, pending final approval by the Foundation's Board of Trustees. The Foundation publishes and disseminates the findings to the NECA member contractors and allied industry partners.

Education is also an integral part of the Foundation's objective to serve the industry. To this end, Al and Margaret Wendt of NECA member firm Cannon & Wendt Electric in Phoenix provided a substantial grant to establish the Education Center within the Foundation. The Center's goal is to upgrade management and supervisory education for every electrical contractor. It oversees educational programs commissioned by the Foundation and conducted by a single institution or by a consortium of key universities, as well as NECA's Management Education Institute. Many Foundation projects have formed the basis for programs offered through MEI.

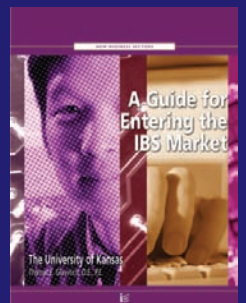
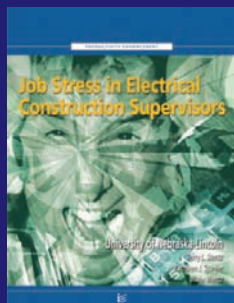
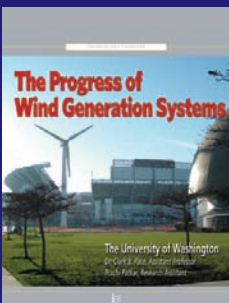
The Center also houses The McBride Legacy Initiative created by Richard and Darlene McBride of NECA member firm Southern Contracting in San Diego that provides company-transition education.

The ELECTRI Council, made up of major contributors, has assisted the Foundation in amassing a permanent—and growing—multi-million-dollar endowment to fund this important work. Foundation contributors are contractors, NECA chapters, manufacturers, distributors, utilities, and other industry participants. ELECTRI International works in partnership with NECA and every electrical contractor to fund, conduct, coordinate, and monitor the industry's most critical research and to commission and deliver the highest quality management education and supervisory training programs.

To learn more about ELECTRI International, including research projects completed and those in progress, visit www.electri.org.

ELECTRI INTERNATIONAL

THE FOUNDATION FOR ELECTRICAL CONSTRUCTION INC.



NECA CONVENTION and TRADE SHOW

NECA was formed during the Pan-American Exposition of 1901, a convention of sorts, and since then, NECA's annual meetings have provided member contractors with excellent educational and networking opportunities. The NECA Trade Show—North America's leading power distribution and cabling exposition—has been presented every year since 1954.

Several thousand members, guests and those who support and serve the electrical construction industry converge on a select convention city once a year for NECA's Convention and Show. These events, held immediately after NECA's annual Board of Governors meeting, offer unparalleled professional development opportunities, a chance to meet old colleagues and new peers, and all the pride that comes from being a part of the industry's leading association's main event.

Outstanding industry leaders, business authorities, scholars, and government figures discuss issues that directly relate to the work of electrical contractors and their employees. The convention features workshops on labor relations, manpower development, marketing, financial management, estimating, and government and industry affairs, as well as technical issues. Social functions, lively entertainment, and great regional tours add a festive note to the proceedings.

Held in conjunction with the convention, the NECA Show has become the premiere showcase for electrical manufacturers, distributors, and other suppliers serving the electrical contracting industry. Each year, more than 200 exhibitors showcase a wide variety of products and services used in all types of electrical construction, low voltage and integrated systems work, maintenance, estimating, recordkeeping, and office and warehouse operations. Several exhibitors also host technical seminars to introduce new products and techniques enabling contractors to work smarter and more profitably.

To learn more about the NECA Convention and Trade Show, go to www.necaconvention.org.



NECA STANDARDS and SAFETY

The National Electrical Code

NECA long ago embraced the principle that a qualified electrical contractor knows and abides by the National Electrical Code as well as any applicable local codes. In fact, participating in the formulation of effective codes and standards that protect public safety and promote quality was one of the first responsibilities that NECA took on.

Published in 1897, the first National Electrical Code was a slim 56-page document developed specifically to minimize fire hazards in textile mill installations. Of 65 New England textile mills that “electrified” before the end of the nineteenth century, 23 suffered major fires within the first six months after their lighting was installed. However, like the local and regional codes that preceded it, this first national code was not highly effective.

In 1902, just a few months after NECA’s founding, the association developed recommendations for changing these rules that contractors previously had no voice in formulating. That year, NECA also earned representation in the National Conference on Standard Electrical Rules. NECA went on to secure a place on the five-man panel overhauling the National Electrical Code in 1907.

When it was time for review and update the NEC in 1923, the National Fire Protection Association (NFPA), which had taken on responsibility for the code’s administration and oversight, called on NECA for assistance. That same year, NECA published the first cross-indexed reference on the National Electrical Code, a publication which became an industry standard.

The National Electrical Code is now updated on a regular three-year cycle, and NECA is represented on each of NFPA’s 20 code-making panels. The members of NECA’s Codes and Standards Committee who participate in this process take on such tasks as extensively studying relevant Code articles; reviewing proposed changes, often numbering in the thousands; originating revisions; corresponding with numerous interested parties; and participating in multiple Code meetings. NECA also participates in the development of the National Electrical Safety Code, concerning outside construction, and other life and safety codes.

National Electrical Installation Standards

While NECA contractors follow the National Electrical Code, the subjective guideline that “materials shall be installed in a neat and workmanlike manner” appears several times in the Code—meaning exactly how those materials are to be installed is never specified. In other words, an installation of superior quality and another that is just barely adequate can both “meet code.”

This lack of specific benchmarks for determining quality led NECA to develop the first performance standards for the electrical industry, the *National Electrical Installation Standards*. In order to publish the *NEIS*, NECA had to be certified by the American National Standards Institute (ANSI) as a standards-developing organization. (Unlike in other nations where government agencies issue most or all of the standards that regulate safety and commerce, the great majority of standards used in this country are written by industry trade associations and technical societies. ANSI coordinates and manages the U.S. voluntary standards system by providing an approval process which guarantees that all documents approved as ANSI standards represent a broad



consensus of affected interests.) With this certification in hand, NECA has been busy spearheading the development of quality standards for electrical construction and voice-data-video installations since 1997.

Organized as a series of installation manuals for electrical products and systems, the *National Electrical Installation Standards* can be used by electrical contractors and electricians on the job, as well as architects and consulting engineers in bid documents and specifications. The NEIS address topics like the symbols for electrical construction drawings, steel conduits, fiber optic cables, switchboards, motor control centers, generator sets, indoor commercial lighting systems, exterior lighting, and industrial lighting systems, panelboards, aluminum building wire and cable, busways, motors, wiring devices, hazardous (classified) locations, industrial heat tracing, telecommunications, and temporary power systems for construction sites.

NEIS are often developed in conjunction with other expert groups, including the Illuminating Engineering Society of North America, the Aluminum Association, BICSI (the telecommunications installers association), the Electrical Generating Systems Association, the Fiber Optic Association, the National Electrical Manufacturing Association, and the Steel Tube Institute. Co-development improves their technical accuracy and promotes wider acceptance. In addition, submitting *NEIS* to the ANSI approval process enables all interested parties to have a say in their development.

Although the *NEIS* were originally intended for voluntary use, they are being adopted for regulatory use in some areas at the behest of building code officials. Electrical inspectors are also leading the demand for *NEIS* to be referenced in bid documents and specifications because they provide more information than the National Electrical Code on how to deal with particular circumstances and special procedures. Electrical contractors and electrical workers appreciate *NEIS* for their educational value, but when *NEIS* are referenced by consulting engineers, these voluntary standards gain mandatory muscle and become an important resource for code officials as well.

To learn more about the *National Electrical Installation Standards*, visit www.neca-neis.org.

Safety Programs

Electrical contractors relate safety procedures directly to productivity. NECA maintains an active safety program dedicated to providing electrical contractors with the resources they need to keep the employees safe and protected while on the job. Such resources include printed guides, videos, pocket-sized manuals, and CD-ROMS on enacting effective safe-work procedures, training their employees on safety, tracking safety procedures, and complying with rules established by the Occupational Safety and Health Administration (OSHA) and similar authorities. The Personal Protective Equipment (PPE) Guide, one of NECA's most popular recent publications, relates to the protective equipment specified for electrical work in the updated NFPA 70E standard and details the exact safety gear necessary for specific electrical jobs. All of NECA's safety resources can be found in the NECA Store, www.necanet.org/store.

In its role as industry watchdog and advocate, NECA is also very active with OSHA, Congress, and the federal government on issues related to both proposed and existing regulations and legislation pertaining to workplace safety. Members are kept informed of issues and changes in safety rules.



ADVOCACY at NECA

Though thoroughly non-partisan, NECA takes an active role in keeping members, the industry, and the general public aware of both current and pending legislation and regulations that could affect signatory electrical contractors and the construction industry as a whole.

NECA also has a responsibility to represent the interests of signatory electrical contractors to the executive and legislative branches of the federal government. Through legislative monitoring, grassroots and constituent action, lobbying, and the \$1 million-plus Electrical Construction Political Action Committee (ECPAC), NECA informs key policymakers of the views of electrical contractors.

NECA's legislative action focuses on areas such as bidding procedures, energy use and conservation, federal procurement policy, employment laws, apprenticeship and workforce training, and taxation. NECA maintains a strong presence on Capitol Hill and often provides testimony on legislation and proposed rules that could affect the industry. In addition to its day-to-day contact with the policymakers, NECA also works in joint action with other business and construction organizations to amplify members' voice in government affairs. NECA works within the Mechanical-Electrical-Sheet Metal Alliance, also called "The Construction Alliance," which includes the Mechanical Contractors Association of America (MCAA) and the Sheet Metal and Air Conditioning Contractors National Association (SMACNA), on a wide range of efforts. Together, our organizations represent thousands of union-employed specialty contractors and have enjoyed cooperative relations for decades and formally allied in 1989 in order to more effectively promote members' interests. All NECA members have the opportunity to participate in The Construction Alliance's National Issues Conference, held each spring in Washington, D.C. It enables participants to be updated on government affairs and meet face-to-face with their elected representatives.

NECA alerts members to actions they can take to head off bad laws and promote enactment of more equitable ones. Through the NECA Action Team and Constituent Key Contact program, NECA has a system that allows contractors to directly reach their elected representatives. The program links constituent contractors directly with a member of Congress and notifies them through email when they should contact their representatives regarding certain legislation. The Government Affairs section of NECA's website, www.necanet.org/government, connects members directly with their representatives and senators and tracks pending legislation.

NECA supports local determination of local and state legislative needs and provides many resources to help chapters in their efforts to secure good government at all levels. The national office maintains a file of relevant model legislative drafts which it furnishes to chapters and members upon request. NECA also produces many publications that address, state-by-state, such issues as unfair utility competition, prompt pay rules, and regulations affecting contractors. NECA can often help chapters find the professionals who can assist them in efforts before local legislative and regulatory bodies, including public utility commissions.

NECA also serves a watchdog role with respect to the rule-making activities of federal regulatory agencies, such as the U.S. Department of Labor, which includes the Occupational Safety and Health Administration (OSHA); the U.S. Department of Energy; and the General Services Administration. Representation is maintained on the advisory committees of federal government agencies and informal business task groups formed from time to time to handle specific matters.

NECA also maintains active representation on inter-industry groups with interests in the electronic/electrical arena, construction, and/or the business-owner community. Participating with such organizations enables NECA to promote and safeguard members' interests in relation to these organizations' work; to gain information on industry and business matters which can be passed on to members; and to maintain a presence as the voice of the electrical contractor.

In pursuit of good government, NECA established the Electrical Construction Political Action Committee in 1979. Through ECPAC, member contractors and chapters can contribute to the election of legislators supportive of our members' interests. Candidates who receive ECPAC assistance are chosen on the basis of their support for the association's policies and goals and not with regard to party affiliation. It was recently reported that ECPAC, is one of the top 30 association PACs in the nation, out of 7,500 associations. This \$1 million-plus political action committee has achieved a notable win-record in congressional races.

MARKETING MEMBERS at NECA

At NECA, marketing initiatives and activities are designed to connect customers with NECA member contractors as well as connect NECA contractors with information that can help them run successful, profitable businesses. As the first construction industry association to establish marketing support for its members, NECA links prospective customers with NECA contractors, keeps members informed of changes in the marketplace, and works to increase visibility of the association, industry, and members.

First, NECA has developed several key resources to help member contractors make the most of any marketing efforts they undertake, either on behalf of their company or their chapter. Marketing Made Easy is a half-day workshop in marketing best practices available through MEI, and the *Marketing Made Easy Toolkits* are plug-and-play guides chapters and individual contractors can use at any time, for any public or customer outreach they want to do.

Additionally, NECA directs thousands of prospective electrical contracting customers right to NECA members every month through a specialized online search engine, The NECA Connection, www.NECAConnection.com. There, a customer can search NECA member profiles by their project's size, scope, and location and retrieve a customized list of the NECA contractors who could be right for the job. (Of course, the NECA Connection search results only work with the information NECA contractors provide through their online member profile. Members are encouraged to update their profile regularly). Customers needing special assistance can call NECA's executive director of marketing (301-215-4525). All NECA members — and only members — are eligible to be referred to potential buyers through this unique service.

Finally, NECA is always looking for new association members. While agreeing to engage in fair labor practices by being signatory to local collective bargaining agreements is the cornerstone of NECA membership, NECA member contractors are an increasingly diverse group. They range from small, shops specializing in residential work to large, multinational line contractors. NECA takes pride in representing and meeting the needs all electrical contractors through a wide range of programs, services, and member benefits, regardless of the contractor's size or type of work done. Any contractor interested in becoming a NECA member (or anyone considering becoming an electrical contractor) should visit www.necanet.org/membership for information about member benefits and an application.

Public and Media Relations

Active and ongoing communication with the media, the public, and key decision-makers is essential to maintaining a positive appreciation for the electrical contracting industry and the association. NECA's public relations effort involves sharing positive information and news about the association and member contractors with the media and general public, as well as government officials and other industry organizations. Being a highly visible and well-regarded association makes it possible for NECA to assume industry leadership and act as a key player in policies, legislation, and partnerships. NECA's publications and websites also help spread the word. NECA's outreach efforts also extend to developing equitable standards of contracting and bidding procedures and improving relations between general and specialty contractors.

The screenshot displays the NECA Connection website interface. At the top left is the NECA Connection logo with the tagline "Connecting You with the Industry's Best". Below the logo is a navigation bar with links: "Learn about Electrical Contracting", "Help with Your Job", and "Find an Electrical Contractor". The main content area features four large images representing different sectors: "New Construction", "Service & Maintenance", "Residential Construction", and "Other Sector". Each image has a white plus sign overlaid. Below the images are four buttons corresponding to these categories. At the bottom, there are two featured articles: "How to Work with Electrical Contractors" and "Find a qualified Electrical Contractor". The page number "19" is visible in the bottom right corner.

All these efforts, and many others mentioned in this booklet, combine to help create a “brand preference” for the services of NECA-member contractors. Moreover, they all work together to enable NECA to most effectively carry out its mission to represent, promote, and advance the interests of its members.

Member Communication and Benefits

While NECA has an outgoing public position on key issues, communicating effectively with our members is our top priority. Through member communications, NECA can deliver valuable information that helps NECA members do their jobs. These are the issues that will affect the future of our industry and association—apprenticeship and management training, small business concerns, supporting signatory contractors, productivity and technical innovation. We can tell our members what customers and the public says about their work.

Member communication methods are discussed in the Publications and Website section of this report. These tools are under constant review, and new resources are continually developed. Streaming videos was added to NECA’s websites in 2007, along with opt-in features allowing members to specify the information from NECA they would find most beneficial.

Value-Added Services

The world is full of vendors offering discount plans to reward large purchasers of particular items with discounts. Unfortunately, the savings just aren’t there for many business owners, and many business owners are put off by the hassles involved with signing up. That’s why in the summer of 2001, NECA established its Value-Added Services member benefit program. Value-Added Services leverage the collective purchasing power of members and provide savings on products and services NECA contractors use every day. To date, members have saved over \$20 million using the NECA Value-Added Services Program on a wide variety of products and services.

Participating vendors offer services in protective apparel and uniforms, business development and marketing tools, fleet management, and office products. A complete list of services and vendor programs is available on NECA’s website at www.necanet.org/benefits. Value-Added Services discounts and incentives are only available to NECA members.

Market and Business Development

Ongoing market research, often facilitated through ELECTR International—The Foundation for Electrical Construction, *Inc.*, helps identify and develop potential for new sales opportunities. In addition to NECA’s national research activities, many chapters undertake studies related to local markets, often with help from the National Labor-Management Cooperation Committee. Most of this research provides information of direct value to electrical contractors and is passed on to NECA members immediately.

The screenshot shows the NECA website interface. At the top left is the NECA logo with the text 'NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION'. To the right are links for 'MY ACCOUNT' and a search box. Below this is a red navigation bar with links: 'CONVENTION & SHOW', 'ELECTRICAL CONTRACTOR MAGAZINE', 'NECA-MEI', 'NECA-NEIE', 'ELECTR INTERNATIONAL', and 'NECA CONNECTION'. On the left side, there is a vertical menu with links: 'ABOUT NECA', 'MEMBERS ONLY', 'PRESS', 'NECA STORE', 'VALUE ADDED SERVICES', 'FIND A CONTRACTOR', 'CODES & STANDARDS', and 'EDUCATION & TRAINING'. The main content area features a blue banner for 'VALUE ADDED SERVICES' with an image of power lines. Below this is a white box with the text 'Value-Added Services' and 'Savings & Solutions for NECA Members'. To the right of this box is a smaller box titled 'Value-Added Special Offers' with a link to 'Full Archive'.

THE FUTURE of OUR INDUSTRY

When NECA celebrated its 100th anniversary in 2001, it was a time to remember the association's proud past, as well as looking ahead and planning an even stronger future. At its 2001 meeting, NECA's Board of Governors approved the association's Strategic Plan to guide NECA in realizing the association's vision as a dynamic national organization serving the management interests of the entire technical contracting industry.

The Strategic Plan and subsequent association developments offer insight into the priorities, goals, and issues that shape the association's programs today and guide its future initiatives. These priorities —namely, workforce development, technology challenges, business development, image, and membership—provide a framework on which to advance NECA's future. As industry continues to grow, NECA's proactive approach to these issues will ensure that the association will continue to provide members with timely, relevant, and essential programs and services.

1. Workforce Shortages and the Changing Workforce

The shortage of skilled workers and construction managers deeply affects the ability of NECA contractors to respond to their customers' demands. NECA is working with the IBEW and the NJATC to open the industry to new, talented workers; make apprenticeship training as efficient as possible; and recruit new apprentices and managers to the electrical construction industry

2. Technology Challenges

Technological innovation is a hallmark of electrical construction. Demands for wireless, integrated communication systems run concurrent with an ever-growing need for the electricity that powers our modern economy. NECA itself must use new technologies and means of communication and commerce, as well as help member contractors offer the most up-to-date electrical services to their clients.

3. Business Development

As the construction market has evolved, so have the methods used by electrical contractors to expand their business and manage their growth. NECA is constantly working to identify and develop new customers, markets, and types of work open to member contractors. The association also explores the factors and trends that shape the industry, including deregulation, consolidations, changes in distribution channels, and methods of procurement.

4. Image

NECA maintains a comprehensive communications program designed to enhance the image of the member contractors, electrical construction industry, and the association that serves that industry. This work creates an environment where NECA contractors are recognized as business professionals, leaders, problem-solvers and technical experts; and NECA is recognized as the voice of the electrical industry. Active communication with NECA members, the media and key decision-makers is essential to maintaining a positive appreciation for the electrical contracting industry and the association.

5. Membership

NECA must accommodate the needs of a diverse membership and effectively support the talents and resources of its members. The association is reaching out to the next generation of electrical contractors, as well as smaller and specialized contractors, making every effort to include them in the association's governance and programs.

All of these developments clearly illustrate the need for and value of NECA. The association is a vital part of the electrical construction industry in the U.S. We have the resources and capacity to initiate change and improve the business climate for our members and the industry.



3 Bethesda Metro Center, Suite 1100
Bethesda, MD 20814-5372
tel: 301-657-3110 • fax: 301-215-4500
www.necanet.org