



“The sure way to miss success is to miss the opportunity.”

Victor Chasles

GREATER CLEVELAND

MANAGER'S COMMENTS

I want to talk about something I don't know nearly enough about, at least technically, but I do know enough to know that we need it. Damn, that sounds confusing to me too, any way here's the topic, Business Development.

It's taken me a while to go from “Hell, I know what business development is” to “Maybe I don't,” to “Yeah, I do know what it is” to “Since I can't explain it clearly to anyone, maybe I don't know what it is” to “I better shut up and listen to people who are actually doing it.”

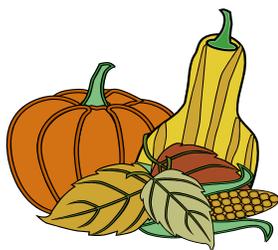
That process has taken place over the last few years...ever since NECA hired Mir Mustafa as Director of Market Development. One of the first programs Mir put on was to introduce himself and business development to Chapter Managers at the Association Executives Institute. In his program Mir also introduced us to Jennifer Mefford who is the Director of Business Development for the NECA/IBEW LMCC in Southeast Michigan. I have had numerous opportunities to talk with Mir and Jennifer during these past years and in June at the COSE Energy Efficiency Seminar held here in Cleveland I got to meet and speak with Bernie Kotlier who does business development for the California Statewide NECA/IBEW LMCC. I've also been doing a little research via Google. So let me share what I do know, what I've been doing and what the next steps could be.

First, I found the simplest definition that matches up with what I've heard from Mir, Jennifer and Bernie. It goes like this, “Business Development is the creation of long term value for an organization from customers, markets and relationships.” I particularly like the phrase “long term value”

because it's broad. It seems that most people I talk to think business development is sales, end of story. That's a very narrow description. While, selling is a part of it, it's by no means all of it. A sale; in our case winning a project, happens at a single point in time. Long term value happens all the time. It's accomplished by opening doors to customers, understanding the market place and building all kinds of relationships.

Also, I know there's a growing movement, i.e., an awareness taking place in our industry towards hiring professionals in this field. Anyone who knows me, knows I love the saying “Wiring is no hobby, hire a professional.” Now, doesn't that just make sense? As of now, there are about eleven state and local LMCC's who have done just that. I know about the successes that Mir, Jennifer and Bernie have had and I didn't just take their word for it either. I have spoken with the people who have hired them and seen for myself what they do. These Biz Dev people create the opportunity for the contractors to win projects. They do the heavy lifting to provide that long term value. What else I've learned is, and it's no surprise, they don't do it for free. Remember...it's not a hobby. Rather than talk about how much though, I want to focus a minute on how. Mir is employed by our national organization, Jennifer by a Local LMCC and Bernie by a statewide LMCC. There's three how's but there also a few others. A statewide contractors association like the one we have here in Ohio called The National Electrical Contractors of Ohio (NECO) could hire someone, one or more NECA chapter's could do the same and obviously, a contractor could, and some do, employ a Biz Dev person.

(Continued on page two)



MANAGER'S COMMENTS—CONTINUED

There are probably more ways if you think creatively. And just to let you know, the IBEW has put together a Biz Dev team to work in each of their geographical districts. It's apparent that Biz Dev is actively being pursued and that it requires an investment. We in this industry need to recognize and leverage every opportunity to win more projects but we can't maximize our success without hiring a professional.

That was what I know. Here's what I'm doing and at this point, it's simple. I'm adding my effort to bring awareness that opportunities to win more projects can be had by employing business development professionals. Mir, Jennifer and Bernie all came to Cleveland for the NECA District II meeting back in September and gave a brief presentation to the council. Then the next day they expanded their presentation at our statewide association (NECO) meeting, after which there was consensus from the members that we pursue employing a Biz Dev professional.

The next steps are not so simple but at least there are

outlines to be followed. In addition, we have a support group of subject experts, Mir, Jennifer and Bernie to consult.

In so far as NECO goes, a number of decisions will have to be made regarding structure, meaning will all the members of NECO participate? Will NECO do this alone or partner with others? These and all the other issues that an organization, with many members must iron out when building a new program will have to be addressed.

Other next steps may also include the Chapter assisting any of our member firms with employing a Biz Dev professional. You know, this seems like an opportunity and like the quote above indicates, success is linked to not missing one, to point out this is just one more value added service NECA provides to its members.

As always, I'm interested in hearing your ideas and comments on the subjects this newsletter brings to you.

2013 NECA CONVENTION AND TRADE SHOW

Wow, if you weren't there you missed a good one. The entire NECA staff but in particular, Beth Ellis and her Convention and Exposition team managed to plan, organize and execute all that goes into a multi-faceted national event. As if that's not enough of a challenge in and of itself, throw in a little thing like a government shutdown. That may not have been a big deal if the convention was anywhere else but Washington, D.C...like Cleveland, Ohio. The certainty of the shutdown wasn't apparent until just about ten days before the opening reception was to take place at the Museum of Natural History. Unfortunately the shutdown led to the closing of the Museum. That meant just ten days to find a suitable venue and make new arrangements to hold the event and all the associated activities that go along with it. Add to that several other planning and scheduling changes that had to be made because of the shutdown and you really get a sense that "Wow" might be an understatement.

Our Chapter's increased attendance mirrored the overall increase in attendance with over twenty Chapter attendees and over 5,500 total attendees. We

sponsored a hospitality suite that was quite a hit. The Chapter dinner, held at a long time favorite hand out in D.C., Old Ebbitt's Grille rendered an opportunity to commiserate while consuming adult beverages and many dozens of raw oysters. Our members were having such a good time they lost track of time and the folks at Old Ebbitt's had to politely remind us it was time to leave.

For more information about this year's convention visit www.necanet.org and go to the NEWS page and click on News Release Archives. Also, if you would like access to the handouts from the educational programs visit this link...<http://2013.necaconvention.org/convention/session-handouts-presentation/>.

And, while you are browsing necanet.org you may want to check out the preliminary information for next year's convention and trade show which will be held in nearby Chicago, Illinois on September 27-30. This is a good time to add these dates to your calendar.

MANHOURS

Cleveland Division thru September:	2,254,911
Lake Erie Division thru September:	311,312
Northeast Ohio Division thru September :	<u>271,036</u>
Chapter Total:	2,837,259



ECONOMIC NEWS OF THE DAY

- 1.) There is disagreement among Federal Reserve officials on the merit of and the pathway forward for QE3 (the government printing of \$85 BILLION per month.)
- 2.) A range of economic data from housing to employment suggest the economy took a step back in October but not so for manufacturing.
- 3.) Goodbye \$100 a barrel oil. Hello \$3.00/gallon gasoline. Thank you domestic oil production!
- 4.) NJ Governor Chris Christie has been endorsed by some construction building trades unions essentially because of jobs growth under his administration.
- 5.) Apple's iPad Air went on sale Friday, November 1st. It's being touted as the most significant iPad refresh since the original iPad.
- 6.) News of secret barges being built, one in particular in San Francisco, has been reported this past week. The

- secret has been revealed. The barges will be luxury showrooms to market Google Glass and other gadgets to by invitation only clients.
- 7.) Costco's share of the apparel market is growing. They are offering quality name brands at a discount. For the most part, Costco uses signatory contractors for their construction needs.
- 8.) Wi Fi offerings on jets are set to rise due to the relaxed rules on the use of mobile devices.
- 9.) A bipartisan pair of U.S. lawmakers are urging the budget negotiators to agree on 2014 spending levels. Anyone holding their breath?
- 10.) Americans lose the economic freedom to purchase the health insurance that they choose.

NORA NEWS

Now that the 2012-2013 Northern Ohio Recovery Agreement has been finalized and clarified with respect to advancement and placement, attention now needs to be directed once again towards adherence to the reporting requirements. Since we have a few contractors just beginning to utilize the NORA we'll review the requirements and encourage everyone using the agreement to re-familiarize yourselves with its terms.

A "Job Start Form" (Attachment D) must be completed and sent via fax or email to the Site Local Union, the Site NECA Chapter, the IBEW Fourth District Office and the NECA Eastern Region Director **within 24 hours of starting a project.**

A "Regional Agreement Tracking Form" (Attachment E) must be completed and sent via fax or email to the Site Local Union, the IBEW Fourth District Office and the NECA Eastern Region Director **within 30 days of completion of the project.**

In addition, while reviewing the agreement you are strongly encouraged to carefully read the **Job Reporting**

Requirements found on the **Recovery Agreement Variance Request Form**. As has been emphasized previously in this newsletter and at numerous meetings, the first criteria that should be met when deciding if you should request a variance is that you would not invest in bidding the project without doing it under the NORA. The second criteria is that you have knowledge that there is at least one non signatory contractor bidding the project. Without being able to answer yes to both of those questions, a variance shouldn't be requested. In all instances where you can answer "yes" and the project is outside the agreement's scope you are encouraged to request a variance. Please follow all the requirements as detailed on the form.

Keep in mind the current agreement expires on the 30th of this month. Expect rate changes effective the first full pay week on or around December 1, 2013.

Questions should be directed to the site NECA Chapter Manager.

UPCOMING EVENTS

- 1.) NECA Holiday Party-December 7, 2013, Ritz Carlton Hotel.
- 2.) Lake Erie Division Meeting-January 7, 2014-6:00 PM -location TBD.
- 3.) Northeast Ohio Division Meeting-January 8, 2014-Noon-location TBD.
- 4.) Cleveland Division Meeting-January 9, 2014-6:00

PM-location TBD.

- 5.) Eastern Regional Spring Meeting-March 22-26, 2014 -Hyatt Gainey Resort, Scottsdale, Arizona.
- 6.) Code Class-April 12, 2014 Crown Plaza, Independence, Ohio.
- 7.) NECA Convention and Trade Show-September 26-October 1, 2014-Chicago, Illinois.

LOOK FOR THE NEXT REVIEW IN DECEMBER 2013!