



“Anyone who accepts mediocrity - in school, on the job, in life - is a person who compromises and when the leader compromises, the whole organization compromises.”

Charles Knight

GREATER CLEVELAND



MANAGER'S COMMENTS

OK now...let's stand up and cheer! “We are the best, we are the best, we are the best!” Now, let's bow our heads and pray our customers take that as gospel.

Is that a little over the top? Sure it's a little over the top but you should stop and think about it because for years, the people who buy what it is we sell have sought and bought from providers other than us. That's not over the top, it's a fact. Proof of fact...first, our market share has fallen precipitously over the years and second, we are using what started out being called “Recovery Agreements” (called that for a reason), of course now they're being called “Regional Agreements.” The customers are most definitely buying electrical construction labor from contractors other than us; hence, why we are allowed to use an agreement called something other than one called “Inside” (NORA.) I know that no one likes to be reminded of that and it's disconcerting to think about it but be prepared to get even more uncomfortable.

If you are selling a product that appears on your invoice to a customer as “Journeyman Wireman,” don't you think you should be able to justify the value of that product to the customer? If you care about your reputation and have a conscience you do. You paid a negotiated sum for that product and have always had some reasonable expectation of the quality that you bought and were confident that when you resold it to the customer that they would be satisfied.

The reason for that confidence has been the fact that Journeyman Wireman have been a product produced by and quality controlled by the professionally developed, nationally accredited, jointly (IBEW/NECA) managed, Electrical

Training Alliance's curriculum and testing standards. It's what we go to when questioned about the quality of the product we sell. We can say to the customer, “When you pay for a Journeyman Wireman, I stand behind him and vouch for his competence.”

If you haven't read the last two NECA Reviews, you may not be aware that in the very near future you will need to rethink making that statement to your customers. That's because in the jurisdiction of the IBEW's 4th District, they removed the requirement for a Construction Electrician-3 to successfully complete the nationally accredited Craft Certification Exam from the “Regional Agreements” before they earned the classification of Journeyman Wireman. A former IBEW Business Manager I know used to call this type of a regressive action “peeing backwards.” I would agree.

Obviously people don't pee backwards without a reason, so here are the reasons I was told. Wait till you hear this...only one Local is using the Craft Certification Exam, it's too hard and lastly, my favorite, you can't expect CW/CE's to know everything.

Seriously, I really don't know where to start.

As of this moment I am waiting for some data to accurately respond to the “There's only one Local using the Craft Certification Exam” statement. But I can tell you this, when that statement was made to me, I knew of four Locals, just off the top of my head, that have validated Craft Certification facilities. But, I let it go.

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MANAGER'S COMMENTS CONTINUED

I also have a couple comments about the “It’s too hard” reason. First, no test is too hard if you know the answers and second, this test has been validated by the American Institute of Research to measure the knowledge, skills and abilities that are recognized as the description of a Journeyman Wireman. So, anyone taking it should do what is necessary; that is, prepare to pass it. Ask yourself, if an experienced electrician can’t demonstrate that he/she has the KSA’s to be a journeyman then maybe, just maybe they shouldn’t be “given” that classification. At least on the surface, it appears through their actions that the IBEW in the 4th District is more interested in CE-3’s becoming Journeyman Wiremen than protecting the integrity of the Classification.

And, unless I missed something, CW’s aren’t required to prove anything to be advanced and CE’s aren’t required to take tests other than the IBEW Fourth District Hands-On Test. So, no one IS expecting any CW or CE to know everything. That one really doesn’t, even deserve a response since we’re

talking about the Journeyman Classification and the KSA’s required to possess that classification. Now, I could make the case that the original CW/CE documents are very clear about the use of the Craft Certification Exams for all placement and advancement and am more than happy to go there if anyone is curious.

It’s time to go back to the original premise. How do you sell a Journeyman Wireman’s labor when he/she hasn’t successfully completed our nationally recognized apprenticeship program or our national accredited test? Where’s the justification for billing the customer the same for a JW and JW*? It’s gone. There isn’t any.

Mark my words, if this giving away of the Journeyman Wireman classification doesn’t stop, contractors will have to make some changes in their business procedures and relationships with customers. When it does come to that, I am prepared to offer advice.

As for now, my advice to the IBEW 4th District is to look down, your shoes are getting wet.

GENERAL MEMBERSHIP MEETING

The Chapter’s first General Membership Meeting of 2015 is scheduled to be held in conjunction with the Electric League of Ohio’s Electro Expo. Our meeting will take place on Wednesday, March 11th at the new Cleveland Convention Center. Normally, we start at 6:00 PM with cocktails and hors d’oeuvres; however, this time you may want to get to the Convention Center early to spend time with the vendors on the trade show floor. And if you start to wear yourself out between 4:00 PM and 6:00 PM look for the NECA rest stop. It will be a private area on the trade show floor for our members and their guests to stop and grab a snack and beverage. Then at 6:00 PM we will venture over to our meeting room in the Convention Center for dinner and a presentation by Kelly Waters.

Kelly is the managing director of Waters Group Global based in Chicago and will talk to us about business growth and expansion.

Kelly will also be available for you to speak with at the NECA booth during most of the Expo’s trade show hours.

This will be a great educational opportunity on many levels so don’t miss out. Attend both the Expo and the General Membership Meeting...you will be impressed.

MANHOURS

Cleveland Division thru January :	202,927
Lake Erie Division thru January:	42,627
Northeast Ohio Division thru January :	<u>23,224</u>
Chapter Total:	268,778



2015 NECA NOW LEADERSHIP CONFERENCE APRIL 13-16

If you haven't registered to attend the NECA Now Leadership Conference there's still time, although you will need to hustle to beat the early bird rate deadline on **March 6th** so put this newsletter down and go to www.necanet.org or even better, directly to www.neca-now.com. Regular registration continues through April. And as always, if you have any difficulty, just call Pat or Lynn at the Chapter's office. (216-524-8444.)

A list of the classes can be found on the NECA Now website. It is quite impressive and offers a variety of interesting topics to choose from in an ala cart manner or there are Tracks of classes such as Business Development, Finance, Leadership, Operations or Personal Development that will provide a focused approach to scheduling your time. If you plan to take some of your key people you could put them on different tracts and cover more ground.

Another unique feature of NECA Now are the Interactive Breaks, 45 minutes to gain insight into what matters to you. Topic discussion leaders will be available to facilitate conversations on a variety of subjects. In addition, NECA's Premier Partners will be on hand to discuss the latest offerings and services that are available to electrical contractors and you can join in the discussion.

Also bringing value to this event will be two interesting and informative speakers. First Steven B. Wiley will use his vast knowledge of the Civil War and in particular the Battle of Gettysburg to provide you with actionable leadership concepts. He will also be featured in a breakout session that will introduce you to proven strategies of revenue enhancement and cost avoidance. The second speaker, Scott Klososky will, in a very entertaining manner, translate where trends

in technology and leadership are going. You won't want to miss Scott's fast paced delivery and demonstrations of cool innovations.

Now for the relaxing and socializing aspect of NECA Now. Remember, you'll be in Miami, Florida. There's going to be a great golf outing at Crandon Golf in Key Biscayne for the first 144 golfers to register. But not to worry, there is a second course lined up for number 145 and all the others.

We all know LeBron James took his talents to South Beach. Well, so are we. And the ironic part is that we are going to a famous hot spot in the center of Miami's historic Art Deco District called the Cleveland. Now, if it's a NECA social event it goes without saying, there will be plenty of food, in this case heavy hors d'oeuvres accented with local flavor, plenty of adult beverages and for sure, music.

By the way, another great feature of NECA Now is that we will have the entire Intercontinental Hotel to ourselves. This will be extremely convenient when you plan to attend the Havana Nights Dessert Party on the hotel's rooftop. You will have a chance to do some salsa dancing, smoke freshly rolled cigars, have a cup of Cuban coffee, sample a variety of tasty desserts and even do a little gambling.

Lastly, you can have breakfast on Thursday morning, where a number of NECA's leaders will provide updates and remarks.

There's a lot to do and accomplish in a short period of time but it will be worth the investment. You'll come back home with much more talent than you took to South Beach.

ECONOMIC NEWS OF THE DAY

- 1.) The people's representatives expressed the will of the people and voted to build the Keystone Pipeline. The king said no.
- 2.) According to MarketWatch, Americans have gotten a big boost in inflation adjusted incomes from cheaper fuel prices but they are mostly saving instead of spending those gains.
- 3.) After being blasted in a "60 Minutes" show on March 1st, Lumber Liquidators stock plunged 24%. The report alleged their Chinese made laminate flooring contained higher than California emissions stand-

ards allow of formaldehyde, a known carcinogen.

- 4.) Construction spending dropped 1.1% in January. So, we don't need no stinking Keystone Pipeline. Thanks king.
- 5.) Nasdaq reaches 5000 for the first time in fifteen years.
- 6.) Depending on the Supreme Court's ruling on just what the words "established by the state" mean will determine if Obamacare lives or dies.

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ECONOMIC NEWS OF THE DAY—CONTINUES

7.) In “fixing” an unbroken Internet, the Federal Communications Commission have voted (3-2) to implement regulations designed for the “Bells” back in the 1930’s. Good move or bad...time will tell.

8.) A third bailout for Greece is being negotiated by the Eurozone nations.

9.) U.S. Manufacturing in February grew at its slowest pace in a year.

10.) Cooper prices are inching back up to around \$2.70. They had gone down to the \$2.50 range for a brief time.

UPCOMING EVENTS

1.) **General Membership Meeting**—March 11, 2015 -6:00 P.M. at the Electro Expo, Cleveland Convention Center.

2.) **Electro Expo 2015**—March 11-12, 2015 at the Cleveland Convention Center.

3.) **Lake Erie Division Meeting**—April 7, 2015-6:00 P.M.-TBD.

4.) **Northeast Ohio Division Meeting**—April 8, 2015 -Noon—Red Hawk Grille.

5.) **Cleveland Division Meeting**—April 9, 2015-6:00 P.M. TBD.

6.) **2015 NECA Now**—April 13-16, 2015 in Miami, Florida.

7.) **Annual Golf Outing**—July 13, 2015 at the Lakewood Country Club.

8.) **2015 NECA Convention & Trade Show**—October 3-16, in San Francisco, California.

ELECTRICAL TRAINING ALLIANCE AND NECA PREMIER PARTNERS

ELECTRICAL TRAINING ALLIANCE PARTNERS

PLATINUM LEVEL:

3M Company Electrical Markets Division

Graybar

Milwaukee Electric Tool Corporation

Klein Tools, Inc.

Harger Lightning and Grounding

Fluke Corporation

Eaton's Bussman Business

Lutron Electronics, Inc.

Greenlee, A Textron Company

Prysmian Group

Salisbury by Honeywell

Southwire Company

Thomas & Betts Corporation

Schneider Electric

Underwriters Laboratories, Inc.

Westex by Milliken

GOLD LEVEL:

Buckingham Manufacturing Company, Inc.

E2E Summit

SILVER LEVEL:

Ann Arbor Area Convention & Visitors Bureau

Ypsilanti Area Convention & Visitors Bureau

Steel Tube Institute

American Technical Publishers, Inc.

BRONZE LEVEL:

Alexander Publications

Coyne First Aid

Breslin Strategies, Inc.

Ideal Industries, Inc.

Legrand

MOSAIC

Rubin Brothers, Inc.

Stark Safety Consultants

Phillips Color Kinetics

TE Connectivity

The Lincoln Leadership Institute at Gettysburg

NECA PREMIER PARTNERS

Graybar

Milwaukee Electric Tool Corporation

Federated Insurance

Schneider Electric

Thomas & Betts Corporation

Trimble

Westex by Milliken

LOOK FOR THE NEXT REVIEW IN APRIL!