



“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.

Benjamin Franklin

GREATER CLEVELAND

MANAGER'S COMMENTS

Last month I wrote about market share and everyone's desire to increase it. I offered one idea to help fulfill that desire but I'll admit, it probably doesn't have a snowball's chance in hell of being implemented in very many places, although it has been successful where it's been used.

This month I want to talk about what I believe has been a hindrance to growth and a way to eradicate that hindrance that is very implementable. And it doesn't require a big monetary investment like marketing. All it requires is will. The will to change. I know everyone just said "he's got to be kidding". After living through a hundred plus years of watching very little change and what change has occurred has been at a snails pace, why do I think today and tomorrow will be different. Being the eternal optimist that I am, I'm going to explain that too.

That hindrance involves labor, the most risky component in our business model. When that component isn't close to a hundred percent of the highest quality across the board then it's obvious you would be reluctant to grow. The fact is, the notion of adding the employees you need to grow; ie, pursue more work than your current workforce can do, becomes an uncertainty that rightfully or not, does exist. Sure you could call for more people from the book and take a chance but very often, because the risk that the

known or even the unknown person you get, may not be equal or close to equal as the "proven" quality of your current workforce you don't. And sure you could try them out and decide whether to keep them or not. That's what you and I hear from the IBEW. That's true but what's the reality...it's easier and less risky financially to stay in our comfort zone. Now wait does this sound familiar, "Get Out of Your Comfort Zone". Those were and still are our orders from the IBEW. There are numerous videos and power point presentations out there with that message, so it's indisputable. Well guess what, its really easy to let the other guy take the financial risk so you can share in the reward.

I concede contractors need to get out of the comfort zone they are in IF they want to grow. No question about it. However; for that to happen in any measurable way, I think we need to actually **create an environment that encourages them to grow** and add employees to go after more work.

The solution will take time but like any other long term solution, the sooner you make up your mind to start, the sooner you'll reap the benefits.

The solution is to increase the overall quality of the available labor force.

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MANAGER'S COMMENTS CONTINUED

Please don't try the "Our people are the best" argument with me. Some are, some aren't. That's a fact and everyone knows it. So let's move on, that is if you want to be open minded to a real situation.

So how do we increase the quality of the labor. Two ways. Both, like I said earlier, take the will to change.

First, be committed to using the Collective Bargaining Agreement Article 4.14 ("the 2 strike rule" See the Sept. 2012 NECA Review for an in depth explanation) to purge the labor pool of undesirable people or rehabilitate those people and thereby instill a measure of confidence in the pool as a whole. That will diminish the contractor's reluctance to hire from the book and encourage a willingness to grow.

Second, quit feeding the IBEW membership with those type of people by not wasting time in trying to pick the perfect applicant to be indentured into the Apprenticeship Program. Be willing to accept the fact that you can't hit a home run with every pick. Do exactly what former Electrical Training Alliance Director, Mike Callanan has been expounding upon for a number of years. Put people on the bus, then evaluate them, then get the people off the bus that show they won't be assets to the industry. The fact is, we have for the most part, ordained indentured applicants to become journeypersons with little regard to the signals they send saying "I don't belong". Simply put, get them off the bus at the first sign they don't belong. I've said it before, every journey person I

know can name a person in their apprenticeship graduating class that shouldn't have become a journey person. Those are the people we now need to use 4.14 of the agreement to deal with.

I sincerely believe this is an achievable solution. That's because I believe change is not occurring at the same snail creeping pace that it once did. Think about that. Look at all the changes that have occurred in the past ten years as compared to the prior hundred years and its quite amazing. I have a theory that we, even old farts like me, are being conditioned to change. The conditioning is being driven by technological changes that we have no choice but to adopt. I think this is conditioning us to accept change in all areas of our lives.

The will to change, by all of us, is needed if we're going to do more than talk about growth and market share.

I hope you all can see that the perception is real, even if it isn't accurate, that the labor unknown is a hindrance to growth. We must start now to address this. We must lay the foundation of a bona fide renaissance/rejuvenation.

I will profess my admiration for and join with anyone and everyone who wants to quit talking and begin the process to create an environment that will encourage contractors to get out of their comfort zone and not just demand that they do.

As always, if you want to discuss this or any topic please feel free to call, 216-802-9512.

IMPORTANT OCILB FACTS

1. It is the responsibility of the person holding the license to maintain at least \$500,000 of liability insurance. This may be a reason to have only one license assigned to your company.
2. To take a license out of escrow and be active, the holder must take up to 24 hours of continuing education and show proof of liability insurance.
3. If your license has been expired more than one year, you must start over and apply to the appropriate section to take the test.
4. You may renew your license, change your address and email, retrieve forms and look up approved continuing education courses by visiting <http://www.com/ohio.gov/dico/OCILB.aspx>

IMPORTANT OCILB FACTS CONT'D

5. Ohio Contractors now have reciprocity with the following states. Reciprocity is only offered to those who have taken the state recognized test. If you grandfathered in, you are not eligible to reciprocate.

West Virginia - Electrical

Kentucky - Electrical, HVAC, and Refrigeration

North Carolina - Electrical

South Carolina - Electrical, HVAC, and Plumbing

Louisiana - Electrical, HVAC, Refrigeration, Plumbing and Hydronics

NECA NETWORK COMMUNITY NEWS

We are pleased to announce the Greater Cleveland Chapter Community is now available on the NECA Network. What that means is that if you are a member of the Greater Cleveland Chapter or have authorized certain employees of your firm to participate you are all connected and can communicate with each other 24/7 by way of this network. If you need assistance in using this valuable asset to help you leverage your NECA membership, please call the Chapter Office 216-524-8444.

THOUGHTS & PRAYERS

It was with great shock and sadness that we recently learned that our NECA District II Director and friend, Rich Parenti has been temporarily sidelined with health concerns. It's hard to put into words the level of our concern or the limitless best wishes we have for Rich and his family. He's a tough bird and that's why we are looking forward to his return.

ECONOMIC NEWS OF THE DAY

1. GDP was over 3% for the second month in a row. First time in 10 years. It did so in spite of two major hurricanes.
2. Jerome Powell will likely replace Janet Yellen as Federal Reserve Chairman. He is a former president Obama appointee to the reserve.
3. Inflation remains lower than they would like. Their measure is the price index for personal-consumption expenditures which rose 1.6% in September but is below the 2% target.
4. Employment costs hit a nine year high finishing 0.7% in the third quarter. This adds to the case being made for an interest rate increase before the end of the year.
5. Copper prices are in the \$3.10/lb. range.

FACEBOOK

Have you stopped by our Facebook page and friended us? If not, please do so. We're just getting started so let us know if there is something you would like to see posted on our page. Current upcoming events along with some past events are highlighted on our page.

MANHOURS

Cleveland Division thru September:	1,998,444
Lake Erie Division thru September:	302,559
Northeast Ohio Division thru September:	296,447
Chapter Total:	2,597,450

UPCOMING EVENTS

- 1.) **NECA Holiday Party** - December 2, 2017 - 6:00 PM at the Ritz Carlton Hotel.
- 2.) **Lake Erie Division Meeting** - January 2, 2018 - 6:00 P.M. Location TBD.
- 3.) **Northeast Ohio Division Meeting** - January 3, 2018, Noon at Red Hawke Grill.
- 4.) **Cleveland Division Meeting** - January 4, 2018 at Capital Grill Restaurant.

REMINDER: DAYLIGHT SAVINGS TIME ENDS THIS WEEK.



GO BROWNS!!!!



GO CAVS!!!!

LOOK FOR THE NEXT REVIEW IN DECEMBER 2017!!!

IT'S GOOD BUSINESS TO DO BUSINESS WITH THOSE FIRMS WHO SUPPORT OUR ASSCIATION

CHAPTER ASSOCIATE MEMBERS

1-888-Ohio Comp	Leff Electric
Admar Supply Company	Mars Electric
BMA Media Group	Milwaukee Tool
Ciuni & Panichi, Inc.	NES Rentals
CompManagement, Inc.	PEPCO
Eaton Corporation	Riffle and Associates
Ericson Manufacturing	Simplex Grinnell
G.E. Energy Management	United Rentals
Graybar Electric Co.	

NECA PREMIER PARTNERS

3M	Philips Lighting
Federated Insurance	Schneider Electric
Graybar	Southwire Corporation
Milwaukee Tool	Thomas and Betts Corporation

ELECTRICAL TRAINING ALLIANCE PARTNERS

PLATINUM LEVEL:

Milwaukee Electric Tool Corporation
 Klein Tools, Inc.
 Thomas & Betts Corporation
 3M Company Electrical Markets Division
 Salisbury by Honeywell
 Harger Lighting and Grounding
 Fluke Corporation
 Lutron Electronics, Inc.
 Eaton's Bussman Business
 Schneider Electric
 Southwire Company
 Prysmian Power Cables and Systems
 Graybar
 Greenslee by Textron Corporation
 Ideal Industries, Inc.
 Westex by Milliken

GOLD LEVEL:

Buckingham Manufacturing Company, Inc.

Alexander Publications

SILVER LEVEL:

Ann Arbor Area Convention & Visitors Bureau

Rubin Brothers, Inc.

American Technical Publishers, Inc.

Ypsilanti Area Convention & Visitors Bureau

Legrand, North America

E2E Summit

BRONZE LEVEL:

MOSAIC

Stark Safety Consultants

Coyne First Aid

Wellshade