



“Don’t buy market share. Figure out how to earn it.”

Philip Kotler

## GREATER CLEVELAND

### MANAGER’S COMMENTS

Do you want to increase market share? Guessing you just said yes. I said yes. And I know why I said yes, do you? Think about that for a minute.

Before I go any further, academics define market share this way, “a company’s portion of sales within the entire market in which it operates.” OK, back to the question. I said “yes” because to me in this particular instance, the “company” in the definition, includes all the member companies in the Greater Cleveland Chapter. So when you said “yes,” what “company” were you referring to? You see, context matters. Were you meaning the company you own, the company you work for, all the companies who are members of the Greater Cleveland Chapter or all the companies that are signatory to the Greater Cleveland Chapter, NECA agreement with the IBEW Local Union?

My point is that when we’re all standing around talking and everybody says they want to increase market share you might want to consider the context of the answers.

Now for whatever our reasons are for wanting to increase “our” market share, I’d like to ask another question. What market are we talking about?

Are we talking about the electrical construction market as a whole or the very distinct markets that are encapsulated in it.

Here are some examples: the industrial market, the large retail building market, the small retail building market, the institutional market, the residential market, the teledata market, the outside line market, and other specialty markets?

In our unionized world we have, over time recognized these distinct markets. We know this because our employees, who used to be electricians are now Inside Electricians or Teledata Electricians or Construction Electricians or any one of a slew of classifications that have spawned from the need to address all the different markets.

To you management folks, is it the entire industry market share that’s important or is it your company’s market share that’s important?

To the labor folks, isn’t the entire industry market share what’s important and not an individual company’s or even NECA membership’s market share?

I believe it’s important to clarify exactly what we’re talking about so as to walk away from a conversation about market share with a clear understanding of everyone’s context. If not, its likely you just wasted some time because you’ll just assume everyone is coming from the same place .

Continued on Page Two





## MANAGER'S COMMENTS CONTINUED

Now for some factual information about our Inside industry employment market share in the Greater Cleveland Chapter's jurisdiction taken from the most recent calculations presented by the National Labor Management Cooperative Committee (NLMCC.) This will satisfy some curiosity and provide an overall industry perspective. Note: these figures have been calculated using a methodology agreed upon by the IBEW and NECA.

Over the past twelve year period (from 2004-2015 inclusive), Cleveland hit a high of 65% and a low of 57% with an average being 60%. Mentor/Painesville hit a high of 61% and a low of 43% and their average is 49%. Lorain/Sandusky hit a high of 60% and a low of 39% and their average is 50%.

We are maintaining but not growing. At the beginning of this column I assumed everyone wanted to see market share grow. Well, my dad like most dads, had a number of old sayings he passed along. One of which was, "Wish in one hand, poop in the other, which one fills up faster?" It may not be very sophisticated but you get the point right?

You and I have, been talking about market share for what seems to be an eternity. Quite frankly, I'm tired of talking about it. Here comes another old saying, "Poop or get off the pot." I believe that one is universal.

Constipated is the word that comes to mind. For a long time now, nearly 20 years, I've offered an idea to a number of local labor management cooperative committees, where I thought market share was supposed to be a key topic and it beats the heck out of talking and wishing. It's simple, it's been done before, it's been successful and as a matter of fact, it's what very successful businesses do every day. **HIRE A PROFESSIONAL!** Invest in a marketing firm or a professional marketing person. Individual contractors with the financial means should already be doing this but as a collective, IBEW/NECA, we should be doing it too. Please don't tell me we can't afford it. We seem to be able to fund everything else. I'm not going to list them here. You all know them. I've put forward one funding solution and that is to regionalize LMCC's. Pool the money. You should have seen the looks I got the day I threw that out there. That showed me where the priorities are. Apparently, we can't afford laxatives either.

That is why I'm done talking about market share in the NECA/IBEW context.

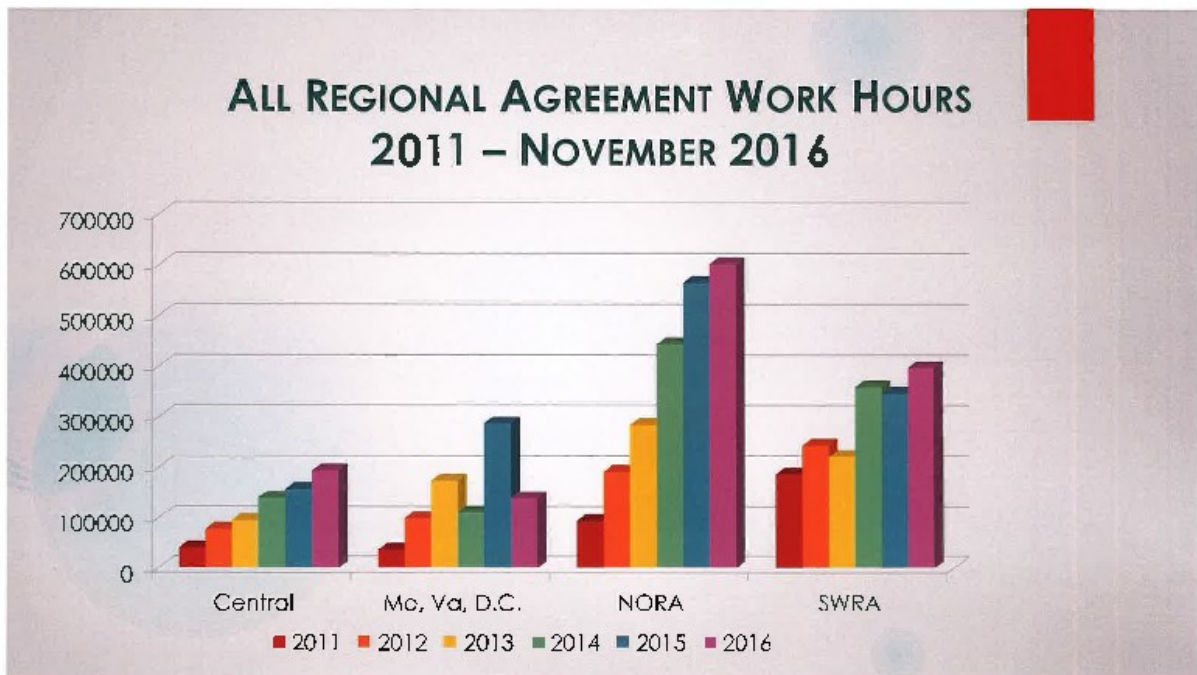
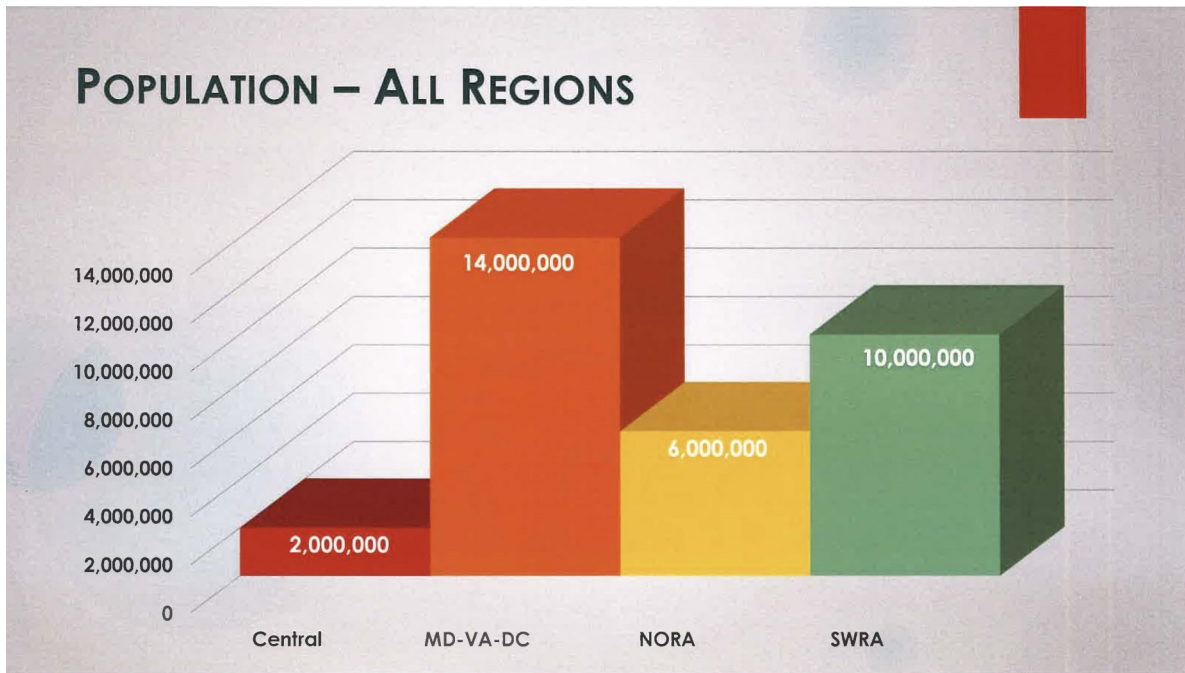
I'll be happy to help any NECA member firms with marketing their own businesses, and I have an idea how to help fund that but it's really radical so for now I'll just keep it to myself.

## IBEW 4th District Recovery Agreements

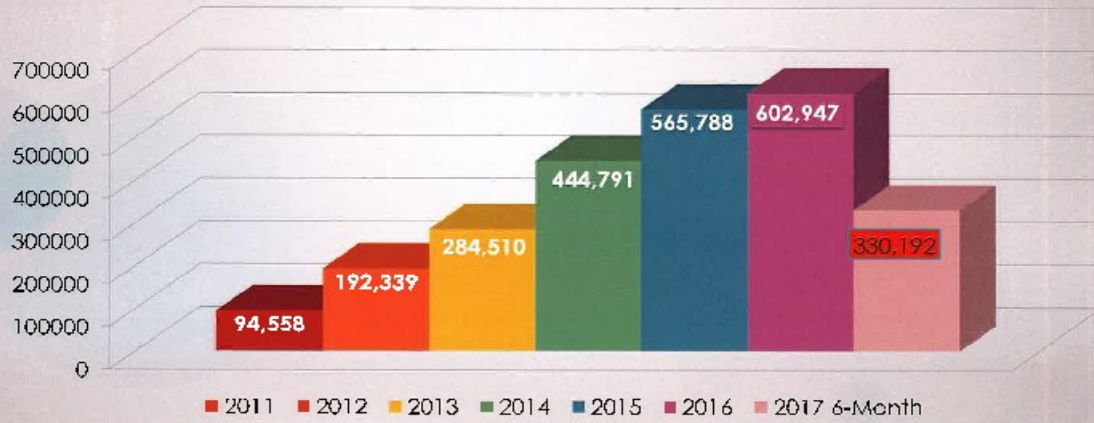
At the NECA District II Council meeting, attended by the Presidents, Governors and Chapter Managers, IBEW 4th District representatives, Dave Moran and Gary Osborne presented an update on the 4 regional agreements. They are the Central, Maryland/Virginia/DC, Southwest and Northern Ohio.

The IBEW compiles these figures from a number of sources. This is a good opportunity to note that a very important source is the Job Start Forms that are required from every contractor who uses any of the Regional Agreements.

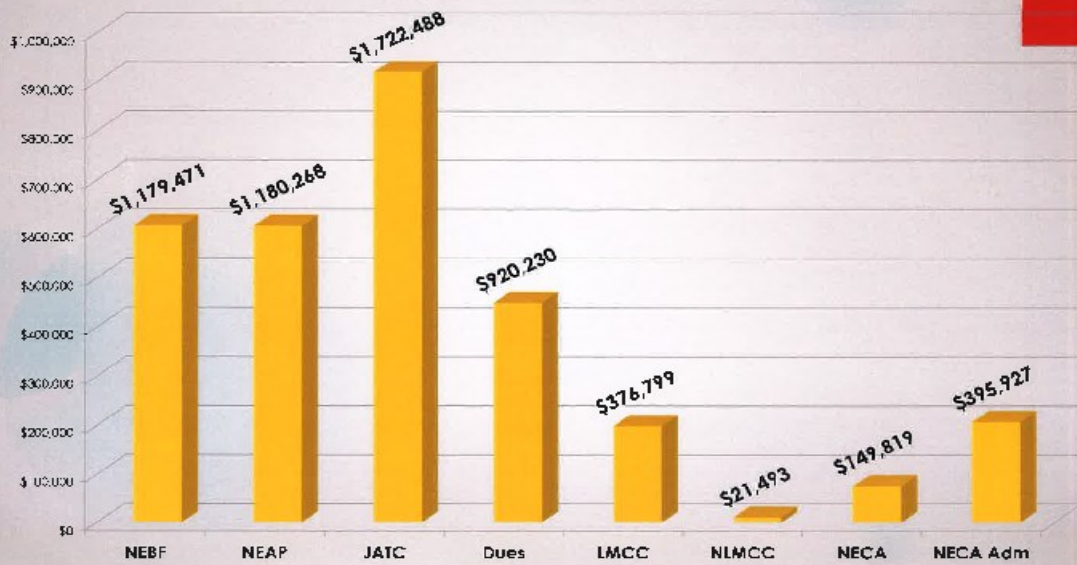
There are just a few interesting statistics continued on the next page.



## NORA REGIONAL AGREEMENT HOURS 2011 – JUNE 2017



## NORA Region Wages \$39,342,254



## IMPORTANT OCILB FACTS

If you are a holder of a State of Ohio electrical contractors license maintained through the Ohio Construction Industry Licensing Board (OCILB) here are some facts you should be aware of.

1. Your license can only be assigned to one company.
2. You cannot use your license to pull permits for unlicensed competitors.
3. If you sub work out by way of IRS form 1099 they must also be licensed by the State.
4. Your license number **MUST** be displayed on all advertising for the company your license is assigned to.
5. You may place your license in “Inactive Status” (Escrow). It can remain there indefinitely. While in escrow you **Do Not** need to take continuing education every year or maintain the required liability insurance, but you **Must** pay the renewal fee each year.

Next month’s newsletter will contain more “Important OCILB Facts.”

But if you can’t wait, go to the OCILB website found at [com.ohio.gov](http://com.ohio.gov), for everything you need to know to maintain your license.

## MANHOURS

Cleveland Division thru August:	1,779,982
Lake Erie Division thru August:	271,890
Northeast Ohio Division thru August:	266,865
<b>Chapter Total:</b>	<b>2,318,737</b>

## UPCOMING EVENTS

- |  |   |
|--|---|
| <p>1.) <b>Lake Erie Division Meeting</b> - October 3, 2017 –6:00PM at 1833 Oberlin Inn.</p> <p>2.) <b>Northeast Ohio Division Meeting</b> - October 4, 2017 –Noon at Redhawk Grille.</p> <p>3.) <b>Cleveland Division Meeting</b>- October 5, 2017-Carrie Cerino’s Restaurant.</p> | <p>4.) <b>Convention &amp; Trade Show</b>-October 7-10, 2017 in Seattle, Washington.</p> <p>5.) <b>NECA Holiday Party</b> - December 2, 2017 at the Ritz Carlton Hotel, Downtown Cleveland.</p> |
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**GO TRIBE!!!!**



**GO BROWNS!!!!**

**LOOK FOR THE NEXT REVIEW IN NOVEMBER 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