



LOCAL PROGRAMS • NATIONAL INFLUENCE • GLOBAL REACH



*The National Electrical  
Contractors Association*

**Annual Report  
2003**

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# Messages from President Ben Cook and CEO John Grau



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## A Message from NECA President Ben Cook



Some accomplishments are so big and filled with potential that they automatically gain status as obvious turning points. The impact of other activities lay the foundation for gains in the future. That's how it's been for NECA in 2003 — a year of progress, achieved or initiated.

One of those achievements in the “big and obvious” category was the enactment of the NECA-IBEW Voice-

Data-Video National Agreement designed to build and retain a stable and qualified workforce to help signatory contractors improve their competitiveness in technology-driven markets. It was another major accomplishment when NECA formed an official Alliance with OSHA, which acknowledges our association's leadership and long tradition of promoting worker safety and health and will boost NECA's ability to continue to develop and deliver effective safety resources.

Also this year, Electrical Contractor magazine brought forth an entirely new publication, Security & Life Safety Systems magazine, which is already delivering vital information and education to thousands of participants in this marketplace. Another highlight was the establishment of NECA's Political Leadership Council to reinvigorate our association's national government affairs effort. The list goes on.

Through such activities as these and numerous others (including the development of new Management Education Programs, the application of Electrical Contracting Foundation research, and continuing strides in implementing NECA's Long-Range Strategic Plan), NECA has brought immediate and ongoing benefits to its members and the entire industry. As revealed in these pages, 2003 has been a very good year — and the start of many good years to come.

## A Message from NECA CEO John Grau



Tough economic times have not deterred NECA from its unrelenting mission. By recognizing changing conditions and meeting challenges head-on, our association has continued to advance the interests of its members and the electrical contracting industry in meeting the needs of increasingly demanding customers in the 21st century.

This focus is evident in pivotal events ranging from the 2003 VDV/Integrated Building Systems Conference & Expo — the first NECA-sponsored VDV program to address integration as a focal point of the market mix and an important element of today's electrical contracting industry — to the NECA Show, beginning its 50th year as the industry's premier exposition by featuring cutting-edge technologies and providing information and education to help contractors broaden their knowledge and skills.

Similarly, NECA has combined insight with progressive action in its work on new projects and ongoing initiatives. An example of the former is the groundwork laid for establishing the Electrical Technology Institute to foster information exchange and increased cooperation among North America's electrical contractors. An example of the latter is NECA's work in our fifth year as an ANSI-accredited standard developing organization.

In addition, day-to-day efforts have enabled our association to improve our use of communication and information technology and expand our outreach to diverse segments within NECA's membership and the broader electrical industry. In fact, NECA's activities in 2003 show clearly that our association is not only attuned to emerging trends and changing market demands but is also the leader in shaping the industry we represent.



# Labor Relations

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meetings and negotiations by the NECA VDV Task Force and national staff. It serves to fill the void in areas across the nation that do not yet have a local agreement to address the voice-data-video market.

## National Substance Abuse Policy

A working group of NECA contractors, chapter and national staff was formed in June 2003 to respond to the International Brotherhood of Electrical Workers' (IBEW) willingness to discuss a national drug policy. Several conference calls and meetings with the IBEW committee took place in 2003 as NECA worked to achieve a new policy that will be beneficial to both parties.

## Labor Relations Conferences and Seminars

Approximately 220 NECA members and chapter staff attended the national Labor Relations Conference held October 19-21, 2003 in New Orleans, Louisiana. Featuring a range of topics, from legal issues to owners' perspectives to the mechanics of negotiations, this conference took a broad view of the labor relations functions of NECA while the annually conducted Mutual Gains Bargaining Workshop focused specifically on the interest-based or "win-win" style of negotiations. A Mutual Gains Bargaining Workshop was held at the Voice-Data-Video (VDV) Conference in Las Vegas in March and another is scheduled for the March 2004 VDV Conference.

## Employee Benefits Conference

This conference was created to keep trust fund administrators and trustees informed of current information that might possibly affect them. This year's Employee Benefits Conference was held in Phoenix, Arizona, January 16-17. There will be a conference January 15-16, 2004, in the Miami/Fort Lauderdale, Florida area; and, to take advantage of an opportunity to coordinate meetings with the National Coordinating Committee for Multiemployer Plans, a conference will be sponsored in December 2004 in Florida.

## Labor Agreement Summary

When inside agreements are sent in for review, as required by the National Bylaws, Article III, Section 13, pertinent wages and conditions are now being posted on the [www.NECANET.org](http://www.NECANET.org) private site for members' convenience, replacing the old paper based system. The Labor Relations office is investigating the feasibility

NECA's labor relations activities are key to maintaining a strong, working industry and are considered to be among the most important of NECA's functions as the leader in electrical construction. These are highlights of 2003:

### Council on Industrial Relations (CIR)

The Council's ability to address the real problems of the industry while equitably resolving local disagreements is why the CIR remains the most unique and effective dispute resolution vehicle available in the construction industry.

The CIR's caseload was up from the last two years. The interim meeting process continued to work well with approximately 60% of filed cases being solved at home in 2003. This upward trend in CIR cases could be attributed to a number of things, but it seems that a slightly down economy and increased health care costs have played a major role.

### Voice-Data-Video National Agreement

In June 2003, the Voice-Data-Video National Agreement (VD-VNA), procedures for becoming signatory, and a letter of assent were consummated and distributed to all NECA chapters. They are also available on [www.NECANET.org](http://www.NECANET.org). The agreement between an employer and the IBEW is a result of several years of

of expanding this service to include outside, residential, VDV, and other agreements.

### National Labor Management Cooperative Committee (NLMCC)

The NLMCC is in its eighth full year of operation with impressive results. A number of programs have been established and prioritized including an internal national magazine for electrical workers and their employers (The Quality Connection), advertisements in 23 national and regional publications, banner ads on electronic magazines, websites for apprentices, regional meetings, and a joint partnering program for local areas. A number of other local programs have also been funded. Key among the national programs has been the Career Action Kits informing students and teachers of the opportunities for careers in our industry. A series of personal CDs were developed and distributed for the specific markets of end users, non-union recruits, high school students, lineman recruits for chapter and local union use. Partnering is about communications between NECA and the IBEW, labor and management, and the customer and there have been over 130 programs since 1998.

### State of the Industry Survey

The eighth survey was conducted over the summer. Results for the survey, are being posted on the [www.NECANET.org](http://www.NECANET.org) private site. As in the earlier surveys, this year's returns showed that the majority of IBEW local unions with whom our chapters deal are cooperating with the chapters to regain market share. The survey also provided important information on the types and effectiveness of market recovery programs, local union organizing efforts, man-hours, and agreement provisions. It has also been indicated by many areas that health insurance costs are driving their local negotiations.

### Employment Statistics

*Inside Construction Trends, 1992-2001* was posted on [www.NECANET.org](http://www.NECANET.org) in the spring of 2003. The report format which includes IBEW district data has made significant progress towards more careful comparisons of the productive workforce and payroll in the inside electrical construction industry. It uses a "productive" share of employees and wages computed from the 1997 Construction Census. The IBEW, National Electrical Benefit Fund (NEBF), and CLRC have cooperated on this report.

### Davis-Bacon

NECA continued an ongoing service to the local chapters with their Davis-Bacon programs through the communication of timely information and assisting in the resolution of local problems. Davis-Bacon wage determinations are available for members and chapters through the [www.NECANET.org](http://www.NECANET.org) members-only site and the Government Printing Office site on the World Wide Web. This program has been shown to be particularly effective in assisting chapters to correct discrepancies, which are discovered in their locally posted prevailing rates. Guidelines for responding to the new wage surveys were also posted to [www.NECANET.org](http://www.NECANET.org).

### Jurisdictional Disputes Board

A NECA representative now sits as a member of the Joint Administrative Committee that oversees the Board's operations. The National Jurisdictional Disputes Board has traditional support from NECA as it endeavors to keep jurisdictional disputes to a minimum.

### Market Recovery and Organizing

An aggressive effort must be maintained on all levels if we are going to regain market share. Experience has taught us that locally developed solutions are most often the best possible programs for regaining lost work. These efforts will only be successful if both labor and management support them. However, we as employers must be aggressive and use these programs in order for them to be effective. Labor Management Cooperation Committees, Mutual Gains Bargaining Workshops and Partnering Programs can contribute significantly in these efforts. The IBEW announced a new emphasis and reorganization of their organizing efforts and expressed the hope that NECA members and chapters would be willing to assist their efforts to the extent possible.



# Government Affairs

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## ECPAC and the Political Leadership Council

The Electrical Construction Political Action Committee (ECPAC), continues to be a strong force in Washington, DC.

Electrical contracting needs greater visibility, greater access, and greater influence to achieve greater results for each of us. On the Hill, larger PACs, those with more than a million dollars, have greater influence. They are the big players and command attention. NECA wants to be a part of that elite crowd and recently set a goal to take its PAC to the million-dollar level. The Political Leadership Council was launched in 2003 as a means to assist in reaching this goal. And, with more than \$406,000 at the writing of this article, the Association is nearly halfway there.

With the inception of the newly formed Council, NECA is quickly headed in the right direction and stands to soon become an even more powerful force. The Council works to keep NECA members more fully engaged so that the Association will have a growing impact upon the business, labor, and tax issues that are critical to our industry's strength and prosperity.

## NECA Working Closely With IBEW

NECA has a history of working well with the International Brotherhood of Electrical Workers (IBEW), and this year worked in conjunction with the IBEW on a record number of issues.

In March, Bob White, NECA's Director of Government Affairs, and Bruce Burton with the IBEW Legislative Affairs Department spoke jointly at the annual Voice-Data-Video Conference in Las Vegas. They made clear to an audience of NECA and IBEW members the issues on which the two organizations are able to work together to make a stronger impact. Issues included application of prevailing wage, pension and energy issues, and compensatory time in lieu of overtime pay. The partnership will continue.

## NECA Fights to be Heard on Energy Bill

Cross-subsidization is when a utility uses ratepayer funds to subsidize a non-utility affiliate. NECA has fought for years to put an end to this unfair competitive practice.

The Association came as close as it has ever come to a workable solution to the problem of cross-subsidization when Senators Feingold (D-WI) and Brownback (R-KS) introduced an amendment to the Senate energy bill in July.

Unfortunately, NECA fell two votes short of passing the amendment, which would have created a distinct separation between utilities and their unregulated affiliates. At press time, an energy bill was still unresolved and NECA remained committed to resolving the problem.

Every year NECA continuously tracks ongoing legislative and regulatory issues, and launches new and continuing efforts accordingly. The Association invests significant time in carefully cultivating relationships and alliances to win the ear, confidence and votes of Representatives who make the decisions that affect our industry.

At times issues move slowly, often taking years to reach a resolution. However, through victories large and small, and with determination, NECA has followed its track record of success and made positive progress.

## CQC Conference

The 2003 *Campaign for Quality Construction National Issues Conference* was held in May.

As in past years, the efforts and actions of NECA members who attended the conference were instrumental in raising awareness on issues important to our industry. Among the issues of focus at this year's conference were the Contractors Accountability Act, funding relief for Multiemployer Pension Plans, energy issues, and prevailing wages in innovative federal program financing.

Meeting attendees also heard the inside scoop about what was happening on Capitol Hill from Members of Congress, including Senator Arlen Specter (R-PA), Congressman Collin Peterson (D-MN), Stephanie Tubbs-Jones (D-OH), Sherwood Boehlert (R-NY) and Carolyn Maloney (D-NY). The legislators spoke on various initiatives and offered tips on how NECA members' voices can be heard.

# Convention

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## The NECA Convention and Show

For the first time, the NECA Convention and Show took place in Orlando, home to Disney World and numerous other attractions. NECA's was only the third event to take place in Orlando's brand new convention/exposition facility.

### *Record Attendance*

More than 5,000 contractors, electricians and other electrical construction industry professionals walked the floor on the opening day of the annual NECA Show. In spite of the still sluggish economy, the Show did exceptionally well with exhibit space selling out early and experienced healthy registration numbers. Thanks to the outstanding efforts of the Florida Council, a coalition of the South, North and Central Florida NECA Chapters, to promote the Convention locally, NECA had a nearly record-breaking number of walk-in attendees.

Two hundred and fifty exhibitors were on hand, providing visitors access to the industry's latest time and money saving tools and services.

### *General Sessions*

NECA condensed the Convention into two time-economic general sessions. In the family-oriented spirit of Orlando, the two sessions were separated by a day reserved for family entertainment. John Grau, NECA CEO kicked off the Opening General Session with association news. Well-known writer Dave Barry, whose columns and wit are enjoyed by people around the world, followed with his own special brand of humor. At the Final General Session NECA members listened to another literary giant, Bob Woodward, famous for breaking the Watergate scandal in the Washington Post.

### *Educational Opportunities*

In 2003, NECA continued to offer attendees free technical workshops. These informative sessions offer free educational opportunities so that attendees can learn about the latest industry technologies. Topics included wireless technology, electrical safety, best practices and more. The Management Seminars offered courses based on recent research studies conducted by the Electrical Contracting Foundation. Classes covered quality training for improved productivity, operation model for maximizing profitability, early warning signs of project distress and many more current issues important to the modern electrical contractor.



## VDV 2003

The fourth annual Voice-Data-Video (VDV) Expo and Conference was held in the Las Vegas Hilton March 10-12. Over 1,700 professionals attended the event. A series of educational open conferences were available at the Expo and Conference. Sessions covered topics such as fiber optics, copper wiring, home automation/networking, and security work.

## Regional Conventions

Each year, NECA's regional offices hold Regional Conventions to bring industry and Association news to members on a local level. The events are especially helpful in making available opportunities for networking and offering various management education programs to a more focused audience. Each convention hosts industry experts to speak, among other activities. NECA members also receive reports from officers on Association and committee activities.

# Standards & Safety

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## Electrical Codes

NECA maintained a leadership role in the NEC, cornerstone of the electrical construction industry. This included publication of the *NFPA's Residential Wiring*, authored by Brooke Stauffer, NECA's executive director of standards and safety. Our Association also continued spearheading industry opposition to the upstart ICC Electrical Code. Efforts by NECA and its allies prevented regulatory adoptions of ICC's code nationwide.

## U.S. Occupational Safety and Health Administration

**NECA-OSHA National Partnership.** The NECA and OSHA national offices entered into a joint agreement to cut workplace accidents through a focus on education and training, outreach and communication, and a continuing dialogue on safety and health issues. In return, OSHA pledged to reduce "nuisance" inspections and concentrate more on resolving significant safety issues.

**Crane Negotiated Rulemaking Committee.** NECA is actively participating in a yearlong drive to develop practical OSHA safety rules for construction cranes by consensus, rather than fiat. The negotiated regulatory approach brings together all affected interests to hammer out a draft rule, which is then sent out to public review.

## Power Line Safety Rules

NECA and its major line contractors are developing a partnership to improve safety in line construction. It will involve contractors, labor, customers, and regulators to develop measures to reduce trauma incidents in this sector.

The Transmission and Distribution Safety Partnership was inaugurated in fall of 2003. Partners agreed that one of the most important tasks before the group was to change the culture of what is inherently a hazardous business.

## Construction Specifications

2003 marked the third year of advocacy by NECA and its allies to minimize the extent of changes to the familiar 16-division format in the next release of CSI's MasterFormat model specification system. More information is available at [www.ibs-16.org](http://www.ibs-16.org).

## Insurance

NECA contractors were ready for hard market conditions thanks to the advance notice, seminars and negotiation advice offered by the Association. Getting at the core of problems, a movement for construction tort reform has been launched to lower risks and insurance costs in the future. New relationships are also being explored with insurance representatives in preparation for a revived economy.



NECA safety and standards programs help improve NECA contractors' business by raising the level of construction quality; maximizing safety and productivity on job sites; and controlling costs associated with OSHA compliance, insurance, and bonding.

## National Electrical Installation Standards (NEIS)

NECA's quality standards for electrical construction have achieved broad acceptance throughout the industry. They help build NECA contractors' reputation for professionalism and reliability and position our association as an industry leader.

There are 23 NEIS in print, and a CD-ROM subscription program has been introduced.

## Workplace Safety

NECA released two important new references during 2003:

*Contractor Action Plan for OSHA Inspections* provides the essential information needed to avoid unexpected violations, explains how to manage the actual inspection, and describes ways to eliminate or reduce citations and fines.

*100 Safety Training Talks for Electrical Construction Work* is a collection of "toolbox talks" developed especially for the electrical contracting industry, in CD-ROM format. They cover workplace electrical hazards and other common construction safety risks, and are used by foremen and supervisors to deliver daily on-the-job safety briefings.

# M

# anagement Education

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NECA works to develop and disseminate knowledge and data essential to successful management of electrical contracting businesses.

## The Management Education Institute (MEI)

The Management Education Institute (MEI) oversees the development of educational programs that provide value as a member service.

Currently, the MEI curriculum consists of 34 courses, including seminars introduced in 2003 on alternative dispute resolution, harnessing technology to increase productivity and a new advanced estimating class, which includes a software show.

A number of MEI seminars were developed in 2003 to be held directly at an individual firm location. One large NECA member, located in Boston, Massachusetts, has contracted directly with MEI to conduct 10 MEI seminars at its offices, attended solely by its employees. MEI intends to expand this type of training for large contractors to allow large firms the option to save training funds by hosting courses in their own offices.

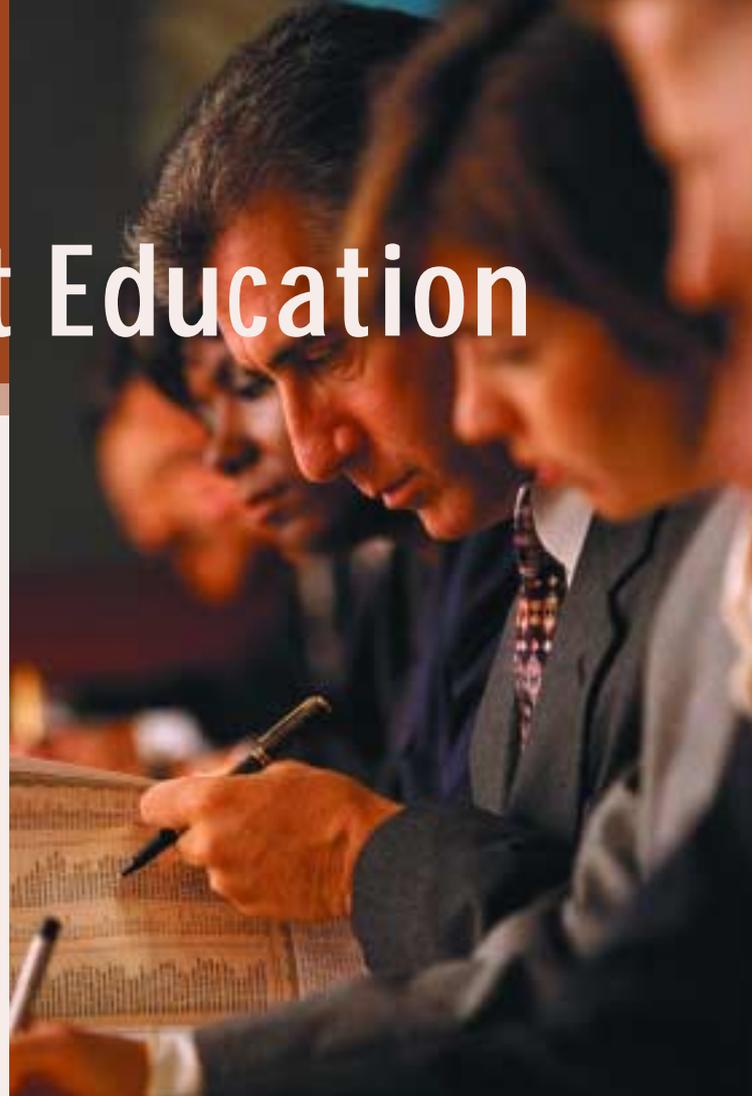
## Working Relationship with the Electrical Contracting Foundation

The relationship between the Electrical Contracting Foundation (ECF) and the MEI now plays a critical role in the development of new curriculum. To foster an enhanced relationship in 2003, MEI was moved strategically into the Foundation's fold. This change has created a better working connection between the two entities. Now cutting-edge research products produced by the Foundation and focusing on improvement of business and project management practices are packaged as seminars and delivered through the MEI program.

MEI also benefits from Wendt Scholarship grants, administered by the ECF and awarded to chapters with insufficient funds to host management education programs. In 2003, 13 chapters received funds totalling \$25,500 from the Wendt Scholarship.

## Executive Management Institute

MEI launched its new Executive Management Institute in 2002, targeting senior leaders as well as designated future leaders of the electrical contracting industry. Serving as a "capstone" to the MEI management development program, the Executive Management Institute addresses the critical issues and challenges facing industry leaders. Weeklong "institutes" were conducted as leadership-building retreats designed to update and strengthen both the knowledge base and management capabilities of participants. The last EMI session for 2003 took place in Miami,



Florida from November 12-17 and there was a waiting list for this popular course. Three classes will be held in 2004.

## Electrical Project Supervision

The Electrical Project Supervision (EPS) series has become fully established at the local level and there are now 265 chapter and regionally based instructors providing supervisory training locally and on a flexible schedule to meet the needs of NECA members and their employees. MEI conducted more than 80 EPS student training sessions involving over 2,300 students, accounting for almost half of the student enrollment in MEI training programs. The EPS program operates at the local level but is centrally maintained, evaluated and updated through MEI.

An agreement was reached between NECA and the International Union of Painters and Allied Trades (IUPAT) to license the EPS program to the Painters and Allied Trades Labor Management Cooperation Initiative (LMCI). This licensing agreement evolved because the LMCI recognized NECA's EPS program as the best supervisory training program in the construction industry.

In 2003, a customized program focused solely on line construction foreman was added to EPS program curriculum, and this course is also now being taught locally.



# M

# Marketing

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tently taken the lead in labor relations, standards development, skills training, management education, and industry research. The new branding effort will highlight this leadership, and make NECA's name synonymous with those efforts and tell customers what to expect when they hire a NECA contractor. It will also help members recognize that they are innovative, detail-oriented problem solvers that offer complete electrical and communication solutions to their customer's business problems.

The NECA Brand is now ready to move from development to recognition through a brand identity implementation process to begin in earnest in 2004.

## Value-Added Services

NECA Value-Added Services offer discounts to members on useful products and services from office supplies to fleet management. New additions to the menu include Constructware, NEBS, and ScreenNow. Constructware offers project management software for electrical contractors. NEBS is a major supplier of business forms and office products. ScreenNow provides pre-employment screening services online to help NECA members make better hiring decisions. Another recent addition is the American Express Corporate Card.

## Electrical Design Library (EDL)

NECA published four new issues of the EDL this year. Topics included quality VDV installations; aspects of electrical testing; technology and regulatory issues affecting lighting; and procurement practices in electrical construction. The EDL series is distributed through chapters to electrical contractors, specifiers, and construction users. Each issue provides an overview of new technologies, contracting methods, or other topics. The EDL educates while promoting the services provided by NECA members.

## NECA Connection

NECA continues to maintain and fine-tune the NECA Connection service to improve data integrity and resolve coordination issues. NECA assists members in customizing individual contractor profiles, making the referral service work as intended. Increasingly, the NECA Connection has attracted customers that must locate contractors to perform electrical and VDV work at multiple locations and across local jurisdictional lines. The Association receives numerous requests for contractors with national or broad regional account capabilities. NECA will be investigating expanding the search capability of the NECA Connection.

NECA has seen a busy year with several projects under way. NECA's marketing services activities are intended to increase business opportunities for NECA's diverse members. The Association serves Line and VDV contractors in addition to commercial and industrial specialist companies of all sizes and geographic locations.

## Branding NECA

The development of a NECA Brand has been the major focus in 2003. The project is designed to create a brand identity that accurately represents the best of what NECA is, so that it can effectively communicate that identity to the customers that use members' services.

The real challenge is to ascribe a personality to NECA – to create a person to which the public can relate. The brand will only succeed if the personality is a true representation.

Critical elements shaping the brand identity are the mission, vision, and values of the organization and a strategic objective of "more business for NECA members." Surveys, interviews and other forms of market research guided the project through 2003. NECA's Marketing Committee identified the essential qualities of the organization and its members and created audience maps of specific customer groups.

Through the years, NECA has attempted to expand its sphere of influence and to better the working environment for electrical contractors and their customers. The Association has consis-

# Services

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**LABOR RELATIONS HELPS MEMBERS BY** negotiating the most competitive terms in national agreements; promoting standardized contract language; working to reduce the overall cost of fringe benefits; keeping members up to date on Department of Labor actions; collecting current information on labor trends; publishing current information on labor litigation; assuring a positive image for unionized electrical construction; working with the NJATC to increase employee skills; helping implement national construction and maintenance agreements.

**THE COUNCIL ON INDUSTRIAL RELATIONS PROMOTES MEMBERS' INTERESTS BY** helping to settle local labor disputes without job interruption.

**GOVERNMENT AFFAIRS REPRESENTS NECA IN THE CAPITAL BY** monitoring federal legislation; publishing guidance for federal regulatory compliance; fighting governmental red tape; reporting on industry-related court cases; seeking to reduce the number of civil lawsuits; working with allied associations.

**ECPAC HELPS TO PROMOTE A CONTRACTOR-FRIENDLY LEGISLATIVE ENVIRONMENT BY** supporting pro-NECA legislators.

**SAFETY SERVICES BENEFITS MEMBERS BY** assuring a safe work environment for member employees; enabling members to comply with OSHA standards; minimizing expenses from injuries and fatalities; lowering members' workers' compensation experience modification rates; providing safety training; working closely with OSHA to develop standards.

**CODES AND STANDARDS PROVIDES MEMBERS WITH TECHNICAL SUPPORT BY** working on National Electrical Code committees; representing contractors' interests in the formation of standards; promoting safe, efficient equipment standards; working with allied organizations. [www.neca-neis.org](http://www.neca-neis.org)

**MANAGEMENT EDUCATION INSTITUTE HELPS MEMBERS RUN THEIR BUSINESSES BETTER BY** publishing important business data; providing tools for members to accurately account for job costs; providing management, foremen, and future leaders training; publishing the Manual of Labor Units and the Financial Performance Report. [www.neca-mei.org](http://www.neca-mei.org)

**MARKETING SERVICES HELPS MEMBERS CAPITALIZE ON MARKET OPPORTUNITIES BY** promoting members' services; linking customers and members through the NECA Connection [www.necacconnection.org](http://www.necacconnection.org); promoting contractors' interests to



manufacturers, distributors, and utilities; providing marketing seminars; identifying emerging markets; publicizing industry activities; conducting market research.

**NECA'S INSURANCE PROGRAM HELPS MEMBERS BY** securing the best, most competitive coverage; tracking insurance industry trends; monitoring insurance-related legislation; providing maximum insurance capacity and availability; communicating all pertinent insurance information; resolving member insurance problems in a timely manner; developing and implementing specialized insurance programs.

**THE NECA CONVENTION AND SHOW PROVIDES** an economical opportunity for members to exchange ideas; the best educational seminars available; an exceptional display of electrical products and services. [www.necashow.org](http://www.necashow.org)

**VDV EXPO** is the first voice-data-video exposition catering specifically to electrical contractors and other professionals in the electrical construction industry and offering the latest VDV products, information and education. [www.vdvexpo.com](http://www.vdvexpo.com)

**NECA'S FIELD STAFF WORKS DIRECTLY WITH MEMBERS BY** mediating local labor disputes and counseling members on labor issues.

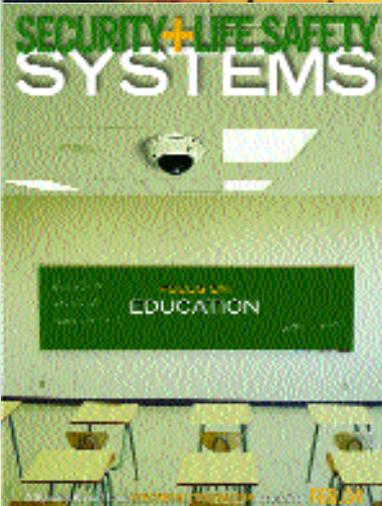
**WWW.NECANET.ORG** is the link to the latest industry information and more.

# ELECTRICAL

POWER AND INTEGRATED BUILDING SYSTEMS

CONSTRUCTION  
FORECAST

PRELUDE  
TO A BOOM?



# Electrical Contractor

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the U.S. government as a source of accurate and current information about the electrical construction industry.

According to an independent readership study conducted by Erdos and Morgan in 2003, *Electrical Contractor* is preferred by a three-to-one margin over its nearest competitor. The study also indicates that NECA's magazine is received and read regularly by more people. Seventy-two percent of readers said that *Electrical Contractor* is most useful in their work as compared to only 27 percent for the nearest competitor.

In the tough business climate that was a defining characteristic of 2003, *Electrical Contractor* not only held its own financially but actually grew. The magazine's revenue is an important source of income for NECA, providing the second largest contribution to the Association's annual budget. This funding helps NECA to expand programs for members, increase influence in the industry, and strengthen efforts to support industry interests on Capitol Hill.

## Security + Life Safety Systems

NECA continued to publish *Security+ Life Safety Systems* magazine, a new, bi-monthly magazine launched in 2002 to serve the interests of the 44,000 contractors who are actively involved in installing these types of systems. The publication offers editorial content focused on evolving trends in the rapidly expanding field of VDV/IBS construction work. Six issues were produced in 2003.

[www.ECMAG.com](http://www.ECMAG.com)

*Electrical Contractor's* web site provides 24-hour access to the same, late-breaking information offered in the printed publication. The site was completely redesigned in 2002 and the resulting traffic in 2003 has been astounding. [www.ECMAG.com](http://www.ECMAG.com) now receives more than 150,000 page requests per month from contractors worldwide.

"The Lead Dog Always Has the Best View." *Electrical Contractor* magazine has lived by this slogan for three years now; and this vision has guided the publication to greater success and growth in 2003, even in a time of national economic downturn.

NECA's nationally circulated *Electrical Contractor* magazine has come to be well known for high-quality content and is a pillar in the world of construction-related publications. A formidable competitor, the magazine enjoys readership that exceeds 85,000, making it the undisputed largest publication in the industry. Its reach and influence go far beyond NECA and work to strengthen the image of both the Association and its members.

Aside from size and strength, *Electrical Contractor* serves as a source of solid, reliable information about the electrical construction industry. The magazine employs the largest editorial staff in the industry; and each month they pull together stories from writers across the country on a variety of subjects related to the business, installation techniques and tools of electrical construction.

*Electrical Contractor* is recognized as the leader in editorial quality, quantity and breadth and depth of information covering not only traditional electrical power but also voice-data-video (VDV), integrated building systems (IBS), and security and life safety. The publication conducts market research and provides a profile of the industry that is so well respected it is often used by

# Contacts

I N F L U E N C E • G L O B A L R E A C H

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## SECRETARY-TREASURER

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## VICE PRESIDENT/COO

Daniel G. Walter  
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### *District 5*

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W.G. Dale Electric Company  
Cheyenne, WY

### *District 9*

Robert F. Daoust  
Del Monte Electric Company  
Alamo, CA

### *District 10*

Walter T. Parkes  
O'Connell Electric Company  
Victor, NY

### *At Large*

Robert Egizii  
Egizii Electric, Inc.  
(a division of EEI Holding Corp.)  
Springfield, IL

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(401) 782-9229  
Richard A. Parenti, Executive Director

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R. Drew Gibson, Executive Director

### *Southern Region*

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Covington, LA 70433  
(985) 893-2920  
David Roberts, Executive Director

### *Western Region*

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William F. Kuhr, Executive Director





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