



SEATTLE | OCT 7-10

Washington State
Convention Center

A panoramic view of the Seattle skyline at dusk. The Space Needle is prominent on the left, illuminated against the darkening sky. The city's skyscrapers are lit up, and the lights of the city are visible in the foreground. Mount Rainier is visible in the background under a cloudy sky.

“We are excited to welcome NECA back to the Emerald City! Seattle played host to the NECA Convention and Trade Show in 2009, and it was a great success. Plan to learn from the expert education, take a look at the thousands of products and services that will help you in your business, and benefit from the best networking in the industry. Please enjoy our wonderful city. Take time to visit Pike Place Market, the Space Needle, or just enjoy our majestic views.”

—Rick Rothermel
Pacific Coast Electrical Contractors Inc.
Seattle Chapter President



Welcome to Seattle!

It's easy to think of well-known tourist destinations like the Space Needle and Pike Place Market when someone mentions Seattle, one of the country's most exciting areas in the Pacific Northwest. Also known as the Emerald City, it is an exciting urban city surrounded by unmatched natural beauty. Washington State's largest city also boasts a booming tech industry, with Microsoft and Amazon headquartered in its metro area. A stream of new software, biotechnology and internet companies led to an economic revival in the 1990s, which significantly increased the city's population.

Seattle features the monorail, which was built for the 1962 World's Fair, now the location of the Seattle Center. It has become a premier destination for arts, entertainment and leisure activities. The 74-acre campus is home to the Museum of Pop Culture, the Chihuly Garden and Glass Museum and the Space Needle. Downtown hosts the Seattle Art Museum, the Seattle Symphony and Pike Place Market. Historic Pioneer Square is the destination for the Seattle Underground Tour, adjacent to the stadiums for the National Football League's Seahawks and Major League Baseball's Mariners.

Seattle has an important cultural legacy as well. The jazz scene, where nearly two dozen nightclubs along Jackson Street existed during the first half of the 20th Century, developed the early careers of Ray Charles, Quincy Jones and Ernestine Anderson. Seattle is also the birthplace of rock musician Jimi Hendrix and the alternative rock subgenre grunge. Also of note: The popular film *Sleepless in Seattle* and hit television shows such as *Frasier* and *Grey's Anatomy* are set in Seattle. Seattleites are a friendly crew, so be sure to say hello during your stay for NECA 2017 Seattle!



With a wide range of topics, NECA provides a one-stop shop for the information you need to keep your company on top.

We as contractors must continuously work to improve our businesses if we are to succeed in a constantly changing industry and business environment. The education and training offered at the NECA Convention provides an unparalleled opportunity for contractors to equip themselves with the knowledge and skills required to meet these challenges.

—Jason Owen, *Brooks Berry Haynie & Associates*





This year, attend courses on:

- Business Management
- Labor Relations
- Leadership and Communications
- Project Management
- Standards and Safety
- Technology, Process and Innovation

Choose courses from our in-depth preconvention workshops, convention education sessions and technical workshops on a variety of topics to help you grow your business.



"If my life were a book and I was the author, how would I want the story to go?"

Opening General Session

Amy Purdy

Top-Ranked Snowboarder, Dancer, Model, Actress, and Designer
Sunday, October 8 • 10:15–11:30 am



Through her powerful story, Amy Purdy has shown audiences around the world how to use challenges to push past their limits and live a life without barriers. Overcoming obstacles is something she knows well. Recognized as the top-ranked adaptive snowboarder in the U.S., she lost her legs to bacterial meningitis when she was 19. Originally given less than a 2 percent chance of survival, she became a three-time World Cup Para-Snowboard winner, the 2014 Paralympic bronze medalist and the author of the New York Times best-seller *On My Own Two Feet*. She will take the stage at NECA 2017 Seattle to talk about her experiences beating her odds, battling depression, and rising to accept her new reality – but not any limitations.

Purdy has evolved into a terrific inspirational and motivational speaker who has shared her story with millions of people globally. She has been a featured presenter at both TEDx and POP Tech. Her TED talk is distributed to new, incoming TED speakers as the No. 1 recommended sample presentation, and it has been viewed millions of times and translated into multiple languages. Purdy's creativity, positive outlook, and never-give-up attitude have opened countless doors. She competed on *Dancing with the Stars* and was the show's first double amputee contestant. In 2005, Purdy co-founded Adaptive Action Sports, a non-profit dedicated to introducing people with physical challenges to action sports.

Polar explorer Ben Saunders is best known for leading one of the most ambitious expeditions in a century. He was the first to successfully complete the epic, 105-day, 1,800-mile trek on foot to retrace Captain Robert Falcon Scott's ill-fated, early 20th-century journey to the South Pole – equivalent to running 69 marathons back-to-back. Saunders will speak about his incredible feats of endurance that challenge conventional wisdom and prove what can be accomplished through ambition, passion and determination at NECA 2017 Seattle.

Ben has five North Pole expeditions under his belt and has accomplished some of the world's most impressive polar expeditions. He is the youngest person to ski solo to the North Pole and holds the record for the longest solo Arctic journey by a Briton. He also holds the record for the longest human-powered polar journey in history and is the third in history and the youngest by 10 years to reach the North Pole alone and on foot. A powerful advocate for the natural world, Saunders has seen first-hand the effects of climate change, and his expeditions are raising awareness for sustainable solutions. He has also climbed in the Nepalese Himalayas, worked as an instructor at the John Ridgway School of Adventure, raced bikes at a national level, and run seven marathons and three ultra-marathons.

When he's not pulling a sled, Ben publishes *Avant* magazine and has contributed articles on his journeys to a number of publications. He was featured in the 2016 New York Times best-seller *TED Talks: The Official Guide to Public Speaking*.



"I am an explorer of limits – geographically, physically and mentally. It's about pure human endeavour, and the way in which I can inspire others to explore their own personal potential."

Closing General Session

Ben Saunders

Polar Explorer

Tuesday, October 10 • 1:15–2:30 pm

Monday General Session

Jim Donald

Monday, October 9 • 10:00–11:30 am

Jim Donald, a respected business executive who has been the CEO of several major companies including Starbucks, Pathmark Stores and Haggen Food & Pharmacy, has a distinguished career in retail. Named one of the “Top 25 CEOs in the World” by The Best Practice Institute and Business Travel News’ “25 Most Influential Business Travel Executives of 2013,” Donald has earned a reputation for turning around financially ailing companies. That track record prompted Extended Stay Hotels, where he was CEO and currently serves as senior advisor, to seek him out after emerging from its bankruptcy proceedings in 2010.

Donald will take the stage to give a talk about his personal, hands-on approach to leadership, which is driving the rehabilitation of the world’s largest hotel operator. Donald has more than 35 years of experience in the supermarket industry. He also serves as the executive-in-residence for the business program at University of Washington Bothell. Donald will share his experience as a leader focused on innovation, quality, service, strong relationships within the community, and risk-taking with the freedom to fail at the Monday General Session.



Opening Reception

Pop Culture and Pacific Cuisine!

Saturday, October 7 • 7:30–9:30 pm • 9:30–10:30 Afterparty
sponsored by Milwaukee Tool

NECA will kick things off on Saturday night at the Museum of Pop Culture – locally known as the MoPOP. MoPOP, housed in a stunning Frank Gehry-designed building, combines interactive and interpretive exhibits that tell the story of the creative, innovative and rebellious expression that defines American popular music. Milwaukee Tool’s Tool Shed Band will be center stage for the third year in a row, this time in the stunning Sky Church (based on a concept proposed by Jimi Hendrix), where their backdrop is the world’s largest video screen, a 48,000-watt JBL surround sound system and amazing computer controlled lighting.

Enjoy the interactive exhibits, where you can try out performing in the On-Stage exhibit or create your own music in the Sound Lab, or spend time touring the extensive collection of music and pop culture artifacts. From the wines and beers offered to the catered cuisine, tonight is fueled by the fresh and farm-to-table Pacific Northwest ingredients and experience.



Closing Celebration

Huey Lewis and The News

Tuesday, October 10 • Doors open at 7:15 pm • Concert starts at 8:15 pm

Huey Lewis and The News are truly one of America's great rock & roll bands. As they enter their 38th year together, their contagious brand of music has outlasted countless trends, and is as fresh today as ever. Formed from two rival Bay Area bands in 1979, they continue to thrill audiences worldwide, selling over 20 million albums in the process, earning them the right to mark their place on the pop history map.

These Grammy Award winners have written and performed such classic Top Ten Hits as "Heart of Rock & Roll," "Stuck With You," "I Want A New Drug," "If This Is It," "Hip To Be Square," "Do You Believe In Love" and "Workin' For A Livin." The group also wrote and performed "The Power of Love" and "Back in Time" for the hit film Back To The Future. "The Power of Love," nominated for an Academy Award, went to #1 on Billboard's singles chart, and was a smash hit worldwide.

As great of a recording career as the band has had, there is something extra special about a Huey Lewis and The News live show—you won't want to miss it!



The NECA Show

CONNECT HERE FOR BUSINESS SUCCESS

The NECA Show is the biggest and the best in the industry. Find the solutions you need for improved efficiencies and bottom line. The NECA Show presents 1000's of products and services that can be used on the job and in the office. The trade show floor is a virtual classroom, providing the latest technological advances. Talk directly with company execs and get the questions you need answered.

Be sure to attend any of the FREE Technical Workshops that take place directly on the trade show floor. NECA partners with our exhibitors to bring you the latest technological advances that are designed to save you time and money on the job and in the office.

Start each day in the Showstopper Showcase. This prestigious awards program, sponsored by NECA and Electrical Contractor Magazine, is the place to see the newest products and services on the market today.



SCHEDULE OF EVENTS

NECA 2017 Seattle takes place Saturday–Tuesday

Friday, October 6

7:30 am	–	5:00 pm	Registration
8:00 am	–	5:00 pm	Preconvention Education
12:00 pm	–	1:00 pm	Preconvention Education Lunch

Saturday, October 7

7:00 am	–	5:00 pm	Registration
7:00 am	–	8:00 am	Board of Governors Breakfast
8:00 am	–	5:00 pm	Preconvention Education
8:30 am	–	12:00 pm	Board of Governors Meeting
12:00 pm	–	1:00 pm	Preconvention Education Lunch
1:30 pm	–	3:30 pm	ELECTRI International Green Energy Challenge
3:30 pm	–	5:00 pm	Business Development Seminar
3:30 pm	–	5:00 pm	Student Chapters Job Fair & Networking Event
7:00 pm	–	7:30 pm	NECAPAC Reception
7:30 pm	–	9:30 pm	Opening Reception
9:30 pm	–	10:30 pm	Afterparty sponsored by Milwaukee Tool

Sunday, October 8

7:30 am	–	5:00 pm	Registration
8:00 am	–	9:50 am	Convention Education
8:00 am	–	10:00 am	Safety Roundtable

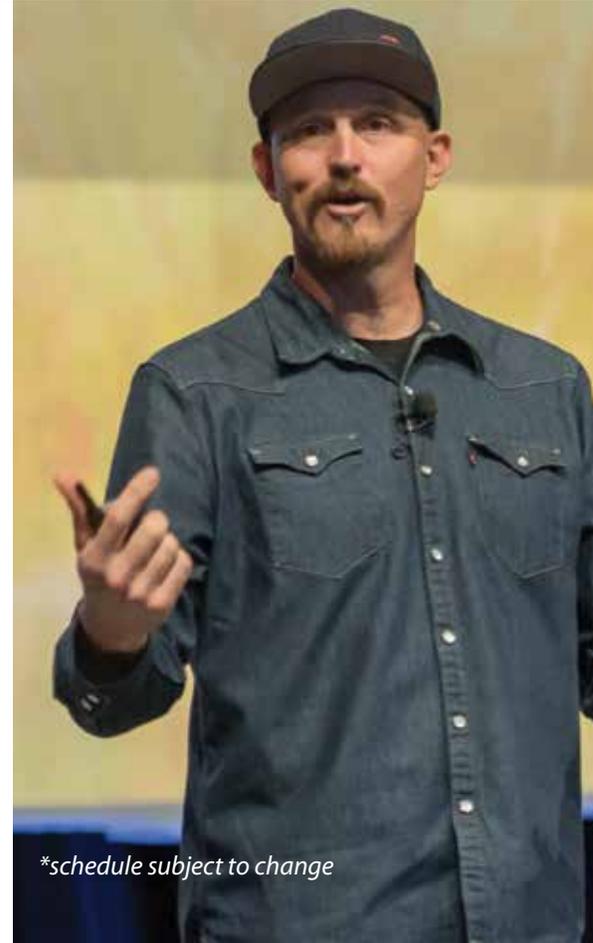
10:15 am – 11:30 am Opening General Session
10:30 am – 5:00 pm Showstopper Showcase
11:30 am – 5:00 pm NECA Show/Technical Workshops
1:00 pm – 2:30 pm ELECTRI Council Meeting
2:00 pm – 4:00 pm Student Chapter Summit
6:00 pm – 7:00 pm Academy Reception *(invitation only)*
7:00 pm – 8:30 pm ELECTRI International Reception *(invitation only)*

Monday, October 9

7:00 am – 8:00 am Committee Breakfasts
7:30 am – 4:00 pm Registration
8:00 am – 9:50 am Convention Education
10:00 am – 11:30 am General Session
10:30 am – 4:00 pm Showstopper Showcase
11:30 am – 4:00 pm NECA Show/Technical Workshops
2:00 pm – 4:00 pm Women in NECA (WIN) Meeting
4:00 pm – 5:00 pm WIN & Future Industry Leaders Reception *(invitation only)*

Tuesday, October 10

7:30 am – 2:30 pm Registration
8:00 am – 8:50 am Convention Education
8:00 am – 1:00 pm Showstopper Showcase
9:00 am – 1:00 pm NECA Show/Technical Workshops
1:15 pm – 2:30 pm Closing General Session
7:15 pm Closing Celebration



**schedule subject to change*

NECA Business Development Seminar

Saturday, October 7 • 3:30–5:00 PM

The world is changing, and if we don't want to be left behind, our industry must change with it. Attend this seminar to hear from leading companies like Tesla, Cisco, and Nest. Come learn about topics like Distributed Generation, Smart Cities, and the Internet of Things. Learn about how you can seize these opportunities to grow your company. Electrical contracting is not a spectator sport.

"In baseball and in business, there are three types of people. Those who make it happen, those who watch it happen, and those who wonder what happened." —Tommy Lasorda



Women in NECA



Monday, October 9
2:00–4:00 PM

The WIN Roundtable at the NECA Convention is your time to connect with women working in the industry from across the country.

If you're a woman involved with the electrical contracting industry, WIN wants you to join us for this annual event.

A joint reception with NECA Future Leaders will be held immediately after the WIN Roundtable at 4:00 pm.

Student Chapters Job Fair

Saturday, October 7 • 3:30–5:00 PM

Finding capable managers is becoming increasingly challenging for all types of contractors. NECA Student Chapters encourage smart, capable young people who are studying construction management or related programs to consider careers in electrical contracting. NECA's fourth annual Job Fair will be held as part of the Student Forum at the 2017 NECA Convention. This Job Fair is designed to expose students to a variety of employment opportunities within the electrical construction industry.

All NECA contractors who are looking for talent to fill full-time positions, interns, and/or full- or part-time summer help are urged to join in the Job Fair right after the Green Energy Challenge Student Competition. Come meet this talented pool of bright students!

NECA 2017 HOUSING

NECA Premier Partners



- 1 **Crowne Plaza Seattle**
1113 6th Avenue
 - 2 **Fairmont Olympic Hotel**
411 University Street
 - 3 **Four Seasons Hotel Seattle**
99 Union Street
 - 4 **Grand Hyatt Seattle**
721 Pine Street
 - 5 **Hyatt at Olive 8**
1635 8th Avenue
 - 6 **Renaissance Seattle Hotel**
515 Madison Street
 - 7 **Sheraton Seattle**
1400 6th Avenue
 - 8 **The Westin Seattle**
1900 5th Avenue
- ★ **Washington State Convention and Trade Center**
800 Convention Place

A fee of \$155 for rooms not booked through CMR will apply.

For questions, contact Staci Blue at 301-215-4508 or staci.blue@necanet.org

NECA Registration & Housing
 Convention Management Resources
 1-800-368-6322 tel
 1-415-979-2291 international



QUICK FACTS



What to wear: business casual, comfortable shoes recommended

Opening Reception: cocktail party serving heavy hors d'oeuvres, open bars; cocktail attire. Bus transportation provided.

Closing Celebration: Showbox SoDo; concert attire

Airport: Seattle-Tacoma International Airport

Taxi fare from Airport to Hotels: ranges from \$45 to \$50 (plus tip)

Convention Center: Washington State Convention Center

Register online: www.necaconvention.org

Registration opens June 1, 2017

Early registration ends August 1, 2017



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NECAconvention.org



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