



# THE CONNECTOR

November 2010

## IBEW-NECA Unveils New Web Site

*www.SouthSoundElectricians.com Helps Bring New Customers*

A new web site featuring the contractors of NECA Southwest Washington Chapter was launched on Sept. 1.

The web site can be found at [www.SouthSoundElectricians.com](http://www.SouthSoundElectricians.com) and it targets potential commercial and residential customers across Western Washington.

A comprehensive search function allows customers to find contractors by location or specific type of service needed. It also maps contractors and provides driving directions to any selected contractor. Customers can also link directly to contractors that have their own company web site.

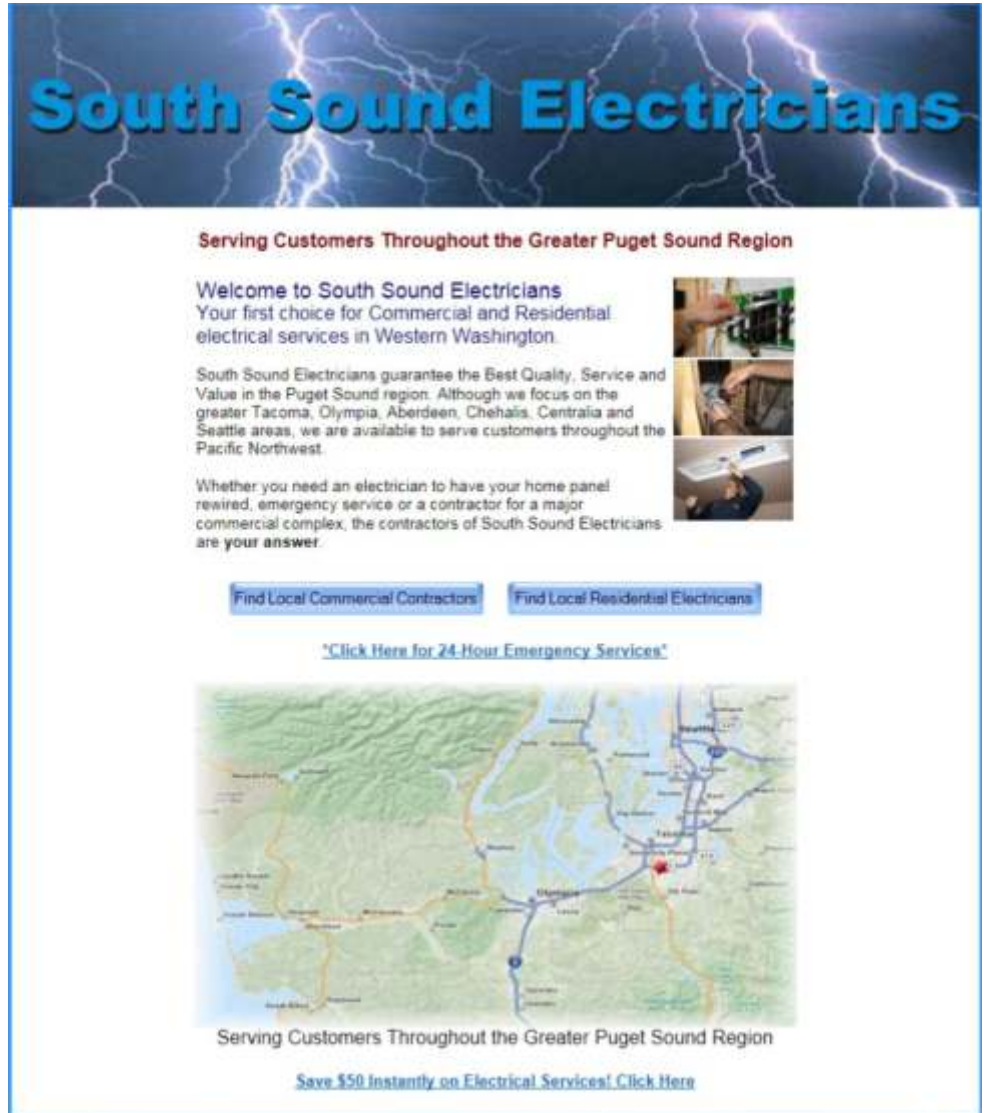
"We believe the web site will be the cornerstone of our marketing during the coming economic recovery," said Dennis Callies, IBEW Local 76 business manager. "It shows our competitive advantage and lets customers find a contractor match in three clicks or less."

An online advertising campaign to support traffic to the site was also launched on Sept. 1. The initial campaign includes ads on Google and its affiliates along with ads on the Daily Journal of Commerce web site.

The Google campaign uses keywords to present our ads to people looking for electrical services. It is geographically limited to the area from Seattle to Chehalis to Aberdeen. This helps insure that only customers in the Local 76 service area see the ads.

"Once our initial campaign is concluded, we'll be adding direct mail advertising to general contractors and developers. We want these crucial customers to know they can use the site to find their best fit for every project," says Klaas DeBoer, NECA Southwest Washington chapter manager.

During the two months of operation, the site garnered 872 unique visitors.



The Home Page for [www.SouthSoundElectricians.com](http://www.SouthSoundElectricians.com)



JATC Graduation Class of 2010

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Market Recovery Project of the Month

# Franciscan Medical Pavilion in Puyallup



This month's featured Market Recovery Program project is the new Franciscan Medical Pavilion at Canyon Road and 152nd St in Puyallup. The project was completed during Summer 2010. REP Electric of Tacoma was the contractor.

## Keynote Address Challenges Grads

A new crop of 45 Journeyman Wiremen were graduated by the Southwest Washington Electrical JATC's Class of 2010.

The graduates included 34 from the Construction Program, five from the Residential Program and six from the Low-Voltage Program.

Mark Mitchell placed first in the Construction Program and Mark McGunagle was first in the Residential Program.

Three graduates were recognized for perfect attendance. They included Doug Fletcher, Jeff Reinmuth and Greg

Owens.



Callanan also urged them to focus on our customer's needs to foster the success of the IBEW-NECA team.





# New Local 76 Business Manager Looks to the Future

"If our contractors can't win jobs, we don't work," says Dennis Callies, the new IBEW Local 76 business manager.

With that as a foundation, Callies sat down with *The Connector* for an interview on his priorities for the next three years of his term.

Callies says his two number one priorities are increasing service to his members, thereby making their union membership more valuable; and continuing to improve the relationship with NECA contractor partners to drive up market share for the unionized sector.

Although these might seem like separate priorities, Callies stresses that they are really a single issue.

"For our union to be successful, we have to offer high value which attracts the best electricians in the marketplace. And to keep them employed, we have to offer our contractor partners the same high value so they have a competitive advantage", he says.

He sees developing programs to get the apprentices involved as critical to

keeping the union healthy. They are the next generation of leaders both in the IBEW and on the job site.

Among his early efforts to add value to his members are:

- 1) using email and text blasts to communicate with members. This should help with both routine and last minute communications;
- 2) Increase use of social media such as Facebook, to communicate with members; and
- 3) Increase the amount of business training available to members to supplement their electrical training so that those who wish to become estimators, project managers or even contractor owners in the future have real world training to prepare them.

Likewise, he sees communication as the key to enhancing the relationship with contractor partners.

"We already meet monthly in a formal session and informally as often as needed to iron out our mutual concerns. I'm hoping we might add something more informal and social



Local 76 Business Manager Dennis Callies

such as a quarterly dinner to keep our relationships cordial," says Callies.

"I want to handle concerns and exploit opportunities at the lowest levels so that together we can offer the most competitive value to our customers."

Prior to taking the reigns as business manager, Callies served on the Local 76 staff and was also president of the Local. His most recent field experience was as the foreman for the new Tacoma Police Headquarters when he worked for Ault Electric.

When asked what he misses most about working in the field, he replies working with the apprentices.

"They can teach me as much as I teach them," he says with a laugh. "That young blood really keeps you on your toes."

## Top Golfers Hit the Links

The IBEW-NECA Partnership was named the Preferred Electricians of the 2010 USGA Amateur Open Golf Tournament held at Chambers Bay Golf Course in University Place at the end of August. The IBEW-NECA also was a sponsor of the event which brought the nation's top amateur golfers to the Pacific Northwest. IBEW-NECA received advertising and promotional benefits as a sponsor in addition to tickets that were given to customers and others who support IBEW-NECA.



2010 US Amateur Open Champ Peter Uihlein shoots out of a sand trap during the tournament at Chambers Bay Golf Course. (Photo courtesy USGA)



# Market Share Remains a Mixed Bag

The latest data available shows that market share for the unionized electrical industry in Southwest Washington region showed a slight increase during the 3-month period that ended in May 2010.

The overall market share for the unionized sector rose to 58% compared to 56% for the same period a year ago. Additionally, volume rose to \$20.2 million, up \$1.6 million from a year ago.

These figures are compiled by Construction Data and Research on a

quarterly basis for the IBEW-NECA partnership. In creating the report, they track nearly every electrical project awarded during the quarter and determine if it was awarded to a unionized contractor. There is generally about a 3 month delay in reporting because of the volume and complexity of the data, according to Steve Staneff, CDR president.

"Although the data are necessarily delayed, the report does show us the trends in the market place," says

Staneff.

Of some concern to Staneff is the loss of market share in small and medium projects. In this sector which covers projects up to \$450,000, unionized share dropped from 45% to 39% compared to last year. This was offset somewhat by an increase in volume to \$20.4 million this year compared to \$17.7 million last year.

Staneff expects to have the report for the 3-month period ending in August 2010 published in November.

## ATTENTION NECA Contractors!

You can take advantage of marketing, advertising and public relations services for your company at NO COST to you. Call Jim MacFarlane at (253) 861-6410 for more information or to schedule an appointment. This no-cost service is underwritten by the IBEW-NECA Partnership.

Competition was stiff at the annual IBEW-NECA Golf Tournament held at Allenmore Golf Course in Tacoma. Nearly 20 teams competed in the best ball tourney for charity.



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