

# LMCC Connector



The Partnership Newsletter of IBEW Local 76 and NECA of Southwest Washington • Vol. 1, 2004

## LMCC Launches Marketing Campaign

The IBEW-NECA Labor Management Cooperation Committee has taken a great step forward, according to Jerome Geissler, co-chairman of the LMCC and president of City Electric. Beginning May 1, 2004, the LMCC has contracted with MJM WorldWide, a Tacoma-based marketing, advertising and public relations agency to create and administer a comprehensive marketing campaign for the next two years.

MJM is highly familiar with our goals and objectives and has been writing our LMCC newsletter for the past several years. The firm also has extensive experience working with construction and industrial clients.

This campaign will cover both marketing to decision makers outside of our electrical community, i.e. General

Contractors, Building Owners, etc. and internal marketing designed to increase awareness and appreciation for the partnership. We will also be teaching both contractors and union members how to become individual marketers. Our ultimate goal is to generate significantly more business for our NECA members contractors and their union workforce, said Geissler.

Just a few of the highlights of the campaign will include:

- Advertising in Regional Print Media and Trade Media such as the Daily Journal of Commerce
- A Public Relations effort designed to bring exposure to the LMCC activities and further the reputation of IBEW-NECA.
- Introductory and Advanced

Marketing Training and Assistance to NECA Member Leaders

- A "Closing the Gap" Program designed to introduce select IBEW members to the realities of the contracting business
- Direct Marketing to the people who choose electrical contractors

The full and specific plan will be rolled out this summer. Meanwhile, you will start to see an increased level of marketing and communication activities as we take advantage of opportunities to implement the campaign ahead of the formal roll-out. As soon as the plan is finalized and accepted by the LMCC, it will share it with both union members and NECA contractors.

## Boys and Girls Club Donation Generates Positive Media Coverage

\$17,000 donation spruces up South End Club in Tacoma

The LMCC donated more than \$17,000 in lighting renovations and cash to the South End Boys and Girls Club in Tacoma.

The Tacoma News Tribune, the Seattle Daily Journal of Commerce and the Pierce County Business Examiner all ran news stories covering the donation.

Mike Grunwald, IBEW Local 76 business manager and Tom Knox, manager of NECA Southwest Washington Chapter presented a check for \$10,000 to the club on April 22. The LMCC also donated over \$7,000 in labor and fixtures for new overhead lighting in the gymnasium and fluorescent lighting in the main club area. The renovation replaced original lighting dating back nearly 50 years.

"Contributions like this are a chance for our members to give back to the

communities where they work," said Grunwald "Many of our members grew up going to Boys and Girls Clubs and they want to contribute to this important program for our kids."

Tom Knox, manager for NECA's Southwest Washington Chapter added that giving back to communities is a natural part of responsible business. "Our members earn a good living in our communities and they are also members of these communities and want to keep them strong."

Using positive contributions like this is an important part of telling the value of the unionized electrical industry to the

community, added Grunwald.



Tom Knox and Mike Grunwald accept a certificate of appreciation from Gary Yazwa, left, and Len Zarelli of the Boy and Girls Clubs of Tacoma.

# Industry welcomes new graduates

## JATC graduation celebrates 41 new journeymen

The unionized electrical industry welcomed 38 new journeymen and three new journeywomen to IBEW Local 76 and NECA Southwest Washington on May 21.

The graduation was held at the Olympia Red Lion Hotel.

In a ceremony and dinner attended by more than 200 friends, family members and industry representatives, the 41 graduates officially ended their participation in the Joint Apprenticeship Training Center. The unionized electrical industry of IBEW electricians and NECA contractors invests over \$100 million annually on training around the country.

This year's graduating class represents five years of hard work and



**Mike Doyle urges graduates to part of the solution, not the problem.**

study that has produced the cream of the crop, according to Mike Doyle, president of Danard Electric and JATC Chairman. Doyle told the crowd that over 450 people originally picked up applications for this class. Of those, 160 applied and only 50 were admitted with 41 completing the 5-year program. Doyle reminded the graduates to be

proud of their accomplishments, but to focus on the future.

"The non-unionized electrical industry is getting better every day," he said. "We have to work harder and smarter to stay ahead."

Mike Grunwald, IBEW Local 76 business manager echoed Doyle's remarks. He told graduates to remember that they are stepping into an industry known for its training and expertise. As new licensed journeymen and journeywomen, they are no longer just participants in the industry, they are now the standard bearers for the unionized



**Mike Grunwald congratulates the graduates.**

electrical industry. Customers, contractors and the general public form their opinion of the industry by watching the actions and productivity of the leaders on a jobsite. The 41 graduates represent new leadership and they should commit themselves to being the best in everything they do.

He urged them to be "positive, reliable, accountable and productive."

In addition to their diplomas, each graduate received a gift bag from LMCC and a gift bag from Platt Electric.



**Keynote Speaker Harvey Platt, president of Platt Electric urged the graduates to focus on their families, their own professional growth and their customers.**



**A festive mood reigned at JATC graduation.**



# Meet the New Generation of Leadership

The 41 new journeymen and journeywoman who graduated from JATC on May 21 represent a new generation of leadership in the unionized electrical industry. Those graduates are:

- James Bench, Jr.
- Daniel Blundred
- Stefanie Brennan
- Daniel Buford
- Dawn Dominy
- John Dugger
- Reuben Elledge
- Timothy Fabacher
- Edgardo Figueroa, Jr.
- James Flynn
- Brian Foster
- Vance Gawlik
- Joshua Gilmour
- Eric Heard

- Joshua Harvey
- William Harvey
- Brian Jensen
- Benjamin Johnson
- Kevin Johnson
- John Kaczmarczyk
- Brad Kerilla
- Cindy Koch
- Ray Lince
- Daniel McKinstry, Jr.
- Christopher McRae
- James Miller
- Kevin Mount
- William Ohumukini, Jr.
- Michael Omtvedt
- David Rayoan
- Joseph Reid
- Tiffany Robinson
- Ken Rolf

- Wade Sanders
- Gary Sarlund
- Michael Sterling
- Benjamin Swick
- Bryan Vance
- Shawn Ward
- Jason Wilson
- Stuart Wood

## JATC 2004 Top Graduates

The top four graduates also received cash awards. The top graduates of this year's JATC class are:

1. Ray Lince - \$500
2. Tiffany Robinson- \$400
3. Jim Miller - \$300
4. Vince Gawlick - \$200

## Top Graduate begins second career

When Ray Lince graduated from Central Washington University in 1995 with a bachelor's degree in construction management, he was ready to set the world on fire. Before college he had already served three years in the U.S. Navy and was eager to make his mark.

Four years later after supervising construction on pre-engineered steel buildings in Alaska until he was worn out, he decided to seek a new career.

That's when the Tumwater native enrolled in the electrical apprenticeship program with the JATC.

He was looking for something that offered a challenge and was diverse in the construction trades. Electrical seemed like the best choice and "everyone needs a light," he added.

When he graduated at the top of his class from the apprenticeship

program this year, he started a career that promises the opportunity to do interesting work and learn something new every day.

At 36, Lince was among the oldest of this year's graduates. He says his previous experience helped him stay focused during the five years it took to earn his journeyman license. Like many of his fellow graduates, building a better life for his family was his primary motivation.

Now on the job for City Electric in Tacoma, Lince says he feels a strong responsibility to serve the company, the customer and the unionized electrical industry as a whole.

"To a customer, my jobsite represents the industry. And if I make

the customer happy, we will be hired for more jobs in the future," he said.

Ray and his wife Jackie have two children, Tyler age 2 and Emma, age 5 months.



Ray Lince

## Partnering Mission Statement

**The Mission of the IBEW-NECA team is to work together to be our area's premier provider of electrical services; to build understanding and cooperation between labor and management; and to strengthen our relationship with our customers and our communities.**

NECA Contractor Profile**Danard Electric sets a great example for the industry**

No one becomes an electrical contractor for the money, but rather to build something of value that makes a difference.

With that core philosophy, Mike Doyle, president of Danard Electric in Tacoma leads the third-generation family-owned and operated company founded by his grandfather, William B. Danard, in 1947.

"My grandfather based the company on serving customers with a superior product at a reasonable price," says Doyle. "We work every day to carry on that tradition."

Doyle was drawn to the electrical industry by his grandfather. He was an influential role model who loved to invent things that made the work better. Among those inventions was the first pollution-free burners that burned insulation off of copper wire for recycling. The burner was approved by the Environmental Protection Agency.

Following graduation from the JATC apprenticeship program in 1979, Doyle spent several years in the field



Ken Doyle, left, and Mike Doyle review a project.

and worked his way through the various positions of the company. He became president and CEO in 1987.

Like the principals in most NECA companies, Mike and his brother Vice-

President Ken Doyle are personally involved in the company's projects.

Mike also finds time to serve as chairman of the JATC.

"I'm proud of the work we do with the JATC in bringing new, high-quality leaders into the electrical trade," he says. "It's a great investment in serving our customers with outstanding quality and workmanship."

Few family companies in any industry survive the second generation and Doyle sees the company as both a legacy of his family and an opportunity to serve the community. The company is most visible through participation in the Habitat for Humanity program. Danard provides the electrical installation for two to three houses each year.

Doyle and his wife Bonnie, who is the company's office manager, have two sons. One holds a bachelor's degree in Construction Management and the other is starting his final year in the JATC.



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