

C/SC & O Group Bios

Dr. Marc A. De Simone, Sr., is a Collegiate Professor at the University of Maryland University College and the former Director of Training and Education for the Mayor's Office of Emergency Management, City of Baltimore. He is also senior consultant and partner at The International Leadership Development Consortium, Inc. in Towson, Maryland. In addition to teaching at the University of Maryland University College, he is former a Practitioner Faculty member (adjunct) at the Johns Hopkins University, in the MBA and Police Executive Leadership Programs. A partial list of organizations with Marc has worked includes the Executive Office of the President of the United States of America (White House), The Secret Service, The Pentagon (Marc is a survivor of the September 11, 2001 Attack on America at the Pentagon), NASA, the CIA, DIA, NSA, Department of Commerce, Department of State, The Graduate School, USDA, The U.S. Navy, American Radiology, The United States Mint, and many others. Books he's written or co-authored include: *Empowering the Leader Within: Four Essential Virtues* (ISBN 0-9648722-0-X), *Sam Smith – Star Spangled Hero – Lessons in Leadership*, and *Lessons in Leadership from the War of 1812* - <https://www.amazon.com/Sam-Smith-Star-Spangled-Patriot-Baltimore/dp/1502905515> and *Lessons in Leadership from the War of 1812* - <https://www.amazon.com/Lessons-Leadership-1812-Marc-DeSimone/dp/1975917677>

Marie Arcidiacono Kaufman is the Department Chair, Assistant Professor of Communications Studies and Director of Forensics at Los Medanos College. She received her B.A. in Communication with an emphasis in Interpersonal/Organizational Communication and her M.A. in Speech Communication from California State University, East Bay. Marie enjoys providing insight into how to attempt to navigate difficult speaking environments. She understands the importance of communication skills on and off the job, and she knows how to reset a tripped breaker!

Jared Burrell is a graduate of Georgia Tech and has been working with JATCs and presenting at the NTI for over ten years as an employee of Grimes Insurance. Grimes Insurance has spent the past two decades working to ensure JATCs are properly educated on what Insurance is needed and understand what is and isn't covered by insurance policies.

Lance Hallberg founded TradeSchool, Inc. in 2012. Lance has over 15 years experience in database and software development, specifically in the apprenticeship industry. Lance is a speaker at the FileMaker Developer conference, author of VTC Tutorials on PHP and FileMaker, is a member of IBEW Local 48 and a graduate of the IBEW Inside Wireman apprenticeship program in Portland, Oregon.

Michael Johnston is NECA's executive director of standards and safety. Mike holds a BS in Business Management from the University of Phoenix. Mike is the Chairman of the NEC Correlating Committee and serves on the NFPA Standards Council. He served on NEC CMP-5 in the 2002, 2005, and chair of CMP-5 representing NECA for the 2011 NEC cycle. Among his responsibilities for managing the codes, standards, and safety functions for NECA, Mike is secretary of the NECA Codes and Standards Committee. Johnston is a member of the IBEW and is an active member of ANSI, IAEI, NFPA, SES, ASSE, the UL Electrical Council, the National Safety Council and Vice Chair of the NFPA Electrical Section.

Dr. Charles E. Backes, Valdosta State University, Director of Professional Education, NTI and **Dr. Julie Brockman**, Michigan State University, NTI Coordinator of Portfolio Development

Bernie Kotlier directs development, promotion, and delivery of sustainable energy business development programs, education, and technical training for IBEW-NECA in California and Nevada including energy auditing, energy efficiency, photovoltaics, ZNE buildings, EVs, energy storage and microgrids. He also works with California regulatory agencies including the Public Utilities Commission, Energy Commission, Air Resources Board, and Contractors State Licensing Board. Bernie has co-founded and/or co-chaired CALCTP/NALCTP, EVITP and ESAMTAC.

Jennifer Mefford, Director of Business Development for the Southeastern MI LMCC specializes in developing relationship channels and strategies to advance business, marketing and workforce development opportunities in the Detroit market area. Jennifer's work for the Southeastern MI LMCC includes a multi-faceted and dynamic program designed to elevate image and grow market share.

Kelly Waters is the President of Waters Group and Director of Power Connect. Kelly is currently driving the Smart Cities effort in the state of Ohio and the first phase of the \$50M grant program begins with EV charging utilizing the EVITP contractor network.

Bill Mulcrone Midwest Regional Director for Helmets to Hardhats. As Regional Director works on the ground and serves as the primary points of contact for the program's target population (transitioning military service members, National Guard, Reservists, construction industry trade organizations, and employers. Bill has a Political Science degree from Iona College in New Rochelle, NY and is a Journeyman Ironworker with Local 1 Chicago, IL. He started his Apprenticeship in 1999.

Lucas R. Aubrey is a partner with Sherman Dunn, P.C., a union-side law firm in Washington, DC. He regularly counsels the firm's clients on collective bargaining negotiations, organizing campaigns, and internal union affairs. He also advises clients regarding the formation and operation of joint apprenticeship training committees and other non-profit organizations. Lucas regularly teaches training classes for international and local union representatives and joint apprenticeship committee members. He is also an associate editor of the Developing Labor Law, and a contributing author to the Employee and Union Member Guide to Labor Law.

Joey Shorter, Ph.D. currently serves as Executive Director of ELECTRI International and NECA Director of Research. He joined NECA as a Staff Associate in August 2014. Prior to NECA, Joey has experience teaching, coaching, and administration in private and public institutions (pre-K-12th; college, university and seminary settings). Joey has degrees in Pre-Law, Master of Divinity and Doctor of Philosophy. He is married and has four sons. He currently resides in Urbana, Maryland and is active in the local church and his interests including raising and/or moving houses/buildings to donate/funding for local and foreign missions, and volunteers at local food bank and with adult literacy.

Jerrod Borkey, a member of IUPAT Sign Display and Allied Trades Local 639, started BMA Media Group in 1991 as an event production company and has since expanded it to a full-service union agency providing a multitude of services primarily to the union construction industry. BMA is a full service creative agency that is a Signatory Union Contractor with IBEW Local 673, IUPAT DC 6 / SDAT Local 639 and AFTRA. BMA is also an affiliate contractor of the Cleveland Chapter of NECA.

Tom Germuska joined BMA Media Group in 2013 as the Communications Manager, where he oversees all projects. Germuska earned his Bachelor's and Master's degrees from Northwestern University.

Laura Ziemianski graduated from Kent State University and joined BMA Media Group in 2015. She is a member of Sign Display and Allied Trades Local 639 and primarily works with the electrical training ALLIANCE on social media and the Construct Your Future recruitment campaign.

Lawrence J. Bradley is a native of Philadelphia, PA. He has an extensive background in labor relations and administration serving the electrical industry. Larry worked with the Penn-Del-Jersey Chapter, NECA for 27 years in virtually every capacity of association management and served as the Executive Director of the Chapter for 18 years. Larry served two terms on the IBEW/NECA Council on Industrial Relations (CIR). In 1997, he was honored with NECA's Association Executive, Distinguished Service Award. In October 2002, he was inducted into the Academy of Electrical Contractors, NECA's highest honor. Larry officially became the Executive Secretary-Treasurer of the NEBF and NEAP on July 1, 2002. On April 1, 2011, Larry was appointed Executive Director of the IBEW FMCP.

Raymond Kasmark is the IBEW Director of Business Development. Ray graduated from the University of Utah (1980), Local 697 Lake County Indiana JATC, and the first class of NTI -Knoxville UT. Ray was local union organizer and local JATC labor chair for 8 years, and Business Manager for 9 years before being appointed International Representative for the Business Development group in 2013. He currently coordinates the efforts of the 12 IBEW International Representatives for Business Development.

Mir Mustafa, Executive Director of Business Development for NECA National directs business development and relationships development efforts across the country. Mir provides leadership, expertise, and connectivity to over 65 business development professionals currently in place within our organizations.

Kathy Jo Van is an experienced industry veteran, recently retired Sr. VP of Southwire. Throughout her 30+ year career in the electrical industry, Van has successfully built teams, and led a variety of businesses to deliver results. Van now provides coaching and mentoring to individuals at all stages of their careers with a primary focus on the Electrical Industry. She graduated from The University of Notre Dame and earned her graduate degree from Northwestern University's Kellogg Graduate School of Management.

Scott Bloom serves as the liaison for ATP Outside Line projects. He is responsible for developing technically accurate, high-quality electrical-related training material. He has worked closely with the electrical training ALLIANCE on several textbooks and other training materials and has attended NTI since 2012. He holds a B.A. in Business and Technical Writing from the University of Illinois and a B.S. in Electrical Engineering Technology from Purdue University.