

# 2018 National Training Institute Outside Group Agenda

## SATURDAY, JULY 28, 2018

8:00 AM – 6:00 PM **Registration** – *Eastern Michigan Univ. Convocation Center*  
799 N Hewitt Road, Ypsilanti, MI 48197

9:00 AM – 6:00 PM **Trade Show** – *Eastern Michigan Univ. Convocation Center*

**NOTE:** Buses will run continuously from On-Campus housing and designated bus stops near Official NTI hotels to the Registration Area and Trade Show.

## SUNDAY, JULY 29, 2018

7:15 – 9:00 AM **The Electric Bolt Fun Run and Walk**

8:00 – 8:45 AM **Prayer/Worship Service** – *Michigan Room, Michigan League*

8:00 AM – 5:00 PM **Late Registration** – *Michigan League, 1<sup>st</sup> Floor*

11:30 AM – 1:00 PM **Lunch** *Michigan League – Central Campus, Univ. of MI*

1:00 – 2:30 PM **C/SC/O Group Opening Session**–*Rackham Auditorium*

**Welcoming Remarks** – Todd Stafford

**Blended Learning Updates - featuring Coordination (CLCS), Enrollment (TMS) and Reporting (LMS)** - Greg Greiner

2:30 - 3:00 PM **Refreshment Break**

3:00 - 5:00 PM **C/SC/O Group Opening** – *Rackham Auditorium*

**Implicit Bias: What is it, and Why does it Matter?** – Dr. Marc De Simone

Almost all people, even well-intentioned people have biases of one kind or another. We will discuss various biases. In this session, we will explore what social science research teaches us about “implicit bias,” and its impact on fair and impartial human interactions. We will attempt to recognize our unconscious biases, so we can implement unbiased behavior resulting in Fair and Impartial Customer Service! People trained in fair and impartial interactions are more likely to be effective at responding to dealing with others and handling conflict and enhance/promote trust on the part of the people they serve.

5:30 PM **Group Photograph** – *Hill Auditorium*

5:45 PM **Opening of the 2018 National Training Institute** – *Hill Auditorium*

**Dining for Dollars Voucher Program:** Any participant (and family member) attending opening session will receive a voucher worth \$25.00 for use at any participating local restaurant Monday through Thursday evening during NTI. You must be in attendance and seated in the auditorium to receive the voucher. Participating restaurants are listed in the Event Guide.

Immediately Following: **Welcome Reception** – *Ingalls Mall* (next to Hill Auditorium)  
Reception is a relaxed, informal atmosphere.

## MONDAY, JULY 30, 2018

**GENERAL SESSION** – *North Quad, Room 1255*

7:30 – 8:45 AM **Training Partner Updates** – (Invited: Buckingham, Milwaukee, Salisbury by Honeywell, New Park, Tyndale, Graybar, 3M, IDEAL and Coyne First Aid)

8:45 – 9:00 AM **Refreshment Break**

9:00 – 10:15 AM **Make Every Day a No-Accident Day** – David McPeak

*Sponsored by Alexander Publications*

10:15 – 10:30 AM **Presenter Change / Break**

10:30 – 11:45 AM	<b>Guidelines for Great Employers: Recruiting, Onboarding, Engaging, Developing and Retaining Your Talent Pool</b> – Dr. Joey Shorter
	<p>The electrical construction industry is not immune to the skilled labor shortage. Electrical contractors face significant challenges attracting and retaining quality labor. As many in our current workforce age and retire, numbers of new entrants do not suffice to fill our demands for skilled and managerial workers. Considered by many to be the most pressing problem faced by our industry, the talent shortage impacts timeliness and construction project costs negatively. Participants are invited to explore attracting, effectively interviewing, onboarding, developing and engaging talent, while driving accountability with clear expectations, providing coaching and feedback, and clarifying consequences.</p>
11:45 AM – 12:45 PM	<b>Lunch - Michigan League</b>
12:45 – 2:00 PM	<b>BREAKOUT SESSIONS – Modern Languages Building (MLB) and North Quad (NQ)</b>
<b>MLB Room 1</b>	<b>Session 1: EVITP-Program Update and Installation Opportunities</b> – Bernie Kotlier, Jennifer Mefford and Kelly Waters
	<p>The Electric Vehicle Infrastructure Training Program (EVITP) continues to provide training and certification throughout the U.S. and Canada. The presentation will include an update on the growth of the program, accessing the new materials through the LMS and provide case studies on how EVITP certification has led to business development opportunities for our affiliates. Installation programs in both California and Ohio will be explored with a robust conversation around how to advance the EVITP standards in attendees home markets and leverage business opportunities. As Smart Cities initiatives and EV charging expand, EVITP certification provides yet another tool to differentiate and position as the market leader.</p>
<b>MLB Auditorium #4</b>	<b>Session 2: Let's Talk About It: Communication, Difference &amp; Powerful Speech</b> – Marie Arcidiacono Kaufmann
	<p>Having strong oral and written communication skills are essential in the workplace and life. The question is: Are we as skilled as we could be when it comes to our communication? Many times, difficulties in communication can be overwhelming and stifle our desire to engage in important and meaningful discussions. We have to examine three key areas: 1) Our preferred communication style; 2) How to adapt our communication to best serve our goals and relationships; and, 3) Our public speaking confidence. We will also identify the multitude of moving parts that can hinder our ability to engage in effective communication.</p>
<b>MLB Auditorium #3</b>	<b>Session 3: I Group's Professional Development Program</b> – Dr. Charles Backes and Dr. Julie Brockman
	<p>The National Training Institute's I Group is transitioning from the Professional Portfolio to an Online Professional Development Program for participants and instructors to use to document, assess, and share professional competencies and professional development activities. This presentation will introduce attendees to the basic structure and purposes of the new program.</p>
<b>NQ Room 2255</b>	<b>Session 4: Construct Your Future, A Recruitment Campaign</b> – Tom Germuska
	<p>Construct Your Future is an <i>electrical training ALLIANCE</i> recruitment initiative to promote registered apprenticeship programs. The program's website, <a href="http://www.ConstructYourFuture.com">www.ConstructYourFuture.com</a>, acts as a center point for digital recruitment campaigns and can serve as a center point for JATC/AJATCs actively recruiting apprentices by providing them a place to host a customized landing page(s). Construct Your Future is also on Facebook (<a href="http://www.facebook.com/CYFutureCareer">www.facebook.com/CYFutureCareer</a>) and Twitter (<a href="http://www.twitter.com/CYFutureCareer">www.twitter.com/CYFutureCareer</a>). The <i>electrical training ALLIANCE</i> worked with BMA Media Group to build the program and create branding for all JATCs to use as a tool for recruiting the next generation of electrical workers.</p>
2:00 – 2:15 PM	<b>Refreshment Break</b>
2:15 – 3:30 PM	<b>BREAKOUT SESSIONS – Modern Languages Building (MLB) and North Quad (NQ)</b>
<b>MLB Room 1</b>	<b>Session 1: Apprentice Recruitment in the Digital Age</b> – Jerrod Borkey
	<p>This course will focus on Apprenticeship Recruitment and how to find new members in the digital age of advertising. It's essential to conduct inbound marketing campaigns that align all of your marketing channels to meet the goal of growing the number of apprentices: growing the number of applicants, the quality of those that apply, and the retention of quality members. Some marketing best practices and suggestions will be covered, including details about successful marketing campaigns that can include the following tools: websites, website landing pages, calls-to-action, emails, blog posts, social messaging, ranking keywords, pay-per-click ads, press release syndication and ongoing lead nurturing workflows.</p>
<b>MLB Auditorium #4</b>	<b>Session 2: Substance Abuse: IBEW-NECA electrical training ALLIANCE Model Substance Abuse Policy and Program for JATCs</b> – Lucas Aubrey
	<p>This session will focus on issues related to testing for drug and alcohol use. We will focus on the ALLIANCE's Model Substance Abuse Policy and Program for JATCs. We will consider: who we test and under what circumstances; what drugs we test for; what testing procedures we use; what safeguards we put in place to protect</p>

worker dignity and privacy rights; and the consequences of testing positive. We will also discuss legal issues related to testing and current issues, including (1) the legalization of medical and recreational marijuana; and, (2) problems being encountered with testing, such as on-site “quick” tests, and how to deal with them.

**MLB Auditorium #3**

**Session 3: New EEO Plans** – Allison Feldstein

**NQ Room 2255**

**Session 4: TradeSchool Apprenticeship Platform** – Lance Hallberg

Looking for a software solution for your JATC? TradeSchool is the complete solution for complex data tracking with an intuitive interface. Use TradeSchool to track Applications, Apprentices, Journeyman, Contractors, Classes, Document Management, Batch Emails and SMS text messaging. Web features include class registrations, hour submission, online applications, job evaluations, instructor access, contractor access, online bill pay and more. This session will demonstrate the core functionality and latest features added in TradeSchool v5.

**NQ Room 1255**

**Session 5: Accounting 101 for Non-Profits** – Mark Cerulla

3:30 – 3:45 PM

**Classroom Change**

3:45 – 5:00 PM

**GENERAL SESSION** – *Modern Languages Building (MLB) Auditorium #4*

**Roundtable Discussion with NECA & IBEW Presidents** – David Long & Lonnie Stephenson

## **TUESDAY, JULY 31, 2018**

**GENERAL SESSION** – *North Quad, Room 1255*

7:30 – 8:45 AM

**2018 ET&D Partnership Update: Continuing Education and E-Learning Modules** – Wesley Wheeler and Palmer Hickman

The Electrical Transmission and Distribution (ET&D), OSHA Strategic Partnership continues to provide updates to training material. These include Continuing Education through quarterly refreshers and has also developed E-Learning Modules now available through the ET&D Partnership website. OSHA has publicized the success of this OSHA Strategic Partnership with the release of the ET&D Partnership's white paper and continues to promote these alliances.

8:45 AM – 9:00 AM

**Refreshment Break**

9:00 – 10:15 AM

**The New EEO Plans** – Allison Feldstein

10:15 – 10:30 AM

**Presenter Change / Break**

10:30 – 11:45 AM

**Outside Line Training Initiatives** – Scott Bloom

This presentation provides an update and demonstration of the crane certification textbook; digital resources and instructor resources; and, other related outside curriculum projects.

**Crane Certification LMS Training** – Virgil Melton

**EICA Crane and Digger Derrick Certification** – Neil Tolson

EICA was formed in 2014 to address a need identified by Employers and others in the electrical construction industry that of crane and digger derrick operation near or around electrical lines, as well as the normal difficult terrain found in transmission line construction environments. While other entities were doing crane certifications based on both construction and railroad scenarios, nobody specifically addressed the electrical power line environment. If you are working in the electrical construction industry, we believe we are the certification entity that will be held in the highest regard by your current and future employers.

11:45 – 12:45 PM

**Lunch** - *Michigan League*

12:45 – 2:00 PM

**BREAKOUT SESSIONS** – *Modern Languages Building (MLB) and North Quad (NQ)*

**MLB Room 1**

**Session 1: Military Veteran Recruitment** – Bill Mulcrone

Utilizing Helmets to Hardhats, Connecting National Guard, Reserve, veterans and transitioning active-duty military service members with skilled training and quality career opportunities in the construction industry.

**MLB Room 2**

**Session 2: Important Lines of Separation between the JATC and the Union** – Lucas Aubrey

JATC members and employees typically must act only in the interest of the JATC when acting in their capacity as JATC representatives. Questions of appropriate separation arise most often in connection with (1) apprentices' union membership and dues payment, and (2) confidentiality of JATC and Fund meetings. In this session we will discuss (1) the legal need for separation; (2) problems with JATC involvement in matters of the apprentices' union

membership and dues payment; and (3) best practices to promote confidentiality, including tips for taking, maintaining, and distributing JATC meeting minutes.

- MLB Auditorium #4**      **Session 3: ERISA 201** – James V. Cole II
- MLB Auditorium #3**      **Session 4: What you can Expect from a Financial Audit** – Bill Voorhees
- NQ Room 2255**              **Session 5: Harassment Investigations** – Allison Feldstein
- 2:00 – 2:15 PM              **Refreshment Break**
- 2:15 – 3:30 PM              ***BREAKOUT SESSIONS – Modern Languages Building (MLB) and North Quad (NQ)***
- MLB Room 1**              **Session 1: Cyber Security Liability and D&O Insurance** – Jared Burrell and Melissa Garrett
- Cyber Security threats to the JATC have been growing every year and claims from those threats have begun to outpace Fiduciary and D&O claims. This makes Cyber Security the fastest growing risk to the JATC. We will look at best practices and insurance coverages along with updates to coverages and emerging risks on the D&O policies.
- MLB Auditorium #4**      **Session 2: Intellectual Property of the *electrical training ALLIANCE*** – Cass Cook
- MLB Auditorium #3**      **Session 3: Harassment Investigations** – Allison Feldstein
- NQ Room 2255**              **Session 4: Scholarship Loan Agreements and Tuition Reimbursement Programs** – Lucas Aubrey
- Scholarship Loan Agreements (SLAs) are commonly used to promote the retention of apprentices in the unionized construction industry throughout the term of training and beyond. Under the Alliance’s Model SLA, the JATC/AJATC advances the cost of training to the apprentice, and the apprentice agrees to repay those costs, either in cash or in kind by working a specified number of years after graduation for contributing employers. The Courts have unanimously approved these agreements. However, there have been changes in the law that have made it more difficult to collect when an apprentice, or former apprentice, defaults on the loan. We will discuss the current legal status of SLAs, the Alliance’s Model SLA and the emerging “Tuition Reimbursement Programs,” under which the apprentice pays as he or she goes, through payroll deductions when working.
- NQ Room 1255**              **Session 5: ESAMTAC & The Energy Storage Opportunity** – Bernie Kotliar
- The energy storage market is growing rapidly and the ESAMTAC training effort has made significant progress through the development and refinement of curriculum, training instructors, and creating a robust coalition of industry stakeholders with the support of the *electrical training ALLIANCE*. The purpose of this session is to review the status of the program, discuss the opportunities within the energy storage market and to engage additional JATC interest in providing the training and deploying the ESAMTAC program.
- 3:30 – 3:45 PM              **Classroom Change**
- 3:45 – 5:00 PM              ***BREAKOUT SESSIONS – Modern Languages Building (MLB) and North Quad (NQ)***
- MLB Room 1**              **Session 1: Construct Your Future, A Recruitment Campaign** – Tom Germuska
- See Description from Monday
- MLB Auditorium #4**      **Session 2: Trustee Expenses & Gifts** – James V. Cole II
- MLB Auditorium #3**      **Session 3: What you can Expect from a Financial Audit** – Bill Voorhees
- NQ Room 2255**              **Session 4: EICA Crane and Digger Derrick Certification** – Neil Tolson
- NQ Room 1255**              **Session 5: Future Workforce Superiority and Human Augmentation** – Dr. Joey Shorter
- Everyone is talking about the robots that are coming to take all the jobs. So far, robots have only been able to perform repetitious work at an acceptable level of competency with some money saving techniques. There are numerous jobs still requiring human thought and applied ethics. C and O groups are invited to explore the benefits of human augmentation on the jobsite. Discover the superiority of humans vs. robots when the playing field is leveled with applied technologies.
- 6:00 – 9:00 PM              **Training Partner Evening Presentations - North Quad**

## ***WEDNESDAY, AUGUST 1, 2018***

- 7:30 AM **SHARP!**              **NTI’s Annual A.J. Pearson Charity Golf Tournament** – Stonebridge Golf Club
- (Proceeds to Friends of Tennessee’s Babies with Special Needs)
- 6:00 – 10:00 PM              ***Destination Ann Arbor invites you to Main Street for a Block Party Celebrating the 2018 NTI***

## THURSDAY, AUGUST 2, 2018

*GENERAL SESSION – North Quad, Room 1255*

- 7:30 – 8:45 AM **electrical training ALLIANCE's Social Media** – Laura Ziemianski
- The *electrical training ALLIANCE* is utilizing social and digital media as a way to connect with internal and external audiences. With channels on Facebook ([www.facebook.com/IBWENECaetA](http://www.facebook.com/IBWENECaetA)), Twitter ([www.twitter.com/IBWNECAetA](http://www.twitter.com/IBWNECAetA)), LinkedIn ([www.linkedin.com/company/electrical-training-alliance](http://www.linkedin.com/company/electrical-training-alliance)), and YouTube (channel titled: electrical training ALLIANCE), the *etA* is growing its digital presence and the quality of material put on those channels. These channels are maintained as a resource, with information ranging from upcoming Train-The-Trainer classes to recruitment messages and everything in between. Come to this session to learn about some best practices and what resources are available to you.
- 8:45 – 9:05 AM **Refreshment / Classroom Change Break**
- 9:05 – 10:20 AM **Mentoring – A Town Hall Discussion on How to Start a Program that will Endure** – Kathy Jo Van
- MLB Auditorium #4**
- This session will cover the benefits of mentoring (both for a mentor and mentee), best practices for mentoring programs, as well as highlight what a local program might look like. This will also very much be a Question and Answer style discussion to facilitate sharing insights on successes and challenges of current or past local mentor programs. Please come with your thoughts and ideas in order to enhance both your program and those from areas wanting to start a program.
- 10:20 – 10:40 AM **Classroom Change / Break**
- 10:40 – 11:55 AM **Chainsaw Safety for Lineman** – Ed Carpenter and Cary Shepard *North American Training Solutions*
- NQ Room 1255**
- This session is designed to educate utility line workers about modern chainsaw design, safety features, reactive forces, personal protective equipment requirements, safe work practices, as well as innovative cutting techniques and ergonomic handling. Hands-on and practical work planning strategies will be explained and demonstrated, with a strong focus on NIOSH hierarchy of controls in regards to risk assessment and accident prevention. This talk meets and informs participants of all applicable OSHA and ANSI standards regarding chainsaws and their safe use.
- 11:55 AM – 1:15 PM **Lunch - Michigan League**
- 1:15 – 2:30 PM **BREAKOUT SESSIONS – Modern Languages Building (MLB)**
- MLB Room 1** **Session 1: Accounting 101 for Non-Profits** – Mark Cerulla
- MLB Room 2** **Session 2: Building Information Modeling (BIM) Curriculum** – Bill Ball
- MLB Auditorium #4** **Session 3: Update on the National Electrical Benefit Fund (NEBF), the National Electrical Annuity Plan (NEAP) and the NECA/IBEW Family Medical Care Plan (FMCP)** – Lawrence J. Bradley
- NQ Room 2255** **Session 4: Business & Workforce Development - Winning Strategies** – Mir Mustafa and Jennifer Mefford
- Business and Workforce Development efforts continue to expand across the NECA-IBEW footprint. This session will provide an overview of winning programs, strategies and illustrate how business development and workforce development are related and illustrate how business development and workforce development are related and most successful when implemented together. Mir Mustafa, Director of Business Development for NECA National and Jennifer Mefford, Director of Business Development with Southeastern Michigan LMCC will share what they see that's working and how attendees can return home with an implementation plan. Traditional, digital and social media tactics will be explored with a recent case study for organizing and utilizing geo-fencing in the City of Detroit for workforce development.
- 2:30 – 2:50 PM **Refreshment Break**
- 2:50 – 4:05 PM **BREAKOUT SESSIONS – Modern Languages Building (MLB)**
- MLB Room 1** **Session 1: Crane Certification LMS Training** – Virgil Melton
- MLB Room 2** **Session 2: electrical training ALLIANCE's Social Media** – Laura Ziemianski
- See Previous Description
- MLB Auditorium #4** **Session 3: Mentoring - A Town Hall Discussion on How to Start a Program that will Endure** – Kathy Jo Van
- See Previous Description
- 4:05 – 5:45 PM **Prepare to attend the Graduation Ceremonies and Properly Honor This Year's Graduating Class. All Industry Officers and Leaders Will Be In Attendance.** Buses will run continuously.
- 6:00 PM **Graduation Ceremonies** – Hill Auditorium

## **FRIDAY, AUGUST 3, 2018**

*GENERAL SESSION - Modern Languages Building (MLB), Auditorium #4*

7:30 – 8:45 AM

**IBEW 7<sup>th</sup> District's Foreman's Development Series: An Overview** – Gary Buresh

This session will be an overview of the IBEW 7th District's Foreman's Development Series. In 2009, the 7<sup>th</sup> District had a committee of Contractors and Foremen, with years of experience in the field, create a program to teach Journeymen electricians how to become a good Foreman. The Foreman's Development Series consists of 16, three-hour modules where Foremen and Journeymen participate in an action learning atmosphere of teaching and discussion focused on industry "best practices." This has been used to teach CW/CEs, Apprentices, JWs and Foremen with 20 years of experience with very positive feedback. We are teaching practical skills that can be used on the job the very next day.

8:45 – 9:05 AM

**Refreshment / Classroom Change Break**

*GENERAL SESSION – North Quad, Room 1255*

9:05 – 10:20 AM

**Care Maintenance and Testing of Hot Line Tools and Personal Protective Grounds** – Kirk Mulder

Care, maintenance and testing of hot line tools. Talk about the OSHA requirements concerning Hot line tools. Proper cleaning products that should be used on fiber glass tools. Test methods and how to test and what tools need to be tested.

10:20 – 10:40 AM

**Presenter Change / Break**

10:40 – 11:55 AM

**How does Ergonomics Work for the Outside Industry?**– Raffi Elchemmas

11:55 AM– 1:00 PM

**Lunch - Michigan League**

1:00 – 2:15 PM

*GENERAL SESSION – Modern Languages Building (MLB), Auditorium 4*

**electrical training ALLIANCE Training Partner Executive Presentations** – Various

**Roundtable with Executive Director** – Todd Stafford

2:15 – 2:30 PM

**Refreshment Break**

2:30 – 3:00 PM

**C/SC/O Group Wrap-Up** – Todd Stafford