



IBEW
Business Development
 2018 NTI "C" Group Presentation
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The Perfect Storm
 Recruiting in an ever increasing competitive environment

- The construction workforce in America is under pressure from multiple angles
- Baby Boomer generation retirements are draining the ranks of skilled tradespeople
- Millennials are largely unattracted to traditional jobs in manufacturing and construction
- Educators' biased view of college bound versus vocational/technical bound students
- Systemic absence of any industrial arts and building trades courses in Jr./Sr. High Schools
- Lack of any pro-active succession planning and recruiting in the construction industry

What a fantastic opportunity!

- What a time to build our brand
- What a time to be the solution to our country's problem
- What a time to start telling the world about us
- What a time to introduce IBEW/NECA to our community leaders-political leaders-our community as a whole-our neighbors-anyone we can talk to
- What a time to recruit!

Who would we recruit?

- Apprentices
- Different levels of classifications if you are using them
- Mid level Journeymen from our competition
- All Journeymen from every where
- People for all of our various programs

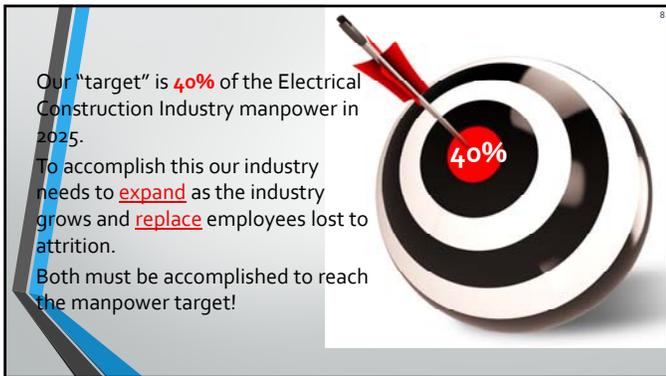
Spotlight on recruiting

- Focus on vocational/technical schools, high schools, military installations
- Coordinate with other building trades for annual training centers "tour" for HS counselors, and/or students
- Host or attend High School career fairs
- Establish relationship with nearby military service active and reserve units (VEEP)
- Use of local news media, social media for opportunity messaging
- Consider using apprentices as "Ambassadors"

Ambassadors program

- Select one or two apprentices from each class to participate in recruiting and outreach
- Millennials will relate more closely with other millennials
- Eliminates stigmas, myths, or negative views of trade apprenticeships
- Highlight advanced technical aspects of our trade- PLC's, Instrumentation, Automation
- Develops leaders of the future for both Labor and Management
- Emphasize "career path" development of the electrical industry
- Hold "industry nights" at your training center for recruiting open shop electricians







Spotlight on customers

cus-tom-er
/'kʌstəmə/
noun

1.1.
a person or organization that buys goods or services from a store or business.
"Mr. Harrison was a regular customer at the Golden Lion"

2.2.
a person or thing of a specified kind that one has to deal with.
"the fish is a slippery customer and very hard to catch"

??Who **Are** our customers??

- Project / Facilities- Owners, End users
- Government Policy/Decision makers (Local, County, State)
 - Architects & engineers
 - Construction managers
 - General Contractors
 - Electrical Contractors
 - IBEW Members
 - OTHERS?

Ford signs first contract with UAW on June 20th,
1941



- **Project / Facilities- Owners, End users**
- **Government Policy/Decision makers (Local, County, State)**

How do we show appreciation for our customers?

- Discount pricing?
- Frequent Flyer miles?
- Event tickets?
- Letters of Recommendation?
- Free Coffee and Donuts?
- Lunch on us?
- Christmas Card?

Don't you really want your customers to develop a deep you appreciation for you?!

- Hand written thank you note after project completion
- Donations to a charitable organization customer is aligned with
- Company/Product endorsement in Local Union newsletter, website or Facebook page
 - Invitations to:
 - Golf outings
 - LMCC sponsored events

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• Invitation to tour
JATC facility!

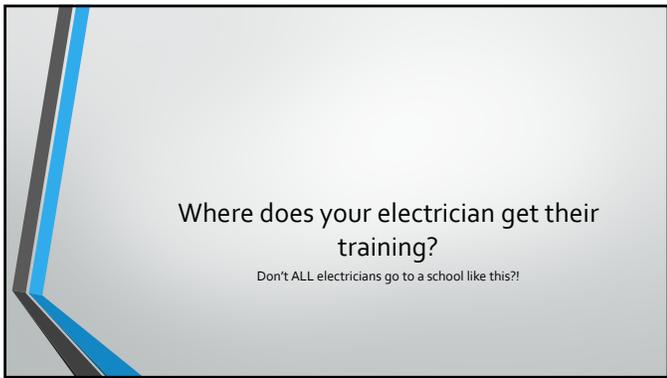
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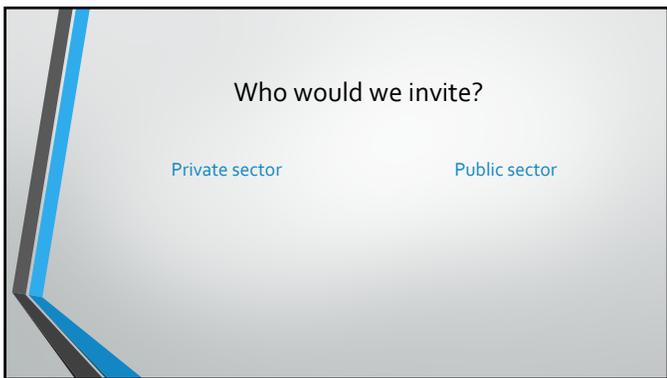
- There will *never* be a better time to **build our brand**
- What better time to be the solution to our industry's skills shortage?
- What better time to start telling the world about what we bring to the table?
- What better time to introduce IBEW/NECA collaboration to our customers?
- What better time to market our Training, Skills, Attitude, Craftsmanship, Safety, Professionalism, Quality, and Integrity?

World class training & lifelong learning
A labor management
success story that needs telling









Private sector	Public sector
<ul style="list-style-type: none"> • Facilities Execs • Plant managers • Utility Execs • Architects • General contractors • Construction managers • Electrical contractors 	<ul style="list-style-type: none"> • Mayors • City Councils • School Boards/Educators • State Legislators • Governors • Members of Congress • U.S. Senators

**Unhealthy
unproductive
unsustainable**



**Contractor- owner- union –round-table
(COURT) meetings**

- Quarterly meetings of members of NECA and IBEW Labor Management committees (approved and sponsored by the LMCC or Local Union) held at the training center to showcase the apprentice/journey-level training program to valued customers
- Demonstrates the investment in training and the tangible value of the customers' dollars spent hiring signatory contractors
- Showcases the IBEW/NECA spirit of cooperation between labor and management
- Stimulates interest and dialogue about training and other relevant customer issues
- Provides for more frequent discussions and better relations between all parties
- Follows established, successful "Tri-partite" format

Sample COURT meeting agenda

- Intros- Customer, contractors, union, JATC
- Owners Platform- concerns/issues and discussions with IBEW/NECA labor/management
- Customer tour of JATC led by Training director, staff
- IBEW/NECA -labor management meeting to discuss timely issues
- Debrief of customer tour to Labor Management committee by training director/staff
- Refreshments

Policy makers' receptions

- City "Spotlight" Events
- School Board "Lunch & Learn"
- State Delegation Receptions
 - Governors press event
- Congressional/US Senate "Town Hall" meetings

INVITE THE SINNERS TOO!



Dispel the myths that have demonized our image

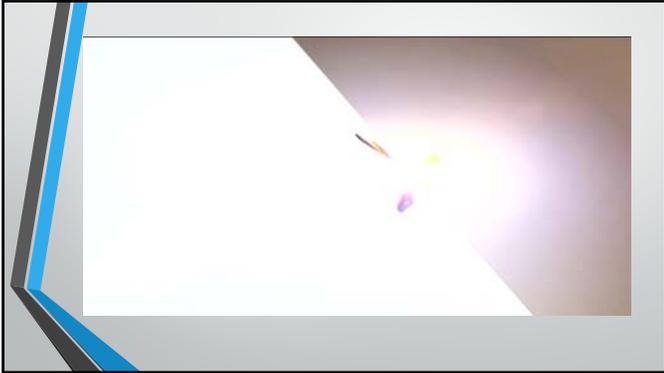
- Policy makers need to hear the story and see the proof of what world class training is
 - Invite friends and foes alike
 - Tell the story of NO public Funds used
 - Tell the story of NO student Debt incurred
- Tell the story of Wage earning/Tax paying Apprentices
 - Tell the story of CAREERS not just JOBS
- Remember you only have one chance to make a first impression

"It ain't braggin' if it's true" -Muhammad Ali

- Market the value of the INVESTMENT made in a sustainable and viable training program
- Does your training center reflect the image of a first class, high functioning, state of the art facility?
- Would you be proud and eager to showcase your facility to customers?
- If the answer is "NO", then what needs to change?

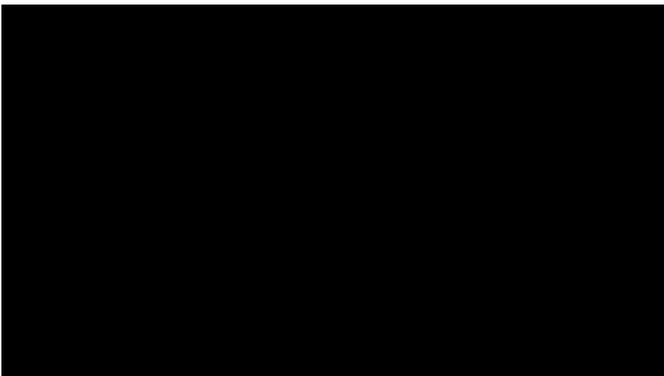
? What are the outcomes ?

- Our customers will appreciate the energy and resources we invest in training
- Our customers will understand why it pays to employ signatory contractors
- Our customers will develop an understanding of the true labor management partnership
- Our customers will know that our training is not reliant on public funding
- Our customers will help spread the word about the IBEW, NECA and its world class training
- We will develop better working relations with our contractors through regular meetings
- We will educate policy makers on BOTH sides of the aisle about our trade, our union, our contractors, and our contributions to the local community and economy

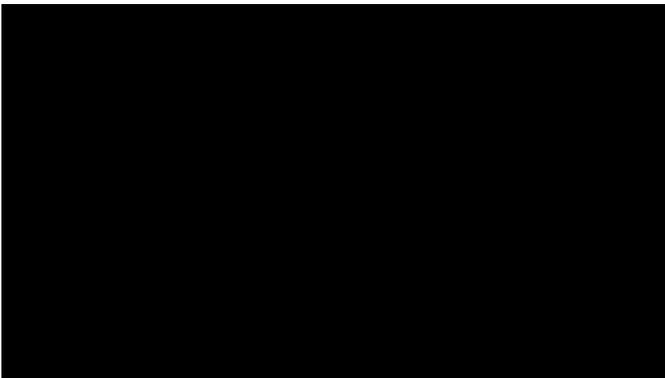


NLMCC Media toolkit II
"our training efforts benefit your interests"

- Broadcast Quality video with sound bites of interview footage with Inside and Line apprentices
- Broadcast Quality "B-roll" workplace video footage of Inside and Line projects
- Easily editable for getting into and out of
- Editable template documents for local content insertion
- Send news tips to TV outlet website "contact us about a story"







Coming soon :
2019 NTI
Community outreach and engagement

- Host board meetings for local non-profit organizations (the local union is engaged with), government bodies, etc. at the training center (sponsored by the LMCC)
- Invite other business groups to convene their meetings too- Rotary, Chamber of Commerce, Red Cross, Salvation Army, United Way, etc....
- Host advertised community events on a regular basis such as: annual smoke detector give-aways, Winter coat drives, Blood drives, 4-H events, Scouting events, Habitat for Humanity, etc....
- Host open house events for NLMCC Job fairs, Electrical Inspector meetings, etc.

We're from the I. o. and we're here to help!