

Calendar of Events

September 12-15, 2009
NECA National Convention
& Product Show
Seattle, WA

March 18-25, 2010
Midwest Regional Conference
Palm Desert, CA

May 4-6, 2010
NECA Legislative Conference
Washington, D.C.

July 8-11, 2010
Northeastern Illinois
Summer Chapter Meeting
Grand Geneva Resort & Spa
Lake Geneva, WI

Management Education Institute: Requested Courses

As you know, the Chapter is always open in your ideas and suggestions. Please let us know of any MEI courses that you or your company might be interested in. For a full description of available classes, please log on to <http://www.necanet.org/PortalTools/RegMEI/>, or call the Chapter office and ask Bruce or Giuseppe for any inquiries. Your ideas are important!

Below is a picture of our last MEI course – Building a Profitable Service Business – instructed by Tom Glavinich on June 11, 2009.



CIRCUIT

Breaking News | Summer 2009

Northeastern Illinois Chapter, NECA

Survival of the Fittest Coping with the Tough Economic Times

In recent issues of the Northeastern Illinois Chapter, NECA Newsletter, we have conveyed statistics and details about the falling numbers of the electrical industry. Anywhere from roadwork and infrastructure to residential building and communication technology – it seems as though almost nothing is on the rise and that we all have come down to the wire. In this cover story, we will report on ways to cope with the troubling economic times as opposed to giving the facts and raw numbers of the never-ending declining statistics. Are we in a recession or a depression? Either way – a challenge of our determination awaits us while we find a cure to a bleeding industry.

Reality Check

The first step to a solution is admitting that there is a problem. The small business world in construction appears to always feel the bad economic times well after the start of the decline. Recognize the ripple effect and adjust to the wave before it hits the sand. Making the appropriate changes now will help gain endurance for the long haul, or until the times get better.

Rewind

Especially for those who have been in the business for a long time, one approach to regain stability is to go back to your roots and see what worked when you

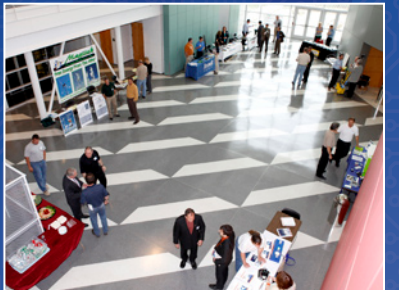
first started your establishment. Think of yourself as the owner of a brand new business or “starting from scratch” – so to speak. Go back to some of the strategies and tactics that got your business noticed when it was new and upcoming. Acquainting yourself with new people or other entities may be the best initial step; you can do so by joining organizations like other construction Associations, institutions, and a local or federal Chamber of Commerce. In retrospect, you can also reunite yourself with old friends and business colleagues who helped guide you to your success.

Connecting with the Public

With the evolution of the World Wide Web, television, local newspaper, and the radio, there are plenty of rejuvenating possibilities in which one can expand their presence. Advertising – using billboards, telephone book ads, search engine websites, local TV stations – has been a well-known factor in increasing trends for decades. Utilizing the vast number of web services will also play an important role; *The Better Business Bureau, Facebook, MySpace, Angie's List, Service Master, and The Blue Book* are all reliable and dependable resources for reaching out to customers.

Personal communication is also a great way to expose your company.

CIRCUIT SPOTLIGHT



The Northeastern Illinois NECA Chapter and the IBEW Local 701 Go Green. See page 3.

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We Want to Hear From You



Circuit Breaking News

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Governor's
Corner

CRAIG MARTIN,
Governor of Northeastern
Illinois Chapter-NECA

As we look around and see the troubling economic environment, we can only ask if times are ever going to get better. Families are losing their homes, jobs are diminishing, and businesses are drastically closing their doors. Those of us who have been in this industry for a few years know that it will improve. Additionally, the situation with ELECTRI-International and its financial struggle is no secret. Due to the legal conflicts with The Stanford Group, the Foundation has canceled two of the five research projects that had been approved for 2009. Despite the reduction, the Foundation will continue to work effortlessly on completing the three remaining research projects. In addition, ELECTRI-International has made some significant internal changes to weather the storm and allow it to return to its former investment levels.

Legislatively, ECPAC, NECA and I have focused on a number of specific legislation that will help encourage economic stability and expand current and upcoming opportunities for our Electrical Industry. In my eyes, it is very important to pay attention to legislation that shapes and molds our needs for today – and especially – the future. Your help and support to ECPAC is critical to our success.

I look forward to the upcoming Board of Governors and the ELECTRI-International Council meetings at the 2009 NECA Convention and Product Show in Seattle Washington – September 12-15, 2009. As your Northeastern Illinois Chapter NECA Governor, I will provide you with the latest news and updated information.

Survival of the Fittest Coping with the Tough Economic Times *(Cover Story Continued)*

Getting involved in charities and community volunteer work can always have an upside. Attending events like National Conferences or Conventions, industry meetings, construction trade and product shows, and industry or business related seminars would broaden your networking spectrum. Taking legislative action could also groom one's perspective; involvement in Government Affairs will steer you to act on certain legislation that will benefit not only your company – but your industry as well.

Crystal Ball

As successful businessmen and businesswomen, one of your natural attributes is looking at the future and embarking upon challenges as time progresses forward. Certain actions, judgments, and decisions have to be made in order to prolong that success. Assessing financial aspects, like one's personal and business

expenses or reducing the amount of travel time, can have a significant effect. In addition, it would be beneficial to: rent out meeting space, tools, equipment, and vehicles; reduce the amount of office maintenance like janitorial, landscaping, and repair services; search for less expensive staff insurance policies; and reduce the number of office events and luncheons. All of these examples, and more, can produce a positive result in making an effort to preserve your company status.

The most cost-efficient assessment to any business is reducing the amount of employment in the office. To a business owner, this is the most sensitive and undoubtedly, the hardest decision of all. One way to avoid this kind of situation is by simply decreasing the total hours worked. By doing so, you can still maintain your employee's position, especially if it is a required position.

Additionally, you can cut out third party affiliates

– like a graphic designer or your webpage coordinator – and pass those duties to existing office employees.

Building Momentum

Although these are just a few ideas which a small business company can adopt, the world is full of other rejuvenating and exciting ways to regain momentum. With all ideas aside, one of the biggest hurdles to overcome in effort to regain momentum is maintaining a positive mindset. Having mental strength and durability will help you perform your tactics and resolve the challenges that face you. As Booker T. Washington stated about life's challenges, *"Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome."*

Sources: www.marathonpress.com,
www.ezinearticles.com, www.biznews.fiu.com,
www.brainyquotes.com.

A Summer's Past...

Summer Chapter Meeting

The Grand Geneva Resort & Spa in Lake Geneva, Wisconsin hosted this year's Summer Chapter Meeting. Families and guests enjoyed the comfort of the Four-Diamond resorts, prestige golf courses, and glorious views of Lake Geneva on the Grand Belle Boat Tour. Informational seminars included



presentations by Bernie Kotlier, David Clamage, Russ Czernisz, and Bill Beattie, along with reports from our active Chapter Committee members.

Cantigny Golf Outing

A record-high turn out! This year, we had a grand total of 144 golfers at our

10th Annual Cantigny Golf Outing. We want to thank all of the guests and participants who joined us for such a successful and enjoyable event.



Also, we want to congratulate all the winners of the contests holes:

- Ken Johnson – Low Net
- Chad Lothar – Low Gross
- Brian O'Casio – High Net
- Chad Lothar – Closest to the Pin; Lake Hole #8
- Brian Schluntz – Closest to the Pin; Wood Hole #8
- Chris Farrington – Longest Drive; Lake Hole #5 & Wood Hole #7
- Chris Beary – Longest Putt; Lake Hole #2

“GO GREEN” Reception & Tour

On May 27, 2009, Bruce and Giuseppe attended the first ever *NECA/IBEW Local 701 Green Reception & Tour* held at the Local 701 Union Hall in Warrenville, IL. The event hosted an array of manufacturers and suppliers like Sylvania, Leviton, and Steiner from all of the Chapter area. They displayed the most current energy-saving products that are on the market.



The tour hosted some of our Chapter's members, as well. Shown below is Pinnacle Services, Inc., out of Itasca, IL. **Aron Jordon** and **Paul Menard** showcase Pinnacle's **BLP (Broadband over Power Line) communication system**, which they describe as a “revolutionary way to bring high-speed network connectivity through a building's wiring system or electrical outlets.” Pinnacle has already introduced the new system to their existing customers and is seeking to expand their services to universities, commercial buildings, and healthcare facilities. Best of luck to Pinnacle Services Inc., and their new product!

New Member Update

Congratulations to our newest Chapter Member – **Sure Electric, LLC., Itasca, IL** – out of the DuPage Division. Accredited company representative, **Mr. Oliver Ryan**, has joined us officially on July 1, 2009, and will be participating in many of the NECA Division meetings, events, and education opportunities. Please welcome Mr. Ryan and Sure Electric, LLC, at any opportune time; his contact information is available at the Chapter office.

As Division meetings approach the fall season, it would be wonderful to invite more potential NECA members to our dinners and events. If you know someone who might be interested in joining our exciting Chapter, please let Giuseppe know at the Chapter office.