

NECA

2009 SEATTLE

PROGRESS AND PROFIT: A POWERFUL CONNECTION

AMERICA'S LEADING POWER SYSTEM, LIGHTING & CABLING EXPOSITION



SEPTEMBER 12-15, 2009

WASHINGTON STATE
CONVENTION & TRADE CENTER
SEATTLE, WASHINGTON



- Convention Highlights 2-6
- The NECA Show 7
- Pre-Convention Workshops... 8
- Management Seminars..... 10
- Technical Workshops 12
- Schedule-at-a-Glance.... 14-16
- Tours & Lifestyle Program..... 17
- Registration Form 18
- Registration Instructions
& Fees..... 19
- The NECA Show
Exhibitor List..... Back Cover

WELCOME TO SEATTLE

Seattle, the “Emerald City,” shimmers like a beckoning jewel, fringed by lush evergreens in the midst of mountains and water, water everywhere. Yet, while it is famed for its natural beauty and mild climate, this metropolitan center has so much more to offer—world-class arts and culture; entertainment and cuisine; an abundance of shops and more than 9000 restaurants in a pedestrian-friendly environment; vibrant neighborhoods; major attractions by the score; and always something to do and see.

Seattle is also known as the technology leader of the Northwest and, arguably, of the nation. And, it has gained a solid reputation as a business hub, attracting more than 9.4 million visitors every year to attend conferences, conventions and trade shows within its borders.

When you come to Seattle, it won't take you long to realize why this sparkling city is synonymous with fun and excitement. And, when you attend NECA Seattle 2009 at the city's state-of-the-art convention center, you'll understand that we mean business — specifically, improving yours through unparalleled learning adventures led by expert speakers, information exchange, and networking opportunities.

We hope to see you there!

NECA Premier Partners



NECA 2009 SEATTLE: YOUR OPPORTUNITY CLASSROOM

What are your company's financial goals for 2009? Move into a new market?
Take a step back and re-evaluate? Or just survive?

When times are tough, the last thing your business can afford to lose is momentum. That's why you can't miss **NECA 2009 Seattle**. We offer the industry's best education, networking opportunities, and market intelligence, all focused on the needs of electrical contractors working in today's economy.

NECA 2009 Seattle educational opportunities include workforce training, smart tools for productivity, safety instruction, and new market development—especially energy solutions.

At NECA 2009 Seattle, electrical contractors will learn from the experts about the building trends and technology shaping how they do business:

- Solar, wind and more green energy solutions
- Benefits of the lean construction process
- LEED® and the electrical contractor's role
- How counterfeit electrical products add liability
- LED lighting
- How to get more design-build work
- Business management strategies

The **Facilities Energy Audit Course** is another special offering at NECA 2009 Seattle. Developed from research funded by ELECTRI International, this intensive class will prepare individuals to conduct preliminary energy audits and assess potential energy savings available through an energy efficiency retrofit.

Don't lose momentum. Don't miss out on NECA 2009 Seattle—Your Opportunity Classroom.

The training sessions on solar installation and new products are the best in the industry. If you miss those, your company is going to miss new business opportunities.

—Tim Ehmann,
O'Connell Electric,
Victor, NY

LABOR RELATIONS

Special General Session

Monday, September 14 ▪ 10:00–11:30 am

NECA 2009 Seattle convention attendees will have an exclusive opportunity to explore the most current and critical issues shaping the electrical construction labor market. This thought-provoking **Labor Relations Special Session** will focus on current trends and the latest issues in the always significant field of labor relations.



OPENING GENERAL SESSION

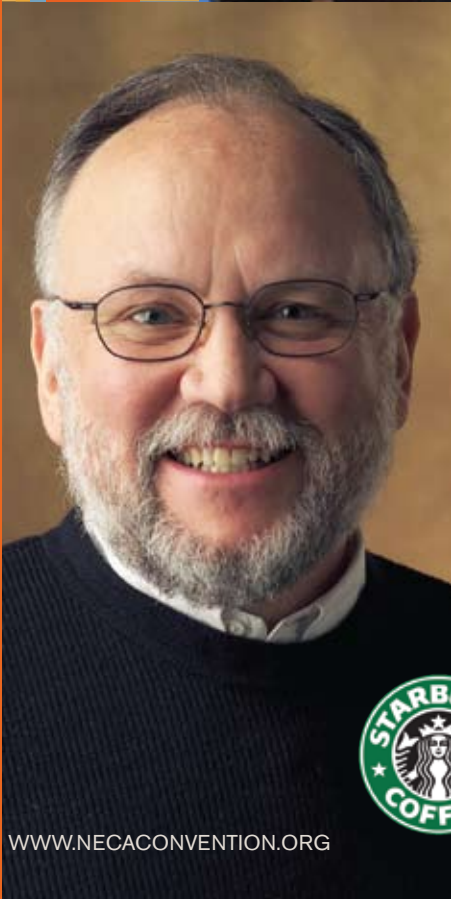
A Caffeine-Free Look At Why People Aren't Assets

Sunday, September 13 ▪ 10:15–11:30 am

Seattle is known for its “coffee culture” and Starbucks, the world’s most famous purveyor of the black beverage, originated there. At our Opening General Session, we’ll hear from the man who took the company global.

Howard Behar joined Starbucks in 1989 as vice president of sales and operations and grew the retail business from 28 stores to more than 400 by the time he was named president of Starbucks Coffee International in 1995. His next achievement was introducing the Starbucks brand across Asia and the United Kingdom.

But, perhaps his greatest accomplishment came after he retired as president of Starbucks North America in January 2003 and distilled the Starbucks philosophy of “people over profits” into a book called *It’s Not About the Coffee*. Through it, and talks to groups such as NECA, he reveals the memorable wisdom that guided his success and shares his ten leadership principles—and not one of them is about coffee.



ELECTRI International TALENT INITIATIVE

Green Energy Challenge Finalists at NECA 2009 Seattle

Saturday, September 12 • 2:00–4:00 pm

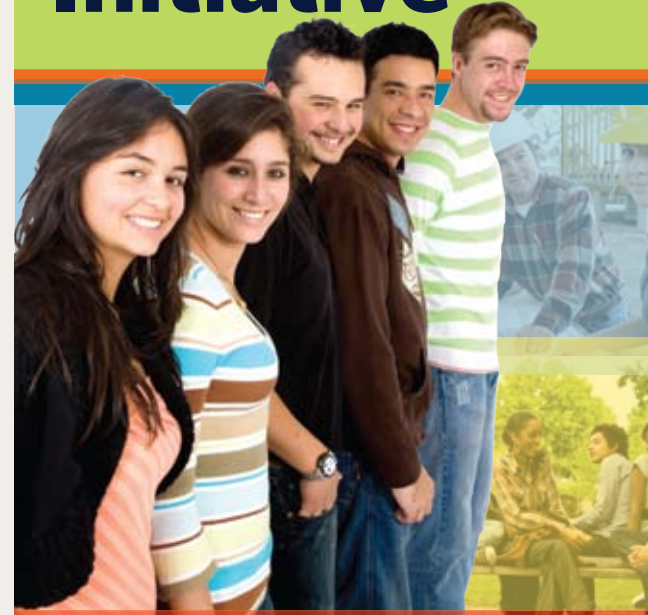
Have you heard about the Green Energy Challenge for NECA student chapters? You don't want to miss this exciting new program that showcases the next generation of electrical construction leaders.

Sponsored by NECA and ELECTRI International, the Green Energy Challenge invites teams of students studying electrical construction, engineering, design and management to conduct an "energy audit" of a local K-12 school. Based on their findings, students will then develop customized proposals for energy retrofits that would improve the school's energy efficiency. Teams will also design a new solar PV and/or wind energy system for the facility.

All team submissions will be on display at the NECA Show, and the three finalist teams will present their findings for final evaluation at NECA 2009 Seattle.

ELECTRI INTERNATIONAL
THE FOUNDATION FOR ELECTRICAL CONSTRUCTION INC.

The Talent Initiative



CLOSING GENERAL SESSION

World-Class Blind Adventurer Shares Extraordinary Vision

Tuesday, September 15 • 9:00–10:15 am

Erik Weihenmayer didn't climb Mount Everest for the view. He became the only blind man to touch the top of the world for the same reason he conquered the highest peak on each of the seven continents and racked up a number of other astounding athletic accomplishments. Despite losing his sight at 13, he became an accomplished mountain climber, paraglider, and skier by refusing to let his blindness interfere with his passion for an exhilarating and fulfilling life.

He passed the message on in his two books *Touch the Top of the World* and *The Adversity Advantage: Turning Everyday Struggles Into Everyday Greatness*; in his award-winning film, *Farther Than the Eye Can See*; and through *No Barriers*, the non-profit organization he co-founded to promote innovative ideas, approaches and assistive technologies which helps people with disabilities live full and active lives. And now he's spreading the word all around the world as he speaks on harnessing the power of adversity, the importance of a "rope team," and the daily struggle to pursue your dreams.



OPENING RECEPTION

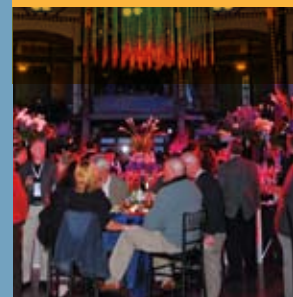
Going Green in the Emerald City

Saturday, September 12 · 7:00–9:00 pm

The emphasis on “green” at NECA 2009 Seattle starts at the very beginning—at our Opening Reception. Enter our modern **Emerald City** which features a martini bar, coffee, wine and brew tasting stations, and sumptuous hors d’oeuvres reflecting the cuisines of the Northwest. The lush, green centerpieces will grace our opening and then, in keeping with NECA’s green focus, be planted in Opportunity Park in NECA’s name.

Entertainment will be provided by the Freddy Pink Band, the West Coast’s finest rhythm and blues rock musicians whose raw talent and showmanship is only surpassed by their genuine love of the audience. Freddy Pink’s approach to R&B is fresh, yet their original arrangements of Motown and classic rock tunes still carry the great grooves that made those songs memorable. They play all the time-honored hits that turn heads and stand memories on edge with a new millennium twist. Don’t miss their fire-breathing horn section, intense rhythm section, superlative vocals, and dynamic visual experience!

Take a break from the action in the **Electric Brew**, NECA’s own coffeehouse, featuring specialty coffees, an acoustic guitarist and delectable desserts. This relaxing oasis will be located just outside the Emerald City and offers the perfect venue to catch up with old friends and acquaintances, make some new ones, and launch some productive networking. And that’s just the right beginning for our annual convention and trade show!



CLOSING CELEBRATION

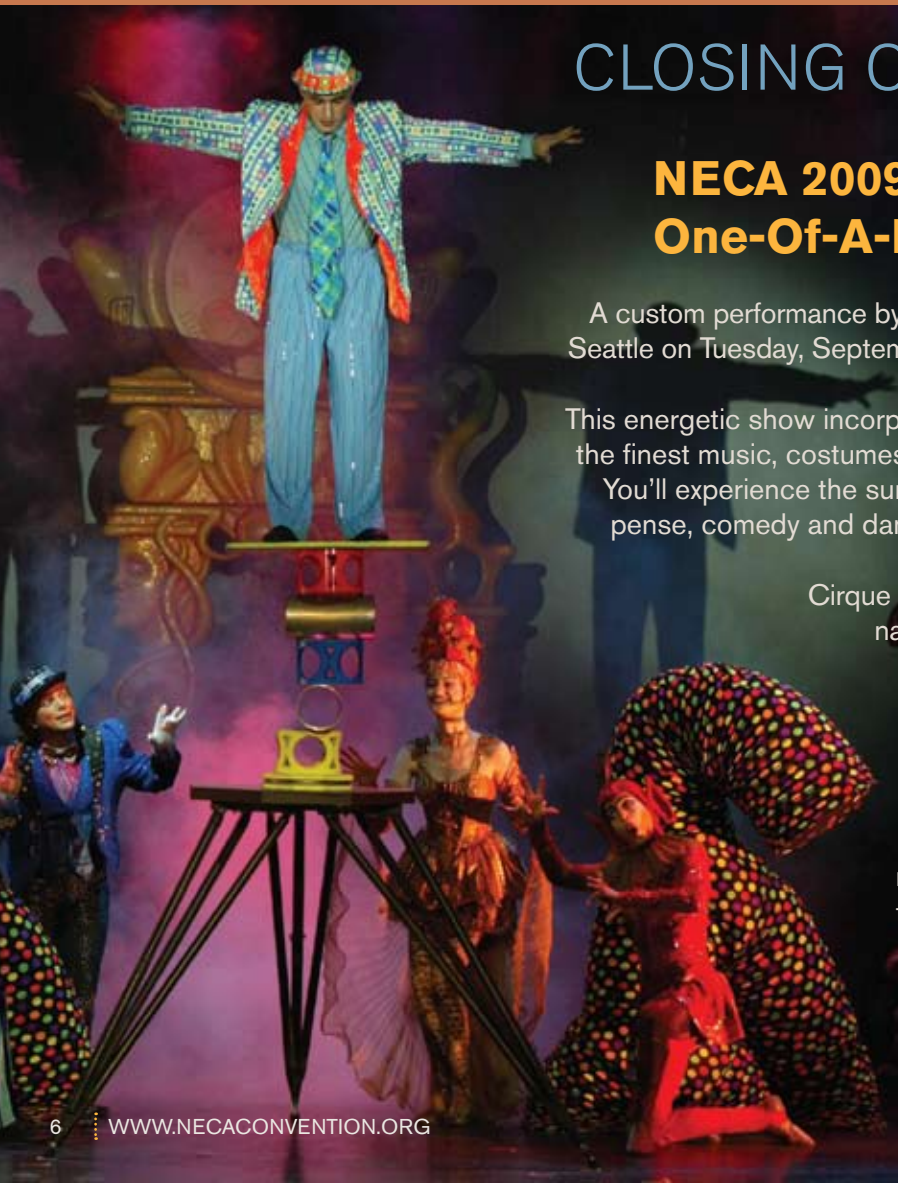
NECA 2009 Seattle Ends With One-Of-A-Kind Performance


A custom performance by Cirque Dreams is the grand finale for NECA 2009 Seattle on Tuesday, September 15, beginning at 8:00 pm at McCaw Hall.

This energetic show incorporates creative and original artistry with some of the finest music, costumes, choreography, and special effects ever produced. You’ll experience the surreal conjuring of a dream filled with mystery, suspense, comedy and dance.

Cirque Productions has produced some of the most original, inventive, theatrical and acrobatic stage shows for audiences worldwide, including the new “*Cirque Dreams Jungle Fantasy*”, most recently the first show of its kind ever to perform on Broadway and now touring the U.S. through 2010.

In 1993, Neil Goldberg’s creative philosophy made Cirque Productions the first American theatrical-production company of its kind. He has traveled the globe to bring back the most talented contortionists, equilibrists and aerialists to perform in major venues and on PBS as a made-for-television special. “Cirque Dreams” brand shows have earned world-wide acclaim.





“The best way to keep up with our changing industry and customer expectations is to never miss a NECA Show. It’s the one event where everyone in my company can see the latest products and get the best training. We will be at **NECA 2009 Seattle.**”

—Wayne Tyrrell,
Prime Electric,
Bellevue, WA

THE NECA SHOW—THREE DAYS OF EXHIBITORS, EDUCATION & ENERGY

The 2009 NECA Show marks the 54th anniversary of the electrical construction industry’s premier exposition. Each year, the NECA Show brings together leading manufacturers, services and innovation in one can’t-miss event.

Electrical professionals know that the NECA Show is their first stop to connect with vendors who will be supplying their companies. It’s where they can get a hands-on demonstration of new tools, try out the latest estimating software, and find competitive pricing.

The opportunities at the NECA Show are for contractors of all sizes and specialties. And with the market’s focus on energy efficiency, conservation and renewable energy, the NECA Show is an electrical contractor’s best source for meeting new “green” business partners. Approximately 300 vendors will be at 2009 NECA Show, ready to answer your questions and find the right solutions for your company.

The NECA Show is the biggest event in the electrical industry! Don’t miss your chance to

- find unique solutions in the **New and Featured Product Room**
- earn **CEUs** and **contact hours**
- learn from industry experts at 16 **FREE Technical Workshops**
- **network** with your industry peers

Count on NECA to connect you with the products and services you need to make your company work at the NECA Show!

NECA Show Hours:

- Sunday, Sept. 13
11:30am–5pm
- Monday, Sept. 14
11:30am–4pm
- Tuesday, Sept. 15
10:30am–2:30pm

New and Featured Product Room Hours:

- Sunday, Sept. 13
10:30am–5pm
- Monday, Sept. 14
10:30am–4pm
- Tuesday, Sept. 15
9:30am–1:30pm

These in-depth training programs are designed to ensure that electrical contractors maintain their technological superiority in the industry. This year, we also have added business development and management courses that will help you lead a more resilient company through this tough economy. Our highly skilled instructors are the best in the industry.

FRIDAY, SEPTEMBER 11

8:00 am–12:00 pm

Significant Changes to NFPA 70E 2009, PW-1

There is little doubt that NFPA 70E continues to grow in acceptance and popularity in the electrical industry and has quickly become the de facto electrical safety standard. This course is targeted towards electrical contractors, safety professionals, electricians and their supervisors, and will explore the most significant changes in the 2009 edition of NFPA 70E and how these significant changes impact the electrical contracting industry.

Instructors: Palmer Hickman – NJATC Director of Code and Safety Training and Curriculum Development; Kenneth G. Mastrullo, OSHA Compliance Coordinator – Region I.
Fee: \$125

8:00 am–12:00 pm

Sneak Peek at the 2011 Proposed NEC Code Changes, PW-2

This presentation provides attendees with an understanding of significant changes in the 2008 NEC that impact their business. In addition to this review of changes in the 2008 NEC, this workshop will provide a glimpse of changes proposed for the 2011 NEC. Over 5000 changes were proposed to the NEC. Stay on the leading edge of changes affecting your industry and learn how the NEC is incorporating new rules to stay current with emerging technologies.

Instructor: Michael J. Johnston, NECA Executive Director, Standards and Safety
Fee: \$125

8:00 am–5:00 pm

Lean Construction in Electrical Contracting, PW-3

This one-day workshop teaches electrical contracting project managers and superintendents how to improve productivity through a focus on lean construction principles. Lean construction is a shift in a thought process towards collaborative project efficiency and quality to promote delivering a project to clients by maximizing value and minimizing waste while pursuing perfection.

The goals in providing this product are improving productivity through constant simplification of processes; encouraging input and collaboration from all project team members; decreasing waste; increasing efficiency; and creating predictable work flow. The workshop focuses on tools to achieve these goals and help the attendees start developing their thought process shift towards the concepts required to improve productivity through applying lean construction principles.

Instructor: Mark O. Federle, PE, PhD, CPC, McShane Chair in Construction Engineering and Management, Marquette University
Fee: \$225

8:00 am–5:00 pm

Energy Auditing, The Portal to Green Energy Projects, PW-12

This workshop will position NECA contractors to take advantage of the rapidly expanding green energy business sector. By the end of the day, contractors and staff will be prepared to conduct a Facility Energy Screening Audit—the first step of a multiphase Comprehensive Facility Energy Audit. Attendees will learn to identify electrical, mechanical and building envelope energy efficiency project opportunities in commercial, industrial and institutional facilities.

History proves that the firm that does the energy audit is usually the one that sells the project and controls the work. In some cases, contractors may joint venture with other trades. Energy audit expertise is a highly valuable addition to a NECA member's green energy business and profit development toolkit. Session includes a 100-page handbook.

Instructor: David Wylie, PE, ASW Engineering
Fee: \$250

1:00 pm–3:00 pm

Grounding & Bonding Update, PW-4

This technical session provides students with a high-level review of the concepts of electrical grounding and bonding. It reviews the performance criteria for each concept and how they work together in electrical systems to ensure safety. Developing a thorough understanding of what is supposed to be accomplished by effective grounding of equipment and systems, bonding conductive enclosures and parts together for continuity and conductivity, and how overcurrent devices operate are presented. This course also reviews significant changes that were implemented in the 2008 NEC regarding defined terms related to grounding and bonding. Definitions have been simplified and revised for improved clarity and usability. Rules in which the terms are used throughout the NEC have been verified for accuracy with the definitions.

Instructor: Michael J. Johnston, NECA Executive Director, Standards and Safety
Fee: \$75

1:00 pm–5:00 pm

See What No One Else Can See & Do What No One Else Does—Thermal Imaging, PW-6

Businesses across the United States and Canada are experiencing tough times, but times like these can be very prosperous when a contractor thinks outside of the box. Thermography and power quality analysis can open the door to opportunity for NECA contractors. Learn how contractors can take advantage of opportunities in the electrical contracting market by using power quality analysis and thermography to troubleshoot electrical problems, conduct predictive/preventive maintenance services, and offer energy reduction programs.

Instructor: Larry Wilson, Senior Marketing Services Manager, Fluke Corporation
Fee: \$125

1:00 pm–5:00 pm

How LED Technology Can Change Your Business, PW-5

According to the U.S. Department of Energy, LEDs will save Americans \$280 billion in energy costs over the next 20 years. But what is an LED system? What are its benefits and limitations? And how can they be incorporated into your jobs today? Join Philips Color Kinetics to learn more about this technology and how it will change the electrical contractor community's perception of lighting.

Participants will learn what an LED lighting system is and how to incorporate it within their projects; general misconceptions about LED lighting; energy savings benefits and the relationship to EnergyStar, rebate programs and others; and the questions to ask when purchasing an LED system. Attendees will also participate in a hands-on demonstration where they will have the opportunity to install LED fixtures, incorporate control solutions and calculate the total cost of ownership of LED lighting as compared to traditional lighting sources.

Instructor: Tom Hamilton, Product Marketing Manager, Philips Color Kinetics
Fee: \$125

SATURDAY, SEPTEMBER 12

8:00 am–12:00 pm

Entering the Green Intelligent Building Market, PW-7

If you have ever considered becoming involved in the building controls market, attending this session is a must. This four-hour session will feature two NECA contractors from two very different markets and regions of the United States sharing their experiences. The discussion will include some of the success stories, but more importantly the stumbling blocks that they encountered while moving into a market that is not as different from traditional electrical work as you might think. Some of the topics discussed will include training, marketing, personnel, cost and return on investment, and creating a 5 year plan with realistic goals.

Each participant of this session, which will be moderated by the NJATC, will receive a copy of the NJATC's new textbooks *Building Automation: Control Devices and Applications* and *Building Automation: System Integration with Open Protocols*.

Instructors: Bob Reil, Vice President, Dynalectric—San Diego; Dan Smith, President, Electric Company of Omaha; Marty Riesberg, Director of Curriculum Development, NJATC
Fee: \$125

8:00 am–12:00 pm

Fundamentals of LEED®, PW-8

This half-day seminar is designed to provide you with an intermediate level of LEED knowledge in understanding its history, the various LEED tracks, the certification process and an overview of the exam process. This class is designed to facilitate an understanding of what LEED is about, why building green is important in the electrical industry, and how it will benefit you, your employer, and the environment. At the end of the class you will be prepared, confident and ready to discuss what LEED is as well as outline a path to becoming a LEED Accredited Professional.

Instructor: Erica Paul, LEED AP, Rosendin Electric
Fee: \$125

8:00 am–12:00 pm

NFPA 70E: The Electrical PPE Compliance Solution, PW-9

This course is targeted toward electrical contractors, safety professionals, electricians and their supervisors, and will explore how NFPA 70E can be a compliance solution in an effort to protect workers exposed to electrical hazards. Few will argue that OSHA guidelines must be followed, but it is not always clear how to comply with what OSHA requires. Many of OSHA's electrical PPE requirements are written in performance requirements, mandating worker protection without necessarily indicating how to comply. Topics include coverage of a number of OSHA's requirements related to energized electrical work and how to provide the OSHA-required protection utilizing items such as insulated tools, FR clothing, and rubber and insulating gloves and blankets in accordance with NFPA 70E.

Instructors: Palmer Hickman, NJATC, Director of Code and Safety Training and Curriculum Development; Kenneth G. Mastrullo, OSHA Compliance Coordinator – Region I
Fee: \$125

1:00 pm–5:00 pm

Keys to Business Success in the Solar PV Industry, PW-10

This four-hour seminar is a must for Presidents, CEOs and top management staff! It addresses what is required to build, drive and grow a successful PV business. This workshop is designed to deconstruct the PV business issues which many contractors find unclear or unfamiliar—including sales and marketing, financing, incentives, and liability.

Instructor: Bernie Kotlier, Director, Green Energy Solutions, NECA-IBEW / LMCC California
Fee: \$125

1:00pm–5:00pm

Significant Changes to NFPA 72–2010—Profiting from Change, PW-11

The alarm and signaling industry is constantly changing. The committees that develop NFPA 72, National Fire Alarm Code are planning many major changes for the 2010 Code. Some of the significant changes include new requirements for Mass Notification Systems (MNS), survivability of fire alarm circuits, and fire alarm testing requirements. This session will explore the major changes to NFPA 72, National Fire Alarm Code, the reasons for these changes, and how your company can profit from change.

Instructor: Merton Bunker, Jr., US Department of State, Fire Protection/Voting Member, NFPA 72-Technical Correlating Committee on Signaling Systems for the Protection of Life and Property
Fee: \$125

The value I got from the educational opportunities at my first NECA convention and Show in Boston was so great

I never want to miss another one...

I'll be there!

—Mike Young, Young Electric Company, Chattanooga, TN

NECA is in a prime position for advancing the new energy economy. Our strategy is to establish and capitalize on the competitive advantages of electrical contractors in providing energy solutions. Education is vital for understanding where to find this important work, and how to go and get it. We have assembled the nation's leading experts to address the topics that will help you survive—and thrive—in this tough economy.

SUNDAY, SEPTEMBER 13

8:00–8:50 am, M-1 ▪ 9:00–9:50 am, M-6

Business Development for the Design Build Market

Presenter: Alan W. Martin, Alan Martin & Associates

Learn how to profitably grow your design build business while satisfying your customer's needs! Attendees will learn the step-by-step procedures of developing a successful strategy. You will leave this session with a clear understanding of the internal planning, business strategies and control methods needed to achieve your objectives in the design build environment.

8:00–8:50 am, M-2 ▪ 9:00–9:50 am, M-7

Data Center Business Opportunities

Presenter: Karl Griffith, Graybar

Data Centers are an important business in this economy; more and more will be built and renovated due to growing e-mail storage regulations. They are enormous energy users and up to 60 percent of their value is provided by electrical contractors. This session will define the opportunity; provide tools to help the contractor raise awareness among their customers; describe energy saving solutions; outline labor saving strategies; and point out resources to help develop and sell the solutions.

8:00–8:50 am, M-3 ▪ 9:00–9:50 am, M-8

Silver Bullets to Improve Project Profitability

Presenter: Jeff Moore, Navigant Consulting

Markets expand and contract but projects keep getting more ambitious. Superior execution of these projects is key not only to the reduction of potential for claims and disputes but also to a project's financial success. This program will discuss the skills needed to improve project execution and strategies for maximizing profits. Learn the importance of project execution awareness, planning and measurement; see the effects of sound leadership practices, and discuss the importance of teamwork and the paradigm shift in motivational tactics that can lead to improved financial results. The program will include a short exercise on the financial impacts of project productivity on a typical construction business.

8:00–8:50 am, M-4 ▪ 9:00–9:50 am, M-9

How the Stimulus Can Electrify Your Business!

Presenters: Lake Coulson, Terry Hatch, and Blair Hood, NECA Government Affairs

Understand more about the American Recovery and Reinvestment Act and get resources to take advantage of the billions of dollars that will flow into the electrical and line contracting industries—including an overview of tax provisions and appropriations, and the approach NECA is taking to ensure our contractors get the most from federal grants and contracts.

8:00–9:50 am, M-5

Energy Audits—A Portal To Green Energy Projects

An ELECTRI International Research Project

Presenter: Bernie Kotlier, Director, Green Energy Solutions, NECA-IBEW/LMCC California

Energy efficiency is projected to be a \$2.1 trillion industry by 2030. Because Energy Audits are often the first step to determining if, what, and how new green energy projects should be implemented, audits are the means of gaining access to—and control of—this work. This two-hour seminar outlines Comprehensive Facility Energy Auditing, how it can position NECA contractors as leaders in green energy skills, and why it is a key gateway to procuring energy efficiency and renewable energy projects.

MONDAY, SEPTEMBER 14

8:00–8:50 am, M-10 ▪ 9:00–9:50 am, M-15

Building Green: Buildings and Lives

Presenter: Marc Nichols, COO and General Counsel, Green Advantage, Inc

Don't miss this important discussion about how the green building revolution can help restore America's financial stability, and how it will reinvigorate the construction market by putting people back to work. The presentation will highlight the benefits of Green Advantage training and certification for the contractor.

8:00–8:50 am, M-11 ▪ 9:00–9:50 am, M-16

Green Contracting: Federal and State Methods for Green Building

Presenters: Allen Estes, Jim Nagle and Craig Rusk, OLES

This course will provide an overview of federal and state practices utilized for green building. It will cover Executive Order 13123 requiring federal agencies to make use of Energy Savings Performance Contracts (ESPC) to reduce energy use and cost in the agencies' facilities and operations. Specific contract clauses in federal supply and construction contracts which require contractors to certify that the components incorporated into the final product or building are listed in the Energy Star program or Federal Energy Management Program will be discussed. The use of recycled materials in federal projects will be covered and an overview of state "green building" laws in California, Oregon, Washington, Alaska, Idaho, Arizona, Hawaii and Nevada that promote or require green building practices will be presented.

The NECA Convention and Show is the one venue where I have the chance to discuss real world issues with my colleagues and top-notch instructors. This is what makes NECA's education sessions **the best choice** for me and my company.

—George Adams, EC Company, Portland, OR

8:00–8:50 am, M-12 ▪ 9:00–9:50 am, M-17

Surviving the Market

Presenters: Jim Weber and Dave O'Brien, Weber & O'Brien Ltd.

This program has been created to assist executives and owners in dealing with the financial and operational issues facing their companies in these difficult economic times. This session addresses proactive solutions to real-world economic and market challenges that business owners face in today's economic climate. You will learn how to assertively respond to these challenges before the cost is too great.

8:00–8:50 am, M-13 ▪ 9:00–9:50 am, M-18

Vendor Partnering for Better Profit and Performance

Presenters: Greg Gossett, Vice President, ERMCO, Inc, and Jerry Greeson, Purchasing Director, Cleveland Electric Company

Vendor partnering is for contracting companies of all sizes. This session will define vendor partnering and highlight the benefits of a partnering relationship. You will learn how to select a vendor partner to help maximize productivity savings on the jobsite, what the relationship can mean to your business, and mistakes to look out for. This session also looks at vendor partnering from the manufacturer and electrical distributor's points of view.

8:00–9:50 am, M-14

Energy Roadmap Guiding Electrical Contractors: Energy Independence Opportunities

An ELECTRI International Research Project

Presenter: Tom Glavinich, Associate Professor, Department of Civil, Environmental, & Architectural Engineering, The University of Kansas

The electrical construction industry, with NECA and its members in the lead, could have a significant role in shaping the U.S. energy policy and the pursuit of energy security through energy independence. This session will show the electrical contracting industry how to integrate policy, business and marketing strategies into a comprehensive plan of action.

TUESDAY, SEPTEMBER 15

8:00–8:50 am, M-19

Counterfeit Electrical Products Can Destroy Lives, Property and Your Business

Presenter: John Maisel, Publisher, ELECTRICAL CONTRACTOR Magazine

Counterfeit electrical products constitute an astonishing \$20 billion annual crime that affects the entire electrical construction industry. The problem continues to grow by 40 percent every year, and counterfeit electrical products rank fifth among all illegal shipment seizures made by U.S. Customs. Counterfeit electrical products pose a serious and direct threat to the safety of your workers, customers, and their property—and ultimately, liability to your business. Learn who, what, where, and how this crime affects you and your business, and what you can do about it. Moderator John Maisel is the publisher of ELECTRICAL CONTRACTOR magazine, which has taken the lead in bringing this issue to the industry's attention.

8:00–8:50 am, M-20

The State of Multiemployer Pension Plans—What are the Legislative or Regulatory Solutions?

Presenters: Lake Coulson, Executive Director, NECA Government Affairs and Randy DeFrehn, Executive Director, National Coordinating Committee for Multiemployer Plans

This seminar will provide attendees with an up-to-the-minute briefing on legislative developments for multiemployer pension programs. As a result of further decline in the financial markets, some NECA chapter pension plans are either in the "endangered" or "critical" zones, which requires the development of various rehabilitation efforts and corrective strategies. Along with NECA's Government Affairs staff, Randy DeFrehn from the National Coordinating Committee for Multiemployer Plans will be on hand to discuss the latest developments regarding relief for NECA chapter pension programs.

8:00–8:50 am, M-21

Great Tools for Your Business: NAED's Green Guides and TED's Green Room

Presenter: Jim Lowe, Manufacturers Membership Services Manager, NAED

Successful selling in the current market means working with your channel partners to create more opportunities. NAED has developed a set of product selling guides and online resources to take advantage of current and advancing market trends. This session will introduce the new **Green Electrical Guides** and identify the opportunities for selling green electrical products in key market segments; describe how these guides can be used to lead to additional sales through informal education, suggestive selling, and bundling; and discuss other green electrical resources NAED has to offer through the online TED Green Room site.

8:00–8:50 am, M-22

Emerging PV Market Guide

An ELECTRI International Research Project

Presenter: Tom Glavinich, Associate Professor, Department of Civil, Environmental, & Architectural Engineering, The University of Kansas

The integration of photovoltaics into new commercial buildings and the retrofit of existing buildings is a profitable market for electrical contractors. This session provides an overview of the results of this ELECTRI International research project and outlines the strategies for entering this lucrative growth segment of our business.

8:00–8:50 am, M-23

What Are Social Media and How Can They Help Your Business?

Presenter: Beth Margulies, Director, Public Relations, NECA

Social media are online and mobile tools used for sharing information, discussion and connecting with people with similar interests, experiences, and locations. Social media can help you form better relationships with your customers and business partners, but you shouldn't dive in without first taking some time to understand social media and strategies to make them work for your company. This course will cover different types of social media services; whether social media is right for your business; and which social media service you should use and how you should use it.

In a world of shrinking resources, customers are demanding more for less. This trend can be good business for electrical contractors, too. Each year, NECA partners with our exhibitors to bring you the latest technological and service advancements in the market so you can provide more customer solutions in power, controls, communication, energy efficiency, security, and life safety. The 2009 Technical Workshop Program offers important information and new options to consider.

SUNDAY, SEPTEMBER 13

12:00–12:50 pm, Room 1, IT-1

Selective Coordination in Low Voltage Applications

Presenter: Cameron Clark, GE Electric–Consumer & Industrial

This session will cover application considerations for design and implementation of selective coordination in low voltage distribution systems. The presenter will discuss varying interpretations defining compliance.

12:30–1:20 pm, Room 2, ET-1

A New Paradigm in Paperless Estimating Emerges

Presenter: George Hague, President / CEO, ConEst Software Systems

Estimating software continues to evolve, driving a paradigm shift toward a paperless society. Electronic estimates deliver more precise, uniform estimates achieving both a competitive edge and increased revenues. This session will cover vector vs. raster CD files and the impact of symbol count, software for accurate measuring and scaling, and more.

1:00–1:50 pm, Room 1, ET-2

Gain the Competitive Edge in Seven Simple Steps

Presenter: Al Feaster, RCDD, Dymo

In today's marketplace, we need to set ourselves apart from the competition. We have to work smarter in order to win jobs without it costing more. This class will give you seven simple steps that will give you the edge you need over your competition in today's market.

1:30–2:20 pm, Room 2, GT-1

Finding Green Projects

Presenter: Jeff Pecoroni, GEXPRO

With current construction projects on the decline, we are training our contractor partners to identify energy efficient projects. One strategy is targeting your existing service contracts where outdated technology is no longer repaired but retrofitted with improved technology. This work spans multiple product platforms from lighting and motors to drives and transformers. Our session will give you a surface level training to begin the transition from traditional electrical contracting into energy efficiency projects.

2:00–2:50 pm, Room 1, ET-3

The Benefits of the Helmets to Hardhats Program

Presenters: Todd Mitchell and Bill Davis, Helmets to Hardhats

Get an overview of Helmets to Hardhats, a non-profit organization providing the fastest way for Military, Reservists, and Guardsmen to transition from active duty to a career in the construction industry.

2:30–3:20 pm, Room 2, ET-4

Increase Productivity and Reduce Risk

Presenters: Dale Budenski and Bill Desrosiers, Legrand North America

This session focuses on redesigning the electrical infrastructure of a building to increase jobsite productivity and reduce the electrical contractor's risk.

3:00–3:50 pm, Room 1, ET-5

Quit Feeding the Monsters: New Techniques to Create a Positive Safety Culture

Presenter: Kevin Cobb, SafeStart, A Division of Electrolab, LTD.

This session will identify four monsters that are terrorizing your safety performance and look at some efficient technology you can deploy as you develop your team of monster slayers. Policies, procedures, and engineering controls are all essential elements of a solid safety management system, but we will never achieve world class safety performance until we stop feeding those monsters.

MONDAY, SEPTEMBER 14

12:00–12:50 pm, Room 1, ET-6

On Screen Estimating

Presenter: Paul Wheaton, McCormick Systems, Inc.

The industry is moving away from paper drawings toward electronic estimating. This session will demonstrate software capabilities from importing a file through creating a proposal. Learn the cost and time savings opportunities vs. paper drawings.

12:30–1:20 pm, Room 2, ET-7

Cordless Tool Productivity and Innovation

Presenter: Kevin Arnold, Milwaukee Electric Tool

It's time to recharge your battery with this informative workshop on the advancement of power tool technology. This workshop will go through the different ratings and terminology of cordless power tool and test measurement technology and its relationship to jobsite productivity. You will learn how to reduce worker fatigue and improve power tool safety.

1:00–1:50 pm, Room 1, ET-8

The Arc Flash Hazard and Changes to NFPA 70E

Presenter: Scott M. Margolin, Westex, Inc.

See the hazards of arc flash in the industrial environment in HD and super slow motion video showing HRC 1, 2 and 4 arcs at 480V. Mannequins are exposed to the arcs wearing cotton, poly-cotton, and flame resistant shirts and pants, FR coveralls, and flash suits. Body burn, injury and fatality are discussed, along with proven strategies to reduce or eliminate them. Changes to 70E relating to FR clothing are also discussed.

1:30–2:20 pm, Room 2, GT-2

Launch and Grow Your Solar Business

Presenter: Jeff Spies, AEE Solar

Learn the basic steps to launching a successful solar business. This popular workshop covers qualifications for becoming a solar dealer; commonly used renewable energy systems; solar industry players and markets; key factors to succeeding in solar; training and certification; site analysis and system design; incentives and system financing; dealer cost and profitability; and the four key partners for a successful solar installation business. We will review four PV configurations and solar product groups, and discuss sales strategies, marketing hints and tips, and information resources.

2:30–3:20 pm, Room 1, ET-9

Innovative Ideas Save Time and Money

Presenter: Peter A. Vrame, S-P Products Inc.

Prefabrication plus innovative labor saving ideas is what electrical contractors need to be more profitable and competitive. S-P Products will show you how.

3:00–3:50 pm, Room 2, ET-10

Lightning Protection Systems

Mark Harger, Harger Lightning Protection

This presentation will cover the design and installation aspects of a lightning protection system. Grounding electrodes, down conductors and bonding as well as rooftop installation will be discussed.

This event is where we come to find product solutions for a variety of projects. We always look forward to seeing the new product introductions and learning from the technical workshops. **The NECA Show** is where our industry meets every year."

—Craig Martin, Frost Electric, Aurora, IL

TUESDAY, SEPTEMBER 15

11:00–11:50 am, Room 1, ET-11

Tools and Techniques for Getting the Best Material Prices

Presenter: Brian Hoffelder, Vision InfoSoft

This session will outline the keys to getting the best prices on electrical materials, including software and services which can be utilized. Pricing from local distributors can be integrated with estimating software, as well as a pricing service for effective buying decisions and comparisons.

12:00–12:50 pm, Room 2, GT-3

Go Green by Achieving Energy Efficiency in the Data Center

Presenter: Marc Sherman, VP Marketing North America, APC by Schneider Electric

The nation's data centers and servers are using an estimated 61 billion kilowatt-hours, according to an EPA report to Congress issued in August 2007. This mammoth electric consumption represents a total electricity cost of about \$4.5 billion. It is hard to ignore the huge impact that data centers have on our quest toward going green. This presentation will discuss what drives data center power consumption and the opportunities to improve efficiency.

12:30–1:20 pm, Room 1, ET-12

Surviving or Thriving...Market Outlook and Opportunities

Presenter: Mark F. (Rusty) Sherwood, Vice President, Market Development, McGraw-Hill Construction's Global Accounts

Learn what market leaders can do now to prepare, grow, and thrive! Despite the constant barrage of negative headlines, there is an upside to present market conditions. Rusty Sherwood, Vice President, McGraw-Hill Construction will uncover the "who, what, when, where, and why" of this upside, based on the anticipated effects from the American Recovery and Reinvestment Act and the significant trends shaping construction projects, people, products, and processes today. The first part of this session reviews the U.S. construction activity over the next few years. Then, with expertise and facts to support the argument that it's *not* all doom and gloom out there, focus shifts to what market leaders are doing, or should consider doing, right now with marketing, and business development to strengthen and grow relationships, develop new business, and in general capitalize on the present and future potential while your competitors just try to survive. The market will strengthen, so now is the time to prepare, gain share, and thrive!

SCHEDULE-AT-A-GLANCE

Thursday, September 10

1:00 pm – 5:00 pm
RegistrationWSCTC

Friday, September 11

7:30 am – 5:00 pm
RegistrationWSCTC

7:45 am – 7:15 pm (times approximate)
Independent Whale Watching ExcursionWSCTC

8:00 am – 12:00 pm
PW-1 Significant Changes to NFPA 70E 2009—
Palmer Hickman, Kenneth Mastrullo.....WSCTC

8:00 am – 12:00 pm
PW-2 Sneak Peek at the 2011 Proposed NEC Code
Changes—Michael J. Johnston.....WSCTC

8:00 am – 5:00 pm
PW-3 Lean Construction in Electrical Contracting—
Mark O. Federle.....WSCTC

8:00 am – 5:00 pm
PW-12 Energy Auditing, The Portal to Green Energy
Projects—David WylieWSCTC

10:00 am – 1:00 pm
Seattle Glassblowing Tour.....WSCTC

1:00 pm – 3:00 pm
PW-4 Grounding & Bonding Update—
Michael J. Johnston.....WSCTC

1:00 pm – 5:00 pm
PW-5 How LED Technology Can Change Your Business—
Tom HamiltonWSCTC






1:00 pm – 5:00 pm
PW-6 See What No One Else Can See & Do What No One
Else Does—Thermal Imaging—Larry WilsonWSCTC

Saturday, September 12

6:45 am – 7:45 am
District 10 BreakfastWSCTC

7:15 am – 8:00 am
Board of Governors Breakfast.....WSCTC

7:30 am – 5:00 pm
RegistrationWSCTC

 Lighting	 Green	 General
 IBS	 Electrical	

WSCTC = Washington State Convention & Trade Center

8:00 am – 1:00 pm
Board of Governors MeetingWSCTC

8:00 am – 12:00 pm
PW-7 Entering the Green Intelligent Building Market—
Bob Reil, Dan Smith, Marty Riesberg.....WSCTC

8:00 am – 12:00 pm
PW-9 NFPA 70E: The Electrical PPE Compliance
Solution—Palmer Hickman, Kenneth Mastrullo.....WSCTC

8:00 am – 12:00 pm
PW-8 Fundamentals of LEED®—Erica Paul.....WSCTC

9:00 am – 4:00 pm
Northwest Experience and Tillicum Village TourWSCTC

11:30 am – 1:00 pm
Lunch for Pre-Convention Workshop ParticipantsWSCTC

1:00 pm – 5:00 pm
PW-10 Keys to Business Success in the Solar PV
Industry—Bernie Kotlier.....WSCTC

1:00 pm – 5:00 pm
PW-11 Significant Changes to NFPA 72-2010,
Profiting from Change—Merton Bunker, Jr.WSCTC

1:00 pm – 5:30 pm
Aviation Tour.....WSCTC

2:00 pm – 4:00 pm
ELECTRI International Talent Initiative
Green Energy Challenge.....WSCTC

6:30 pm – 7:00 pm Presidents Reception
(*Invitation Only*).....Sheraton

7:00 pm – 9:00 pm
Opening ReceptionSheraton

Sunday, September 13

7:30 am – 5:00 pm
RegistrationWSCTC

8:00 am – 8:50 am
M-1 Business Development for the Design Build Market—
Al MartinWSCTC

8:00 am – 8:50 am
M-2 Data Center Business Opportunities—
Karl Griffith.....WSCTC

8:00 am – 8:50 am
M-3 Silver Bullets to Improve Project Profitability—
Jeff MooreWSCTC

8:00 am – 8:50 am
M-4 How the Stimulus Can Electrify Your Business!— Lake Coulson, Terry Hatch and Blair HoodWSCTC

8:00 am – 9:50 am
M-5 Energy Audits, Portal To Green Energy Projects (*ELECTRI International Research Project*)—Bernie Kotlier WSCTC

9:00 am – 9:50 am
M-6 Business Development for the Design Build Market— Al MartinWSCTC

9:00 am – 9:50 am
M-7 Data Center Business Opportunities— Karl Griffith.....WSCTC

9:00 am – 9:50 am
M-8 Silver Bullets to Improve Project Profitability— Jeff MooreWSCTC

9:00 am – 9:50 am
M-9 How the Stimulus Can Electrify Your Business!— Lake Coulson, Terry Hatch and Blair HoodWSCTC

10:15 am – 11:30 am
Opening General Session—Howard BeharWSCTC

10:30 am – 5:00 pm
New and Featured Product Room Show Floor

11:30 am – 5:00 pm
Trade Show Hours.....WSCTC

11:30 am – 2:00 pm
LunchWSCTC

12:00 pm – 1:30 pm
ELECTRI Council MeetingWSCTC

12:00 pm – 12:50 pm
IT-1 Selective Coordination in Low Voltage Applications— Cameron ClarkShow Floor, Room 1

12:30 pm – 1:20 pm
ET-1 A New Paradigm in Paperless Estimating Emerges— George Hague Show Floor, Room 2

1:00 pm – 1:50 pm
ET-2 Gain the Competitive Edge in Seven Simple Steps— Al FeasterShow Floor, Room 1

1:30 pm – 2:20 pm
GT-1 Finding Green Projects— Jeff Pecoroni.....Show Floor, Room 2

2:00 pm – 2:50 pm
ET-3 The Benefits of the Helmets to Hardhats Program— Todd Mitchell and Bill Davis.....Show Floor, Room 1

2:30 pm – 3:20 pm
ET-4 Increase Productivity and Reduce Risk— Dale Budenski and Bill DesrosiersShow Floor, Room 2

3:00 pm – 3:50 pm
ET-5 Quit Feeding the Monsters: New Techniques to Create a Positive Safety Culture— Kevin Cobb.....Show Floor, Room 1

3:00 pm – 5:00 pm
Student Chapter SummitWSCTC

5:00 pm
Daily Prize Drawing..... Show Floor

Monday, September 14

7:00 am – 8:00 am
Marketing Committee Meeting Breakfast.....WSCTC

7:00 am – 8:00 am
Workforce Development Committee BreakfastWSCTC

7:00 am – 8:00 am
Codes/Standards Committee Breakfast.....WSCTC

7:00 am – 8:00 am
Government Affairs Committee BreakfastWSCTC

7:00 am – 8:00 am
Management Committee BreakfastWSCTC

7:30 am – 4:00 pm
RegistrationWSCTC

8:00 am – 8:50 am
M-10 Building Green: Buildings and Lives— Marc NicholsWSCTC

8:00 am – 8:50 am
M-11 Green Contracting: Federal and State Methods for Green Building— Allen Estes, Jim Nagle and Craig Rusk.....WSCTC

8:00 am – 8:50 am
M-12 Surviving the Market— Jim Weber and Dave O'Brien.....WSCTC

8:00 am – 8:50 am
M-13 Vendor Partnering for Better Profit and Performance— Greg Gossett and Jerry Greeson.....WSCTC

8:00 am – 9:50 am
M-14 Energy Roadmap Guiding Electrical Contractors: Energy Independence Opportunities (*ELECTRI International Research Project*)—Tom Glavinich.....WSCTC

9:00 am – 9:50 am
M-15 Building Green: Buildings and Lives— Marc NicholsWSCTC

9:00 am – 9:50 am
M-16 Green Contracting: Federal and State Methods for Green Building— Allen Estes, Jim Nagle and Craig Rusk.....WSCTC

SCHEDULE-AT-A-GLANCE

9:00 am – 9:50 am
M-17 Surviving the Market—
 Jim Weber and Dave O'Brien.....WSCTC

9:00 am – 9:50 am
M-18 Vendor Partnering for Better Profit and Performance—
 Greg Gossett and Jerry Greeson.....WSCTC

10:00 am – 11:30 am
 Lifestyle Program—Taste of the Pacific NorthwestWSCTC

10:00 am – 11:30 am
 Labor Relations Special SessionWSCTC

10:30 am – 4:00 pm
 New and Featured Product RoomWSCTC

11:30 am – 4:00 pm
 Trade Show Hours.....WSCTC

11:30 pm – 2:00 pm
 LunchWSCTC

11:45 am – 5:15 pm
 Eastside Highlights Tour.....WSCTC

12:00 pm – 12:50 pm
ET-6 On Screen Estimating—
 Paul WheatonShow Floor, Room 1

12:15 pm – 1:15 pm
 NECA International LunchWSCTC

12:30 pm – 1:20 pm
ET-7 Cordless Tool Productivity and Innovation—
 Kevin Arnold..... Show Floor, Room 2

1:00 pm – 1:50 pm
ET-8 The Arc Flash Hazard and Changes to NFPA 70E—
 Scott M. Margolin.....Show Floor, Room 1

1:30 pm – 2:20 pm
GT-2 Launch and Grow Your Solar Business—
 Jeff SpiesShow Floor, Room 2

2:30 pm – 3:20 pm
ET-9 Innovative Ideas Save Time and Money—
 Peter A. Vrame.....Show Floor, Room 1

3:00 pm – 3:50 pm
ET-10 Lightning Protection Systems—
 Mark HargerShow Floor, Room 1

4:00 pm – 5:00 pm
 Future Industry Leaders Reception (*Invitation Only*).....WSCTC

4:00 pm
 Daily Prize Drawing..... Show Floor

6:00 pm – 6:45 pm
 Academy Reception (*Invitation Only*) Columbia Tower Club

6:45 pm – 9:00 pm
 ELECTRI International Reception
 (*Invitation Only*)..... Columbia Tower Club

Tuesday, September 15

7:30 am – 2:30 pm
 RegistrationWSCTC

8:00 am – 8:50 am
M-19 Counterfeit Electrical Products Can Destroy Lives,
 Property and Your Business—John Maisel.....WSCTC

8:00 am – 8:50 am
M-20 The State of Multiemployer Pension Plans—What are
 the Legislative or Regulatory Solutions?—Lake Coulson and
 Randy DeFrehn.....WSCTC

8:00 am – 8:50 am
M-21 Great Tools for Your Business: NAED's Green Guides
 and TED's Green Room—Jim LoweWSCTC

8:00 am – 8:50 am
M-22 Emerging PV Market Guide (*ELECTRI International
 Research Project*)—Tom Glavinich.....WSCTC

8:00 am – 8:50 am
M-23 What Are Social Media and How Can They Help Your
 Business?—Beth MarguliesWSCTC

9:00 am – 10:15 am
 Closing General Session—Erik Weihenmayer.....WSCTC

9:30 am – 1:30 pm
 New & Featured Product RoomWSCTC

10:30 am – 2:30 pm
 Trade Show Hours.....WSCTC

11:30 am – 12:30 pm
 EMI Reunion Luncheon (*Invitation Only*)WSCTC

11:00 am – 1:15 pm
 LunchWSCTC

11:00 am – 11:50 am
ET-11 Tools and Techniques for Getting the Best Material
 Prices—Brian Hoffelder.....Show Floor, Room 1

12:00 pm – 12:50 pm
GT-3 Go Green by Achieving Energy Efficiency in the Data
 Center—Marc ShermanShow Floor, Room 2

12:30 pm – 1:20 pm
ET-12 Surviving or Thriving...Market Outlook & Opportunities—
 Mark F. (Rusty) Sherwood.....Show Floor, Room 1

2:30 pm
 Prize Drawing..... Show Floor

8:00 pm
 Closing Celebration—Cirque DreamsMcCaw Hall

LIFESTYLES

Taste of the Pacific Northwest

Monday, September 14 • 10:00–11:30 am

Can you taste coffee? Well, probably not like the experts! Let a Starbucks Education Specialist teach you all about that ubiquitous icon of Seattle, the Starbucks Company, as well as the *proper* way to taste coffee.

And that's not all! Situated on the same latitude as the French wine country, Washington State has a growing wine industry that is winning prestigious awards throughout the world. During this program, you can sample a variety of the Northwest's finest at a wine tasting station hosted by a local, certified sommelier.

The expertise is provided by the Starbucks Foundation which was launched in 1997 "to create hope, discovery and opportunity" in communities where the company's partners live and work. The Foundation supports literacy programs for children and families and has provided over \$11 million to more than 700 youth-focused organizations in the United States and Canada.



TOURS

INDEPENDENT WHALE WATCHING EXCURSION

Friday, September 11 • 7:45 am–7:15 pm (approximate times)

call for pricing/reservations

Depart from Seattle for a scenic cruise to the San Juan Islands archipelago. Upon arriving in the Victorian seaport of Friday Harbor, you will embark on a whale and sea life search, then stroll through the streets of Friday Harbor with its quaint parks, galleries, shops and restaurants. *To purchase call 1.800.888.2535 or go to www.clippervacations.com (Group Booking Code: #8120167)*

SEATTLE GLASSBLOWING TOUR

Friday, September 11 • 10:00 am–1:00 pm

\$43 per person

Get fired up to visit three glassblowing studios in the city that has become internationally recognized as a center for glass art. This tour captures the spirit of glassblowing, and hopes to teach and draw appreciation for this unique art form.

NORTHWEST EXPERIENCE AND TILLICUM VILLAGE

Saturday, September 12 • 9:00 am–4:00 pm

\$132 per person

Begin this tour with a Seattle City driving tour, then enjoy a scenic 60-minute cruise to Blake Island, where you will be welcomed to Tillicum Village. After lunch, enjoy an exciting program of Native American songs and dances from Northwest tribes.

AVIATION TOUR

Saturday, September 12 • 1:00 pm–5:30 pm

\$50 per person

Soar into the world of commercial aviation by exploring Boeing's high-tech Future of Flight Aviation Center, which features hands-on exhibits, videos, graphics, and interactive stations, and the Boeing Assembly Plant.

EASTSIDE HIGHLIGHTS TOUR

Monday, September 14 • 11:45 am–5:15 pm

\$91 per person

View Snoqualmie Falls then travel to Woodinville to visit two popular wineries, Chateau Ste. Michelle, Washington's oldest winery, and Januik Winery, one of the area's newest wineries.

View complete tour details at www.necaconvention.org or call Seattle Hospitality at 206-623-2090.

REGISTRATION AND HOUSING FORM

REGISTER BY AUGUST 7, 2009 TO RECEIVE YOUR BADGE BY MAIL.

IDENTIFICATION (REQUIRED)

Chapter Affiliation _____
 NECA Member ID# _____ Individual ID# _____
 Registrant Name _____
(LAST, FIRST, MI)
 Nickname for Badge _____
 Title _____
 Company Name _____
 Address _____
 City _____ State/Province _____
 Zip _____ Country _____
 Phone _____ Fax _____
 E-mail Address _____
 Spouse Name _____
IF REGISTERING (LAST, FIRST, MI)
 Spouse Nickname for Badge _____
 Spouse Position in Company (if any) _____
 Check here if this will be your first NECA Convention

No one under the age of 16 years is permitted on the Show Floor except on Sept. 14, 2009.

PAYMENT (PAYABLE TO NECA IN U.S. DOLLARS)

Check Enclosed American Express MasterCard Visa
 Account No. _____
 Exp. Date _____ Card Verification # _____
 Name _____
(AS IT APPEARS ON CARD)
 Signature _____

ACCOMMODATIONS DEADLINE FOR ROOM RESERVATIONS IS AUGUST 18. EARLY RATES EXPIRE JULY 24.

Hotel arrangements handled by NECA Housing/Convention Management Resources (CMR)
 Arrival Date _____ a.m./p.m. Departure Date _____ a.m./p.m.
 Occupant Name(s) _____
 Send Confirmation to (if different from above):
 Name _____
 Company/Chapter _____
 Address _____
 City _____ State/Province _____
 Zip _____ Country _____
 Phone _____ Fax _____
 E-mail Address _____
 Hotel Requested _____ Number of People _____
 Request: King 2 Double Beds Smoking Non-Smoking
 Check here to request a suite. (A CMR representative will contact you.)
 All reservations must be accompanied by one-night deposit guarantee (by check or credit card): **Room Deposit \$300, Suite Deposit \$600** Total Room Deposit \$ _____
 Check Enclosed Use my credit card (**Fill out PAYMENT information above**)

IF PAYING FOR HOUSING BY CHECK:

Make check (in US dollars) payable to **CMR**, and mail to:
NECA Registration & Housing • c/o Convention Management Resources
33 New Montgomery, Suite 1420 • San Francisco, CA 94105

REGISTRATION WORKSHEET

1 CLASSIFICATIONS (Check all that apply)

- (1) NECA Member (OWNER, ACCREDITED REPRESENTATIVE, OR EMPLOYEE) (6) Chapter Staff
 (2) Governor (7) Veteran Member*
 (3) Invitee of Member/Chapter (8) Non-Member
 (4) Chapter President (9) Press
 (5) Exhibitor (10) Speaker

2 NECA CONVENTION FEES (page 19)

	Registrant	Spouse
Early Registration (BY JULY 24) Classifications 1-7	\$825 <input type="checkbox"/>	\$335 <input type="checkbox"/>
Classification 8	\$1,075 <input type="checkbox"/>	\$1,075 <input type="checkbox"/>
Regular (AFTER JULY 24) Classifications 1-7	\$895 <input type="checkbox"/>	\$375 <input type="checkbox"/>
Classification 8	\$1,075 <input type="checkbox"/>	\$1,075 <input type="checkbox"/>
Classification 9 & 10: Free with Credentials		
Convention Fees	\$ <input type="text"/>	\$ <input type="text"/>
OUTSIDE HOTEL Fees	\$ <input type="text"/>	\$ <input type="text"/>
Add \$155 for rooms NOT booked through CMR.		

3 PRE-CONVENTION WORKSHOPS (pages 8-9)

Includes Trade Show

NJATC TRAINING TRACKS

- PW-1, \$125
 PW-7, \$125
 PW-9, \$125

CODES & STANDARDS

- PW-2, \$125
 PW-4, \$75
 PW-11, \$125

PRODUCTIVITY

- PW-3, \$225

LIGHTING

- PW-5, \$125

ENERGY SOLUTIONS

- PW-6, \$125
 PW-8, \$125
 PW-10, \$125
 PW-12, \$250

4 MANAGEMENT SEMINARS ONLY (pages 10-11)

Includes Trade Show

	Registrant	Spouse
MANAGEMENT FEES, \$450	\$ <input type="text"/>	\$ <input type="text"/>

5 TRADE SHOW ONLY

	Registrant	Spouse
TRADE SHOW ADMISSION, \$75	\$ <input type="text"/>	\$ <input type="text"/>

6 TOTAL NECA FEES

	Registrant	Spouse
Add Totals from 2, 3, 4, 5	\$ <input type="text"/>	\$ <input type="text"/>

7 COMBINED TOTAL REGISTRATION

	Registrant + Spouse
	\$ <input type="text"/>

IF PAYING FOR REGISTRATION BY CHECK:

Make check (in US dollars) payable to **NECA**, and mail to:
NECA Registration & Housing • c/o Convention Management Resources
33 New Montgomery, Suite 1420 • San Francisco, CA 94105

TO REGISTER ONLINE, GO TO WWW.NECACONVENTION.ORG • FOR ASSISTANCE WITH ONLINE REGISTRATION, CONTACT KATIE NOLAN AT 301-215-4506.

REGISTRATION NOTES

1 CLASSIFICATIONS

*Veteran Members receive a \$100 discount on registration. A Veteran Member is awarded the designation by the Executive Committee, and is one who has represented a member in good standing for at least 15 years and who is not engaged in any manner in the electrical contracting business.

Veteran Members are not eligible for prize drawing tickets.

Members of the Press with credentials (Classification 9) may attend the Trade Show only at no cost.

2 NECA CONVENTION FEES

Please enter all information in the **Identification/Payment/Accommodations** sections. Then, under the **Registration Worksheet** column, check the appropriate registration classification(s) (Section 1), and determine the appropriate NECA Convention Fee(s) (Section 2).

Please note that registering for the Convention also entitles you to admission to the Trade Show all three days as well as any of the Management Seminars at no additional charge.

Full Convention registration includes: Opening Reception, Management Workshops, Technical Workshops, Trade Show, admittance to General Sessions, Lifestyle Program and Closing Celebration.

To qualify for the reduced early housing and registration rates, your paid registration must be received at CMR by 5:00 p.m. (PST), July 24, 2009.

3 PRE-CONVENTION WORKSHOPS

For descriptions of the Pre-Convention Workshops, please see Pages 8 and 9.

Full day courses include lunch.

Fees for Pre-Convention Workshops are **NOT** included in Full Convention Registration.

4 MANAGEMENT SEMINARS ONLY

If you are not registering for the Convention (Section 2), but you wish to attend any of the Management Seminars (see Pages 10 and 11), please check the appropriate box (Registrant or Spouse) and enter flat fee of \$450. This fee also entitles you to admission to the Trade Show all three days at no additional charge. **Do not enter a fee for Management Seminars if you are registering for the Convention.**

5 TRADE SHOW ONLY

If NOT paying other fees (Sections 2, 3, and 4), please check the appropriate box (Registrant or Spouse) and enter flat fee of \$75 for admission to the Trade Show all 3 days. **Do not enter a fee for the Trade Show if you are registering for Management Seminars or the Convention.**

No one under the age of 16 years is permitted on the Show Floor except on Monday, September 14, 2009 from 11:30 am - 4:00 pm.

6 TOTAL NECA FEES

Please add all fees in Sections 2, 3, 4, and 5 and enter the totals for Registrant and Spouse in the boxes.

7 COMBINED TOTAL REGISTRATION

Please add Registrant and Spouse fees and enter the total in the box.

NECA Full Convention Registrants—register by August 7, 2009 to receive your badges in the mail. Trade Show badges, as well as badges for forms received after August 7, can be picked up in the Registration Area at the Convention.

Please choose one registration method and register **ONE TIME ONLY!**

PAYMENT AND CANCELLATION

Add the amounts from **2, 3, 4,** and **5** for Registrant and Spouse and enter the total in the appropriate boxes in **6**. Then combine those figures to arrive at the Combined Total Registration in **7**. If paying by credit card, please fill in the credit card information in the payment section on the left side of the form. If paying by check, please make one check for Hotel Room Deposit (payable to CMR) and one check for Registration Fees (payable to NECA) in U.S. dollars.

Cancellation policy: All registration cancellations must be made in writing (by mail or by fax: 301-215-4553). Full Convention Registration and Management Seminar fees will be refunded if the written request is postmarked no later than July 24, 2009. Between July 24 and August 21, 2009, a \$100 fee will be charged for each full registration cancellation. After August 21, 2009, no refunds will be made.

If paying by check, please make one check for Hotel Room Deposit (payable to CMR) and one check for Registration Fees (payable to NECA) in U.S. dollars. If paying by credit card, fill out information in the PAYMENT section on Page 18.

Course availability is based on number of registrants.

Mail OR fax form to: **NECA Registration & Housing
c/o Convention Management Resources
33 New Montgomery, Suite 1420
San Francisco, CA 94105
1-800-368-6322 tel
1-415-979-2275 fax**

CONVENTION ONLINE INFORMATION AND REGISTRATION

Take advantage of the quickest way to find out everything you need to know about **NECA 2009 Seattle**. The NECA Convention site offers the most recent updates and additions to the Convention & Show, including: registered exhibitor information, product information, contact numbers, links to company Web sites, online registration for attendees, seminar information and locations, guides to the opening and closing events, guest tour information, Convention & Show schedule, featured new products, booth locations, exhibitor press releases, information on local entertainment, attractions and hotels, and more!

Check us out on the Web for more NECA Convention & Show information and to register online—the address is www.necaconvention.org

EARLY REGISTRATION (ON OR BEFORE JULY 24, 2009)

	REGISTRANT	SPOUSE
Member	\$825	\$335
Non-Member	\$1,075	\$1,075

REGULAR REGISTRATION (after JULY 24, 2009)

	REGISTRANT	SPOUSE
Member	\$895	\$375
Non-Member	\$1,075	\$1,075

ADDITIONAL FEES

For rooms not booked through CMR, an additional \$155 will be added to the Registration Fee.



EXHIBITOR LIST

There are many ways to get product and supplier information, but only the NECA Show allows you to test a manufacturer or distributor's claim easily and on your schedule. Connect with the opportunity to directly examine the product or technology, ask face-to-face questions, and compare its performance with competitive products...all on one show floor. In addition, attendees can see what's new in the industry, keep abreast of industry and market developments, develop new business contacts, and solve specific problems.

Exhibitor List as of April 24, 2009

3M
ABESCO LLC
Access Cable Trays
Accubid Systems
Advance Co., Ltd.
AEE Solar
AEMC
AFC Cable Systems
Alcan Cable
Allied Electrical Group
Allstate Insurance Company
American Technical Publishers, Inc.
Amprobe
Anixter
Arlington Industries
Associated Electric Products
Autodesk Subcontractor
Bad Dog Tools
BlueVolt
Bridgeport Fittings
Bundy Products, an FCI Company
Calvert Wire & Cable
Candels Consulting
Cembre
Cementex Products, Inc.
Cert-In Software Systems, Inc.
Channellock, Inc.
Charles J. Krasnoff Electrical Estimating
ConEst Software Systems
Construction Imaging
Contractors Choice Inc
Copper Development Association Inc.
Corning Cable Systems
Current Tools, Inc.
Danfoss
Delmar Cengage Learning
Dexter + Chaney
DIS-TRAN Packaged Substations, LLC
Dolphins Software
DYMO/RHINO
Eaton Corporation
EC&M Electrical Wholesaling (Penton Media, Inc.)
EGS Electrical Group
ElectraLED, Inc.
ELECTRI International
Electrical Advertiser, The
Electrical Contractor Magazine
Electrical Solutions
ElectrifyingCareers.com
Emerson Industrial Automation
E-Mon
Enerlites, Inc.
ERICO
EXTECH Instruments
Extron Electronics
Fire-Lite by Honeywell
Fluke Corporation
Foundation Software
Galaxy Control Systems
Gardner Bender
GE Consumer & Industrial
GE Security
Gentex Corporation
GEXPRO
GM Fleet and Commercial
Graybar
Greenlee, A Textron Company
Hampden Engineering Corporation
Hansen Supply Co.
Harger Lightning & Grounding
Heary Bros. Lightning Protection Co. Inc.
Helmets to Hardhats
Honeywell Power Products
Hyperline Systems
Ideal Industries, Inc.
Industrialinfo.com
Jonas Software
Klein Tools, Inc.
Knipex Tools LP
L.H Dottie Company
LA NECA/IBEW/LMCC
Legrand - Cablofil
Legrand - On-Q
Legrand - Pass & Seymour
Legrand - Wiremold
Lutron Electronics
M. K. Morse Company
Management Education Institute (MEI)
Marco Consulting Group, The
Material Management Software, Inc.
Maxis
Maxwell Systems Inc./Estimation
McCormick Systems
McFarland Cascade
McGraw-Hill Construction
Megger®
Milspec Industries
Milwaukee Electric Tool Corp.
Molex (Woodhead)
Musco Sports Lighting
MWG Apparel Corp.
NECA Labor Relations/CIR
NECA Codes and Standards
NECA Management Education Institute
NECA Government Affairs
NECA Marketing Services
NECA Puget Sound Chapter
NECA Services
NECA Student Chapter
New South Equipment Mats
Niedax-Kleinhuis USA, Inc.
NJATC
Northwest Lighting Systems Co.
Oldcastle PreCast Enclosure Solutions
Orion Energy Systems Inc.
Panasonic Home & Entertainment Company
Panduit Corp.
Pearson Education – Prentice Hall
Pencell Plastics
PG LifeLink
Philips Color Kinetics
Power & Tel/Clifford of Vermont
Professional Electrical Apparatus Recyclers League (PEARL)
Prudential Retirement
Rack-A-Tiers Mfg. Inc.
Riverside Mfg. Co.
SafeStart
Salisbury Electrical Safety, LLC
Schneider Electric
SeaBright Insurance Company
Security + Life Safety Systems Magazine
Shell Fleet Card/Citigroup
Siemens Energy & Automation
Singletouch
Snake Tray
South Florida Electrical Industry Business Development
Southwire Company
S-P Products
Square D
StripTec
T & R Electric Supply
Tankless Inc.
Technical Sales International, LLC
Technology Research Corp.
TED, The Electrical Distributor
Trade Service
Trench Grader
Triple Crown Products
Tyco Electronics
UEI
Underground Devices Inc.
Underwriters Laboratories (UL)
Utility Equipment Leasing Corp.
Verve Living Systems
Vision InfoSoft
WennSoft
Werner Co.
WESCO Distribution Inc.
West Penn Wire
Westex Inc.
Wheatland Tube Company
Wiremaid USA, Division of Vutec Corp.
Workrite Uniform Company

Visit www.necaconvention.org for the latest exhibitor list.

FOR MORE INFORMATION, CONTACT KATIE AT
TEL 301.215.4506 FAX 301.215.4553
E-MAIL KATIE@NECANET.ORG

NECA CONVENTION AND EXPOSITION
3 BETHESDA METRO CENTER, SUITE 1100
BETHESDA, MARYLAND 20814