

## Northern California Sound and Communication Joint Apprenticeship & Training Committee's Facility CHANGES ITS NAME TO NorCal Technology Training Institute



PHOTO BY NTI

The Northern California Sound and Communication Joint Apprenticeship and Training Committee's facility is in the process of changing its name to the NorCal Technology Training Institute. A new logo design accompanies the name change. The name and logo were changed because the current name doesn't properly reflect the mission of the Institute, which is to offer a unique sound and communication curriculum, along with career development, up-to-date-labs and state-of-the-art learning environments.

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# NorCal S&C JATC Changes Its Name And Logo

## OLD LOGO DESIGN

The original logo refers back to Voice Data Video, or VDV, as the main disciplines taught at the NorCal Technology Training Institute. Now there are a number of additional disciplines within the Sound and Communication industry, including DAS, ERRC, Fire Alarm, Nurse Call, Structured Cabling, Fiber Optics, Access Control and more.

The term JATC is widely used throughout the industry and usually refers to any electrical educational training facility jointly operated by IBEW/NECA, not to a state-of-the-art Sound and Communication facility like the NorCal Technology Training Institute.



**Northern California Sound & Communication  
Joint Apprenticeship & Training Committee**

The current logo of the Northern California Sound and Communication Joint Apprenticeship and Training Committee was created ten years ago. The original logo refers to a committee (Joint Apprenticeship Training Committee) representing IBEW/NECA that operates many electrical training facilities throughout the state and nation. Most of these training facilities are not unique to the Sound and Communication arena.

# Logo To NorCal Technology Training Institute

## NEW LOGO DESIGN

The new logo/name of the NorCal Technology Training Institute refers to a totally unique state-of-the-art training Institute located in Northern California, jointly operated by IBEW/NECA, and used for career development in the sound and communication industry. This new name and logo has been created to properly reflect the mission of the facility.

The name of the new training institute reflects the fact that it is one of the most exceptional technology training facilities in the U.S. It offers a comprehensive Sound and Communication curriculum, along with many up-to-date labs and state-of-the-art learning environments.

**NorCal Technology  
Training Institute**

**SUSTAINABLE ELECTRICAL CAREERS**

The new logo will have a tagline underneath that says "sustainable electrical careers". The new tagline highlights the growing importance of Sound and Communication in the electrical industry and also refers to the fact that sound and communication careers are increasingly popular and often last a lifetime.

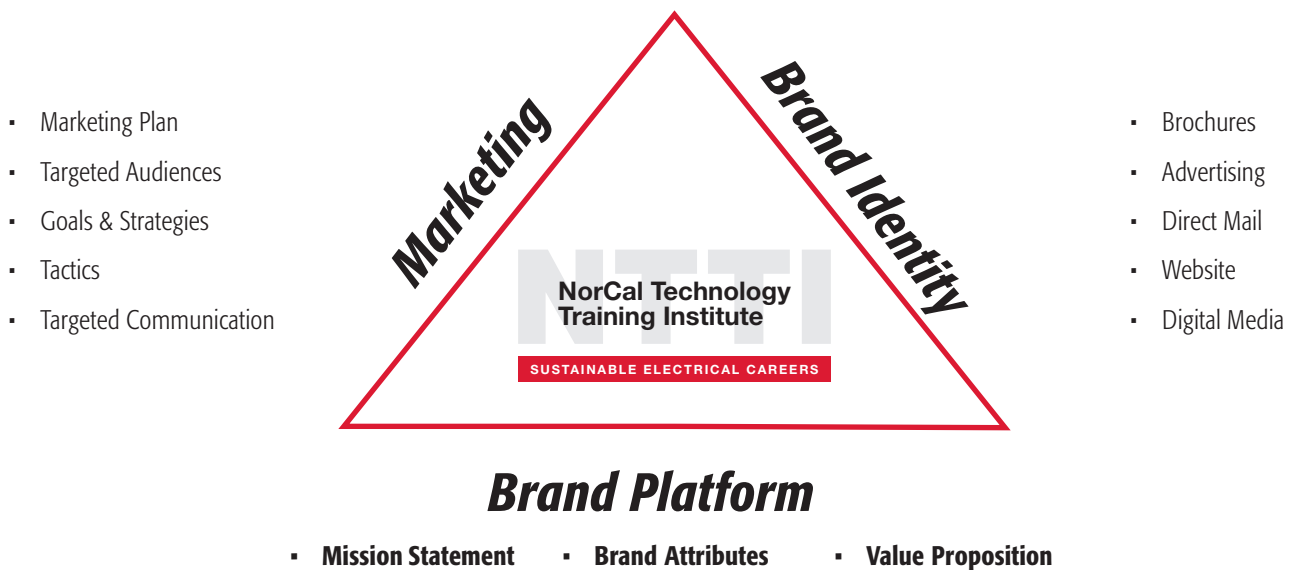
# Our New Brand Is More Than A New Name And Logo



PHOTO BY INTI

The new name and new logo for the NorCal Technology Training Institute are part of a BRAND. A brand is more than just a logo and name. It is a complex construct of intellectual, emotional, and visual elements that encapsulate the organization's promise to the customer. The BRAND PLATFORM, or the promises upon which the brand rests, includes the organization's mission statement, brand attributes, and value proposition. The Brand Platform for the NorCal Technology Training Institute is outlined here.

## The NorCal Technology Training Institute Branding Triangle:





## ***NorCal Technology Training Institute Mission Statement (Why We Exist)***

Train and educate the Sound & Communication Apprentices and Installer/Technicians of the International Brotherhood of Electrical Workers Local Unions and the National Electrical Contractors Association Chapters within our region, providing and ensuring the electrical construction industry with the most professional, best trained and highly skilled workforce possible.

SUSTAINABLE ELECTRICAL CAREERS

## ***NorCal Technology Training Institute Brand Attributes (adjectives that describe us)***

- Commitment
- Integrity
- Passion
- Professionalism
- Safety
- Culture
- Skilled Leadership
- Technology and Standards Innovation
- Offering Career Opportunities in the Low Voltage Electrical Industry

SUSTAINABLE ELECTRICAL CAREERS

## ***NorCal Technology Training Institute Value Proposition (Competitive Advantage)***

At the NorCal Technology Training Institute (NTTI), we pride ourselves on training today's Unionized Electrical Workforce for sustainable, prosperous, and benefits-driven careers in the Electrical Construction Industry. We offer a complimentary training program that includes classroom instruction combined with on-the-job training experiences. Setting the standard in technology and education innovation, our full-time instructors utilize optimal, state-of-the-art instruction methods for online and hands-on application training. Our advanced upgrade training courses allow members to develop enhanced skills throughout all phases of their careers. The future of NTTI lies within our students' success.





PHOTO BY: HAWKSEE PHOTOGRAPHY

# ***IBEW Local 6 Member Walter Parinas Loses 27 pounds in 16 Weeks Through The Healthy Lifestyle Challenge/Wellness Program***

Walter Parinas, a 5-year Sound & Communications member with IBEW Local 6, has lost 27 pounds through the Healthy Lifestyle Challenge Program. Walter lost the weight in 16 weeks. The program is a complimentary wellness program available to Sound and Communications members.

The goal of the Healthy Lifestyle Challenge Program is to help participants obtain long-term weight loss and an overall healthier lifestyle through incorporating new behaviors. (For more information about the Sound and Communications Wellness Program, contact IBEW@baysport.com)

We asked Walter to share a little about his journey through the Healthy Lifestyle Challenge Program.

***Q: How did you get involved in the healthy lifestyle challenge program?***

**A:** I heard about the program on social media, on a forum page for the sound and communication members. I saw the information on one of the posts and I just decided to do it. It was about how to lose weight effectively. There is prize money if you meet your weight goals. I made \$200 by meeting my weight goal at the end of the month.

***Q: How did your nutrition counselor help you reach your goal?***

**A:** I worked with Denise Brown, who oversees the Wellness Program. She was very encouraging. She sent weekly emails on how to lose weight and I just went with that. I changed my diet, my nutrition, my portion size and I added more fiber to my diet. I stopped drinking beer on the weekends. I had been feeling very sluggish and I just wanted to be healthier. Now I eat a lot cleaner. I eat three ounces of protein with more vegetables and I reduced the amount of carbs and starchy foods.

***Q: Did you also become more physically active?***

**A:** Yes, I bought a hybrid bike to go biking around the city with my family and friends. I do about 20 miles a day, 3 times a week. Now I'm more energetic and alert. I noticed a big difference at work. I am able to do a lot more and climb ladders with ease. I'm getting more energy and I'm more productive at work.

***Q: What tools did the Healthy Lifestyle Challenge give you?***

**A:** It provided nutrition information, the ability to talk to a counselor about how to lose weight and become healthier; along with online videos or exercises you can do. I tried out the Program's Virtual Fitness Room. When the gyms started opening, I went to the gym twice a week. When I have extra time, I go for a bike ride.

***Q: To what do you attribute your success?***

**A:** I attribute my success to two things: the nutrition plan in the program and to my wife, who was a real big support. She wanted me to lose weight. If you stick with the program's nutrition plan, you're guaranteed to lose the weight.

***Q: How has your perspective on health changed?***

**A:** Health has become more important. In my trade you've got to be physically fit. It's very physical. You gotta pull down wire, climb ladders, etc. I want to live long. I want to see my kids have their kids. I want to be part of their future. So it's very important to me to be healthier.

***Q: What advice would you like to share with a fellow member who may be struggling with health issues?***

**A:** Join the program. There's a lot of great info on small things you can do to improve your health. Just do it—it'll benefit you in life and in the trades.

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**VOICE  
DATA  
VIDEO**

**SOUND AND  
COMMUNICATIONS**  
*of Northern California*