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JATC Steps Up Recruitment Efforts With New Printed And Digital Materials

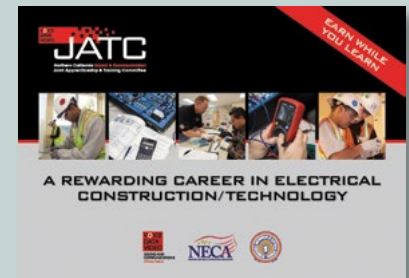
JATC Sound and Communication apprentices work in the classroom.

To help recruit qualified students for the Sound and Communication JATC, we've produced some great new materials! Our crisp and catchy new brochure offers pertinent information about the program plus a "ticket" to a unique career opportunity. You can see a digital version of the brochure here. <http://snack.to/fzc9yhkx>. It will soon be posted in digital format on our website (www.norcal-jatc.com) along with a short interactive recruitment video! A printed version of the brochure is also available for mailing. You can obtain a copy by calling our San Jose office.

We depend on referrals from our current students and installers, so please keep those potential recruits coming! And point them to our new materials!

In keeping with the upgrade of our classroom materials, we've also written and produced a new orientation manual for our apprentices!

JATC Digital Recruitment Brochure



<http://snack.to/fzc9yhkx>



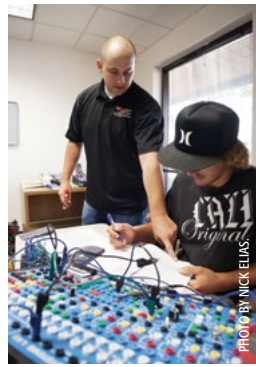
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JATC Instructor Thomas Frenzel Says Apprentices Gain A Technical Skill Set They Can Depend On

JATC Instructor Thomas Frenzel believes in an early start! Frenzel began his electrical career when he was in high school, working for a contractor in Stockton doing residential and light commercial electrical installations.

From there, after taking electricity and electronics classes at a local junior college, Frenzel joined IBEW Local 595 and was employed by another Stockton contractor, Quality Sound, where he spent over 10 years as a communications technician. Frenzel's background includes the installation of communication, AV, fire alarm and nurse call systems. He joined the JATC as an instructor in 2012.



Thomas Frenzel teaches six classes at the JATC and looks for motivated students

Q: Why did you decide to become an instructor?

A: While I was working in the field, I had several teams under my supervision. I found training apprentices and new installers to be the most rewarding part of my job. I figured that moving into the classroom would expand that experience and force me to improve my personal skill set as well.

Q: What kind of experience did you have as an installer at Quality Sound in Stockton?

A: I started working in educational facilities, installing fire alarm, communication and AV systems. I've spent the last several years primarily working in health care facilities, with a focus on Nurse Call systems. With such a diverse work environment, I was able to gain the experience needed to get both my VDV and Fire/Life Safety state certifications. Quality Sound gave me a very diverse look at our industry.

Q: What do you teach?

A: I teach six classes: DC Theory; AC Theory; Nurse Call and Computer Skills; Fire Alarm; Codes and Practices; and AV.

Q: What do you consider to be your best teaching qualification?

A: My direct field experience. I came right from the job site into the classroom. I have actually done the jobs I am training my

apprentices to do. So they can trust that what I'm providing is more than just conjecture.

Q: What do you like best about the JATC program?

A: I like to remind my students that they are constantly gaining a marketable skill set. It's not a general education; it's industry specific and it's something they can actually use. Most of the apprentices already have families and the program gives them a kind of long-term stability and strength that makes for a more stable home environment. When you know you have a functional skill set you can depend on, you can provide for your family. It makes for a happier lifestyle all around.

Q: What is the greatest challenge your students face in the classroom?

A: They have to learn to be comfortable with a diverse list of systems that they work on. One of my goals is to get them more familiar with the equipment we deal with, so that their comfort level increases.

Q: What is your favorite class to teach?

A: Fire Alarm. Fire alarm systems provide life safety functions to facilities that we all depend on. I always enjoyed installing and testing fire alarm systems. They can feel very intimidating at first. I enjoy taking some of the mystery out of them for

the apprentices. A lot of the fundamentals from fire alarm systems can transfer directly to several other systems key to our scope of work.

Q: Do you mentor students after class?

A: Students have my contact information. If they have a specific need, they can call or email and we are always willing to help them out after hours.

Q: What kind of person makes a successful student?

A: You don't need a lot of experience to start with. Mechanical ability helps. I look for a person who is motivated, focused and has a positive attitude. Everything else we can improve on. I can fill you in on the details of everything else, but I can't fix a poor attitude or a lack of focus.

Q: What qualities do you think students are looking for in an instructor?

A: First, they want someone who has real experience, who has done the jobs that we are training them to do. Also they want someone who has a real passion for what they are doing. I try to mirror back the qualities I look for in students—they want someone who is motivated, who is interested and who has a good attitude. Those qualities make for a good learning environment. If I come to class with a real negative attitude about what we

are learning, students are not going to absorb what we are trying to teach them.

Q: Why is this a valuable training program?

A: The trades are a real, viable option for developing a stable lifestyle for you and your family. A trade skill shouldn't be regarded as a secondary option. It was my first choice and I'm very proud of that. I didn't feel comfortable taking out big loans to get a general education, without a specific career goal in mind. This program helped me develop a functional skill set and real workplace experience.

Q: Is there anything else in particular that you try to teach your students?

A: I try to teach my students to lean into pressure. Pressure breeds efficiency. Pressure exists everywhere in our lives. Pressure is just like taxes, constant and permanent. This industry is very high speed, high demand. I don't see that changing any time soon. Having confidence in your skill set takes away the fear of constant job site pressures.

Q: What is your favorite sport?

A: I like the 49ers and Giants, and I do a lot of outdoor activities. I hunt and fish. I like to mountain bike and snowboard.

Q: What are your hobbies?

A: My newest hobby is my 7-month old son!

Construction Upturn Projected

- Total construction starts for 2013 are expected to increase 6 percent, a five-point jump since 2011

- *2013 Dodge Construction Outlook*

- One-fifth of the 155,000 new jobs created last December were in construction, making it only the third time the industry has added more than 30,000 jobs since the recession started

- *The Washington Post 1/14/2013*

- 44 percent of contractors believe the market will be on the upswing by the end of 2013

- *Engineering News Record Construction Industry Confidence Survey*

- Construction activity was up 9 percent through the first eight months of last year

- *United States Department Of Commerce*



PHOTO COURTESY OF THE JATC

This hands-on mechanical AV lab helps students learn to build AV projects.



PHOTO COURTESY OF THE JATC

Side view of AV lab equipment.

New Hands-On Mechanical AV Lab Improves Apprentice Skills In Audio Visual Class

Apprentices in the JATC Audio Visual class now have a new lab tool to help improve their mechanical ability to install screens, projectors and speakers. The JATC is offering a hands-on experience with a lab that utilizes mechanical skills.

The equipment that is utilized includes a Da-Lite projection screen, NEC projector, JBL speakers, LG Blu-ray player, RDL amplifier, and an Extron Electronics Computer-Video Interface.

In the lab, students wire all the components and make sure they operate properly. Utilizing a drawing, students work with measuring tapes, wrenches, sockets and a band saw to build the structure to spec with the aid of bolts, nuts, strut and threaded rod. Students must build the project to conform with the diagram, even making sure all bolts are tightened to a particular torque setting.

Learn More About Your Retirement Benefits: The Basics Of Your National Electrical Benefit Fund

Q: What is the NEBF?

A: The National Electrical Benefit Fund (NEBF) was established as a result of an agreement between the International Brotherhood of Electrical Workers (IBEW) and the National Electrical Contractors Association (NECA) in 1946 to provide workers in the electrical construction industry with a retirement plan and related benefits.

Q: How can I learn more about the NEBF plan?

A: A summary of the plan can be found on the NEBF's website at www.nebf.com. You can also call the NEBF between 8 a.m. and 5 p.m. EST at 301-556-4300. You may also contact them by writing to the National Electrical Benefit Fund, 2400 Research Boulevard, Suite 500, Rockville, MD 20850-3266.

Q: How do I participate in the NEBF?

A: You become a Participant in NEBF on your first day of Covered Employment. Your hours in Covered Employment will count toward your eligibility for a benefit from NEBF. When you have become Vested, you have a right to a benefit from NEBF and you cannot lose that right. If you stop working in Covered Employment before you are Vested, you remain a Participant until your Vesting Service Credits are lost.

Q: How do I become Vested?

A: To be Vested means that you have a non-forfeitable right to a benefit from NEBF. Effective January 1, 1988, you are considered Vested when you have accumulated five Vesting Service Credits or reach age 65 with earned Pension Credits. Different rules apply to becoming Vested prior to January 1, 1988.

Q: What happens if I do not become Vested?

A: If you are not Vested and incur a Break in Service, you lose all Vesting Service Credits and Pension Credits that you have accumulated. However, if you retire at age 65 or older and have not lost your Pension Credits, you may be eligible for a benefit even if you are not Vested.

Q: How do I earn Vesting Service Credits?

A: Generally, you earn Vesting Service Credits by accumulating hours worked in Covered Employment in Good Years. There is a 1,000 hour requirement for each Vesting Service Credit. You generally earn one Vesting Service Credit for each year you work 1,000 hours

or more. For hours to count toward the 1,000 hour requirement, you must have a Good Year. A Good Year is generally a year in which you work 300 or more hours in Covered Employment. You can earn only one Vesting Service Credit in any calendar year.

Q: How do I receive an early retirement benefit?

A: Retirement Benefits are available to eligible participants who have retired from the electrical industry. An Early Retirement Benefit is available to an eligible participant who is between the ages of 60 and 64. There are two kinds of Early Retirement Benefits; Early Retirement and Reduced Early Retirement. The kind of Early Retirement Benefit a Participant is eligible for depends on age, Effective Date, and the number of years a Participant has been out of Covered Employment.

Q: How do I receive a normal retirement benefit?

A: You are eligible to receive a Normal Retirement Benefit when you are:

- Vested, and
- You are age 65 or older and
- You are retired from the electrical industry

Or

- You are not Vested, and
- You are age 65 or older and
- You are retired from the electrical industry and
- You have retained pension credits

Q: How much does my Employer Contribute to NEBF?

A: Contributions are made each month by Covered Employers on behalf of employees who are covered by either a collective bargaining agreement with the IBEW, by one of its local unions or by a signed participation agreement with NEBF. Covered employers contribute 3% of their covered employees' gross labor payroll each month to NEBF.

The Plan of Benefits for the NEBF governs all questions concerning benefits, rights and responsibilities under the Plan.

LEARN MORE ABOUT THE NEBF ONLINE AT:

NEBF
National Electrical Benefit Fund



WWW.NEBF.COM

How to Download and Use the VDV Logo

The VDV brand is available for use on your marketing and communications materials. Visit www.norcalvdv.org and click on 'The VDV Brand' to download the logo. Your use of the VDV brand will help it grow in recognition and identify you as a qualified member of the Sound and Communications industry.

Cupertino Electric's Award Program Is Dedicated To C

We recently spoke with Patty Becker, Director of C to discuss the continuing evolution of the company



PHOTO COURTESY OF CUPERTINO ELECTRIC, INC.

Patty Becker, Director of Corporate Safety at Cupertino Electric, Inc. in San Jose, CA

Q: How would you currently define the safety culture within CEI?

A: Our CEO, John Boncher, has a personal commitment to safety and a dedication to continuous improvement. We often hear him say "We believe safety is a mindset, and not a behavior." This commitment to safety from our senior management has permeated the entire company. It is inherently intrinsic and is woven into the fabric of the company. We hold a core belief that all incidents and injuries are preventable. If any serious incidents or injuries occur, all management levels are notified and we hold each other accountable. Management is actively involved in the root cause investigation to understand what we need to do differently in the future. Management's commitment is backed up by resources, training and planning.

Q: How are CEI's employees engaged in the safety process?

A: We believe engagement of employees is a core building block and we use a multi-faceted approach. We have a very thorough new employee orientation process, where we review our goals and the company's philosophy about safety. And then we give them the right skills and tools for safe practices. From there, it is an ongoing process of engagement.

Q: What is the pre-task safety plan process at CEI?

A: This is an opportunity that allows the foreman to pre-plan the task and meet with the employees to discuss the task and review any possible safety hazards. This is not just a one-way process. We try to engage the installer to see if we are missing anything and to get his/her input.

Q: How are pre-task safety planning processes extended?

A: This outreach is further reinforced on a weekly basis, where we have a toolbox talk on a safety topic. Again, it's not a lecture from the foreman. It's a two-way interaction so we can learn and get best practices from our employees. We have a monthly newsletter called the Safety Flash Report that features best practices from the employees and includes topics they have suggested. We also have an internal intranet called Livewire where we showcase safety information and feature people who promote or display safe behavior.

Q: Now that you are nationally recognized, how has the safety program grown or changed in the last two years?

A: We grew by almost 30% in 2011 and our recordable injury rate increased. It was a good wakeup call for

Cupertino Electric Wins Top National A



Foremen at Cupertino Electric participate in Supervisor Safety Training at the company's Silicon Valley headquarters.

PHOTO COURTESY OF CUPERTINO ELECTRIC, INC.

-Winning Safety Continuous Improvement

Corporate Safety at Cupertino Electric Inc. (CEI), its award-winning safety program.



PHOTO COURTESY OF CUPERTINO ELECTRIC, INC.

Superintendent Josh Kaneko promotes safety by empowering field employees on his projects.

us and we implemented some new initiatives. I'm happy to say that when we closed 2012, we saw more than a 30% injury reduction. We have completely overhauled the new employee orientation process so that new employees are more rapidly integrated into our safety program. There is now a formal orientation video that shows our key management outlining our company vision and company goals and objectives. We've standardized our training content and delivery, and combine it with a site-specific orientation led by a project's foreman. Any time we start a new job, we re-set safety expectations with all of our employees. We have also partnered more and more with subcontractors. We have a formalized prequalification process and we do a lot of outreach to review their safety program and to provide help. We want to help our business partners join us on our safety journey.

Q: What is your administrative structure like in regards to safety?

A: In addition to my position at the corporate level, we have two full-time safety professionals and a full-time assistant. On all of our jobs of 15 people or more,

we have dedicated safety coordinators.

Q: Have you increased management training as well in the last few years?

A: Definitely. We provide safety training each year for all of the field managers. We call the training "SST", or Supervisor Safety Training. We also have a new training program for all of our project engineers. This training helps to reinforce our management commitment on all levels. The responsibility for safety

doesn't just rely on a field manager. It is all of us, and is a team effort.

Q: Is the way your customers view safety changing?

A: Customers are becoming savvier about safety because they know that a safe job is going to be a productive job. I have seen an increased attention to it, beginning in the prequalification phase. Unsafe performance definitely can lose you work.



PHOTO COURTESY OF CUPERTINO ELECTRIC, INC.

Bing Concert Hall, Stanford University

and State Rankings For Safety Practices

Cupertino Electric's (CEI) safety program has just been named second in the nation by the Associated General Contractors of America (AGC) among specialty contractors working more than one million hours in 2011.

Not only is CEI second in the nation in safety, they are also the top ranked firm in California. This is the second year in a row that CEI has won top honors from the California chapter of the Associated General Contractors

in the category, reserved for specialty contractors working more than one million hours.

"To be recognized for our tireless commitment to safety by the AGC two years in a row is a great honor," said John Boncher, president and chief executive officer of CEI. "We look forward to continuing to innovate around our approach to safety to have an even greater impact in the future."

Your Trust Fund Important Phone Numbers

Questions about eligibility for coverage, premiums, reserve accounts, and info booklets, call:

United Administrative Services

408.288.4400
Toll-Free 800.748.6417

Trust Self-Funded Medical Plan Trust Dental Plan

Questions about claim payment, claim forms and benefit info:
408.288.4400
Toll-Free 800.541.8059

Anthem Blue Cross PPO

www.anthem.com.ca
To locate a participating preferred provider physician, clinic, or hospital:
408.288.4400 or 800.541.8059
Refer to Group # 170016M001

First Dental Health Dental PPO

www.firstdentalhealth.com
To locate a participating preferred provider dentist:
Toll-Free 800.334.7244

Kaiser Permanente

www.kaiserpermanente.org
Questions about benefit info and ID Cards:
Toll-Free 800.464.4000
Refer to Group # 919

United Healthcare

www.UHC.com
Questions about benefit info and ID Cards:
Toll-Free 800.624.8822
Refer to Group # 402457

Optum Health

www.OptumHealth.com
Questions about mental health and substance abuse benefits or the member assistance program:
800.888.2998
Group # 10000824-0001, 0002

Vision Service Plan

www.vsp.com
Questions about vision benefits and vision claims or to request a Vision Plan Provider Directory:
Toll-Free 800.877.7195

To order additional copies
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scott@ahcommunications.com

Are Your Beneficiary Designations Up To Date?

So often, life's changes come quickly and without warning, and important details are overlooked. One important detail you should not overlook is keeping your beneficiary designations current.

Beneficiaries are the people that receive proceeds payable under your pension plans and health and welfare plan in the event of your death. You have the opportunity to designate primary beneficiaries as well as to also designate contingent, or back-up beneficiaries to receive

payment if your primary beneficiaries die before death benefits are paid.

Without beneficiary designations on file, your death benefits will be distributed to your survivors and/or your estate in a manner determined by each benefit plan, not by you.

The only way to be sure that death benefits are paid to the individuals you choose is to make sure that your beneficiary designations are on file and kept up-to-date.

Benefit Plan Contact Information

PENSION PLANS

I.B.E.W. District No. 9 Pension Plan

Your beneficiary designation(s) are displayed on the quarterly statements you receive from the Plan. Contact the Plan's Administrative Office at 1.800.804.2385, M – F, 9 AM – 4:30 PM, Pacific Time for beneficiary forms or assistance.

National Electrical Benefit Fund (NEBF)

Your beneficiary designation(s) are displayed on the annual statements you receive from the NEBF. Contact NEBF directly at 301.556.4300, M – F, 8 AM – 5 PM, Eastern Time for assistance, or online at NEBF.com.

HEALTH & WELFARE PLAN

IBEW/NECA Sound & Communications Health and Welfare Plan

Contact the Plan's Administrative Office at 408.288.4400 or toll-free at 1.877.827.4239 for beneficiary forms or assistance.

In addition to your pension and welfare benefit plans, you should also keep your beneficiary designations up-to-date for any individual life insurance, annuities or IRAs in your name.

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