

NorCal Instructors Attend NTI:

Learning and Teaching Go Hand in Hand

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- Building Better Attitudes



In addition to NTI, the NorCal instructors each participated in certification programs such as Corning Fiber Optics, above.

NorCal Instructors Chris Hillyer, Michael Lagrimas, Ward Reilly and Chuck Vella did not have the traditional summer break from class.

In addition to separate agendas for certification training, all four VDV instructors traveled to Knoxville, Tennessee from July 29 through August 4 for a weeklong training at the National Training Institute (NTI). Sponsored by the National Joint Apprenticeship and Training Committee (NJATC), the NTI is an annual event designed to provide instructors with skills and theories to improve their teaching. Each year's event also includes a weekend trade show focused on training aspects of products and technologies.

Teaching the Teachers

The teachers forming the panel at NTI were hired from all areas of the country, and are considered experts in

year old is very different than teaching a 24 year old."

It was Hillyer's first year at NTI, Reilly and Vella's second, and Lagrimas' third. NTI is a four year program, each year with lessons based on more complexity. The first year, for example, is designed to make teachers comfortable in front of a class and explain theories on how teaching adults is different than teaching children. Year two discusses the four part teaching method, which, according to Reilly, is composed of preparation, application, hands-on and summary. After the four years, instructors earn a certificate of completion.

Commitment to Training

There were approximately 1,300 instructors from around the country at the event, showcasing the nationwide

A Lesson from NTI: The Pygmalion Effect

"You have to think that every apprentice is the best."

the art of teaching. "Those of us attending NTI have worked in the field for a long time," explained Hillyer. "So we don't need to learn field applications—we need to learn how to teach the adults we are teaching. Teaching a 14

NECA/IBEW commitment to training. Although the NorCal instructors found they were from one of the largest and most advanced training centers, they shared a common goal with the other instructors. "This is for the apprentices. That is our focus," said Hillyer. "If an apprentice can keep his job an extra day because of something I taught him,

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How Unions Can Win Back Work: Have The Right Attitude And Good Productivity

Editor's Note: Last year Publisher Peter A. Cockshaw, Editor of the influential COCKSHAW'S Construction Labor News + Opinion, ran a series of three articles outlining issues and challenges that the IBEW faces today. They created a stir in the labor movement and were so popular that the issues are now out of print. They may be the most important labor reports you ever read!

Ed Hill, President of the International Brotherhood of Electrical Workers (IBEW), has a blunt appraisal of why unions are losing work to the non-union movement. He says most contractors and owner-users he talks to cite "poor attitude by many craftsmen as a root cause of industry problems."

In a recent study of construction users, one owner warned: "I'm not going to give contractors work based on the union philosophy or how thoroughly and skillfully they run their training programs.

"All our company cares about is performance in this cold, cruel economic world—period. Anything less is not acceptable.

"Unless union craftsmen show up on time, look

manager, Ken MacDougall from IBEW Local 380 in Philadelphia, who already has achieved impressive success in improving his member's attitudes and performances.

Here's what MacDougall does:

- He actively promotes his sector to potential customers, including "sales calls" to owner-users to help snare high profile projects
- He sponsors a meeting with various area businesses to advance the benefits of union skills and training.
- He incorporates the IBEW's Code of Excellence program to help with the job
- He has a job targeting fund if necessary to help cut costs.

The story of how MacDougall help to win a \$7 million award from Merck is interesting, especially since this Fortune 500 firm previously had been using non-union contractors.

John Murphy, Executive Vice President of S.M. Electric Company the first that is doing Merck's project, told COCKSHAW how his union-employing firm got the job.



Peter Cockshaw, National Labor Analyst and Publisher, COCKSHAW'S Construction Labor News + Opinion

a customer back who had gone to the open shop. Fortunately the rank-and-file saw the wisdom of such an approach.

"The next step was finding a contractor who would take a shot at making it work for the customer. That's when he approached our firm. MacDougall told us he was determined to make the job go union and said nothing is off the table, including a job targeting fund if necessary to help cut costs."

S.M. Electric's Murphy told MacDougall that his firm would "only be willing to bid the work if his union members came out with the right attitude."

Bidding against the open shop, the company had to have the 'right' worker attitude to achieve a level of productivity that allows the contractor to compete.

NEXT ISSUE:

How Local 380 ensured a better attitude with its members on the Merck job

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Regardless of the Union vs. non-union market measurement you choose, we are on the short end of the stick."

**— Edward D. Hill, International President
IBEW, Washington, D.C.**

presentable, have the right attitude and truly put in eight hours work for eight hours pay, we'll settle for non-union people with lesser skills.

"At least an open shop contractor can fire those who don't perform without any problems if he does so."

COCKSHAW'S found one IBEW business

"Local 380's Ken MacDougall devised a plan he believed would win his people jobs," said Murphy. "Among other aspects, it incorporated IBEW's 'Code of Excellence program' designed to help satisfy the needs of electrical customers.

"He then told his members that working under the program was for a very good purpose—to get

Congratulations to the 2006 Sound & Communications Graduates

These individuals have received their DAS Certificate of Completion from the State of California and are now classified as a Sound and Communications Systems Installer.

Local 6: San Francisco

Danny Conlan
Patrick Coonrod
Michael Jentile
Erwing Martinez
Victor Pogacar
Daniel Reddy

Local 100: Fresno

Shawn Medeiros
Nicole Mellon
Matthew Savala
Yvonne Tapia
Christopher Walker

Local 180: Napa-Solano

Scott Anderson
David Fanning

Local 302: Contra Costa

Bradley Harless
Russell Ruggiero

Local 332: Santa Clara

Albert Domingo
Timothy Martin
Pascual Mendoza
Jerome Nance, Jr.

Gary Potts
Edward Rice
Gary Slater
Fadil Tojaga
Frank Valenzuela

Local 340: Sacramento

Jason Berube

Matthew Cooper
Jeff Griffith
John Henderson
Joel Polete
Nicholas Rodgers

Local 551: Santa Rosa

Matthew Tuttle

Local 595: Alameda

Aaron Felt
Greg Guedner
Ben Reynolds

Local 617: San Mateo

Joshua Bays
Leo Parada
Robert Dominguez

How to Download and Use the VDV Logo

The VDV brand is now 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.

NorCal Instructors

Attend NTI (cont. from page 1)

I feel like I have done my job."

Hillyer has long believed in the relationship between positive thinking and learning, a lesson reinforced in NTI's first year curriculum, which highlighted the Pygmalion effect. "You can't rely on a first impression of an apprentice. You have to think in your mind that every apprentice is the best. Plus, I can teach students to think the same way. Let's believe that everyone is the best they can be, and through that process, they will become the best that they can be."

The Pygmalion effect (or Rosenthal effect) refers to situations in which students perform better than other students simply because they are expected to do so. Through extensive studies, Robert Rosenthal and Lenore Jacobson showed that if teachers were led to expect enhanced performance from some children, then the children did indeed show that enhancement. In some cases such improvement was about twice that shown by other children in the same class.



Instructor Michael Lagrimas completed his third year at NTI.

Your Trust Fund Important Phone Numbers

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

United Administrative Services
408-288-4452
Toll-Free 800-541-8059

Trust Self-Funded Medical Plan Trust Dental Plan

Questions about claim payment, claim forms and benefit info:
408-288-4481
Toll-Free 800-541-8059

Blue Cross PPO

www.bluecrossca.com
To locate a participating preferred provider physician, clinic, or hospital:
408-288-4452 or 800-541-8059
Refer to Group # 170016M001

Interplan/DentInex Dental PPO

www.interplancorp.com
To locate a participating preferred provider dentist:
Toll-Free 800-444-4036

Kaiser Permanente

www.kaiserpermanente.org
Questions about benefit info and ID Cards:
Toll-Free 800-464-4000
Refer to Group # 919

Health Net www.health.net

Questions about benefit info and ID Cards:
Toll-Free 800-522-0088
Refer to Group # 57845A

PacificCare

www.pacificare.com
Questions about benefit info and ID Cards:
Toll-Free 800-624-8822
Refer to Group # 402457

PacificCare Behavioral Health

www.pbhi.com
Questions about mental health benefits or the member assistance program: 877-225-2267
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
of *The Data* contact
laura@ahcommunications.com

Getting married, getting divorced, having a baby or adding a child to your family?

Make sure you enroll your new family member

If you have a new child, please let the Trust Office know within 30 days of the date of birth or placement of the child. Your child will be covered by the Plan on the date of the birth or placement in your home.

If you are getting married, please provide the Trust Office with a copy of the marriage certificate, along with a new Enrollment Form. Your new spouse will be covered by the Plan, effective from the date of marriage.

If you are getting a divorce, please provide the Trust Office with a copy of the divorce decree. Your ex-spouse's Plan coverage will be cancelled effective the date of the divorce.

John Doe Electrician failed to inform the Trust Office of his divorce. His divorce was discovered when he attempted to add a new spouse. His ex-spouse had been using the Plan since the divorce. In this case, according to the Sound & Communications Health & Welfare Trust rules, John Doe Electrician



is liable for expenses incurred by the ex-spouse, as stated in the Summary Plan Description. This scenario demonstrates the importance of letting the Trust Office know of a divorce.

REMEMBER: Every time you have a change in dependents, it is important to fill out a new Trust Enrollment Form, along with the Enrollment Form for Kaiser Permanente, HealthNet or PacificCare (if you have selected them for healthcare benefits).

Child with Student Status

If you have a child who has reached age 19 and is a full-time student, to cover your child under health benefits, you must provide the Trust Office the:

- Name of the school
- Number of credits
- Expected graduation date

Your child must be a full-time student to be eligible for coverage and you must inform the Trust Office when he/she is no longer enrolled in school full time.

When leaving school, your child will be eligible for up to 36 months of COBRA self-pay coverage and could be added back on to your coverage if he or she goes back to school full time.

Trust Administrative Office:

United Administrative Services
1120 S. Bascom Avenue
San Jose, CA 95128-3590
Phone: (408) 288-4400
Toll-free: 1-800-541-8059

norcalvdv.org



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