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CONNECTION

Notes from **ELECTRI INTERNATIONAL—The Foundation for Electrical Construction Inc.** and **THE ELECTRI Council**

Issue # 7/2015

In This Issue

[David MacKay Honored with ELECTRI Wendt Award](#)

[Paradigm Sales Group Invests in ELECTRI](#)

[Rocky Mountain Chapter Values Competitive Edge](#)

[Research Process Examined and Improved](#)

[Top Honors for Iowa State](#)

[Proposals Invited for 2016 Research Projects](#)

[ELECTRI Council Member Offers Key Convention Presentations](#)

ELECTRI Events

[ELECTRI Council](#)

David MacKay Honored with ELECTRI Wendt Award

ELECTRI International has presented its 2015 Wendt Award to David MacKay, Edward G Sawyer Company. The award recognizes exemplary leadership and service to the electrical industry. MacKay was selected for his leadership and involvement as a member of the ELECTRI Council. He has been instrumental in securing ELECTRI commitments totaling \$350,000 from the Boston Chapter - NECA. His own firm made an investment of \$100,000 to join the Council as a Founder. The full Wendt Award Citation can be found at www.electri.org.



David MacKay, Edward G. Sawyer Company

Paradigm Sales Group Invests in ELECTRI

Paradigm Sales Group has joined the ELECTRI Council at the **\$100,000 Founder** level. This sales and consulting firm specializes in bringing innovative solutions and technology to the EC industry, working closely with both contractors and distributors throughout North America.

Company executives met with ELECTRI leaders at the Council meeting in July. Shortly thereafter, Brett Bauz, one of Paradigm's three partners, notified ELECTRI of the Group's decision to invest in ELECTRI. He noted, "We see ELECTRI as a perfect fit with Paradigm. The Foundation thinks outside the box in a very forward-looking manner."

Together, Paradigm's leaders have more than 70 years' experience in communications and electrical construction. When asked what Paradigm brings to ELECTRI, Bauz explained, "We look forward to sharing new ideas and new thought processes with all of our fellow Council members. We are proud to be part of ELECTRI. It's an organization founded on the concept of doing great things."



Brett Bauz, Paradigm Sales Group

[Meeting at the NECA Convention](#)

For additional information about Paradigm, visit www.paradigmsalesgroup.com.

Recommended Articles

[Market Data - The Key to Decision-Making](#)

About Us

ELECTRI International - The Foundation for Electrical Construction funds, conducts, coordinates and monitors the industry's most critical research and commissions and delivers to the industry exemplary management education and supervisory training programs.

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Rocky Mountain Chapter Values Competitive Edge

The Rocky Mountain Chapter - NECA recently announced its \$100,000 commitment to ELECTRI International. This investment gives Rocky Mountain a Founder position on the ELECTRI Council with Kellie Holland (Empire Electric) serving as Chapter Representative.

ELECTRI recently spoke with Chapter Governor Craig Clark (Dynalectric Company) and Chapter President Francis Marcotte (Sturgeon Electric) to learn more about the Chapter's decision to become engaged with ELECTRI and its agenda.

ELECTRI: The Rocky Mountain Chapter has 28 members in the Denver and Grand Junction areas of Colorado. Joining the ELECTRI Council for a chapter of that size is a significant decision.

Marcotte: It was the right decision. Our members get great value from the studies produced by ELECTRI International's research. We have a NECA Student Chapter at Colorado State University, so we know how much ELECTRI is helping get done through its Talent Initiative.

Clark: I would echo those comments. When it comes to critical research data specific to our EC industry, ELECTRI can't be beat. Whether we are looking for new talent, or developing incentive plans, or understanding the impact of change orders, ELECTRI's information is invaluable.

ELECTRI: What will contractors from your chapter bring to the ELECTRI Council?

Marcotte: Look, if we're not competitive, we can't survive. Right now our chapter members can only claim about a 15% market share. When we work with our fellow Council members, we know what it will take for ELECTRI to focus on programs and projects that will help us improve our share across the country.

ELECTRI: What do you see as ELECTRI's contribution to the EC industry?

Clark: One thing about ELECTRI that impresses me is the depth of the dedication that so many industry leaders have for this Foundation. It's not casual. It's sincere and it's focused on helping all of us become better and more profitable in our own operations. The ROI we will get from our investment in ELECTRI is absolutely worth our effort.

Research Process Examined and Improved

Since its founding, ELECTRI International has spent considerable time, effort, and volunteer service on its research agenda.

For the past eight months, a Task Force of ELECTRI Council members and Foundation Trustees have been working on efforts to improve the ELECTRI research process from project identification and selection to completion and distribution. The results of their preliminary work can be reviewed at www.electri.org.

Successful Meetings Highlight ELECTRI at Recent

Convention

ELECTRI International held several outstanding events during the recent NECA Convention in San Francisco.

The ELECTRI Council convened on Sunday, October 4th and welcomed two new members: **Rocky Mountain Chapter - NECA** and **WESCO Distribution**.

ELECTRI President, Russ Alessi reported on the work of the Council's Research Task Force recommending strategic changes to make the research process more effective. **Beth Hartmann**, Faculty Advisor to the **Iowa State University NECA Student Chapter** offered remarks on the **Green Energy Challenge** and its positive impact on her students. **Riley Seahorn**, a student from **Purdue University**, updated the Council on the team's **Student Passport** project, the Reliable & Sustainable Energy Solution to the Polyclinic of Lidia Saavedra de Ortega in Managua, Nicaragua. The Purdue team plans to complete the project by the end of November. The Council received project updates from Oklahoma State's Phil Lewis: *Characterizing the Impact of Prefabrication on Productivity in Building Electrical Construction* and Ted Garrison from New Construction Strategies: *How Integrated Project Delivery Impacts Specialty Contractors-Benefits,Risks,and Opportunities*. Click here: <http://electri.org/meetings/electri-meetings-2015-neca-convention> for presentation summaries.

ELECTRI welcomed Council members and their guests to a gala reception that evening at the Westin St. Francis Hotel.

The next ELECTRI Council meeting will be held at The Naples Beach Hotel & Golf Club, Naples, Florida on January 20 - 22, 2016.



Tom and Alana Curran



Michael Parkes, O'Connell Electric Company

Top Honors for Iowa State

Iowa State University has taken top honors at the **7th Annual Green Energy Challenge Competition**, held in San Francisco. This event and the financial prize for the winning school are sponsored by ELECTRI International.

A standing-room-only audience of leading EC contractors and industry allies watched as three finalist teams - Iowa State, Penn State,



Iowa State University

and the Illinois Institute of Technology - presented their retrofit proposals. The ELECTRI jury chose Iowa State and also honored Iowa State team member Britta Sortland as Best Presenter. The companion Poster Competition was won by Purdue University.

The Green Energy Challenge is a hallmark of ELECTRI's ongoing Talent Initiative, an agenda designed to bring the best and brightest students to the attention of their future employers throughout the EC industry.

For information about ELECTRI's Talent Initiative and Green Energy Challenge, visit www.electri.org or contact Deborah Halpern, Director of Operations at 301-215-4539 or dhalpern@electri.org.



Britta Sortland, Best Presenter



Purdue University

Proposals Invited for 2016 Research Projects

ELECTRI International is seeking proposals from research organizations/researchers interested in studying topics broadly relating to Electrical Construction. The Foundation's proposal review process is open to any qualified organization or researcher interested in expanding the knowledge of Electrical Construction. ELECTRI's goal is to engage highly qualified researchers to study important topics that will add value to the industry and its stakeholders.

The complete Request for Proposal and instructions can be found at: <http://electri.org/sites/default/files/ELECTRI%20RFP%202016.pdf> Summary proposals are due by 5:00 pm EST on Friday, November 6, 2015.

ELECTRI Council Member Offers Key Convention Presentations

ELECTRI International has forged strong partnerships with its Council members. At the recent NECA Convention,

Dr. Heather Moore, Vice President - Operations for **MCA Inc.**, presented two classes on **Prefabrication and** one session on **Utilizing and Managing a Lesser Skilled Workforce**. Both topics are directly connected to ELECTRI research.

In the presentation on **Prefabrication in Electrical Construction**, Dr. Moore explained that Prefab is not just



Dr. Heather Moore, MCA Inc.

about building and assembling; it is looking for ways to externalize work®, which very often the field workforce does not recognize until they create a Work Breakdown structure. Up to 40% of their time is spent on material handling. Her remarks referenced "Ideal Jobsite Inventory Levels Research", originally conducted by MCA for ELECTRI in 2002. The presentation also drew upon research conducted for ELECTRI by Dr. Hisham Said (Industrialization of Electrical Contracting: Prefabrication and Supply Chain, 2014).

Moore offered a detailed work breakdown structure and risk analysis for prefab opportunity selection. She reviewed the layout and design for the process of prefabrication, overall for the company and for a specific project, and detailed many other aspects of prefabrication as a viable selection for contractors.

In her session on **Ways to Utilize a Lesser-skilled Workforce**, Moore reviewed the role lower skilled labor play on a jobsite, ways to identify activities in which lower skilled labor can help. She defined expectations of the rest of the crew and help from lower skilled trade, plus how to track the impact of lower skilled trade and other workers on productivity and profitability. Her remarks referenced "why" there is a need for having to utilize lesser skilled workforce, originally found in MCA's 2007 report "Market Share: Developing a Standard Format to Calculate Market Share". Moore's presentation also drew from an application of the ASTM Standard E2691 (Job Productivity Measurement) that the National Institute of Standards and Technology had asked MCA to create to match the "Impact of Variation on EC Profitability" research MCA had produced for ELECTRI in 2004.

MCA Inc. is working with ELECTRI *pro bono* to produce a series of books on the Industrialization of Construction™. The first publication, available now at www.electri.org, highlights specific examples of how prefabrication can be determined and tracked. Book 2 will be available shortly.

Each year, the ELECTRI Council commissions and directs significant, valuable research that is made available to electrical contractors and industry partners worldwide. For additional information on the ELECTRI research agenda and a list of ELECTRI publications, visit www.electri.org.

ELECTRI International is pleased to present an article and link that we hope you will find useful in your business. Our thanks to ELECTRI Council member Moss Adams, LLP (Everett, WA) for this informative piece.

Market Data - The Key to Decision-Making

The right decision depends on the right data. Accurate and up-to-date data.

Through its company Moss Adams Capital LLC, ELECTRI Council member Moss Adams LLP is sharing its Fall 2015 Industry Market Monitor on the Real Estate, Lodging and Leisure market. Report highlights of interest to the EC community include:

- Global real estate private equity commitments stand at \$249 billion with \$132 billion targeted for U.S. property investments.

- Platform investments and M&A gaining favor; year-to-date 2015 M&A transaction volume already exceeds 2014 and EBITDA multiples trend up.
- Commercial real estate values broadly recovered from the recession and are up 7 percent year-over-year.
- Net operating income forecasts are positive due to fundamental demand.

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Contact Us

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