

GATEWAY TO INNOVATION



52ND ANNUAL IEC NATIONAL CONVENTION & ELECTRIC EXPO HIGHLIGHTS

Graybar
Highlights sponsored by **works to your advantage**

The 52nd Annual IEC National Convention & Electric Expo highlighted the success of our industry.

I was pleased with the number of Independent Electrical Contractors, Inc. (IEC) members that demonstrated their commitment to their craft by attending this year's convention despite the current economic climate. By attending, members gained a wealth of knowledge from the educational sessions as well as networking with other contractors.

The success of this convention would not have been possible without the support of the premier convention sponsor, Graybar. From the beginning stages of planning, they dedicated time and resources to help make this one of the best IEC National Conventions. In fact, Graybar has long been a proud supporter of IEC and its contractor members as the original IEC Platinum Partner, and Graybar continues to be a proud supporter of IEC today.

With the support of our Industry Partners in 2009, IEC National has been able to enhance the Apprentice Training Curriculum, continue workforce development and safety initiatives, and develop more educational opportunities for IEC members. The new curriculum is designed to address the learning styles of today's young men and women entering the IEC apprentice program. The curriculum includes four-color student and instructor manuals; and newly designed student worksheets and computer-based testing. Instructors are being provided with a complete set of electronic resources that engage students in the learning process. This important addition allows instructors to use the curriculum materials on the screen and provides the ability to link directly to internet-based educational resources. An array of workforce development recruiting materials are now complete and being provided to IEC chapters and school systems across the country.

Our friends at Graybar also sponsored the keynote speaker, Dr. Perry Daneshgari. Following his excellent speech on Agile™ Construction, Graybar hosted Dr. Daneshgari in its booth for attendees to get



From left to right: IEC National Executive Vice President/CEO Larry Mullins, 2009 IEC National President Steve Wiege, 2009 IEC National LiveWires President Candy Wiege.

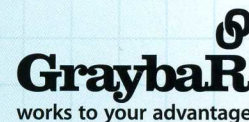
autographed copies of his book. Dr. Perry Daneshgari is the President of MCA Inc. and has been actively helping various industries improve productivity and profitability.

Throughout this newsletter, we will highlight many of the events from the 52nd Annual IEC National Convention & Electric Expo that helped make this year's convention a huge success.

I would like to thank those who took the time out of their busy schedules to attend this year's convention.

Steve Wiege
2009 IEC National President

A MESSAGE FROM GRAYBAR



As the Original IEC Platinum Partner, Graybar was proud to serve as host of the 52nd Annual IEC National Convention & Electric Expo in our hometown of St. Louis, Missouri. Sponsoring this conference is just one way Graybar continues to show its support to IEC and its member companies.

And while we face an incredibly difficult business environment, there are many opportunities for growth that were on display at the recent Expo including energy-saving solutions, alternative energy, security and many more.

At Graybar, we've discovered ways to help our contractor customers work more efficiently, improve their job site safety, and enhance their productivity and profitability with our innovative program called Graybar ESP (short for Efficiency, Safety and Productivity).

Graybar ESP is the first end-to-end workflow solution that improves a contractor's labor efficiency, electrician safety and business productivity. With Graybar ESP, you have a solution to make every job run more efficiently including Pre-Bid/Buy Services, Order Process Services, Jobsite Services, and Project Management. In short, Graybar ESP provides IEC contractors with the strength and resources of a national distributor delivered locally by the innovative team you know and trust.

Dr. Perry Daneshgari, an expert on construction productivity and profitability, was the keynote speaker at this year's Convention and shared ideas and best practices on ways for IEC members to be proactive, profitable, and productive – all things at the foundation of Graybar ESP.

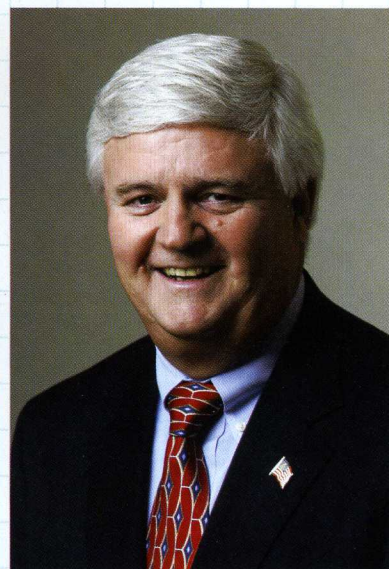
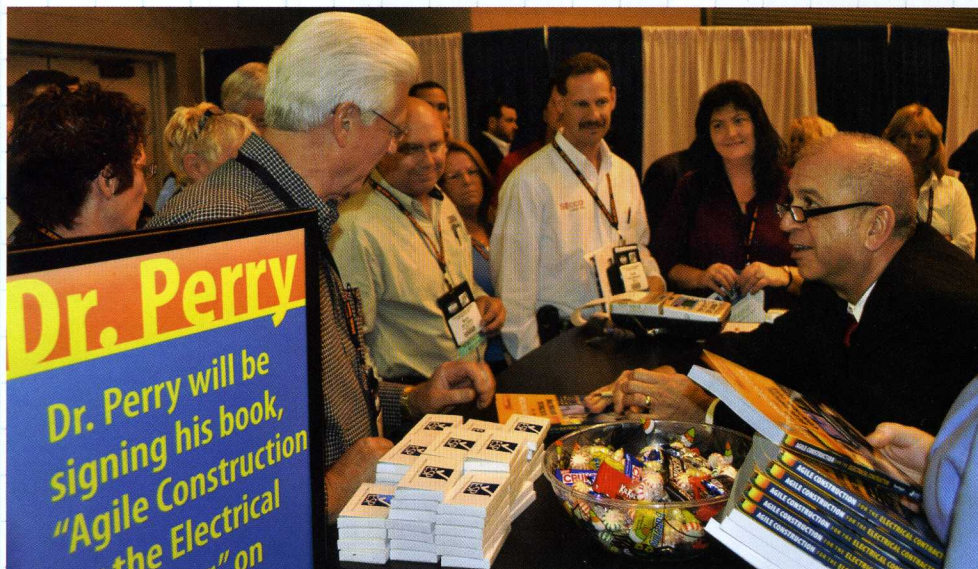
In his latest book – Agile™ Construction – Dr. Perry applies proven managerial techniques from other industries to electrical construction, implementing a scientifically-based tracking system based on jobsite dynamics, and the bottom-line impact of the three sources of cost drivers: money, materials, and manpower. It's a must read for IEC members particularly as you look to find new, innovative ways to grow and improve your business.

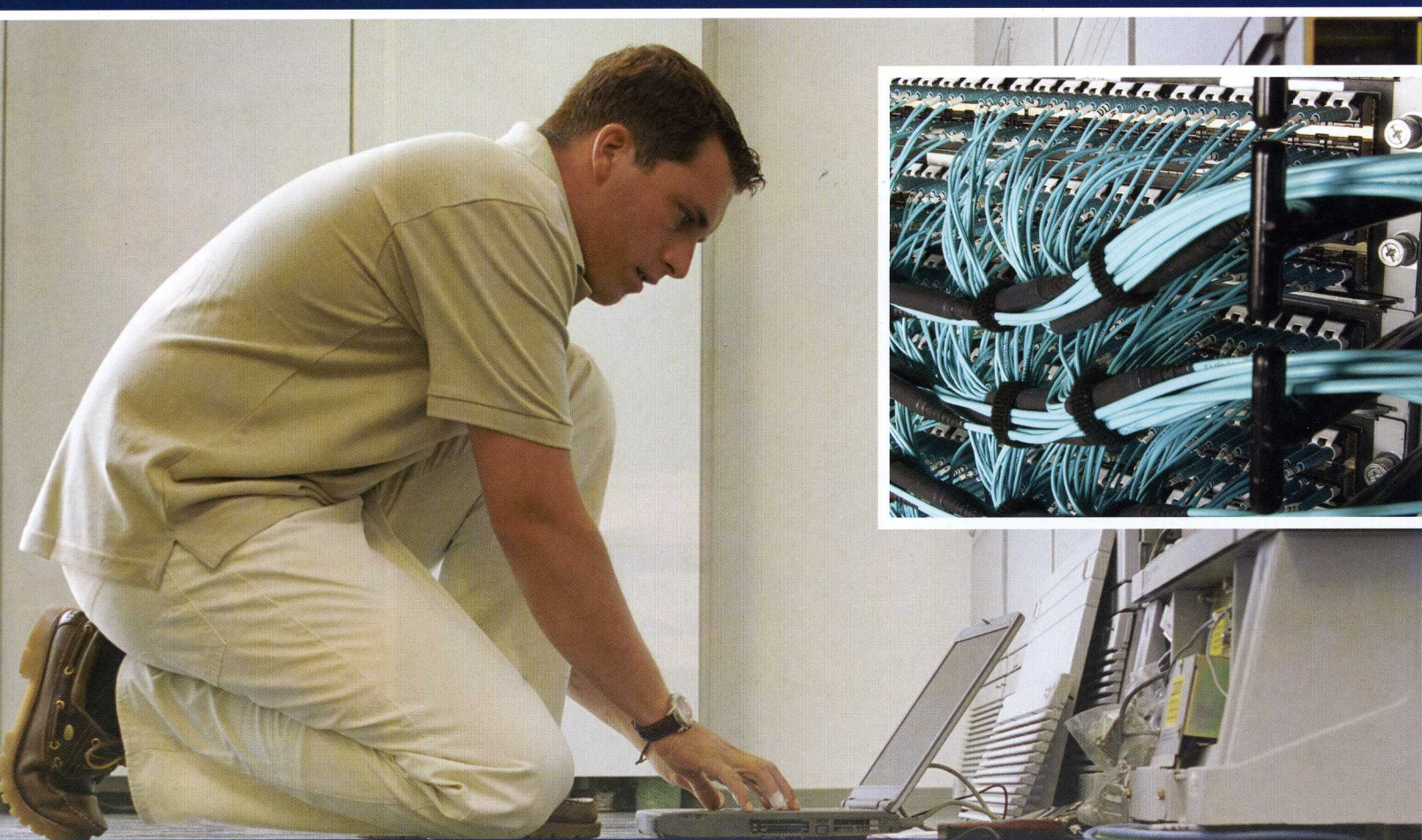
And that's really what this year's IEC National Convention & Electric Expo was all about – innovation. In fact, several IEC members had the opportunity during the conference to visit the Schneider Electric Technology Center in O'Fallon, Missouri, to learn how to grow business in the expanding data center market. It is estimated that some 10,000 data centers will be built worldwide in the next few years. Even better, data centers have so many opportunities for IEC members including electrical, power, cooling, lighting and networking, to name a few.

Next year the 53rd Annual IEC National Convention & Electric Expo will be held in Phoenix, Arizona, and will once again feature the top suppliers and distributors in the industry. It will serve as another opportunity to expand your core competencies and stretch the boundaries of your business. That's the benefit of an organization like IEC. It's also why Graybar continues to be a proud sponsor of IEC. It's just one more way Graybar works to your advantage.

LEFT// Dr. Perry Daneshgari autographs books for attendees.

RIGHT// Graybar Senior Vice President, Sales & Marketing – Electrical, Dick Offenbacher.





The Importance of Energy Efficient Data Centers

When you think of data centers, chances are you think of networking and telecommunication. While these components are essential to the inner workings of a data center, equally important is the power keeping the systems up and running. In fact, 42 percent of money spent on data center construction goes toward electrical components. So while you may think there isn't much opportunity for electrical contractors, think again.

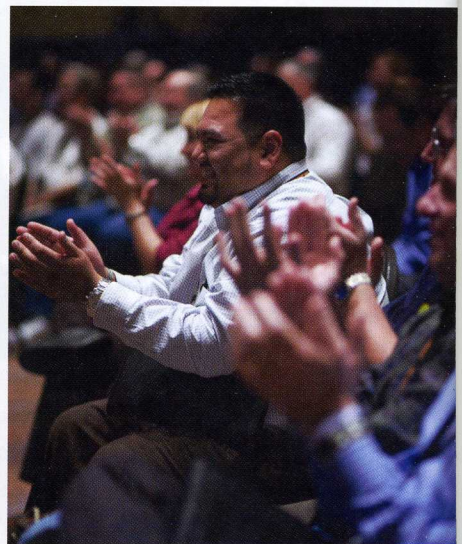
There are many opportunities in the world of building, redesigning and reconstructing data centers, despite the economy. One way electrical contractors can pursue these opportunities is by helping their customers realize the importance of data center energy-consumption improvements. You can help your customers save valuable energy and money by helping them monitor, meter, and understand the quality of the power inside their data center.

An important first step in this process is installing a power monitoring system. By integrating a monitoring system, your customers have accurate information on when energy is used, how it is used, and where it is used. A key component of helping your customers understand the areas of energy concern is by using the Green Grid's Power Usage Effectiveness

(PUE) equation. The Green Grid is an association of IT professionals looking for ways to raise the energy efficiency of data centers. To determine the PUE, take the total facility power (the energy consumption of things like lighting, switchgear and the uninterrupted power supply) and divide it by the IT equipment power (the energy usage of the servers, storage and telecommunications). The resulting number is how effective your customer's data center is, and the closer it is to one, the more efficient the data center.

After looking at the results and identifying the problem areas with your customers, you can come up with a plan to reduce energy consumption and improve your customer's bottom line. One of the main culprits of data center energy inefficiencies is heat. The by-product of computing inside a data center is heat, and with up to 50% of electrical energy consumption being used for data center cooling, finding ways to reduce the temperature in a data center can add up in energy cost savings quickly.

Graybar's broad solutions portfolio, team of technical professionals and inventory of high-quality products from renowned manufacturers make it easy to implement energy- and cost-saving solutions for your customers.



Highlights of the 52nd Annual IEC National Convention & Electric Expo

With more than 800 IEC members in attendance, the 52nd Annual IEC National Convention & Electric Expo was a great success.

Keynote General Session Inspires and Motivates Crowd

Steve Wiege, IEC National President, kicked off this year's convention with his "State of the Association" address, a look at IEC's achievements this past year. From doubling efforts in Apprenticeship and Training to battling unfriendly political times in the merit shop arena, IEC has made great strides in responding to the needs of today's merit shop electrical contractors.

This year's keynote speaker, Dr. Perry Daneshgari, an expert in the field of construction management and the author of *Wireless Technology and the Electrical Contractor* and *A Strategy for Improving the*

Electrical Constructing Industry lit up St. Louis with his information-rich presentation. His informative presentation opened attendees' eyes to a new way of looking at their businesses, as well as to different ways to increase productivity and profitability.

Also on hand during the keynote session was comedian Buzz Sutherland. Named Comedian of the Year by America's colleges and universities 16 times, Buzz was on hand to provide comic relief at the keynote general session. His smooth blend of home spun characters and outrageous facial expressions kept attendees rolling with laughter.

Top-Notch Education Sessions

More than 40 cutting-edge educational sessions from IEC University were offered this year. Presented in seven topical tracks, sessions covered

FAR LEFT// Keynote speaker Dr. Perry Daneshgari lights up St. Louis.

TOP// Buzz Sutherland entertains the crowd at the Keynote Session.

topics from Green Opportunities in a Challenging Economy to Merit Shop and Union Free – New Ideas for New Times.

With session tracks covering everything from Technical, Code & Safety, Green Issues, Management & Marketing, Estimating & Project Management, Industry Issues, Chapters and Instructors & Training Directors, attendees were able to find educational sessions that both interested them and helped them become better electrical contractors and better business men or women.

If you are searching for practical and innovative ways to strengthen your company in this difficult economic climate visit www.ieci.org to purchase session recordings and handouts.

Basic Safety Sessions

Designed for apprentices, Basic Safety Training programs offered sessions on Fall Prevention, Fleet Safety, An Introduction to 70E for Apprentices and Electrical Safety Lockout/Tagout.

Networking – Always a Big Hit

The Platinum Partner Party is always a convention highlight and their World's Fair event was no exception. On the evening of Friday, October 23, the Platinum Partners took a step back in time with a taste of what St. Louis presented in 1904 at the St. Louis World's Fair where electricity made its debut in harnessed displays of power for industry, municipalities, and households, the likes of which had never before been revealed.

In a show of their constant support for IEC, the Platinum Partners threw a great party and donated generous prizes. The evening was filled with fun, food, games, and a great time was had by all.

IEC Foundation Tom Jones Memorial Classic Golf Tournament

The annual IEC Foundation Tom Jones Memorial Classic Golf Tournament was held at the Glen Echo Golf Course. Glen Echo has a tradition of unrivaled excellence and is the oldest private 18-hole golf course in continuous operation west of the Mississippi.

Seventy-five IEC golfers turned out for this great event and a portion of the proceeds benefitted the IEC Scholarship Fund.

IEC Electric Expo 2009

As the industry's premier electrical and systems contracting tradeshow, IEC Electric Expo was packed with the newest products and services in the electrical industry. The action-packed, two-day show brought contractors, distributors, manufacturers, and service providers together. Some of the biggest names in the industry, as well as many up-and-coming companies were on hand. The expo also offered valuable educational programs, fun social events, and networking opportunities, making this a memorable tradition for electrical and systems contractors.



TOP// The well-attended IEC Electric Expo showcased the newest products and services in the electrical industry.

BOTTOM// Attendees networking during the Platinum Partner Party.

National Apprentice of the Year Competition

Each year the nation's best apprentices gather to compete at the IEC Electric Expo. Judged by teams of journeymen, contractors, inspectors, and others actively involved in electrical industry codes and standards, safety, and training, the IEC National Apprentice of the Year Competition evaluates apprentice competitors on their knowledge of electrical industry theory, code, materials, and installation practices.

During the two days of competition, each apprentice is tested on their knowledge through written tests; their ability to prepare a motor logic diagram; as well as their ability accurately install operating control circuitry. After a challenging, multi-faceted test of their electrical knowledge, skills, and abilities, the winners were announced during the President's Reception and Awards Gala. Erik Martin from Golka Electric

(IEC Arizona) was named 2009 IEC National Apprentice of the Year, Steven Trickey from Advanced Electrical Solutions (IEC Atlanta) won second place, and Naned Albulov from Dunedin Electric (IEC Florida West Coast) won third place.

Congratulations to all IEC National Apprentice of the Year competitors!

Instructors

IEC instructors from chapters across the country gathered at this year's convention to network and attend a special educational track. Courses included: The Instructors Role, Teaching the NEC, Teaching – A Hands on Approach, and much more. If you missed a session, be sure to order the handouts and recordings online.

The Best of IEC Shines at the Awards Banquet

The President's Reception & Awards Gala was an elegant event. Attendees enjoyed a delicious meal while reliving memorable moments from the convention along with live music and dancing. After dinner, the outstanding achievements and contributions made by IEC member companies, chapters, and volunteers throughout the year were acknowledged.

LEFT// The 2009 IEC National Apprentice of the Year competitors.

BOTTOM// From left to right: Naned Albulov from Dunedin Electric (IEC Florida West Coast), Todd Hawkins of IEC Atlanta accepting for Steven Trickey from Advanced Electrical Solutions (IEC Atlanta), and Erik Martin from Golka Electric (IEC Arizona) was named 2009 IEC National Apprentice of the Year.



The Contractor's Advantage

Graybar is more than just a distributor—it's the IEC contractor's best ally.

As the original IEC Platinum Partner, Graybar offers high-quality products, solutions and services to make contractors as profitable as they can be. With programs like Graybar ESP, Graybar SmartStockSM, the Graybar Delivery Advantage, online eChannel offerings and energy-saving solutions for contractors and their customers, Graybar is the full-service distributor.

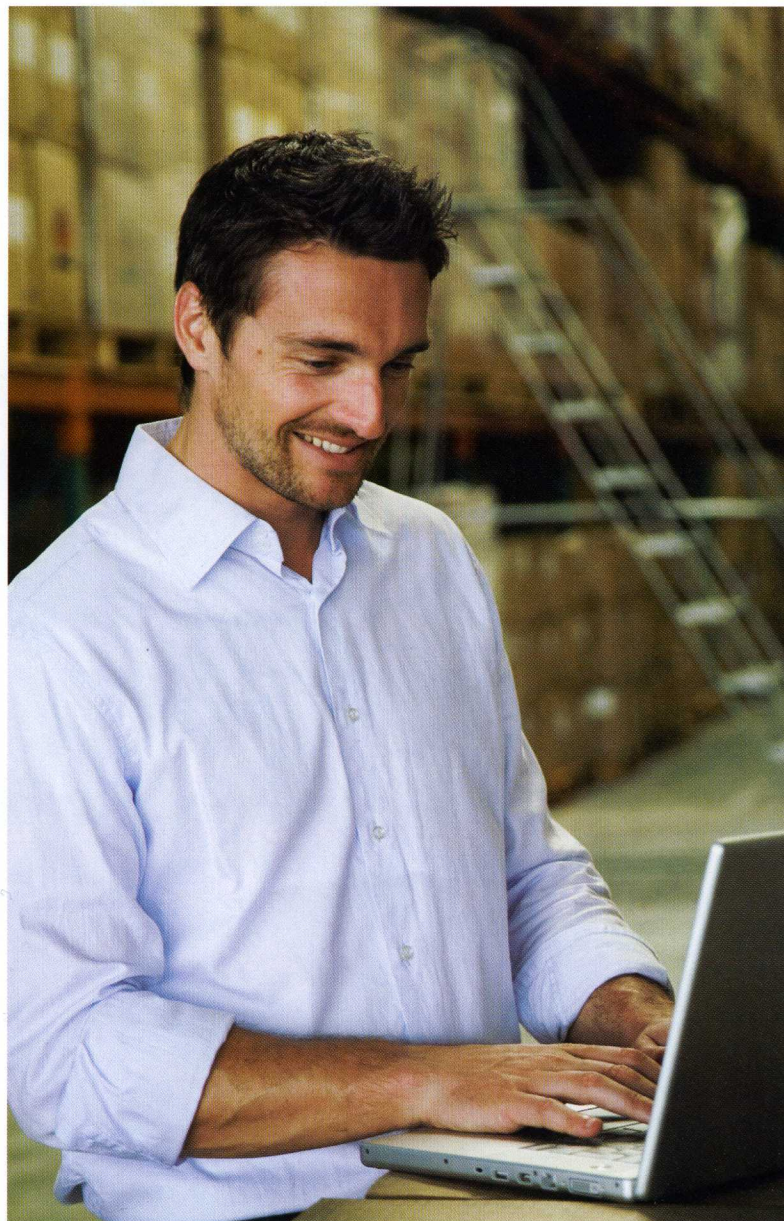
By listening to contractors, Graybar learned that they needed smarter and safer products dedicated to improving labor and business productivity. So Graybar created ESP, the first end-to-end workflow solution that improves a contractor's labor efficiency, electrician safety and business productivity by combining smarter products from leading suppliers with the service and reliable support IEC contractors have come to expect from Graybar over the past 52 years.

Graybar's newest program is Graybar SmartStockSM, a broad range of inventory management solutions that help to reduce time, effort and cost. Graybar SmartStockSM offers three service levels to help contractors manage materials at the shop or on the job—or to manage tools on the job. There's even an option for service trucks. The program's three levels of functionality make it customizable for any size business or project.

It can be frustrating and time-consuming trying to keep track of product shipments and deliveries. To track a package delivered by Graybar, simply call your customer service representative who can provide critical details like exact delivery date and time, recipient's signature, a map pinpointing where the box was delivered, and an image of the box you are searching for—eliminating the search for misplaced packages in the warehouse. We like to call it the Graybar Delivery Advantage.

Did you know that Graybar's eBusiness solutions are dedicated to saving contractors time and money? Quickly find products, check product availability, and even start a quote online at Graybar.com. Or, estimate an upcoming project faster and more accurately with Graybar's estimation tools and speed up your billing process and eliminate paper with PDF invoice and statement e-mails. Graybar knows IEC contractors are pressed for time and resources, and its channel solutions are just another way Graybar makes it easier to get the job done. Visit www.graybar.com to learn more.

Graybar can even help you educate your customers about that energy upgrade you've been selling. Graybar has a long history of providing energy-saving solutions with all the tools and products needed to help your customers save money and improve their "green" position. Graybar will work with you and your customers to get the most energy for their buck. It's how Graybar works to your advantage.



Graybar SmartStockSM



Learn. Connect. Profit.

53rd Annual IEC National
Convention & Electric Expo

October 26-29, 2010

Sheraton Phoenix Downtown Hotel
and Phoenix Convention Center
Phoenix, AZ

For more information, please visit www.ieci.org.
INDEPENDENT ELECTRICAL CONTRACTORS

