

NECA 2020 LIVE

A Virtual Convention and Trade Show

OCTOBER 6-8, 2020



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Presented by the National Electrical Contractors Association



GET READY FOR NECA 2020 LIVE!

For the first time, NECA's annual Convention and Trade Show is going virtual. NECA 2020 LIVE will take place October 6-8, 2020, and it takes the industry's premier event and turns it into the most informative and accessible convention in NECA history.

Virtual doesn't simply mean a series of video conference calls, where attendees will sit and listen. Instead, NECA is harnessing cutting-edge technology to deliver all the benefits of the NECA Convention—including an interactive exhibit hall, extensive educational opportunities, and inspiring talks—with all the freedom that comes from an online experience.

For decades, time and cost limitations have set limits on who could attend NECA's Convention and Trade Show. Now, without travel costs or time physically away from the office, contractors from all over the country and figures from across the industry can join NECA 2020 LIVE. NECA is actively working to engage contractors from across the globe to bring the entire industry together in one (virtual) place.

Read on to see how NECA 2020 LIVE will be the industry's can't-miss virtual event of the year!

NECA 2020 LIVE MAIN SPONSOR

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GENERAL SESSIONS



NECA 2020 LIVE keynotes feature pioneers in their fields who will interest, impress and inspire you. Watch live, or go back anytime within the following month to catch each of these exciting keynotes.



Fireside Chat with David Long, NECA, and Lonnie Stephenson, IBEW

Tuesday, Oct. 6, 10–11:15 am Eastern

NECA CEO David Long and IBEW President Lonnie R. Stephenson will sit down for a fireside chat about diversity and inclusion in the industry—topics that have gained critical attention this year and issues that both figures are keen to explore in the context of electrical construction. They will cover the latest on the COVID-19 pandemic as it relates to electrical contracting, and the chat will end with a question and answer session. Long will also discuss the innovative work happening at ELECTRI International, which NECA established in 1989 to help electrical contractors meet industry demands and challenges by funding, conducting, coordinating and transforming research results into meaningful, useful educational and consulting programs and practical publications.



Victoria Arlen

Paralympic Athlete and Sports Reporter

Wednesday, Oct. 7, 10:30–11:15 am Eastern

Victoria Arlen, ESPN host and reporter and “Dancing with the Stars” semifinalist, is sure to inspire you with her incredible story of perseverance and strength. In 2005, at the age of 11, Arlen was diagnosed with two rare neurological disorders, transverse myelitis and acute disseminated encephalomyelitis, which left her in a vegetative coma for four years and unable to use her legs for nearly a decade. A lifelong swimmer and elite athlete, she never gave up her childhood dream of competing in the Olympic Games. In June 2010, Arlen returned to the pool for the first time since her illness and qualified for the 2012 London Paralympic Games in four events. There, she won a gold medal and three silver medals. Arlen will share her remarkable story of gratitude, creativity, relentless hard work and her personal mantra: Face It—Embrace It—Defy It—Conquer It.



Lt. Gen. Nadja West

Former Army Surgeon General

Thursday, Oct. 8, 10:30–11:15 am Eastern

Retired Lieutenant General Nadja West, the first African American Army surgeon general and former commanding general of the U.S. Army Medical Command, will give the final keynote address at NECA 2020 LIVE. A trailblazer in female leadership, West is also the first female African American three-star general in the Army’s history and the highest-ranking woman to ever graduate from West Point. West will share her story of grit, perseverance, strength and breaking boundaries, even when faced with adversity. She takes audiences on her journey and motivates them to overcome challenges with self-belief, bravery and balance. With more than 20 years of experience in executive leadership, crisis management and disaster response—including her instrumental role in crafting the DOD medical response to the Ebola crisis—West speaks expertly on leadership tactics to effectively lead teams through times of uncertainty and crisis.



EVENTS

Lunches, Networking and Happy Hours

NECA 2020 LIVE brings the fun home. Expect games, contests, giveaways and live performances each day, broadcasting into your home, making the experience both interactive and entertaining. Attend the virtual event and feel truly connected and social. We're replicating all the entertainment of the in-person event and broadcasting it to attendees' homes and offices.

TUESDAY, OCT. 6

Lunch: Bourbon and Chocolate
Sponsored by Graybar
1-2 PM Eastern

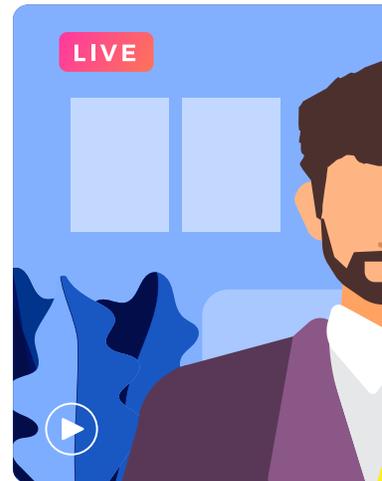
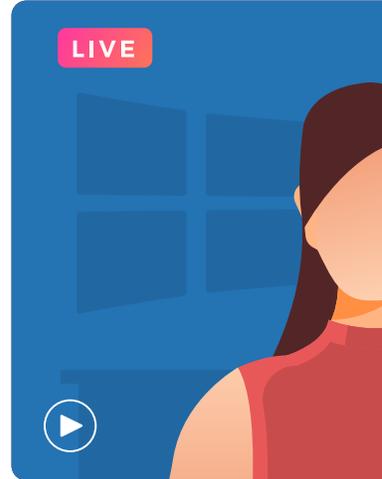


Follow along at home as we take a break from the show, and enjoy a chocolate and Kentucky bourbon demonstration sponsored by Graybar. Open a bottle of your own and savor along with other attendees. In this session, you'll learn how to create classic cocktails.



Opening Reception
The Milwaukee Tool Shed Band
Sponsored by Milwaukee Tool
5-6:30 PM Eastern

Longtime NECA Convention attendees know and love the Milwaukee Tool Shed Band, and the group will be ending the first day of NECA 2020 LIVE with a jam. You'll be dancing in your seat or around your office as the group plays a concert full of popular and classic songs.



EVENTS

WEDNESDAY, OCT. 7

Lunch: Cooking Demonstration by Chef George Rodrigues Sponsored by Rosendin

1-2 PM Eastern

Chef George Rodrigues started his culinary journey in Brazil, learning to love food while cooking with his family. He gave up engineering to attend culinary school in Curitiba, Brazil. He worked in Chicago and Boston before moving to the Washington, D.C., area, where he now serves as Chef de Cuisine at Boqueria Penn Quarter.

George is passionate about making food. You may recognize him from one of his appearances on the Food Network. During this special virtual lunch hour, George will demonstrate the chili recipe that led him to a win on "Beat Bobby Flay." Take notes and you'll be sure to impress your family when you hit the kitchen.



THURSDAY, OCT. 8

Lunch: NECA 2021 Nashville Kickoff Sponsored by eSUB

1-2 PM Eastern

Get amped for NECA 2021 Nashville, the setting of next year's Convention and Trade Show, when we can all get together again. Singer-songwriter Ryan Jewel will perform during this special lunch hour, taking requests live online. There are prize drawings every 15 minutes, including a grand prize pair of cowboy boots.



Closing Celebration Comedy by Second City Sponsored by Powering Chicago 5-6:30 PM Eastern

NECA 2020 LIVE will end with a laugh, thanks to a virtual comedy performance by The Second City exclusively for convention attendees. This Chicago-based improv comedy company, which has produced such legends as Bill Murray, John Belushi, Dan Aykroyd, Steve Carell, Tina Fey and many, many more, is now wowing audiences online. Don't miss out!





HONORS

ACADEMY OF ELECTRICAL CONTRACTING

Tuesday, Oct. 6 • 12:10-12:30 PM Eastern

The Academy of Electrical Contracting honors outstanding leaders in the electrical contracting industry, and it preserves and utilizes their wealth of experience and knowledge for the benefit of the industry.

Fellows of the Academy have rendered exceptional service to the industry and the National Electrical Contractors Association and that service is continued and enhanced through their fellowship in the Academy. This is accomplished through the Academy's Working Group, special papers presented by Fellows, participation in the Annual Meeting and the general camaraderie among Fellows.

Join us on Tuesday, October 6, as we welcome the 17 new members of the Academy of Electrical Contracting.



NECA PROJECT EXCELLENCE AWARDS

Wednesday, Oct. 7 • 12:20-12:30 PM Eastern

NECA's Project Excellence Awards recognizes companies for their outstanding commitment, professionalism and ingenuity in delivering an electrical project across 12 different market sectors. Submissions were accepted from Jan. 1 to June 30.



2019 Project Excellence Award recipient Carr & Duff, Inc.

NECA member contractors, and the people who work for them, provide the critical services that customers depend on to get their projects done on time and under budget. Entries from 2020 highlight projects in categories such as design-build, CII, energy solutions/green building, education, healthcare, substations, transportation and infrastructure.

This year's submissions included bridges, a switchyard, wastewater plants, elementary schools and universities, hospitals and surgical centers, transmission and distribution work, a cathedral, a brewery and a cemetery. Winners worked on projects for Google; Hilton; O'Hare, New Orleans, Indianapolis and the Austin-Bergstrom airports; the 30th Street Station in Philadelphia; Starbucks; and many more.

To see the winners and all the entries, visit necapea.org.

NECA NATIONAL AWARD WINNERS

Thursday, Oct. 8 • 12:10-12:30 PM Eastern

NECA's national awards recognize members who have given of their time to better our association and our industry in the areas of labor relations, training, safety, advocacy and service. On Thursday, October 8, join us as we recognize the 2020 recipients of these prestigious awards.



THE NECA SHOW



VIRTUAL TRADE SHOW

There's more to attending NECA 2020 LIVE than education and speakers. It's also about conducting business. Throughout the pandemic, most states have sanctioned electrical contractors' work as "essential." You need products, services and integrated technology solutions to keep your businesses as efficient and profitable as possible. NECA hosts the best exhibit hall in the industry, and that remains true online. This will be an interactive, virtual experience, beneficial to attendees and exhibitors of all stripes.

On the NECA 2020 LIVE show floor, you will be able to:

- Attend trade show education classes
- See new product demonstrations by exhibitors
- Peruse the Showstopper Showcase
- Interact with exhibiting company executives
- Download product info into a virtual briefcase
- Make appointments to discuss your specific business needs with vendors
- Chat with others through text, audio or video
- Learn about integrated technology that will streamline your business
- Enter for a chance to win big prizes in our daily "Play to Win" game
- Share your opinion on myriad topics in our annual survey



NECA 2020 LIVE Exhibit Hours

Tuesday, Oct. 6: 11 AM-5 PM Eastern
Wednesday, Oct. 7: 11 AM-5 PM Eastern
Thursday, Oct. 8: 11 AM-5 PM Eastern
On-demand Oct. 8-Nov. 8



NECA 2020 LIVE SHOWSTOPPER AWARDS

Presented by **ELECTRICAL CONTRACTOR Magazine**



The NECA Showstopper Showcase and awards is the most prestigious recognition event in the electrical construction industry. The showcase is designed to introduce new products and services that will help electrical contractors do their work more effectively, efficiently and profitably.

Final judging for the NECA 2020 LIVE Showstopper Showcase will be on Monday, Oct. 5. Winners will be announced Tuesday, Oct. 6. Winning products will be featured in an article in the January 2021 issue of **ELECTRICAL CONTRACTOR** magazine, in the e-newsletter and on ecmag.com.

This is your chance to see the newest and most innovative products in the industry!



EDUCATION HUDDLES

Education Huddles are 20-minute sessions that provide a quick snapshot, jam-packed with information on a topic. Want to attend sessions that happen at the same time? No problem! All classes will be available for 30 days after NECA 2020 LIVE.

Additional classes will be added. Please visit www.necaconvention.org for up-to-date information.

TUESDAY, OCTOBER 6

11:20-11:40 AM

Margin or Markup: Why Does it Matter?

Staying on top of your company's financial health is important. This session will discuss the difference in calculations between markup and margin and show how using these methods can significantly impact your financial statements. Speakers: David O'Brien and Craig Bodette, *Mosley, Pfundt, Glick & O'Brien, Inc.*

11:45 AM-12:05 PM

How to Lead Virtually

Managing your people and their performance remotely is a challenge. If we're not constantly investing in them personally and professionally, we're missing out on productivity, performance, and results. This session will show some simple but powerful tools to get the most from your team when you can't all be together. With an emphasis on the practical and applicable things you can do today, this session will provide attendees with food for thought, and action steps too. Speaker: David Meade

2:00-2:20 PM

Strategies to Battle Perfectionism

So many of us want to be perceived as being highly competent, even perfect, in everything we do. But trying to achieve perfection in all aspects of our lives is impossible and can take a huge toll on our health. There is a big difference between well balanced perfectionism and maladaptive behavior. Choosing which areas in our life we want to excel in, versus those in which we can be "good enough" is crucial for a good quality of life and this session will help you on your path to this. Speaker: Alice Domar, *The Domar Center for Mind/Body Health*

2:50-3:10 PM

The Business Case for a Diverse Organization: Driving Profits through Diversity and Inclusion

Data shows that more diverse and inclusive organizations are more profitable. During this session, we will explore the various data points and discuss how diversity and inclusion impacts the bottom line. Speaker: Ronald Bailey, *NECA*

3:15-3:35 PM

Running Efficient Job Kickoff Meetings

Project managers and foremen for electrical contractors can enhance the likelihood of project success by running efficient job kickoff meetings. It is important for the electrical contractor to hold an internal kickoff meeting in advance of the overall project kickoff meeting that might be facilitated by the general contractor or construction manager. Key topics for the meeting as well as a suggested agenda will be provided. Speaker: Mark Federle, *Marquette University*

3:40-4:00 PM

Crafting Your Airplane Pitch

When you're networking and someone asks you what you do, how do you answer? Do you give them your job title: president, founder, CEO? The name of your company? The truth is that neither of those data points truly matters. What people really want to know is how you can help them, help someone in their network, and how they can help you. This session will show you how to craft an "airplane" pitch that will pique their interest, open a meaningful dialog, and position yourself in their memory long after the virtual handshake. Speaker: Sima Dahl, *Sway Factor*

4:05-4:25 PM

Employee Engagement

What price are you paying for actively disengaged employees? Creating a motivated, engaged and inspired workforce requires great communication across the board and opportunities for team members to build connections. Learn how to provide employees a seat at the table to discover how they can take ownership for their tasks and contribute to the organization in a more meaningful way. Speaker: Amanda King

WEDNESDAY, OCTOBER 7

11:20-11:40 AM

Cultivating Connections: Making the Most of Conversation Opportunities

Are you texting less because you long to connect via voice? Stumbling on what to say after "How are you?" during virtual or face-to-face interactions? Do you wish to nourish better connections with team members at work, customers/clients and the community at large? This session will provide conversation tips and brainstorm your challenges with today's conversations. Speaker: Debra Fine

11:45 AM-12:05 PM

How to Sell Virtually

Winning business online has never been more important. Whether it's building relationships, sharing case studies, or simply scoping out a project, the time to upskill on this medium is now. This session will show how to use simple software tools to bring your virtual sales calls alive. Easily blending video, pictures, and other media into compelling pitches, this session shows that with a little effort your next remote pitch for business can be as potent as your last in person sales opportunity. Speaker: David Meade

12:35-12:55 PM

Achieving Your Greatest ROI

We tend to think first about investing in tools, equipment, and technology and may not give as much time or thought to investing in our people. In this session, we will look at how developing employees has the highest ROI of any investment you can make. Speaker: Matt Firestone, *Firestone Consulting Group*

2:00-2:20 PM

The Value of Speaking Up

Humans throughout history have made choices to spark the fire by using their voice for good. During all of these moments, an impact on the course of civilization was created. This course outlines the importance of speaking up on job sites against stereotypes, bias and exclusion, ultimately creating a culture in which everyone feels that they belong and they are part of the solution. Speaker: Alex Willis, *Leadership Surge*

3:15-3:35 PM

How to Step Up and Lead Now

You don't have to be the boss to be a leader. Leadership doesn't come from holding a position or a big title; it comes from your actions, mindset, how you communicate with others and leading by example. It's time to step up and show your team, your customers and suppliers how you solve problems and keep the business moving forward. In this session, you will learn the ways to soothe tension, tactics on handling bad news, how to build a team spirit and key do's and don'ts to transform tough situations. Speaker: Kelly McDonald, *McDonald Marketing*

4:05-4:25 PM

Anger Management in the Workplace

Anger is such a universal and powerful emotion. It can make you physically and emotionally ill, sap your energy and poison your relationships or it can motivate you to make needed changes and add vitality to your life. This session aims to help you adopt a more constructive attitude towards your anger and how to more effectively manage anger in others as well. Practical activities and tools that will empower those who act out their anger in negative ways to gain better control of their anger and their lives and use it as a tool to motivate and empower them to affirm their integrity or boundaries. Speaker: Alex Willis, *Leadership Surge*

THURSDAY, OCTOBER 8

11:20-11:40 AM

Coping With The Difficult People In Your Life

Life can feel complicated enough balancing work/family/employees/money/COVID/your home/health that what one doesn't need is to struggle with people in your life who are selfish, unreasonable, scattered, or unreliable. This session will encourage participants to acquire skills to not get emotionally drained by these people, learn to set boundaries, and maintain one's own balance. Speaker: Alice Domar, *The Domar Center for Mind/Body Health*

11:45-12:05 PM

Submittals Best Practices

For many projects the need to proactively manage the submittal process from notice to proceed through installation of the approved submittals is critical to maintain the project schedule. A series of best practices will be reviewed that will enable to project team to better and more efficiently manage this process. Speaker: Mark Federle, *Marquette University*

12:35-12:55 PM

Three Common Buy Sell Agreement Traps

When creating a buy sell agreement, owners often work with multiple advisors and that can leave mistakes made that go unnoticed. In this session, we will discuss the three typical mistakes that may be made when creating these agreements and how you can avoid them in the future. Speaker: Joseph Bazzano, *Beacon Exit Planning*

2:00-2:20 PM

Power of Culture to Change Human Behavior

Human behavior does not occur in a vacuum, it occurs in a context. When you change the context of human behavior, behavior follows. The context where we live and work is our culture. Which means, when you change your workplace culture, behavior follows. If you want to find new ways to motivate your people and drive their performance to levels you previously thought were not possible, this program is for you. Speaker: Gustavo R. Grodnitzky

2:50-3:10 PM

Body Language

Few means of communication are more poorly understood than our nonverbal language. Not only can it help us 'read the room' or even 'read the zoom' better, but it also allows us to project and present ourselves in the most effective way possible. Projecting well makes us more compelling, authoritative, persuasion, and authentic. Whether you're selling or buying, you've got to start listening when the bodies around you start to talk. Speaker: David Meade

3:15-3:35 PM

Field Leader Succession: Developing a Plan to Fill Your Key Field Leadership Postions

What are you currently doing to help transfer the knowledge, skills and experience of your key field leaders to the next generation? Looking at how many of your key field leaders will be retiring in the next seven years and how much time, energy and resources have been invested in those individuals over the course of their career, the importance of this transition is clear. This session will discuss pitfalls contractors fall into when developing a field leadership succession plan and the next steps you must take today to begin the deliberate transfer of knowledge, skills and experience to the next generation. Speaker: Nic Bittle, *Work Force Pro*

3:40-4:00 PM

Discrimination and Harassment Mandates and Compliance Concerns for Employers

It is an employer's obligation to avoid discrimination, harassment and retaliation in the workplace and all contractors need to be aware of their obligations, as well as the ramifications for ignoring legal mandates. Employees are protected from improper conduct by federal state and local law, and in this session contractors will hear some best practices for compliance and avoidance of lawsuits and charges. Speaker: James Fagan, *NECA*

4:05-4:25 PM

How to Increase the Value of Your Electrical Business

When facing an internal or external sale, it is important for you to know how to assess the true value of your company and the value drivers in your business. This session will help you identify the characteristics that increase your business's value and how to save millions of tax dollars through value increasing and decreasing strategies. Speaker: Joseph Bazzano, *Beacon Exit Planning*



EDUCATION SEMINARS

40-minute **Education Seminars** take a deeper dive on the issues of today, providing tips and tools that are applicable to all electrical contractors. You don't have to miss a single session due to timing, because all classes will be available for 30 days after NECA 2020 LIVE!

Additional classes will be added. Please visit www.necaconvention.org for up-to-date information.

TUESDAY, OCTOBER 6

11:20 AM-12:00 PM

How to Help and Serve Your Customers Now and Transition to Business Abnormal Later

Kelly McDonald, *McDonald Marketing*

The need to differentiate yourself and your organization is now more important than ever, not just in the services you offer, but in the experience you provide the customer. This session will show how you can adapt to better serve your customers in this virtual world and continue to do so once the storm has passed. How to re-engineer your solutions and approach to address the concerns of your customers, make virtual sales presentations helpful and effective and prepare for the inevitable return to everyday business will also be discussed.

11:20 AM-12:00 PM

The New Role of Data in Construction: Key Performance Indicators

Josh Bone and Amanda Harbison, *NECA*

As the construction industry rapidly approaches the brink of industrialization the value of good data is increasing. Today, over 80% of the decisions made in the field have no oversight which limits our ability to measure successes and failures. The future of construction will be based on data and clearly defined Key Performance Indicators that will fundamentally change every aspect of design, construction, supply chain and building services. Companies leveraging data to improve their decision making process will have a significant competitive advantage allowing them to build a culture of continuous improvement through benchmarking. Join us to see how NECA and others are leading the way by defining KPIs and learn how we plan to help our members navigate these changes impacting every electrical contractor.

12:05-12:45 PM

Improving Work/Life Balance

Alice Domar, *The Domar Center for Mind/Body Health*

Achieving a healthier balance between home/family life and work/job is a struggle for us all, and especially challenging with so many people working more from home. Examples on setting priorities, saying no, establishing boundaries, and figuring out how to live a healthier life, both physically and mentally, will be provided.

12:05-12:45 PM

Diversity, Inclusion, Equity and Belonging: Understanding Your Blind Spots

Maureen O'Brien, *Global Wisdom & Leadership Forum*

In recent days, we've spent a lot of time talking about diversity and inclusion, and its importance to our organizational success. It IS important, but it is only PART of the equation. We rush to implement "programs" on D & I without serious strategies which include taking stock in assessing our own personal beliefs, the current culture of our organizations, and creating a strategic vision on where we want our organizations to go. Simply implementing programs will not deliver success unless and until we understand our own *scotomas* or blind spots. This session will focus on the importance of inclusion, while creating a culture of equity and belonging.

2:00-2:40 PM

Building High Performing Teams

Alex Willis, *Leadership Surge*

In a high performing team every individual takes responsibility to be productive, proactive and reliable. This session will help equip you with the essential skill set and mind set to be a professional team and create a more professional, dynamic, effective work team that enjoys the work environment and consistently achieves more.

2:00-2:40 PM

Industrialization of Construction: Signal or Noise? Threat or Promise?

Heather Moore and Meik Daneshgari, *MCA, Inc.*

What will it take for union contractors to win the industrialization race? ELECTRI International commissioned research for this question and the results will be presented in this session. The state of industrialization, elements that can be used to improve productivity and market penetration in the changing times and a framework for the future will be discussed.

2:45-3:25 PM

Build Relationships, Then Build Projects

Amanda King

No matter the size of the project, it requires trust and teamwork to achieve great results. Most projects hit the ground running and key players rarely are given the opportunity to make deep connections with project partners during the pre-construction or planning phase. This session will review tools on trust and how you can build relationships for stronger communication and collaboration on current and future projects.

2:45-3:25 PM

Top 25 NEC Changes in the 2020 Edition and The Impact on Contractors

Michael Johnston, *NECA*

As jurisdictions start to adopt the 2020 National Electrical Code into law, it is important contractors understand key revisions impacting their business. This session takes a detailed look at the top 25 NEC changes and how these changes impact you.

3:30-4:10 PM

Policy and Politics in the 2020 Election Cycle

Jessica Cardenas, *NECA*

NECA's government affairs team will provide an overview of the policies enacted in 2020 and their effect on the electrical contracting industry, along with an outlook for the legislative agenda for the rest of the calendar year. The team will discuss the 2020 election cycle and what congressional seats are at play for the November elections. This session will focus on NECA's government affairs activities throughout the year.

3:30-4:10 PM

Work in Process: A Critical Metric to Your Financial Statements

David O'Brien and Craig Bodette, *Mosley, Pfundt, Glick & O'Brien, Inc.*

Your work in process schedule can have a critical impact on your backlog information. This session will discuss the importance of accurate data in your WIP schedule.

4:15-4:55 PM

Cultivating Connections as a Leader: Virtually or Face-to-Face

Debra Fine

You can turn every interaction into an opportunity for success. This session will provide insightful and informative tips and tools for cultivating and connecting with colleagues, clients/customers, team members and the community at large via online meeting, webinar training or face-to-face.

4:15-4:55 PM

The Skill of Concentration: How to Improve Your Focus

Parrish Taylor, *Taylor-Made Concepts, LLC*

Regulating distractions and improving your focus requires active, daily routines to develop the mental skill of concentration. This session will be of special interest to line contractors as we will discuss how to navigate the personal and external distractions linemen face every day. We will cover ways you can identify the mental skill of concentration, the learning-models to practice and improve focus and self-check tools to improve your professional performance on the job.

WEDNESDAY, OCTOBER 7

11:20 AM-12:00 PM

Diversity and Inclusion Starts at the Top: Embracing the Concept Before Implementing Your Plan

Maureen O'Brien, *Global Wisdom & Leadership Forum*

We as leaders must understand the value of diversity and inclusion within our organizations. Data shows that organizations inclusive of diversity are more innovative, more profitable, and more productive than organizations without a diverse population. But diversity is not one-dimensional. In this session we'll look at standard definitions of diversity and inclusion as well as diversity of thought, and we'll look at strategies to better understand and embrace diversity within our organizations.

11:20 AM-12:00 PM

Offsite Construction For the Small, Medium and Large Contractors Alike

Lonnie Cumpton, *NECA*

We have all heard how offsite construction is the solution to the skilled labor shortage in construction, but do we know who can take advantage of these benefits? In this session we will be debunking the myth that offsite construction is only for large contractors, as well as a few other offsite construction assumptions. We discuss what you will need to jumpstart your offsite construction effort, including the three assemblies used to meet the growing demands of electrical projects.

12:05-12:45 PM

Keep the Conversation Going

Debra Fine

Dig deeper into the art of conversation. This session will offer additional skills on breaking the ice, greetings, building rapport and even exiting conversations with grace.

12:05-12:45 PM

Antitrust Issues for Construction Contractors

Jeffery Tenenbaum, *The Tenenbaum Law Group, PLLC*; James Fagan, *NECA*

Today's fast changing legal environment can open your company up to economic loss and government audit if you're not in compliance. This session will cover general antitrust law and the key issues that face the construction industry in a practical and straightforward fashion.

2:00-2:40 PM

Robots in Construction: Current Use and Outlook for the Future

Lonny Simonian, *California Polytechnic State University*

Robotics can have many potential exciting applications for both inside and outside line construction. This session will present information on an ELECTRI International research project on this topic. Items discussed will include: the current uses of robotics, case studies on the effects to time, cost, quality and safety and cost effective areas for entry into the practice.

2:00-2:40 PM

Influential Communication

Sima Dahl, *Sway Factor*

Convincing colleagues to get behind your ideas, embrace your plans or follow your lead is a critical skill for all emerging leaders. Successful communicators know you don't have to be someone's boss or lay down the law to get results. This session will discuss top communication strategies that anyone can use to create winning outcomes and build consensus. You'll leave this session feeling empowered with a half-dozen new tactics in your communication toolkit.

2:45-3:25 PM

Difficult Conversations for Field Leaders: A Panel Discussion

How do you have broach sensitive subjects? How do you have tough conversations? How do you have them with people who do not look like you? Or think like you? How do you maximize desired behavior and eliminate the undesired? How do you create a team culture that encourages all to reach their maximum potential? Join us as we discuss these and other difficult yet courageous conversations that MUST happen in order to create work environments which will attract the best people, where all can thrive.

2:45-3:25 PM

Utility Expectations for Outside Line Contractors: Training, Safety and Leadership

Moderated by: Jody Shea, *NECA District 10 Vice President, QUANTA Services*

Outside line contractors working on installing and maintaining the electrical grid have a whole host of expectations placed on them by utilities. This session, presented by NECA and the Edison Electric Institute, will discuss current issues related to safety, training and leadership expectations that utilities have for the outside line contractors and their personnel performing work on the utility systems across the nation.

3:30-4:10 PM

Psychology of Persuasion

David Meade

Few words sound more sweet than that all-too-elusive YES. If you've ever struggled to get a contract over the line, a stakeholder to agree with you, a colleague to change their mind, or even a friend to see your point of view—this is the session for you. The most effective—and scientifically proven—top tips for persuasion will be discussed and the great news is they're transferable, so it doesn't matter what influence context you're struggling with.

3:30-4:10 PM

Mining Your Own Business to Cross-Sell Your Existing Customers

Sean Samson, *Sean Samson Training, LTD*

There are tremendous opportunities to cross-sell your existing customers through service and small project sales to grow your business. This session will discuss the amount of revenue you're missing out on and how to capitalize on the opportunities you have as full-service electrical contractors. The differences between a "business development" and a "sales" person, ways to future-proof your business with multi-year agreements and the difference between "recurring revenue" and "reoccurring revenue" will also be discussed. *Sponsored by the Business Development Task Force.*

4:15-4:55 PM

Get Paid More for Your Change Orders

Matt Firestone and Jim Johannemann, *Firestone Consulting Group*

Are you getting paid what you should for your change orders? At the very least, are you covering your actual costs? In this session, we will explore common pitfalls in estimating and pricing change orders and how to overcome these pitfalls. You will leave this session with tools to help you maximize the amount you charge and increase your success in the acceptance of the change orders.

THURSDAY, OCTOBER 8

11:20 AM-12:00 PM

Managing People for Results

Alex Willis, *Leadership Surge*

From setting clear objectives to monitoring performance to motivating your team, there are core management fundamentals that are essential to for each manager and supervisor. This session will look at the personal qualities and skills of an effective manager/supervisor, discuss the importance of setting clear objectives to facilitate good performance and identify how to achieve effective performance monitoring.

11:20 AM-12:00 PM

Risk, Liability, Current Issues & Practical Tips for Contracts

Tamara McNulty, *Asmar, Schor & McKenna, PLLC*

In electrical construction, it's essential to stay on top of your contracts to prevent any potential issues. This session will discuss the major issues associated with contracting for electrical work, with a major focus on the particular concerns faced by NECA's outside line contractors for risk mitigation, including contract clauses such as wildfire, special insurance concerns, indemnity, limitations of liability and other matters associated with high risk work.

12:05-12:45 PM

Hands On Relaxation Experiential Exercises

Alice Domar, *The Domar Center for Mind/Body Health*

Between stressful situations and every day life we all need a little help to relax! This workshop will include an introduction to basic relaxation guidelines, with a variety of introductory experiential exercises. Participants will learn both "mini" relaxation skills as well as longer strategies.

12:05-12:45 PM

Mitigating Bias on the Jobsite

Alex Willis, *Leadership Surge*

A Korn/Ferry International survey found that more than 2 million people leave their jobs each year because of unfairness in the workplace, costing employers an estimated \$64 billion a year in hiring costs. In addition, people of color were three times more likely than white heterosexual males to say unfairness was the reason they quit their jobs. Differences arise from a host of traits, including age, sexual orientation, religious beliefs, physical abilities, educational background, whether someone has children, even being a foreman versus being a project manager. These traits or “profiles” cause people to make inaccurate assumptions, create separation, and, yes, treat people unfairly. The goal of this course is to promote an inclusive work environment by mitigating bias.

2:00-2:40 PM

Business Growth Bottlenecks

Matt Firestone and Mike Saphir, *Firestone Consulting Group*

Are you looking for ways to grow your business? Do you have a vision of where you want to be, maybe based on revenue, the size of projects, or even market share? In this session, we will look at where bottlenecks occur and how to identify and overcome them.

2:00-2:40 PM

Pandemics and Productivity: Quantifying the Impact

Mark Federle, *Marquette University*; Dan Doyon, *Maxim Consulting Group*

We all know that pandemics negatively impact construction productivity, but quantifying that is important. Because no resource existed to aid contractors in quantifying these impacts for the purpose of seeking equitable compensation for lost productivity, adequately pricing upcoming work that will take place under pandemic driven work rules and conditions, and properly formulating financial projections that take into account stress on cash flow due to both decreases in productivity and the associated increases in overhead costs ELECTRI International took on this task. This session will discuss resources developed and assist you with their use.

2:45-3:25 PM

Data Privacy and Cybersecurity Mandates and Best Practices

Matt Ruck, *designDATA*; David Warner, *Centre Law and Consulting*; James Fagan, *NECA*

In today's world data breaches, hacking and other cybersecurity issues can cripple your business. This session will provide an overview of how to properly set up and protect your computer, email and internet infrastructure. Best practices in this area and government compliance mandates such as the CCPA, GDPR and the DOD's CMMC Cybersecurity training requirements will also be discussed. Emphasis will be placed on the importance of properly drafted and implemented acceptable use, social media and bring your own device policies in your companies and you will also receive advice on what to negotiate in your cyber insurance policy.

2:45-3:25 PM

OSHA Regulatory Update

Wesley Wheeler, *NECA*

Staying on top of what OSHA is doing is essential for every electrical contractor. From the new Beryllium rules and additions to Table 1 for Crystalline Respirable Silica to future updates on power industrial trucks, welding in confined spaces and hazard communication, this session will ensure that contractors are prepared for these regulatory updates.

3:30-4:10 PM

Turning Managers into Leaders

Gustavo R. Grodnitzky

What's the difference between a manager and a leader? Managers manage tasks; leaders lead people. As we move higher and higher in our organizations or in our careers, we get further away from the technical skills that got us hired in the first place - this is commonly referred to as “promotion based on technical competence.” The technical skills of a leader come out of the field of Emotional Intelligence. This session will cover the tactical application of communication and feedback skills to ensure leaders are communicating assertively and giving feedback in a way that motivates and values their people.

3:30-4:10 PM

Staying Ahead of Claims

Mark Federle, *Marquette University*

For many contractors the ability to provide needed documentation for claims begins well before the possibility of a claim occurring has been recognized. Proactive project management, proper documentation and a well planned project are all keys to staying ahead of claims. This session will review best practices that a project team can use to ensure they are staying ahead of claims

4:15-4:55 PM

The Digital Toolbelt: Technology for the Outside Utility Contractor

Josh Bone, *NECA*; Michael Parkes, *O'Connell Electric Company*

Traditional outdated workflows are being replaced by new construction technology trends for the outside utility contractor. This session will discuss how mobile apps and software solutions help increase safety and productivity in the field while, improving communication with the back office. New tools that are available to help automate tasks, improving the lives of workers and providing management more visibility into their projects will be covered. Additionally, a process to successfully select these digital tools within your own company will be outlined and the importance of collecting data and how digital transformation will impact every outside line contractor regardless of their size in the near future will be addressed.



TRADE SHOW EDUCATION

30-minute Trade Show Education sessions highlight the best innovations of our exhibitors and the resources they can provide to tackle the problems and questions in our industry. All sessions will be available to stream for 30 days after NECA 2020 LIVE!

Additional classes will be added. Please visit www.necaconvention.org for up-to-date information.

TUESDAY, OCTOBER 6

11:20–11:50 AM

The 3 C's: Connected, Content-Enabled and Construction

More industry players are recognizing the value of 3D models and digital construction data as the key to improving overall project efficiency with a holistic approach to construction projects. This session will demonstrate insight into how the 3 Cs—connected, content-enabled, and constructible—will enable your organization to be more productive, reduce waste, and improve the bottom line. Speaker: Lawrence Smith, *Trimble MEP Division*

11:55 AM–12:25 PM

Safety Technology: Innovative Tools to Create a Safer Jobsite During COVID-19 and Beyond

This session will explore different innovative tools to maintain high levels of safety performance during COVID-19 and beyond. Instructors: Bal Guerrero and Norty Turner, *United Rentals*

12:30–1:00 PM

Anchors, Fasteners and Technology Solutions

This session will discuss how you can increase productivity and profitability through the most ICC-ES approved solutions in the industry. Mechanical and adhesive anchor solutions along with a complete installation system and submittal generator will be discussed. Speaker: Brian Koll, *DEWALT*

2:00–2:30 PM

Becoming an Integrator in Wireless

Explore opportunities available today in the world of wireless. With the dawn of 5G cellular, Wi-Fi6 and public safety code requirements, the market is expecting an 18% compound annual growth rate through at least 2023. This session will discuss the market needs of the customers, the common challenges faced getting into this type of work and will provide you with solutions you can use today. Speaker: Eric Toenjes, *Graybar*

2:35–3:05 PM

Applying Technology for Construction Productivity

In 2015 McKinsey & Company published a stunning report outlining how productivity in manufacturing had nearly doubled over the same time period that productivity in construction had remained flat. Half a decade later, have we

bridged the gap or even laid the foundation to get there? This session will explore how your company can investigate and invest in a robust technology strategy to weather economic uncertainties and elevate your business to its highest potential. Speaker: Jason D. Thurner, *Milwaukee Tool*

3:10–3:40 PM

The Contactless Office: Powering Chicago's Return to the Work Place

Safely bringing employees back to the workplace requires a reimagining of the office itself in a COVID-19 world. Beyond modifying workspaces to enable social distancing, technology modifications can create contactless environments powered by automation. Powering Chicago's contractors have expertly trained skilled union electricians to install contactless technology to help metro Chicago safely get back to work. Speaker: *Powering Chicago*

3:45–4:15 PM

Which is Better: Compression or Mechanical Lugs?

Determining the appropriate connector may not be that simple. Each style has its advantages and disadvantages. Let's explore why one style is used over the other, and the benefits and challenges each has to offer. During our session we'll break down the advantages and disadvantages of initial costs, installation costs, conductor types and classifications, inspectability, reusability, and oxide inhibitors. What you'll learn is that the style of the connector is truly application dependent. Instructors: Michael Mooneyham and George B. Robertson, *ABB Installation Products*

WEDNESDAY, OCTOBER 7

11:20–11:50 AM

NECA Safety Corner with Milwaukee Tool

NECA has joined with Milwaukee Tool to provide tool safety insights about how they assist in helping shift safety culture in the right direction. This session will address current and projected safety management essentials in electrical construction, including the evolving COVID-19 related issues, workforce shortages and training a new generation. ECs are revitalizing their safety management systems and the focus on field training (including safety integration) and having functional safety programs is more essential than ever before. Speaker: Michael Johnston and Wesley Wheeler, *NECA*; Raffi Elchemmas, *Milwaukee Tool*

11:55 AM-12:25 PM

High Voltage Safety

This session will focus on understanding electric fields in a utility environment. These energy fields surround line workers on a daily basis. It is important to be equipped with tools that can warn the user of their presence to prevent accidental contacts and injuries. Speaker: Youssef Takhchi, *Greenlee*

2:00-2:30 PM

Break into Prefab & Digitized Procurement without BIM or Upfront Costs

This session will discuss a way for small and medium contractors to automatically generate comprehensive Bill of Material from your 2D blueprints. This new service can save you time, deliver the pre-fabricated assemblies that you need, and eliminate the upfront cost of hiring and training BIM modelers. Instructors: Quintinus Henry, *Graybar*; Aruna Muthumanickam, *Sanveo Inc.*

2:35-3:05 PM

Creative Payment Solutions in Unique Times

Rural telecommunication companies are facing new challenges and seeking creative solutions to help customers digitally and encourage self-service. This session will explore innovative cloud-based technology solutions to drive adoption of self-service channels and contactless payments. Now is the time to provide your customers accessible digital channels from a single unified cloud-based solution ensuring they can make quick, safe and secure monthly telecom bill payments. Speaker: David Maddox, *Paymentus*

3:10-3:40 PM

Estate Planning: Why Now is More Important Than Ever

Anyone who owns a property and cares about who will get that property needs estate planning. Although designing a plan to meet your needs can seem overwhelming, this discussion will give you some ideas on how to get started and what business owners do to successfully leave their legacy. Speaker: Patrick Conner, *Husch Blackwell—presenting for Federated Insurance*

3:45-4:15 PM

Intelligent Systems are the Next Chapter of ConTech for Electrical Contractors

Disjointed, disconnected solutions prevent teams from effectively communicating and managing workflows between the field and office. Building a smart jobsite bridges that gap with a single source of reliable information that is updated in real time allowing you to manage projects for greater profitability. In this session you will learn about the different types of technology, what it means to have an intelligent system, and how that will drive profitability for you and your team. Speaker: Michelle Turner, *Procore Technologies, Inc.*

4:20-4:50 PM

VFD Cables: Essential or Overkill

Variable frequency drives (VFDs) output high frequency pulse width modulated waveforms to control motor speed and torque but can create unwanted side effects. This session will look at how VFD cable can deal with the issues these side effects can create. Proper shield termination will also be discussed. Speaker: Steve Wetzel, *Southwire*

THURSDAY, OCTOBER 8

11:20-11:50 AM

Using 3D Capture for Remote Inspections

This session will focus on the current industry trends for using 3D capture technology for remote inspections of construction sites using 3D laser scans, 360 photography, 3D construction models, and project documentation. Learn how this information is shared among project stakeholders to create a living document of the site conditions to promote communication and collaboration among project teams. Speaker: David Burczyk, *Trimble*

11:55 AM-12:25 PM

Arc Flash Safety: Building Organizational Resilience and Best PPE Practices

A number of comfort and error precursor obstacles can jeopardize organizational safety. Implementing change to improve safety culture begins with a few key workers: field leaders who adopt best practices and influence others to do the same. This session will discuss how you achieve buy in to a FR/AR PPE program best practices by engaging field leaders. Speaker: Scott Francis, *Westex*

12:30-1:00 PM

How COVID-19 is Impacting the Real Estate Market

The real estate market leading up to the pandemic and the impacts of COVID-19 to date will be discussed in this session. What's next for real estate investing will also be covered. Speaker: Jeffery Kanne, *National Real Estate Advisors*

2:35-3:05 PM

Evolution of the Industry: Transform Industry Challenges Into Profitable Opportunities

IIoT (Industrial Internet of Things) and the shortage of skilled labor have introduced new challenges, and have forced us to rethink traditional business models and electrical system designs. The result is what we call the "New Electric World," where building systems are connected, occupants are safer from hazards and electrical fires, power is greener, and operations are more efficient. In this session, you'll learn how to overcome these industry challenges to expand your business. Speaker: Mike Montanari, *Schneider Electric*

3:45-4:15 PM

The Importance of Strategic Business Planning

This course will cover the importance and practices of strategic business planning. Learn about the balance and relationship of long-term and short-term execution plans. Speaker: Erik Lood, *3M*

4:20-4:50 PM

Evolution of the Industry: Transform Industry Challenges Into Profitable Opportunities

Remote work due to a pandemic, tough conversations on social justice, and technology adoption challenges across generations and different behavior styles contribute to a perfect storm for confusion, frustration and lack of alignment. Challenges can be opportunities to drive change and create a stronger organizational culture with intentional communication efforts. We will discuss the following: content is crucial; keeping teams informed and aligned; leveraging technology to deliver the message. Speaker: Jon Finch, *Milwaukee Tool*

TUESDAY

All times in Eastern Time

Time	Trade Show Education	Education Huddles	Education Seminars	Education Seminars
10:00 AM-11:10 AM	General Session: Fireside Chat with David Long, NECA, and Lonnie Stephenson, IBEW			
11:15 AM	Product Demo Eaton			
11:20 AM	The 3 C's: Connected, Content-Enabled and Construction—Trimble MEP Divison	Margin or Markup: Why Does it Matter?—David O'Brien & Craig Bodette	The New Role of Data in Construction: Key Performance Indicators—Josh Bone & Amanda Harbison	How to Help and Serve Your Customers Now and Transition to Business Abnormal Later—Kelly McDonald
11:25 AM				
11:30 AM				
11:35 AM				
11:40 AM				
11:45 AM				
11:50 AM	Product Demo Trimble	How Lead Virtually—David Meade		
11:55 AM	Safety Technology: Innovative Tools to Create a Safer Jobsite During COVID-19 and Beyond—United Rentals			
12:00 PM				
12:05 PM				
12:10 PM				
12:15 PM				
12:20 PM		Honoring Academy of Electrical Contracting Inducees	Diversity, Inclusion, Equity and Belonging: Understanding your Blind Spots—Maureen O'Brien	Improving Work/Life Balance—Alice Domar
12:25 PM	Product Demo McCormick			
12:30 PM				
12:35 PM	Anchors, Fasteners and Technology Solutions—DEWALT			
12:40 PM				
12:45 PM		Current Events		
12:50 PM				
12:55 PM				
1:00 PM-2:00 PM	Lunch: Bourbon and Chocolate, sponsored by Graybar			

GREEN ENERGY CHALLENGE

Competition: Monday, Oct. 5 • 11 AM-1 PM Eastern
 Winners Announced: Tuesday, Oct 5 • 2:25 PM Eastern

In the 12th annual ELECTRI International/NECA Green Energy Challenge, university students present a written proposal for an energy upgrade to a facility that provides community services. Will the top school be Ball State's lighting retrofit at Ronald McDonald House in Indianapolis? Illinois Institute of Technology's net-zero proposal for Near South Health Center in the Bronzeville area of Chicago? Iowa State's lighting and solar project at Childserve Childcare Center in Ames, Iowa? Or University of Toronto's energy-efficiency upgrade for Orde Street Public Schools? The students will present their projects live online. There will also be a video competition in which students from Illinois Institute of Technology, Iowa State and Penn State present their projects. Attendees will be able to vote for their favorite video. Watch the next generation of electrical contractors at work.



BALL STATE UNIVERSITY

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

PENNSTATE



UNIVERSITY OF TORONTO

ILLINOIS INSTITUTE OF TECHNOLOGY

2:00 PM	Becoming an Integrator in Wireless— Graybar	Strategies to Battle Perfectionism— Alice Domar	Industrialization of Construction: Signal or Noise? Threat or Promise?— Heather Moore & Meik Daneshgari	Building High Performing Teams— Alex Willis	
2:05 PM					
2:10 PM					
2:15 PM					
2:20 PM					
2:25 PM					
2:30 PM	Product Demo WESTEX	Announcements: Green Energy Challenge and Student Chapter of the Year Award Winners			
2:35 PM					
2:40 PM	Applying Technology for Construction Productivity— Milwaukee Tool	The Business Case for a Diverse Organization: Driving Profits through Diversity and Inclusion— Ronald Bailey	Build Relationships, Then Build Projects— Amanda King	Top 25 NEC Changes in the 2020 Edition and The Impact on Contractors— Michael Johnston	
2:45 PM					
2:50 PM					
2:55 PM					
3:00 PM	Product Demo—ABB				
3:05 PM	The Contactless Office: Powering Chicago's Return to the Work Place— Powering Chicago	Running Efficient Job Kickoff Meetings— Mark Federle	Work in Process: A Critical Metric to Your Financial Statements— David O'Brien & Craig Dodette	Policy and Politics in the 2020 Election Cycle— Jessica Cardenas	
3:10 PM					
3:15 PM					
3:20 PM					
3:25 PM					
3:30 PM	Product Demo Southwire	Crafting Your Airplane Pitch— Sima Dahl			
3:35 PM					
3:40 PM	Which is Better: Compression or Mechanical Lugs?— ABB	Employee Engagement— Amanda King	Cultivating Connections as a Leader: Virtually or Face-to-Face— Debra Fine	The Skill of Concentration: How to Improve Your Focus— Parrish Taylor	
3:45 PM					
3:50 PM					
3:55 PM					
4:00 PM	Keeping the "Line" of Communication— Milwaukee Tool	Announcements: Powering Chicago & Looking Ahead			
4:05 PM					
4:10 PM					
4:15 PM					Product Demo Labor Chart
4:20 PM					
4:25 PM					
4:30 PM	Product Demo Fluke				
4:35 PM					
4:40 PM					
4:45 PM					
4:50 PM	Product Demo Leviton				
4:55 PM					
5:00 PM	Play-to-Win Prize Drawings				
5:15 PM-6:45 PM	Opening Reception with the Milwaukee Tool Shed Band, sponsored by Milwaukee Tool				

WEDNESDAY

All times in Eastern Time

Time	Trade Show Education	Education Huddles	Education Seminars	Education Seminars
10:00 AM-11:10 AM	General Session: Victoria Arlen			
11:15 AM	Product Demo Schneider Electric			
11:20 AM	NECA Virtual Safety Corner with Milwaukee Tool— Michael Johnston, Wesley Wheeler, Raffi Elchemmas	Cultivating Connections: Making the Most of Conversation Opportunities— Debra Fine	Offsite Construction for the Small, Medium and Large Contractors Alike— Lonnie Cumpton	Diversity and Inclusion Starts at the Top: Embracing the Concept Before Implementing Your Plan— Maureen O'Brien
11:25 AM				
11:30 AM				
11:35 AM				
11:40 AM				
11:45 AM				
11:50 AM	Product Demo Milwaukee Tool	How to Sell Virtually— David Meade		
11:55 AM	High Voltage Safety— Greenlee			
12:00 PM				
12:05 PM			Keep the Conversation Going— Debra Fine	Antitrust Issues for Construction Contractors— Jeffery Tenenbaum & James Fagan
12:10 PM				
12:15 PM				
12:20 PM	Announcements: Project Excellence Awards			
12:25 PM	Product Demo Davis Plug			
12:30 PM	How Digitalization and IoT Intelligence is Driving More Reliable Power Systems— Eaton			
12:35 PM				
12:40 PM		Achieving Your Greatest ROI— Matt Firestone		
12:45 PM				
12:50 PM				
12:55 PM				
1:00 PM-2:00 PM	Lunch: Cooking Demonstration with Chef George, sponsored by Rosendin Electric			

WOMEN IN NECA/FUTURE LEADERS

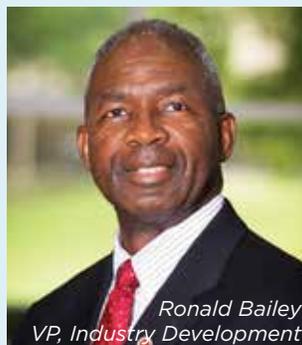
sponsored by **Graybar**

Wednesday, Oct. 7 • 4:15-4:55 PM Eastern

Followed by Virtual Happy Hour



David Long
NECA CEO



Ronald Bailey
VP, Industry Development

The Women in NECA and Future Leaders virtual meeting will focus on diversity and inclusion. Join us for a panel discussion featuring NECA CEO David Long and Vice President of Industry Development Ronald Bailey as they talk about NECA's mission, vision and goals for diversity and inclusion. All members of the WIN and Future Leaders groups and NECA 2020 LIVE attendees are invited to join the discussion, which is followed by a virtual happy hour, sponsored by Graybar.

2:00 PM	Break into Prefab & Digitized Procurement without BIM or Upfront Costs— Graybar	The Value of Speaking Up— Alex Willis	Robots in Construction: Current Use and Outlook for the Future— Lonny Simonian	Influential Communication— Sima Dahl
2:05 PM				
2:10 PM				
2:15 PM				
2:20 PM				
2:25 PM	Product Demo iTool	Announcements: Leadership Updates		
2:30 PM	Creative Payment Solutions in Unique Times— Paymentus	Current Events	Difficult Conversations for Field Leaders: A Panel Discussion— Alves, Bailey, Beltramo, King, O'Brien, Willis	Utility Expectations for Outside Line Contractors: Training, Safety and Leadership— Jody Shea, Moderator
2:35 PM				
2:40 PM				
2:45 PM				
2:50 PM				
2:55 PM	Product Demo McCormick			
3:00 PM	Estate Planning: Why Now is More Important Than Ever— Federated Insurance	How to Step Up and Lead Now— Kelly McDonald	Mining Your Own Business to Cross-Sell Your Existing Customers— Sean Samson	Psychology of Persuasion— David Meade
3:05 PM				
3:10 PM				
3:15 PM				
3:20 PM				
3:25 PM	Product Demo Graybar	Current Events		
3:30 PM	Why Intelligent Systems are the Next Chapter of ConTech for Electrical Contractors— PROCORE	Anger Management In the Workplace— Alex Willis	Get Paid More for Your Change Orders— Matt Firestone & Jim Johannemann	Women in NECA and Future Leaders Virtual Meeting
3:35 PM				
3:40 PM				
3:45 PM				
3:50 PM				
3:55 PM	Product Demo ABB			
4:00 PM	VFD Cables: Essential or Overkill— Southwire	Announcements: Daily Wrap Up & Looking Ahead		
4:05 PM				
4:10 PM				
4:15 PM				
4:20 PM				
4:25 PM	Product Demo FSR			
4:30 PM	Product Demo Greenlee			
4:35 PM	Play-to-Win Prize Drawings			
4:40 PM	WIN/FL Virtual Happy Hour, sponsored by Graybar			
4:45 PM				
4:50 PM				
4:55 PM				
5:00 PM				
5:15 PM–6:15 PM				

THURSDAY

All times in Eastern Time

Time	Trade Show Education	Education Huddles	Education Seminars	Education Seminars	
10:00 AM-11:10 AM	General Session: Dr. Nadja West				
11:15 AM	Product Demo Trimble				
11:20 AM	Using 3D Capture for Remote Inspections—Trimble	Coping With The Difficult People In Your Life—Alice Domar	Risk, Liability, Current Issues & Practical Tips for Contracts—Tamara McNulty	Managing People for Results—Alex Willis	
11:25 AM					
11:30 AM					
11:35 AM					
11:40 AM					
11:45 AM					
11:50 AM	Product Demo Regal / Telesteps	Submittals Best Practices—Mark Federle			
11:55 AM					
12:00 PM	Arc Flash Safety: Building Organizational Resilience and Best PPE Practices—Westex				
12:05 PM					
12:10 PM		Announcements: NECA Awards & ELECTRI International Update	Mitigating Bias on the Jobsite—Alex Willis	Hands On Relaxation Experiential Exercises—Alice Domar	
12:15 PM					
12:20 PM					
12:25 PM	Product Demo Eaton				
12:30 PM	How COVID-19 is Impacting the Real Estate Market—National Real Estate Advisors				
12:35 PM					
12:40 PM		Three Common Buy Sell Agreements Traps—Joseph Bazzano			
12:45 PM					
12:50 PM					
12:55 PM					
1:00 PM-2:00 PM	Lunch: NECA 2021 Nashville Kickoff, sponsored by eSub				



sponsored by



PRODUCT DEMONSTRATIONS

Be sure to check out the product demonstrations. These demos provide a great chance to learn about how these products and services can be applied on your jobs!

Participating companies include:

- 3M
- ABB
- Connecticut Electric
- Eaton
- Fluke
- FSB
- Graybar
- Greenlee
- iTool
- Labor Chart
- Legrand
- Leviton
- McCormick Systems
- Milwaukee Tool
- Regal/Telesteps
- Schneider Electric
- Southwire
- Trimble MEP
- Trimble SysQue
- Ugly's Electrical Reference
- United Rentals
- Westex



2:00 PM	Trade Show Education Session— TBA	Power of Culture to Change Human Behavior—Gustavo Grodnitzky	Business Growth Bottlenecks—Matt Firestone & Mike Sophir	Pandemics and Productivity: Quantifying the Impact— Mark Federle & Dan Doyon
2:05 PM				
2:10 PM				
2:15 PM				
2:20 PM				
2:25 PM				
2:30 PM	Product Demo 3M	Announcements: Leadership Updates		
2:35 PM	Evolution of the Industry—Transform Industry Challenges into Profitable Opportunities— Schneider Electric			
2:40 PM				
2:45 PM				
2:50 PM				
2:55 PM				
3:00 PM		Body Language— David Meade		
3:05 PM	Product Demo Connecticut Electric		Data Privacy and Cybersecurity Mandates and Best Practices— Matt Ruck, David Warner, James Fagan	OSHA Regulatory Update— Wesley Wheeler
3:10 PM	Trade Show Education Session— TBA			
3:15 PM		Field Leader Succession: Developing a Plan to Fill Your Key Field Leadership Positions—Nic Bittle		
3:20 PM				
3:25 PM				
3:30 PM				
3:35 PM				
3:40 PM	Product Demo Ugly’s Electrical Reference	Discrimination and Harassment Mandates and Compliance Concerns for Employers—James Fagan	Staying Ahead of Claims—Mark Federle	Turning Managers into Leaders—Gustavo Grodnitzky
3:45 PM	The Importance of Strategic Business Planning— 3M			
3:50 PM				
3:55 PM				
4:00 PM				
4:05 PM				
4:10 PM		How to Increase the Value of Your Electrical Business—Joe Bazzano		
4:15 PM	Product Demo Leviton		The Digital Toolbelt: Technology for the Outside Utility Contractor— Josh Bone and Michael Parkes	Education Seminar— TBA
4:20 PM	Trade Show Education Session— TBA			
4:25 PM				
4:30 PM				
4:35 PM		Announcements: NECA 2020 LIVE Wrap Up		
4:40 PM				
4:45 PM				
4:50 PM	Product Demo Legrand			
4:55 PM	Product Demo United Rentals			
5:00 PM	Play-to-Win and Grand Prize Drawings			
5:15 PM– 6:15 PM	Closing Celebration: Second City, sponsored by Powering Chicago			



CONNECTION

NECA's **Innovation Studio** presents live podcasts with industry experts who will share experiences about how they leverage cutting-edge technology. Learn how electrical contracting business leaders approach leadership, innovation, safety and more. Chat with product specialists who can help you better understand how and when new innovations can have an impact on your business productivity and profits. Take the studio's guided tours, highlighting solutions that improve communication and reduce waste.

The NECA 2020 LIVE **Matchmaking** service uses demographic information and technology to connect you with suppliers of the exact products or services you're looking for to expand your business.

Participants will use **Gatherly** to navigate the Milwaukee Tool Shed Band performance, allowing them to virtually "mingle and move." You can see other attendees' names and photos on a map and move your name near theirs to text, audio or video chat if you want to start a conversation. You can break out with a group of people to have a private conversation and move on to another whenever you want. It's just like the in-person NECA Show, but clickier. Don't worry, tech support will be available.



SUPPORT

NECA will be standing by with a dedicated support team to answer any questions you have throughout NECA 2020 Live. Whether you're looking for a specific session or having problems getting where you need to be, the NECA team is ready to help you!

You can reach out via the Customer Service Desk within NECA 2020 Live, via email at live@necanet.org, or by phone at **(202) 991-6318**.

Support Hours

Monday, October 5	10:00 AM-5:00 PM ET
Tuesday, October 6	9:00 AM-6:30 PM ET
Wednesday, October 7	9:00 AM-6:00 PM ET
Thursday, October 8	9:00 AM-6:00 PM ET



Exhibitor list as of September 1, 2020

<p>3M ABB American Technical Publishers, Inc. Austin Lane Technologies AutoDesk Construction Cloud BICSI Border States Electric CAB (Cambria County Association for the Blind and Handicapped) CMiC ConEst Software Systems Connecticut Electric Corellian Software Davis Plug, LLC DeWALT Eaton Electrical Contractor magazine Element Industrial Enespro PPE eSub Construction Software eVolve MEP Federated Insurance Flir Fluke</p>	<p>FSR GE Current, a Daintree Company Glen Guard Graybar Greenlee Hilti Hubbell Wiring Devices-Kellem iToolco KNIPEX Tools LP LaborChart Legrand LENOX Tools Leviton Manufacturing Maddox Transformer Makita USA ManufactOn MB Metal Technologies LLC McCormick Systems, Inc Milspec Industries Milwaukee Tool National Real Estate Advisor NECA EARN NECA Innovation Studio NECA Member Services</p>	<p>NECAPAC Nichifu America Inc. Orbit Industries Panduit Corporation Paymentus Penn Aluminum Procore Regal/Telesteps Rexel Rosendin Electric Schneider Electric Siemens Industry, Inc. Sonepar USA Southwire The Electrical Advertiser Trimble Ugly's Electrical References United Rental Verizon Connect Wesco Distribution, Inc. Westex</p>
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Visit www.necaconvention.org for the latest exhibitor list.

FEES AND INSTRUCTIONS



FEES

EARLY REGISTRATION (ON OR BEFORE SEPTEMBER 15, 2020)

	REGISTRANT
Member	\$200
Non-member	\$500

REGULAR REGISTRATION (BEGINNING SEPTEMBER 16, 2020)

	REGISTRANT
Member	\$250
Non-member	\$550

Full Convention registration includes: all virtual events, Trade Show Education, NECA Show, General Sessions.

Full Convention registration also includes online streaming of select education courses for 30 days.

REGISTRATION, PAYMENT AND CANCELLATION INFORMATION

All registrations must be made online at www.necaconvention.org.

Course availability is based on number of registrants.

For registration support or assistance contact: **NECA Registration & Housing c/o Convention Management Resources**
425 California Street, Suite 810
San Francisco, CA 94104
1-800-368-6322 tel
1-415-293-4745 fax
<https://neca.cmrushelp.com>

Changes & Cancellations:

Once purchased, registration fees to the NECA 2020 Live are **not refundable**.

If you wish to transfer your registration to another individual please send us a message through the NECA Registration Support Center by September 30, 2020.

TRADE SHOW ONLY

Admission to the virtual NECA Show all 3 days is available for \$50. The NECA Show is included if you are registering for the Full Convention.

NECA Registration Support Center:

<https://neca.cmrushelp.com/s/contactsupport>



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**“While we all remain physically separated,
we cannot afford to be disconnected as
an industry. NECA 2020 LIVE will be an
opportunity for us all to join together and
help move our companies forward.”**

—Rick Jamerson
Jamerson & Bauwens Electrical Contractors Inc.
Northbrook, IL