



# NECA 2024 SAN DIEGO

September 28–October 1, 2024

San Diego Convention Center



Presented by the National Electrical Contractors Association  
[www.necaconvention.org](http://www.necaconvention.org)







## Opening General Session

# RORKE DENVER

Navy Seal Commander, *New York Times* Bestselling Author  
Sunday, September 29 • 10:00 am–11:30 am

Commander Rorke T. Denver has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa, Latin America, and other international hot spots. He starred in the hit film *Act of Valor*, which is based on true SEAL adventures. His *New York Times* bestseller, *Damn Few: Making the Modern SEAL Warrior*, takes you inside his personal story and the fascinating, demanding SEAL training program. In his second book *Worth Dying For: A Navy SEALs Call to a Nation*, Rorke tackles the questions that have emerged about America's past decade at war—from what makes a hero to why we fight and what it does to us.

## Monday General Session

# KATIE LEDECKY

10x Olympic Medalist, 21x World Champion, 14x World Record Breaker  
Monday, September 30 • 10:00 am–11:30 am

One of the most dominant athletes the world has seen and among the most celebrated of her generation, Katie Ledecky is a 10-time Olympic medalist and 19-time World Champion—the most of any female swimmer. A record-shattering, history-making athlete, she has reached undeniable “GOAT” status. Katie became the most-decorated U.S. female athlete for a second consecutive Olympics when she won four medals at the 2020 Tokyo Olympics, making history by winning the gold in the first-ever women's 1500-meter freestyle, and becoming the first to three-peat in the 800-meter freestyle. Four years prior, at the 2016 Rio Olympics, she broke two world records while winning four gold medals and one silver medal, becoming the most successful U.S. female athlete ever at a single Olympics. Her Olympic legend began at the 2012 London Olympic Games, where she was the youngest U.S. athlete at just 15 years old. Showing confidence and maturity beyond her years, she delivered a win in the 800-meter freestyle race, beating out a field of more experienced competitors by four seconds to win her first gold medal.

*Sponsored by Southwire*



## Closing General Session

# ROCCO MEDIATE

Professional Golfer  
Tuesday, October 1 • 1:15 pm–2:30 pm

Rocco Mediate began his golf career at Florida Southern College, where he and his close friend, PGA Tour professional Lee Janzen, helped lead Florida Southern to the 1985 Division II national team championship. In 1985, Rocco turned professional. With his golfing career marred by back trouble, he compensated early on by using a long putter. In 1991, he became the first player to win on the PGA Tour using a long putter when he won the Doral-Ryder Open. Rocco has won six PGA Tour and four PGA Tour Champions events, earning over \$23 million dollars. In 2016, Rocco won the Senior PGA Championship. He has been featured in the top 20 of the Official World Golf Rankings and considered to be one of the best putters in golf.



## OPENING RECEPTION

# DANCING IN THE STREETS!

Saturday, September 28 • San Diego's Gaslamp Quarter  
7:00–9:00 pm • After Party 9:00 pm–10:00 pm

Catch up with old friends and make new ones in San Diego's famed Gaslamp Quarter as we go Dancing in the Streets! Enjoy food and drink from a wide variety of restaurants and take part in interactive games located around the historic area.

The hub of the party will be the Electric Avenue stage where the Milwaukee Tool Shed Band will play their signature party music all evening.

The Gaslamp Quarter is located directly across from the San Diego Convention Center and within walking distance to many of NECA's hotels which makes it the perfect place to spend your evening dancing the night away!

Many thanks to these fine sponsors:

- Happy Does sponsored by Graybar
- Mary Janes sponsored by Schneider Electric
- After Party sponsored by Milwaukee Tool
- Rockin' Baja sponsored by Atkore
- Huntress sponsored by Greenlee

sponsors as of May 15, 2024



## CLOSING RECEPTION

# ANCHORS AWEIGH featuring KOOL & THE GANG

Tuesday, October 1 • USS Midway  
Doors: 7:00 pm, Music 8:15 pm

Welcome aboard the USS Midway for a celebration to remember! Your adventure begins as you step into Naval history, following in the footsteps of the 220,000 sailors who served aboard this aircraft carrier.

Get in the groove on the flight deck with the legendary band **Kool & the Gang!** Party to their number 1 song "Celebration" and chart-toppers "Ladies Night," "Cherish," and more.

Explore the Midway from pilot house to engine room! Sit in the cockpits of the aircraft Naval aviators flew during the ship's deployments, don your captain's hat and head topside, or visit the engineering spaces below decks. Veteran docents, many of whom served aboard Midway, will be available to answer your questions. Head to the hangar deck and take a ride in a flight simulator for some white-knuckled excitement!

There's something for everyone here, and your adventure aboard USS Midway will be the perfect ending to NECA 2024 San Diego!

Sponsored by ABB







## FOURTH ANNUAL Electrical Contracting Innovation Challenge

Saturday, September 28 • 1:30 pm–3:30 pm

The Electrical Contracting Innovation Challenge (ECIC) is ELECTRI International's annual challenge for NECA Student Chapters. Student Chapter teams agree that the popular challenge is stimulating because it makes them focus on problem solving by thinking in new, creative ways. This year's student challenge focused on innovation and student's creativity.

Each faculty advisor and student team worked with their local NECA chapter and contractors to deliver a proposal containing building information modeling (BIM) tasks for the Trimble Phase 2 project. Students put themselves in the position of an electrical contractor to perform tasks related to layout and coordination of various electrical systems in the project. The teams used the same computer software that industry leaders typically use. During the competition, the student teams tackled challenges that BIM engineers face when completing a project. These challenges included creating a BIM execution plan, a detailed work assignment log, a prefabrication plan, installation drawings, and more. They also had the opportunity to work with various forms of software that BIM engineers use in the industry. This included modeling electrical systems using Revit, doing coordination in Navisworks and Trimble Connect, and leveraging technology solutions offered by Trimble for office and field construction professionals.

## The NECA Project Excellence Awards

Monday, September 30 • 10:00 pm–11:30 am

In 2023, 17 companies were recognized as winners of the fifth annual NECA Project Excellence Awards. These awards are an acknowledgment of the extraordinary work performed throughout the year by NECA contractors in 13 different project categories. Join us as we celebrate the 2023 recipients during Sunday's General Session, and make sure to visit [www.necapea.com](http://www.necapea.com) to view all of the winners.



### NECA Premier Partners



## NEW THIS YEAR: EMERGING INNOVATION HUB



Join us in the all-new Emerging Innovation Hub—the place to find all that is NECA and all that is new!

Conveniently located in the Sails Pavilion, just across from the General Session room, the Hub is where you can explore important topics in the electrical construction industry and find cutting-edge answers to your business questions.

### Here's just a sample of what's in store in the Hub:

#### ■ Product Demonstration Area

Visit this interactive sector where companies showcase the latest innovations that will help you grow your business. The Product Demonstration Area provides live presentations focusing on low voltage and emerging technologies.

#### ■ NECA Services

Centrally located in the Hub is where you will find the NECA booth and store, ELECTRI International and NECAPAC, ensuring attendees are well-informed about the latest industry practices and advocacy efforts.

#### ■ NECA's EV Resource Network, powered by Fuser

NECA's EV Resource Network, powered by Fuser, highlights green initiatives and competitive opportunities for NECA contractors. Representatives from Fuser will be in the Hub to answer your EVSE questions.

#### ■ Innovation Zone

Welcome to the Innovation Zone where we will highlight the ever-changing landscape of construction technologies and showcase solutions and best practices that allow you to achieve your highest potential. Learn from industry leaders, specialized experts, and contractors at the cutting-edge of innovation.

#### ■ Innovation Overload Podcast

The Innovation Overload Podcast will be recording live in the Emerging Innovation Hub. Check out stories and case studies and learn how innovation can make a difference in all areas of your business. Join us live as our expert guests share their best wisdom and strategic maneuvers:

■ **Sunday, September 29:** 11:30 am, 1:00 pm, 2:30 pm, 4:00 pm

■ **Monday, September 30:** 11:30 am, 1:00 pm, 2:30 pm

■ **Tuesday, October 1:** 9:00 am, 10:30 am, 12:00 pm

#### ■ Sails Cafe, sponsored by Schneider

Relax, network and enjoy a beverage in a comfortable setting.

#### ■ Lunch

All attendees with a full registration will be provided with lunches in the Sails Pavilion.

#### ■ Prize Stamping Booth

Visit the Hub to have your Play to Win card stamped.



## NECA Industry Innovation

NECA Industry Innovation is dedicated to driving innovation and technological advancements in the electrical construction industry. We collaborate with contractors, industry stakeholders, and technology providers to identify emerging trends and strategic opportunities. Our goal is to help NECA members stay at the forefront of industry advancements, enhance productivity, and deliver high-quality electrical services.

### Innovation Education

Innovation is part of everything we do and there will be Convention and Trade Show education sessions focusing on the topic at NECA 2024 San Diego that will help you gain the knowledge and tools necessary to embrace innovation, enhance your business practices, and stay competitive in a rapidly evolving industry.



# APPRENTICE APPRECIATION DAY

Sunday, September 29, 2024

Join nearly 1,000 apprentices for the NECA Apprentice Appreciation Day at NECA 2024 San Diego! We have planned a special program for apprentices working at all levels of electrical construction from first year to fifth year. Following the workshop, all participants can visit the NECA Show Floor, FREE!

## Program highlights:

### Speakers include:

- **Jeremy Abrams**, Business Manager, IBEW Union Local 569
- **Kevin Johnson**, Director/CFO, Electrical Training Institute San Diego & Imperial Counties
- **Andy Berg**, Executive Director, San Diego Chapter, NECA
- **Todd Stafford**, Executive Director, electrical training ALLIANCE
- **Steve Richman**, Brand President, Milwaukee Tool

Moderator: **Pete Mastrococco**, Senior Vice President Education, Events & Partnerships, NECA

### Apprentice Success Story

#### Keynote: Leadership for Apprentices

- **Ron Bailey**, Senior Vice President, Industry Development

### Lunch

### Apprentices visit the Trade Show Floor

Lunch sponsored by



## NEW FOR 2024: APPRENTICE CHALLENGE

Apprentices can test their skills in the all-new Apprentice Challenge! This escape-room-style challenge will test the codes knowledge of apprentices and offer prizes and bragging rights for the best completion times. *Sponsored by Electrical Training Institute.*

(available Sunday and open to apprentices only)

Schedule/speakers subject to change

## ON THE NECA SHOW FLOOR

### NECA Gives Back

The goal of the NECA Adopt-a-School program is supporting children, teachers and their communities. By promoting the electrical industry and helping schools in need, we can support the future of NECA and grow our workforce, all at the same time. This year, NECA **Adopt-a-School** will focus on a San Diego-area school that could use a little extra help. The Silent Auction will be back with sports memorabilia, exotic trips, fine wine and liquor packages, jewelry and more.

Sponsored by 3M



### Pause for Paws

It's a proven fact that petting an animal can lower stress. The social interaction between people and their pets decreases levels of the stress hormone, cortisol. Indulge in some puppy love and stress relief at the **Pause for Paws** petting park on the NECA Show Floor. Every moment spent with these furry companions not only brings happiness but also supports a worthy cause—a San Diego area animal rescue dedicated to making a difference in the lives of animals.

Sponsored by Graybar



# Education

## NECA 2024 San Diego

Choose a track. Or try them all! The choice is yours.

### PRECONVENTION WORKSHOPS

*In-depth education on the topics you need most.*

Each year, NECA offers in-depth workshops before the start of the Convention that take a deep dive on the topics you need most. From communication to leadership to safety, these classes provide you with the tools you need to be successful.

*Preconvention workshops are an add-on to your NECA Convention experience and require a separate registration.*

### CONVENTION EDUCATION

*Lessons learned. Best practices. Leading for tomorrow.*

With dynamic speakers from across the globe and electrical professionals just like you, the NECA Convention will challenge the way you think, help you improve your processes and help you build a brighter future for you and your company.

**The full schedule of educational sessions and descriptions will be available at [necaconvention.org](https://necaconvention.org).**

“The NECA Convention education sessions are invaluable for electrical contractors. Attendees cannot help but get something from the variety of session topics. The importance of a fresh take on a known topic or exploring a new one cannot be overstated as we try to stay relevant in the ever-changing electrical contracting industry.”

—Mark Melton  
Melton Electrical &  
Structured Cabling



## Trade Show Education: Learn right on the show floor.

### TECHNOLOGY & INNOVATION WORKSHOPS

Before you can blink, the next technology solution that can save your business time and money will be here. Innovative exhibitors and industry experts will bring you the technology you need to stay ahead.

### LEADERSHIP WORKSHOPS

The process for becoming a better leader never stops. To help all attendees grow their skills, a slate of leadership sessions will be presented on the NECA Show Floor.

### CONTRACTOR SOLUTIONS WORKSHOPS

Every problem has at least one—if not hundreds—of possible solutions. These sessions will get you thinking, present new ideas and help you find solutions to the most common electrical contracting problems.

Trade Show  
Education is  
open to all  
attendees!





# PRECONVENTION WORKSHOPS

These preconvention workshops present an in-depth look at many of the leading issues in our industry today, from new industry standards to financial issues to managing risk. These collaborative, interactive sessions will provide you with the tools you need to stay on top.

All preconvention workshops will be held prior to the start of the full convention program and require separate, advanced registration fees. Full course descriptions and speaker bios are available at [necaconvention.org](http://necaconvention.org). *Classes fill up, so be sure to register early!*

## FRIDAY, SEPTEMBER 27

8:00 am–5:00 pm PDT

*(Two-day course continues Saturday, 8:00 am–5:00 pm PDT)*

### Field Leadership Essentials Train-the-Trainer

Jay Jones, NECA; Emily Huesman, NECA

Fee: \$200

Field leaders are on the frontline of every electrical contractor's success and the success of our industry. To enhance the leadership skills of new and up-and-coming field leaders, NECA has developed the one day Field Leadership Essentials course. This program can be delivered locally by NECA chapters and contractors, and to facilitate this we are holding this train-the-trainer program. Field Leadership Essentials provides the "must know" topics for field leaders in the electrical contracting industry. Upon completion of the train-the-trainer program, participants will possess the confidence and competence to deliver the program locally.

8:00 am–5:00 pm PDT

### Construction Suicide Prevention Outreach and Mental Health Program Train-the-Trainer

Alexandra Yannacone, Helen and Arthur E. Johnson Depression Center

Fee: \$100

There is a critical need for suicide prevention in the construction industry. The VitalCog in Construction Train-the-Trainer is a program offered to assist in the training of employees at all levels of a construction organization. This training creates a forum for dialogue and critical thinking about mental health challenges, and promotes help-seeking and help-giving behaviors. The goal of this program is to cultivate a construction community of employees who are aspiring to eliminate the devastating impact of suicide. By attending this training, participants will become VitalCog trainers and be supported in the implementation and facilitation of the VitalCog in Construction training.

8:00–11:00 am PDT

### Fault Managed Power Systems for Electrical Contractors

Steve Eaves, Voltserver; Ronna Davis, Voltserver; Jared Karbowsky, NECA; Bob Dagostino, DES Electronics; Dave Dressler, MN Statewide Limited Energy JATC; Kyle Krueger, NECA

Fee: \$125

This specialized course is designed for electrical industry professionals seeking knowledge of Fault-Managed Power Systems. This revolutionary intelligent power technology plays a vital role for safe and reliable power distribution. This course will provide you with the expertise needed to propose, sell and manage the next generation of Fault Managed Power Systems. Participants should have basic knowledge of electrical systems, safety protocols, the NEC, and relevant TIA standards.

1:00–5:00 pm PDT

### Introduction to the Smart Building Energy Management Strategies and Cybersecurity

Electrical Training Institute

Fee: \$195

This course focuses on the identification, installation, and commissioning of Building Automation System (BAS) components and the networking and cybersecurity fundamentals associated with the design of smart buildings and integration with smart cities. The full JATC courses on these subjects include programming BAS components with Demand Side Management (DSM) and Automated Demand Response (ADR) strategies and an introduction to computers and networking tools, device identification and verification, and end-point and network hardening.

1:00–5:00 pm PDT

### Introduction to Distributed Antenna Systems and Video Network Technologies

Electrical Training Institute

Fee: \$195

This course focuses on identification and installation of components for antenna systems used to capture, amplify, and distribute wireless signals and the design, installation, and operation of intelligent video surveillance systems. The full JATC courses on these subjects provide detailed instruction to ensure full area coverage and seamless system connectivity and cover the history of analog video, surveillance components, IP concepts, design considerations, and the use of video management equipment.



1:00–4:00 pm PDT

## PoE Lighting and Automation for Electrical Contractors

Tyler Andrews, *PoE Texas*; Kyle Krueger, *NECA*; Dave Dressler, *MN Statewide Limited Energy JATC*

Fee: \$125

This specialized course is designed for electrical industry professionals seeking general knowledge of Power over Ethernet (PoE) Lighting and Automation. PoE combines power and data delivery over balanced twisted pair cabling and connectivity, transforming the way we approach lighting systems. This course will provide you with the expertise needed to propose, sell and manage the installation of PoE Lighting Systems.

## SATURDAY, SEPTEMBER 28

8:00 am–12:00 pm PDT

## Introduction to the Smart Building Energy Management Strategies and Cybersecurity

*Electrical Training Institute*

Fee: \$195

This course focuses on the identification, installation, and commissioning of Building Automation System (BAS) components and the networking and cybersecurity fundamentals associated with the design of smart buildings and integration with smart cities. The full JATC courses on these subjects include programming BAS components with Demand Side Management (DSM) and Automated Demand Response (ADR) strategies and an introduction to computers and networking tools, device identification and verification, and end-point and network hardening.

8:00 am–12:00 pm PDT

## Introduction to the California Advanced Lighting Controls Training Program

*Electrical Training Institute*

Fee: \$195

This course focuses on the identification, installation, and programming of devices used in modern lighting control systems. The full CALCTP JATC course, from which it's based on, elaborates on these items as well as the theory, design, and maintenance of such systems.

1:00–5:00 pm PDT

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*Electrical Training Institute*

Fee: \$195

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# CONVENTION EDUCATION

NECA's Convention is all about providing you with access to the best speakers in the country on topics that are relevant to you. No matter your area of interest, NECA makes it easy to identify the education programs that are right for you.

Convention education sessions are included in the full registration package or can be purchased as a standalone. Full course descriptions and speaker biographies are available at [necaconvention.org](https://necaconvention.org).

## SUNDAY, SEPTEMBER 29

8:00 am–9:50 am PDT

### Labor Relations Roundtable

Ryan Courtney, Ian Andrews and Jonathan Mandl, NECA

This roundtable discussion on Labor Relations topics will cover the pressing issues facing our NECA member contractors in this fast-paced industry. Attendees will discuss critical industry matters and share best practices and think-tank solutions to potentially improve outcomes at the local level. [\[CL\]](#)

8:00 am–9:50 am PDT

### Addressing the Changing Workforce in Electrical Contracting

Anthony Sparkling, AES Consulting Solutions, LLC

Small, simple steps can drive meaningful change and foster conversations to shape the future of the construction industry's labor outlook. This session will analyze vital industry data, explore demographic insights, workforce perceptions, and key challenges facing electrical contractors through focusing on findings from the ELECTRI International study titled *Addressing a Changing Trade Workforce: Strategies for Electrical Contractors*. Innovative solutions and actionable strategies will also be developed by looking at workforce dilemmas and focusing on the often-overlooked worker viewpoint. [\[EI\]](#)

8:00 am–9:50 am PDT

### Safety Roundtable

Moderated by Wes Wheeler and Mike Starner, NECA

Address safety-related issues that impact the field locations, office personnel, and customer facilities at all levels of an organization. This NECA Safety Roundtable will discuss Human Operational Performance and how it integrates with safety on the job. A look into the 2024 NECA Safety Professionals Institute educational programs will also be provided.

8:00 am–9:50 am PDT

### Discovering Challenges and Solutions in Family Business

Brian Gini, Collins Electrical Company; Nick Woody, Bockmon & Woody Electric; Josh Wheeler, Wheeler Electric; Moderated by Amanda King, Wired Leadership

Running a family business comes with challenges. Oftentimes, the statement is made, "Stay in your lane!" Identifying roles and responsibilities as well as strengths and talents is where it begins. This session is designed for the NECA contractor trying to navigate the challenges that come with working with your relatives. This presentation will include a robust discussion where NECA member contractors share their real-life challenges and real-life solutions discovered through running a family owned business. [\[CL\]](#)

8:00 am–9:50 am PDT

### Innovation in Action: Real-World Applications

Colby Bruce, Stewart Electric; Sam Rokowski, Maddox Electric; Kyle Witte, Lemberg Electric; Crystal Wagner, Gerke Electric; Kevin Moses, Big State Electric

Innovation is driving efficiency, safety, and profitability in electrical contracting projects. From advanced fabrication practices and project management solutions to cutting-edge AI tools, this session explores real-world case studies and expert insights into how innovative technologies and processes are reshaping the electrical contracting landscape. Contractors will also develop valuable strategies to stay ahead in the rapidly evolving industry. [\[CL\]](#)

8:00 am–9:50 am PDT

### Everything You Always Wanted to Know About Construction Claims\* (\*But Were Afraid to Ask)

Lori Azzara, Cohen Seglias; Tony Byler, Cohen Seglias; Dan Fierstein, Cohen Seglias; William Haydt, Trauner Consulting Services, Inc.

Construction claims come in various shapes and sizes. Some claims can be easily and quickly resolved and others require the involvement and assistance of lawyers and construction experts. This session will strive to demystify the claims process for you, walking you through the various stages of the construction claims process, the challenges you may encounter along the way and what is helpful to secure a successful resolution or result. [\[CL\]](#)

8:00 am–9:50 am PDT

### Cracking the Code: Data-driven Negotiation Strategies for Fair Contracts in Construction

Josh Bone, ELECTRI International; Josh Levy, Document Crunch

General contractors and subcontractors can utilize data to achieve mutual understanding and fairness during contract review. This session will show the most common pitfalls in negotiations and project execution, and then reveal strategies for successful outcomes. ELECTRI and Document Crunch research will be leveraged to touch on the current state of the market and help contractors understand where they stand against their peers when it comes to contract risk and how to make informed decisions about the contracts they are signing. [\[EI\]](#)

8:00 am–8:50 am PDT • 9:00 am–9:50 am PDT

### Economic Forecast for Electrical Construction

Chris Kuehl, Armada Corporate Intelligence

ELECTRICAL CONTRACTOR magazine's *Profile of the Electrical Contractor* presents a wide and comprehensive view of the state of the industry. This session focuses on recent construction market developments and 2024-25 economic scenarios specifically for the electrical contracting market.

[\[EI\]](#) = based on ELECTRI International research    [\[CL\]](#) = Contractor Led



8:00 am–8:50 am PDT • 9:00 am–9:50 am PDT

### Unlocking Efficiency: The Power of Electrical Prefabrication Standards

Kyle Krueger, NECA

NECA's National Installation Standard (NEIS) NECA 5, *Recommended Practice for Prefabrication of Electrical Installations in Construction* can serve as a strategic guide for all size electrical contractors. This session will showcase the key principles, benefits and best practices outlined in NECA 5 as well as provide contractors with valuable insight into the incorporation of prefabrication methods with a special focus on electrical inspection strategies.

## MONDAY, SEPTEMBER 30

8:00 am–9:50 am PDT

### Service and Maintenance Roundtable

Moderated by Fred Sargent, *Great Service Forums*

Service & Maintenance work is centered around efficiency, safety and reliability of electrical systems. This roundtable discussion among your peers offers the chance to learn about service & maintenance best practices and strategies. [\[CL\]](#)

8:00 am–9:50 am PDT

### Elevating Your Business for Long-Term Success

Shaabini Alford, *Maxim Consulting*; Amanda Comunale, *ASC Engineered Solutions*

Crucial strategies are needed to transcend from daily task management to championing a forward-thinking mindset and strategic planning outlook that achieves enduring business success. This session will explore and apply critical business tactics including: Succession Planning, Technology Investment, and Process Optimization for Project Excellence. Your focus will be shifted from working 'in the business' to 'on the business' in order to drive sustained growth.

8:00 am–9:50 am PDT

### Financial Statement and Cash Flow Deep Dive

David O'Brien, *Mosley, Pfundt, Glick & O'Brien*

Understanding your financial statements is critical to managing your business and quickly reacting to the ever-changing business environment. In this session, take a deep dive into financial statements, including the balance sheet, profit and loss, and cash flow. Get ready to be guided through a line-by-line description of common items on contractor financial statements and what they tell you about your business and operations. Interpretation and use of common financial statement ratios will also be discussed.

8:00 am–9:50 am PDT

### The Voice of The Safety Professional: Getting You to Support Their Safety Initiatives

Sharon Lipinski, *Habit Mastery Consulting*; Wes Wheeler, *NECA*; Keith Wheeler, *HR Resources of the Carolinas, LLC*

What does it take to get senior leaders to support a safety initiative with words, actions and money? With this question in mind, we interviewed experienced safety professionals about their successes and frustrations in working with their organization's leadership. We will cover the seven principles they follow when they are looking for maximum senior leader buy-in.

8:00 am–8:50 am PDT • 9:00 am–9:50 am PDT

### Mergers and Acquisitions in the Electrical Contracting Market

Robert Kirkpatrick, *Broadside Advisors, LLC*

For successful mergers and acquisitions, knowing what buyers are looking for and how to stand out in the electrical contracting market is important to business success. This session will provide an overview of the M&A market for electrical contractors, reviewing trends, buyer dynamics, and what buyers are looking for when considering an acquisition.

8:00 am–8:50 am PDT • 9:00 am–9:50 am PDT

### Are You Getting the Most Out of NECA?

Dave Orman, David Manderson, Tracy Landers and Tom Lipka, *NECA*

You're part of the premier association for electrical contractors and have access to invaluable content, programming and opportunities—but what should you focus on? This session, delivered by NECA Field Representatives, will help you prioritize which programs and services will have the most immediate effect on your business. Learn how NECA can help you with labor relations, business and market development, education, innovation, standards, safety, advocacy, networking and more.

8:00 am–8:50 am PDT • 9:00 am–9:50 am PDT

### Leading On Purpose: Finding Yourself In How You Lead

Nic Bittle, *NicBittle.com*

In the dynamic world of construction, leadership is not a one-size-fits-all approach. This session is designed to inspire and guide you in identifying your unique leadership identity, strengths and values, enabling you to lead with authenticity and impact. Real-world examples will be explored to uncover the power of purposeful leadership and practical insights tailored to the electrical contracting industry.

# CONVENTION EDUCATION

8:00 am–8:50 am PDT • 9:00 am–9:50 am PDT

## Fair Outcomes for Electrical Contractors for Schedule Compression and Out of Sequence Work

Mark Federle, *Marquette University*; Tim Becker, *Arizona State University*

The business of electrical contracting is as challenging as ever. Projects often move at a rapid pace with minimal design documentation and less experienced managers. Identifying the “warning signs” on a project and understanding the tools that can help manage the documentation process is important. This session will arm contractors with best practices, standard tools and processes to properly document and make notifications of contractual changes. [\[CL\]](#)

## TUESDAY, OCTOBER 1

8:00 am–8:50 am PDT

### Company Culture Roundtable

Moderated by: Emily Martin, *Guarantee Electrical Company*

How does your company spread and build its culture? Is your culture the same in the field and office? This roundtable discussion among your peers offers the chance to share what you’re doing, the challenges you may have and how we can spread a positive culture across the entire industry. [\[CL\]](#)

8:00 am–8:50 am PDT

### Developing Standard Operating Procedures (SOPs)

Moderated by: Amanda Harbison, *ELECTRI International*

Standard Operating Procedures (SOPs) serve as the backbone of operational systems, ensuring consistency, standardization, and improved project execution. In this educational session, participants will explore the significance of Standard Operating Procedures (SOPs) in the electrical contracting industry based on ELECTRI International research. By examining real-world examples from industries like aerospace and military, attendees will understand how SOPs contribute to stability, safety, and success. [\[EI\]](#)

8:00 am–8:50 am PDT

### The ROI of Returning Citizens: The Benefits of Including Ex-offenders in Recruitment

Jeremy Davis and Terrance Freeman, *Miller Electric Company*

Each year over 600,000 individuals are released from Federal or State prison systems. One of the major factors that determine whether an individual will succeed as a returning citizen or re-join the ranks of the incarcerated is the ability to find meaningful employment post-release. This session highlights the benefits of including returning citizens in industry recruitment efforts. Explore the recruitment challenges of the industry, benefits available to companies that hire returning citizens and a broad overview of the system as explained through the experiences of both ex-offenders and prison industry professionals.

8:00 am–8:50 am PDT

### Project Rescue

Shaabini Alford, *Maxim Consulting*

Ugly projects can happen. This session will help you identify warning signs, preventative measures as well as rescue tips to minimize loss and increase successful completion without burning bridges. Contract negotiations, good project schedules, quantity of RFIs and CORs, executive involvement and collaboration with other trades will also be discussed.

8:00 am–8:50 am PDT

### Navigating Through Divided Government and 2024 Election

Marco Giamberardino, Jared Karbowsky, James Payne and Hadlea Bender, *NECA*

With elections fast approaching, control of the House of Representatives, the Senate and White House is on the line. This session will review how NECA has navigated through a divided 118th Congress to advance issues important to NECA contractors. Attendees will understand NECA’s focus heading into the 2024 elections and beyond.

8:00 am–8:50 am PDT

### How Does NFPA 70E Apply to Your Business?

Kyle Krueger and Wes Wheeler, *NECA*

Understanding company requirements found in NFPA 70E and OSHA General Industry and Construction regulations will help companies stay compliant and perform work safely. This session will review what training is required and what documentation must be on file. Who is authorized and qualified according to their skills, knowledge and experience will also be discussed.

8:00 am–8:50 am PDT

### The Importance of Process in Labor-Management Relationships

Ryan Courtney, Ian Andrews and Jonathan Mandl, *NECA*

Established procedures are crucial for building strong connections between the parties. This session will delve into why clear processes are essential for effective communication and resolving conflicts and examine different processes used in labor-management relations, such as collective bargaining and grievance procedures. Following this session, you will be able to identify areas for process improvement, apply best practices for fostering positive relationships, and navigate any process breakdowns you encounter.

8:00 am–8:50 am PDT

### NECA’s Leadership Journey

Stephanie Adamec, Ron Bailey and Jason Thurner, *NECA*

To become the best possible electrical contractor, NECA members must continuously learn, adapt and grow. NECA has created a suite of programs that provides individuals at NECA member firms with an opportunity to innovate, refine and expand their knowledge. This session will discuss NECA’s leadership transformation programs and how NECA members can take advantage of them for the future.

[\[EI\]](#) = based on ELECTRI International research    [\[CL\]](#) = Contractor Led



# TRADE SHOW EDUCATION: CONTRACTOR SOLUTIONS

Manufacturers and distributors often have the best research and development teams in the industry. They constantly study trends and develop new technologies that are designed to help electrical contractors be more effective and efficient on the job. Join us again this year as NECA exhibitors bring you the latest and greatest updates.

Trade Show Education is included with trade show registration. Full course descriptions are available at [necaconvention.org](https://necaconvention.org).

## CONTRACTOR SOLUTIONS SUNDAY, SEPTEMBER 29

12:00 pm–12:50 pm PDT

### **Measure What Matters**

Jake Olsen, *GTP Software, Inc.*

In the ever-changing world of electrical contracting, the difference between a highly profitable project and one that falls below the target lies in the data...but not just any data. You need the right data, measured and collected with the right tools at the right points in your estimating, design, procurement, shop and field processes. This session is designed for electrical contractors who are ready to ramp up the profitability of their operations and fabrication shops through the strategic use of real-time metrics and dashboards with software tools that enable this.

1:00 pm–1:50 pm PDT

### **Comprehensive System to Prevent Damage to Your Buried Utilities During/After Construction**

Denise M. Elliott, *3M Company*

This session is designed to provide tools and information to create a safe digging plan for your construction sites to protect you, your company, and your legal liability in excavation. We will be exploring root causes of underground utility line strikes, current industry best practices, and the industry technology available. There is no “one size fits all” technique or technology. At the end of your session, you should be able to determine what is the best fit to mark, map, protect, and locate your underground utilities.

2:00 pm–2:50 pm PDT

### **Mental Health and Suicide Prevention in Construction, a CIASP Presentation**

Wes Wheeler, *NECA*

The Construction Industry Alliance for Suicide Prevention has crafted a concise, one-hour presentation that sheds light on mental health and suicide in the construction industry. The session includes a dedicated segment on opioid overdose awareness and Naloxone treatments, offering a comprehensive overview of this pressing issue affecting workers across all tiers of the industry. Clearing up misunderstood language and expressing empathy and caring are key to helping all workers know that “It’s Okay to Not Be Okay.”

3:00 pm–3:50 pm PDT

### **IRA Guidance Today Leads to Jobs Tomorrow**

Bob Eaton and Melinda Kershaw, *Day & Night Solar*

This session will go over the current Inflation Reduction Act (IRA) guidance as it pertains to renewables. We will explore the current legislation and its tax implications before ending with a segment on how to apply the IRA guidelines at your company.

4:00 pm–4:50 pm PDT

### **Breaking Free from ‘Three Bids and a Buy’: Harnessing NFPA 70B and 70E for Customer Trust and Long-Term Success**

Alan Manche, Bill Brown and India Gibson, *Schneider Electric*

Delve into the pivotal updates within NFPA 70B and 70E and their combined impact on facility system reliability and safety. During this session, we will explore how these changes align to elevate operational standards, mitigate risks and foster a culture of safety. Beyond compliance, we uncover strategies for contractors to leverage these advancements to build enduring relationships with clients, unlocking recurring revenue streams and a trusted seat at your client’s planning table.

## MONDAY, SEPTEMBER 30

12:00 pm–12:50 pm PDT

### **Work Smarter, Not Harder: Digital Technology for Electrical Contractors**

Mike Hoppe and Mike Dutoit, *ABB Electrification*

The U.S. is in a massive shift towards electrification, posing challenges and opportunities for electrical contractors. We’ll explore how digital tech like AR enhances safety during installation, and remote monitoring tools boost workforce flexibility. Federal funding and local incentives are reshaping our electrical infrastructure, with a focus on renewables, demanding more from contractors. During this session we will demonstrate how technology helps us adapt swiftly and safely to the energy transition.

1:00 pm–1:50 pm PDT

### **Helping You Win More EVSE Projects and Doing Them More Profitably**

Michael Shumway, *Graybar*

This presentation will help NECA members navigate how to successfully sell Electrical Vehicle Supply Equipment (EVSE). We will discuss strategies to win more of these projects, including government incentives. We will also discuss techniques to make these projects more profitable, such as project management and mitigating risk.

2:00 pm–2:50 pm PDT

### **Pulling Profits: Maximize Efficiency in Cable Pulling**

Alex Carey, *Greenlee*

Cable pulling technology is rapidly evolving and contractors are positioned to win. In this session, explore new technology, equipment and techniques from across the market. Best practices from large and small cable pulls around the country will also be discussed.

# TRADE SHOW EDUCATION: CONTRACTOR SOLUTIONS/LEADERSHIP

3:00 pm–3:50 pm PDT

## **Common Compliance Pitfalls You Can Avoid Using Time Tracking Tech**

Michael Dickran, *Arcoro*

There are numerous laws on the state and federal level that govern how employees should be paid for overtime hours, rests, breaks and travel. Contractors may be aware of the basics but not the nuances or the risks of these regulations associated with non-compliance. In this session, receive an overview of the most common types of regulations related to tracking employee work time and paying people accurately, insights into the business risks associated with non-compliance and technology solution tips that will help contractors track employee time easily and accurately.

## **TUESDAY, OCTOBER 1**

9:30 am–10:20 am PDT

## **Distracted Driving—What Is Important to You?**

Dean Rhoades, *Federated Insurance*

Not only is distracted driving a serious problem, it's an epidemic. With each new mobile device, the potential for behind-the-wheel distractions increases and so does your company's exposure to risk. This session will address how to implement a mobile device/driving policy at your company, educate your employees on this hazard and introduce you to technology solutions that can aid you in restricting mobile phone use in vehicles.

10:30 am–11:20 am PDT

## **Pre-Task Planning and Post-Job Review: Continuously Improve Your Site Safety Planning Process**

Babak Memarian, *CPWR—The Center for Construction Research and Training*

To help contractors design, implement, assess, and continuously improve their Pre-Task Planning (PTP) process, CPWR has developed a comprehensive, all-in-one PTP package. In this session, learn what this package has to offer including checklists, templates and practical examples to help you through the process. CPWR will also discuss their developed Electrical Task Analysis Documents that contain task-specific challenges, hazards, and applied solutions compiled directly from field interviews and onsite observations.

## **LEADERSHIP**

## **SUNDAY, SEPTEMBER 29**

12:00 pm–12:50 pm PDT

## **The Strategic Leadership of DEI&B**

Michael Evans, *Milwaukee Tool*

In this immersive learning session, we will leverage our collective experience and the latest research in the strategic use of DEI&B to foster working environments that produce high performing people, build organizational culture and align with your business goals.

1:00 pm–1:50 pm PDT

## **Best Practices for a Multi-Generational Workplace**

Joshua Knott, *Leviton*

Bridge generational gaps! In this session, you will gain insights into the common communication styles and processes of the different generations currently in the workplace. You will walk away with practical tools, techniques and tactics to foster meaningful and effective communication and a collaborative work environment. Learn how to leverage these generational differences to the benefit of your business.

2:00 pm–2:50 pm PDT

## **Bridging the Communication Gap Between the Office and the Field**

Amanda King, *Wired Leadership*; David Bradshaw, *Quality Electric, Inc.*; Jeremy Wheeler, *Wheeler Electric, Inc.*

To maximize productivity and profit, the field and the office must be on the same page, operating as a unit. A project can go south very quickly when communication is broken. To bridge the gap between production and project management requires a commitment to partnership and a common goal. In this session, you will learn about the power of partnership between the field and the office and have the tactics to bridge the gap at your company.

3:00 pm–3:50 pm PDT

## **How To Do More with Less**

Dorin Nicorici, *Dynalectric Oregon*; Eric Spaeth, *Brandt, a Southland Company*; Phil Matthews, *O'Connell Electric*; Todd Grossweiler, *Allison-Smith*

During this session, you will unlock the potential of effective leadership, designed to provide strategic insights to maximize productivity within resource constraints, overcome scheduling obstacles and navigate complex contract negotiations. Explore proven methodologies shared by an expert panel that enable contractors to optimize project outcomes, enhance profitability and mitigate risks within the fiercely competitive landscape of electrical construction. **[CL]**

4:00 pm–4:50 pm PDT

## **Triple Impact: Coaching and Mentoring as Investments in Retention, Succession, and Recruitment**

Kristy Phillips, *Southwire*

This session targets organizational leaders and HR professionals, focusing on the triple benefits of coaching and mentoring programs in enhancing employee retention, succession planning and recruitment efforts. Participants will gain insights into how these programs keep current talent engaged, attract new talent and prepare for future leadership needs.

**[EI]** = based on ELECTRI International research    **[CL]** = Contractor Led



## MONDAY, SEPTEMBER 30

12:00 pm–12:50 pm PDT

### **The 8 Paradigms of Leadership**

Andy Netzel, *Altec Industries*

In this presentation, you will learn the 8 paradigms of leadership. The adage that “employees don’t leave jobs, they leave leaders” is just as true today as it ever has been as the younger generations are not afraid to job hop. Leaders have a unique impact on retention, employee well-being and organizational performance. Learn about your personal leadership style and gain a firsthand look at how employees view the different styles of leadership.

1:00 pm–1:50 pm PDT

### **The Intentional Leader: Best Practices for Smart Contractors**

Nic Bittle, *NicBittle.com*

You’ve recently brought in new leadership talent or promoted someone within your company. What’s next? In our session, we’ll explore the distinctions between outstanding leaders and those who struggle to make an impact. Is it in how they communicate or is it about setting clear expectations? Does it revolve around developing others or is self-development more critical? If you’ve ever pondered about the skills and practices your organization should be nurturing in its leaders today, this session is tailor-made for you.

2:00 pm–2:50 pm PDT

### **Empowering Future Leaders: Exploring the ELECTRI Project Management Apprenticeship Program**

Moderated by: Anna Jochim, *ELECTRI International*

During this session, attendees will gain insights into the ELECTRI International Project Management Apprenticeship Program. Discover how this innovative initiative is shaping the future of project management in the electrical contracting industry. Learn about the program’s curriculum, benefits and how it empowers aspiring project managers to excel in their careers. Whether you’re an industry veteran or new to the field, this session offers valuable insights into advancing your skills and navigating the evolving landscape of project management.

3:00 pm–3:50 pm PDT

### **Why Investing in Your Employees Matters**

Matt Firestone, *Firestone Consulting Group*

Engaged employees are happier and more productive, have lower absenteeism and higher retention rates, and their companies are more profitable. On a scale from 1-10, how engaged are your employees? During this session, attendees will learn a simple seven-step process that is proven to increase employee engagement. It doesn’t matter if the employees are new hires or 30-year veterans, laborers in the field, or vice presidents; this process guarantees improved employee engagement.

## TUESDAY, OCTOBER 1

9:30 am–10:20 am PDT

### **Success Through a High-Performance Culture**

Matt Firestone, *Firestone Consulting Group*

Is your company culture the same throughout all levels of the organization? For many companies, the leadership’s view of the company’s culture is quite different than that of the rank-and-file employees. In this session, learn why there is a misalignment in company cultures and what steps you can take to strengthen the culture and build a winning team.

10:30 am–11:20 am PDT

### **Giving and Receiving Feedback**

Shaabini Alford, *Maxim Consulting*

Learn to give and receive feedback effectively in this session. Explore what is happening in the brain when receiving feedback. Learn constructive communication techniques, active listening, and the art of using feedback for growth. Perfect for anyone looking to enhance their professional and personal relationships.

## TECHNOLOGY & INNOVATION SUNDAY, SEPTEMBER 29

12:00 pm–12:50 pm PDT

### **Decisions Fueled by Data: The Road to Artificial Intelligence Integration**

Kris Lengieza, *Procore*

The world of Artificial Intelligence has taken industries by storm, and now construction is leaning into the tech. This session takes a look at what it means to have a good data strategy, data maturity and data integrity to help fuel next generation insights with Artificial Intelligence. Action items for you to take back to your businesses and get the most out of data and AI will also be discussed.

1:00 pm–1:50 pm PDT

### **The Road to Low Voltage DC Powered Buildings**

Luis Suau, *Sinclair Digital*

The industry’s growing interest in low voltage systems has been accelerated by the recent introduction of Fault Managed Power (FMP/Class 4 power) via Article 726 of the 2023 National Electric Code (NEC). This transformative shift aligns safety standards with Class 2 systems, reshaping electrical building systems and opening doors for groundbreaking advancements. In this session, attendees will dive into the transformative impact of employing Fault Managed Power (FMP) to reduce environmental impact and operational costs across diverse building environments and explore the cost-saving benefits. Real-world applications and case studies will also be examined to demonstrate the cost-efficient advantages of embracing DC Technology, including PoE lighting, in different building infrastructures.

# TRADE SHOW EDUCATION: TECHNOLOGY & INNOVATION

2:00 pm–2:50 pm PDT

## **Navigating AI in Electrical Construction**

Moderated by: Josh Bone, *ELECTRI International*

AI is transforming decision-making processes in electrical construction. Through ELECTRI International research, this session will explore AI potential benefits and risks and analyze real-world AI applications. Practical strategies for leveraging AI effectively and avoiding potential pitfalls in electrical construction projects will also be discussed. [\[EI\]](#)

3:00 pm–3:50 pm PDT

## **How Analytics And Algorithms Will Change Your Culture**

Michael Oakes, *First Choice Electrical Solutions*; Michael DePauw, *Company is Culture Index*

To create a positive and successful workplace environment, it is crucial that we approach our hiring and culture development processes with an objective mindset. In this session, participants will gain an understanding of the criticality of adopting an objective approach and comprehend the impact of inherent behaviors on company culture and morale. Mastering the art of interacting with team members through ideal forms of communication and providing appropriate recognition will also be discussed. [\[CL\]](#)

4:00 pm–4:50 pm PDT

## **How Electrical Contractors are Beating the Labor Shortage with Technology**

David Keane, *Trimble*

It's no secret that there is a global shortage of skilled workers across all industries, one of the hardest-hit sectors being construction. Efficiently using scarce labor requires an innovative approach only solvable by technology. In this session, learn how electrical contractors are leveraging software and hardware solutions to not only future proof their projects, but to also solve for labor shortage and inefficiency. Three key project areas where contractors can begin implementing technology in their businesses to best impact their labor efficiency will also be discussed.

## **MONDAY, SEPTEMBER 30**

12:00 pm–12:50 pm PDT

## **Driving Efficiency, Quality and Customer Satisfaction in EV Charging Projects**

Andrei Stsiapanau, *ChargePoint*

Performing quality work and providing great customer service is paramount to establish your business as a leader in the EV charging infrastructure reliability space. This session will discuss how to drive efficiency in EV charging, the electrification of transportation and how to work with generic EV charging project specifications.

1:00 pm–1:50 pm PDT

## **Getting Started In Systems Integration**

Moderated by: Jeff Beavers, *NECA*

This session delves into the transformative trends driving the limited energy market and the abundant opportunities they offer to electrical contractors looking to enter the integration business. The strategic steps necessary to navigate this burgeoning marketplace successfully and knowledge needed to capitalize on emerging trends and technologies effectively will also be discussed. [\[CL\]](#)

2:00 pm–2:50 pm PDT

## **Battery Energy Storage System Design and Implementation**

Joseph Cappeta and David Iskandar, *Eaton*

Ensuring high reliability and safety from start to finish with BESS devices requires specific considerations from design to install to maintaining systems. This session discusses sizing and handling battery energy storage best practices. Articulating the benefit of BESS for microgrids and EV charging sites will also be discussed.

3:00 pm–3:50 pm PDT

## **Practical Applications of AI**

Joe Barnard, *ArchKey Solutions*; Sean Lazarian, *ESSCO*; Mike Oakes, *First Choice Electrical Solutions*

Step into the future of construction excellence in this session, where industry leaders share their experiences with AI-powered solutions engineered to revolutionize productivity, protect your company from contract pitfalls and add efficiency in the real world. This session will explore the pros and cons of adopting AI tools into your company and investigate policy changes geared toward protecting your company's proprietary information. [\[CL\]](#)

## **TUESDAY, OCTOBER 1**

9:30 am–10:20 am PDT

## **AI Forecast: Top Trends for Maximum Impact**

Gloria Lin and Claire Wilson, *Siteline*

Artificial intelligence (AI) is on a remarkable growth trajectory, poised to reach \$407 billion by 2027. Despite this promising outlook, the construction industry lacks the knowledge and resources to effectively utilize AI applications for maximum impact. In this session, current and future AI trends that offer the most potential in the construction industry will be discussed. Actionable tips for evaluating different AI-powered solutions so that participants are equipped with the knowledge to choose the right solution for their organization will also be covered.

10:30 am–11:20 am PDT

## **Using Construction Technology to Manage Projects Based on Contractor Needs**

Josh Keenzel, *Fieldwire, a Group Company of Hilti*

The right construction technology tracks the work contractors are performing and reports the results to stakeholders rather than only focusing on overall work progress. In this session, learn how to distinguish the essential applications for your construction teams. In addition, learn how to segment the correct solutions for different project team members and different methods of interacting with other stakeholders' software.

[\[EI\]](#) = based on ELECTRI International research [\[CL\]](#) = Contractor Led

## FRIDAY, SEPTEMBER 27

7:00 am — 5:00 pm  
Registration .....SDCC

8:00 am — 5:00 pm  
Field Leadership Essentials Train-the-Trainer (Day 1 of 2)—  
Jay Jones, Emily Huesman .....SDCC

8:00 am — 5:00 pm  
Construction Suicide Prevention Outreach and Mental Health  
Program Train-the-Trainer—Alexandra Yannacone .....SDCC

8:00 am — 11:00 am  
Fault Managed Power Systems for Electrical Contractors—  
Steve Eaves, Ronna Davis, Jared Karbowsky,  
Bob Dagostino, Dave Dressler, Kyle Krueger.....SDCC

1:00 pm — 5:00 pm  
Introduction to the Smart Building Energy Management  
Strategies and Cybersecurity —Electrical Training Institute....SDCC

1:00 pm — 5:00 pm  
Introduction to Distributed Antenna Systems and Video  
Network Technologies—Electrical Training Institute .....SDCC

1:00 pm — 4:00 pm  
PoE Lighting and Automation for Electrical Contractors—  
Tyler Andrews, Kyle Krueger, Dave Dressler.....SDCC

## SATURDAY, SEPTEMBER 28

7:00 am — 5:00 pm  
Registration .....SDCC

7:30 am — 8:30 am  
Board of Governors Breakfast .....SDCC

8:00 am — 5:00 pm  
Field Leadership Essentials Train-the-Trainer (Day 2 of 2)—  
Jay Jones, Emily Huesman .....SDCC

8:00 am — 12:00 pm  
Introduction to the Smart Building Energy Management Strategies  
and Cybersecurity—Electrical Training Institute .....SDCC

8:00 am — 12:00 pm  
Introduction to the California Advanced Lighting Controls  
Training Program—Electrical Training Institute .....SDCC

9:00 am — 12:00 pm  
Board of Governors Meeting.....SDCC

1:00 pm — 5:00 pm  
Introduction to Distributed Antenna Systems and Video  
Network Technologies —Electrical Training Institute .....SDCC

1:00 pm — 5:00 pm  
Introduction to the California Advanced Lighting Controls  
Training Program—Electrical Training Institute .....SDCC

1:30 pm — 3:30 pm  
ELECTRI International  
Electrical Contracting Innovation Challenge.....SDCC

*All times are Pacific Time and are subject to change.*

3:30 pm — 5:00 pm  
DEI&B Reception .....SDCC

6:00 pm — 7:00 pm  
NECA Innovation Institute Reception  
(invitation only) .....Gaslamp Quarter

6:30 pm — 7:00 pm  
NECAPAC Reception (invitation only).....Gaslamp Quarter

7:00 pm — 9:00 pm  
Opening Reception—Dancing in the Streets! .....Gaslamp Quarter

9:00 pm — 10:00 pm  
Opening Reception After Party.....Gaslamp Quarter

## SUNDAY, SEPTEMBER 29

7:00 am — 8:00 am  
Connecting by Faith and Prayer  
*Sponsored by Federated Insurance* .....SDCC

7:00 am — 5:30 pm  
Registration .....SDCC

8:00 am — 9:50 am  
● Labor Relations Roundtable [CL]—Ryan Courtney,  
Ian Andrews, Jonathan Mandl.....SDCC

8:00 am — 9:50 am  
● Addressing the Changing Workforce in Electrical  
Contracting [EI]—Anthony Sparkling.....SDCC

8:00 am — 9:50 am  
● Safety Roundtable—Wes Wheeler, Mike Starnier .....SDCC

8:00 am — 9:50 am  
● Discovering Challenges and Solutions in Family  
Business [CL]—Amanda King, Brian Gini, Nick Woody,  
Josh Wheeler.....SDCC

8:00 am — 9:50 am  
● Innovation in Action: Real-World Applications [CL]—  
Colby Bruce, Sam Rokowski, Kyle Witte, Crystal  
Wagner, Kevin Moses .....SDCC

8:00 am — 9:50 am  
● Everything You Always Wanted to Know About  
Construction Claims\* (\*But Were Afraid to Ask) [CL]—  
Lori Azzara, Tony Byler, Dan Fierstein, William Haydt.....SDCC

8:00 am — 9:50 am  
● Cracking the Code: Data-driven Negotiation Strategies  
for Fair Contracts in Construction [EI]—  
Josh Bone, Josh Levy.....SDCC

### Tracks:

● Business Best Practices ● Business Development ● Updates  
● Leadership & Communication ● Standards, Safety & Regulations  
● Recruiting & Retaining ● Productivity ● Project Management  
● Financial Management ● Technology ● Innovation

[EI] = based on ELECTRI International research [CL] = Contractor led  
SDCC = San Diego Convention Center



# SCHEDULE-AT-A-GLANCE

8:00 am — 8:50 am  
 ● Economic Forecast for Electrical Construction—  
 Chris Kuehl.....SDCC

8:00 am — 8:50 am  
 ● Unlocking Efficiency: The Power of Electrical Prefabrication  
 Standards—Kyle Krueger.....SDCC

9:00 am — 9:50 am  
 ● Economic Forecast for Electrical Construction—  
 Chris Kuehl.....SDCC

9:00 am — 9:50 am  
 ● Unlocking Efficiency: The Power of Electrical Prefabrication  
 Standards—Kyle Krueger.....SDCC

9:45 am — 5:00 pm  
 Apprentice Appreciation Day.....SDCC

10:00 am — 11:30 am  
 Opening General Session—Rorke Denver .....SDCC

10:30 am — 5:00 pm  
 Showstopper Showcase.....SDCC

11:30 am — 5:00 pm  
 NECA Show.....Show Floor, SDCC

11:30 am — 12:15 pm  
 Innovation Overload ..... Emerging Innovation Hub, SDCC

12:00 pm — 12:50 pm  
 ● Decisions Fueled by Data: The Road to Artificial  
 Intelligence Integration—Kris Lengieza .....Show Floor, SDCC

12:00 pm — 12:50 pm  
 ● Measure What Matters—Jake Olsen.....Show Floor, SDCC

12:00 pm — 12:50 pm  
 ● The Strategic Leadership of DEI&B—  
 Michael Evans .....Show Floor, SDCC

1:00 pm — 1:45 pm  
 Innovation Overload ..... Emerging Innovation Hub, SDCC

1:00 pm — 1:50 pm  
 ● The Road to Low Voltage DC Powered Buildings—  
 Luis Suau .....Show Floor, SDCC

1:00 pm — 1:50 pm  
 ● Comprehensive System to Prevent Damage to your  
 Buried Utilities During/After Construction—  
 Denise M. Elliott..... Show Floor, SDCC

1:00 pm — 1:50 pm  
 ● Best Practices for a Multi-Generational Workplace—  
 Joshua Knott.....Show Floor, SDCC

2:00 pm — 2:50 pm  
 ● Navigating AI in Electrical Construction—  
 Josh Bone .....Show Floor, SDCC

2:00 pm — 2:50 pm  
 ● Mental Health and Suicide Prevention in Construction,  
 a CIASP Presentation—Wes Wheeler.....Show Floor, SDCC

2:00 pm — 2:50 pm  
 ● Bridging the Communication Gap Between the  
 Office and the Field—Amanda King, David Bradshaw,  
 Jeremy Wheeler.....Show Floor, SDCC

2:30 pm — 3:15 pm  
 Innovation Overload ..... Emerging Innovation Hub, SDCC

3:00 pm — 3:50 pm  
 ● How Analytics And Algorithms Will Change  
 Your Culture [CL]—Michael Oakes,  
 Michael DePauw.....Show Floor, SDCC

3:00 pm — 3:50 pm  
 ● IRA Guidance Today Leads to Jobs Tomorrow—  
 Bob Eaton, Melinda Kershaw .....Show Floor, SDCC

3:00 pm — 3:50 pm  
 ● How To Do More With Less [CL]—Dorin Nicorici,  
 Eric Spaeth, Phil Matthews, Todd Grossweiler ....Show Floor, SDCC

3:30-4:30 pm  
 Powering the Future: Insights from Top Electrical Influencers  
 on Social Media ..... Emerging Innovation Hub, SDCC

4:00 pm — 4:50 pm  
 ● How Electrical Contractors are Beating the Labor Shortage  
 with Technology—David Keane .....Show Floor, SDCC

4:00 pm — 4:50 pm  
 ● Breaking Free From ‘Three Bids and a Buy’: Harnessing  
 NFPA 70B and 70E for Customer Trust and Long-Term Success—  
 Alan Manche, Bill Brown, India Gibson.....Show Floor, SDCC

4:00 pm — 4:50 pm  
 ● Triple Impact: Coaching and Mentoring as Investments  
 in Retention, Succession, and Recruitment—  
 Kristy Phillips.....Show Floor, SDCC

4:00 pm — 6:00 pm  
 Women in NECA Roundtable and Reception.....SDCC

4:00 pm — 4:45 pm  
 Innovation Overload ..... Emerging Innovation Hub, SDCC

5:00 pm  
 Daily Prize Drawing..... Sports Zone, SDCC

5:30 pm — 7:00 pm  
 Academy Reception  
 (invitation only) ..... The Skybox at DiamondView Tower

## MONDAY, SEPTEMBER 30

7:30 am — 4:00 pm  
 Registration.....SDCC

8:00 am — 9:50 am  
 ● Service and Maintenance Roundtable [CL]—  
 Fred Sargent.....SDCC

8:00 am — 9:50 am  
 ● Elevating Your Business for Long-Term Success—  
 Shaabini Alford, Amanda Comunale .....SDCC

8:00 am — 9:50 am  
 ● Financial Statement and Cash Flow Deep Dive—  
 David O'Brien .....SDCC

8:00 am — 9:50 am  
 ● The Voice of The Safety Professional: Getting You to  
 Support Their Safety Initiatives—Sharon Lipinski,  
 Wesley Wheeler and Keith Wheeler .....SDCC

8:00 am — 8:50 am  
 ● Mergers and Acquisitions in the Electrical Contracting  
 Market—Robert Kirkpatrick .....SDCC

8:00 am — 8:50 am  
 ● Are You Getting the Most Out of NECA?—Dave Orman,  
 David Manderson, Tracy Landers, Tom Lipka .....SDCC

8:00 am — 8:50 am  
 ● Leading On Purpose: Finding Yourself In How You Lead—  
 Nic Bittle .....SDCC

8:00 am — 8:50 am  
 ● Fair Outcomes for Electrical Contractors for Schedule  
 Compression and Out of Sequence Work [CL]—  
 Mark Federle, Tim Becker .....SDCC

9:00 am — 9:50 am  
 ● Mergers and Acquisitions in the Electrical Contracting  
 Market—Robert Kirkpatrick .....SDCC

9:00 am — 9:50 am  
 ● Are You Getting the Most Out of NECA?—Dave Orman,  
 David Manderson, Tracy Landers, Tom Lipka .....SDCC

9:00 am — 9:50 am  
 ● Leading On Purpose: Finding Yourself In How You Lead—  
 Nic Bittle .....SDCC

9:00 am — 9:50 am  
 ● Fair Outcomes for Electrical Contractors for Schedule  
 Compression and Out of Sequence Work [CL]—  
 Mark Federle, Tim Becker .....SDCC

10:00 am — 11:30 am  
 Sunday General Session—Katie Ledecy .....SDCC

10:30 am — 4:00 pm  
 Showstopper Showcase .....Show Floor, SDCC

11:30 am — 4:00 pm  
 NECA Show .....Show Floor, SDCC

11:30 am — 12:15 pm  
 Innovation Overload ..... Emerging Innovation Hub, SDCC

12:00 pm — 12:50 pm  
 ● Driving Efficiency, Quality and Customer Satisfaction In EV  
 Charging Projects—Andrei Stsiapanau .....Show Floor, SDCC

12:00 pm — 12:50 pm  
 ● Work Smarter, Not Harder: Digital Technology for  
 Electrical Contractors—  
 Mike Hoppe, Mike Dutoit .....Show Floor, SDCC

12:00 pm — 12:50 pm  
 ● The 8 Paradigms of Leadership—  
 Andy Netzel .....Show Floor, SDCC

1:00 pm — 1:45 pm  
 Innovation Overload ..... Emerging Innovation Hub, SDCC

1:00 pm — 1:50 pm  
 ● Getting Started In Systems Integration [CL]—  
 Jeff Beavers .....Show Floor, SDCC

1:00 pm — 1:50 pm  
 ● Helping You Win More EVSE Projects and Doing Them  
 More Profitably—Michael Shumway .....Show Floor, SDCC

1:00 pm — 1:50 pm  
 ● The Intentional Leader: Best Practices for Smart  
 Contractors—Nic Bittle .....Show Floor, SDCC

2:00 pm — 4:00 pm  
 Business Development Round Table .....SDCC

2:00 pm — 2:50 pm  
 ● Battery Energy Storage System Design and  
 Implementation—Joseph Cappeta,  
 David Iskandar .....Show Floor, SDCC

2:00 pm — 2:50 pm  
 ● Pulling Profits: Maximize Efficiency in Cable  
 Pulling—Alex Carey .....Show Floor, SDCC

2:00 pm — 2:50 pm  
 ● Empowering Future Leaders: Exploring the ELECTRI  
 Project Management Apprenticeship Program—  
 Anna Jochim .....Show Floor, SDCC

2:30 pm — 3:15 pm  
 Innovation Overload ..... Emerging Innovation Hub, SDCC

3:00 pm — 3:50 pm  
 ● Practical Applications of AI [CL]—Joe Barnard,  
 Sean Lazarian, Mike Oakes .....Show Floor, SDCC

3:00 pm — 3:50 pm  
 ● Common Compliance Pitfalls You Can Avoid Using  
 Time Tracking Tech—Michael Dickran .....Show Floor, SDCC

3:00 pm — 3:50 pm  
 ● Why Investing in Your Employees Matters—  
 Matt Firestone .....Show Floor, SDCC

4:00 pm — 6:00 pm  
 Future Leaders Forum Roundtable and Reception .....SDCC

4:00 pm — 5:00 pm  
 Business Development Reception (invitation only) .....SDCC

*All times are Pacific Time and are subject to change.*

## Tracks:

- Business Best Practices
- Business Development
- Updates
- Leadership & Communication
- Standards, Safety & Regulations
- Recruiting & Retaining
- Productivity
- Project Management
- Financial Management
- Technology
- Innovation

[EI] = based on ELECTRI International research [CL] = Contractor led

SDCC = San Diego Convention Center

# SCHEDULE-AT-A-GLANCE

4:00 pm  
Daily Prize Drawing..... Sports Zone, SDCC

5:30 pm — 7:00 pm  
ELECTRI International Reception  
(invitation only) ..... Venue 808

## TUESDAY, OCTOBER 1

7:30 am — 1:00 pm  
Registration ..... SDCC

8:00 am — 8:50 am  
● ● Company Culture Roundtable [CL]—  
Emily Martin..... SDCC

8:00 am — 8:50 am  
● ● Developing Standard Operating Procedures  
(SOPs) [EI]—Moderated by Amanda Harbison ..... SDCC

8:00 am — 8:50 am  
● The ROI of Returning Citizens: The Benefits of  
Including Ex-offenders in Recruitment—  
Jeremy Davis, Terrance Freeman ..... SDCC

8:00 am — 8:50 am  
● Project Rescue— Shaabini Alford ..... SDCC

8:00 am — 8:50 am  
● Navigating Through Divided Government and the  
2024 Election— Marco Giamberardino, Jared  
Karbowsky, James Payne, Hadlea Bender ..... SDCC

8:00 am — 8:50 am  
● How Does NFPA 70E Apply to Your Business?—  
Wesley Wheeler, Kyle Krueger..... SDCC

8:00 am — 8:50 am  
● The Importance of Process in Labor-Management  
Relationships—Ryan Courtney, Ian Andrews,  
Jonathan Mandl ..... SDCC

8:00 am — 8:50 am  
● ● NECA's Leadership Journey— Stephanie Adamec,  
Ron Bailey, Jason Turner ..... SDCC

8:00 am — 1:00 pm  
Showstopper Showcase..... Show Floor, SDCC

9:30 am — 9:45 am  
Innovation Overload ..... Emerging Innovation Hub, SDCC

9:00 am — 1:00 pm  
NECA Show..... Show Floor, SDCC

10:30 am — 11:15 am  
Innovation Overload ..... Emerging Innovation Hub, SDCC

9:30 am — 10:20 am  
● ● AI Forecast: Top Trends for Maximum Impact—  
Gloria Lin, Claire Wilson..... Show Floor, SDCC

9:30 am — 10:20 am  
● Distracted Driving — What Is Important to You?—  
Dean Rhoades..... Show Floor, SDCC

9:30 am — 10:20 am  
● Success Through a High-Performance Culture—  
Matt Firestone ..... Show Floor, SDCC

10:30 am — 11:15 am  
Innovation Overload ..... Emerging Innovation Hub, SDCC

10:30 am — 11:20 am  
● ● Using Construction Technology to Manage  
Projects Based on Contractor Needs—  
Josh Keenzel ..... Show Floor, SDCC

10:30 am — 11:20 am  
● ● Pre-Task Planning and Post-Job Review:  
Continuously Improve Your Site Safety Planning Process—  
Babak Memarian..... Show Floor, SDCC

10:30 am — 11:20 am  
● Giving and Receiving Feedback—  
Shaabini Alford..... Show Floor, SDCC

12:00 pm — 12:45 pm  
Innovation Overload ..... Emerging Innovation Hub, SDCC

1:15 pm — 2:30 pm  
Closing General Session—Rocco Mediate ..... SDCC

2:30 pm  
Great Grand Prize Drawing..... SDCC

7:00 pm — 9:30 pm  
(Doors open at 7, music starts at 8:15)  
Closing Celebration—Kool & the Gang..... USS Midway

*All times are Pacific Time and are subject to change.*

For the most up-to-date schedule and programming information, scan the QR code or visit [necaconvention.org](http://necaconvention.org).

Website sponsored by Graybar.



Visit [www.necaconvention.org](http://www.necaconvention.org) for full course descriptions, instructor biographies and information about the General Sessions, Opening Reception and Closing Celebration.

For the most current updates about NECA 2024 San Diego, find us on Facebook and follow us on X, Instagram and LinkedIn:



@necanet #NECASanDiego24



# THE NECA SHOW: Your Industry Solution Center



Still the undisputed leader in the electrical construction industry, the NECA Show continues to grow. The NECA Show puts you face-to-face with manufacturer execs so you can discuss your specific needs for the jobsite, shop, or office. Our goal is to provide the products and services electrical professionals need to stay competitive in the marketplace.

The NECA Show Floor is an interactive classroom. This is the place to test new products and learn about solutions that will drive efficiencies and better results.

- Talk with company execs from 350+ exhibitors (now over 100,000 square feet of booths filled with thousands of products and services covering all aspects of the growing electrical construction industry.)
- Attend any of the 36 trade show education workshops: Construction Solutions, Technology & Innovation, and Leadership
- Visit the Showstopper Showcase (newest products) sponsored by ELECTRICAL CONTRACTOR magazine to see what's been introduced in the market within the last 12 months
- Your opinion counts. Stop by the NECA Survey booth and help us continue to improve your convention experience. Who knows? You might even win cash and prizes!
- Stay on top of the games in the NECA Sports Zone, sponsored by Southwire
- Take a break with the puppies at Pause for Paws, sponsored by Graybar

## NECA Show Hours:

- **Sunday, September 29**  
11:30 am – 5:00 pm
- **Monday, September 30**  
11:30 am – 4:00 pm
- **Tuesday, October 1**  
9:00 am – 1:00 pm



## NECA Showstopper Showcase



Technology and innovation are constantly driving manufacturers to bring new products and services to the market. They know that your success is their success. So be among the first to see the newest products, technology and services at

the NECA Showstopper Showcase and Awards. *Sponsored by ELECTRICAL CONTRACTOR magazine*, the Showstopper Awards are the most prestigious recognition for manufacturers in the electrical construction industry. The Showcase features over 200 entries representing the latest solutions on the market. These innovative advancements aid electrical contractors on the job and in the office.

A “MUST SEE,” the Showstopper Showcase opens one hour before the NECA Show each day.



# FEES AND INSTRUCTIONS

## FEES

### EARLY REGISTRATION (ON OR BEFORE AUGUST 1, 2024)

	REGISTRANT	GUEST
Member	\$1,725	\$1,100
Non-member	\$2,500	\$2,500

### REGULAR REGISTRATION (BEGINNING ON AUGUST 2, 2024)

	REGISTRANT	GUEST
Member	\$1,975	\$1,300
Non-member	\$2,500	\$2,500

Full Convention registration includes: Opening Reception, Convention Education, Trade Show Education, NECA Show, lunch all three days of the NECA Show, daily prize, and admittance to General Sessions and Closing Celebration.

Preconvention workshops are an add-on to your NECA Convention experience and require a separate registration. Pricing information can be found at [www.necaconvention.org](http://www.necaconvention.org).

### REGISTERING CHILDREN

Registration for children attending the NECA Show must be completed online. Children may visit the NECA Show Floor all three days, but must be registered and accompanied by a responsible adult at all times.

### CHILD PRICING

Child 16+	\$455
Child 7–15	\$125
Child 6 and under	\$0

### CONVENTION EDUCATION ONLY

If you are not registering for the full Convention but you wish to attend any of the Convention Education classes, you can pay an early registration fee of **\$775**. This fee also entitles you to admission to the NECA Show all three days at no additional charge. Please note that General Sessions are not included.

### TRADE SHOW ONLY

Admission to the NECA Show all 3 days is available for **\$125**. The NECA Show is included if you are registering for Convention Education, Preconvention Workshops or the Full Convention.



## REGISTRATION, PAYMENT AND CANCELLATION INFORMATION

All registrations must be made online at [www.necaconvention.org](http://www.necaconvention.org) or by telephone (1-800-368-6322).

Course availability is based on number of registrants.

### For Registration Support or Assistance contact:

**NECA Registration & Housing**  
**1-800-368-6322 tel • 1-415-293-4745 fax**  
**[necasupport@cmrus.com](mailto:necasupport@cmrus.com)**

**Cancellation Policy:** Cancellations in this section refer to the cancellation of the registration in its entirety.

- Cancellations received on or before **August 1, 2024** will receive a full registration refund.
- All Full Meeting, and Management Seminar/ Convention Education registration cancellations (including individual guest registrations) received between **August 2** and **September 11, 2024** will receive refund minus a \$100 processing fee.
- Paid Trade Show Only registration cancellations will receive refund minus \$50 processing fee.
- Cancellations or changes received after **September 12, 2024** will not receive any refund.
- Cancellations must be made in writing. Please submit your cancellation requests by sending us a message through the **NECA Registration & Hotel Support Center ([necasupport@cmrus.com](mailto:necasupport@cmrus.com))** or by fax to: **415-293-4745, Attn: NECA Registration**.

**Refunds:** Check refunds will be issued six to eight weeks after the convention date. Refunds will **NOT** be issued for cancellations received after **September 12, 2024**. Credit card refunds will be processed within six to eight weeks after receiving the cancellation.

**No-Shows:** Refunds will NOT be issued to participants who do not attend the Convention and do not cancel their registration by **September 12, 2024**.



# EXHIBITOR LIST

There are many ways to get product and supplier information, but only the NECA Show allows you to test a manufacturer or distributor's claim easily and at your convenience. Directly examine products and technology, ask face-to-face questions and compare product performance. In addition, attendees can see what's new in the industry, keep abreast of market developments, develop new business contacts, and solve specific problems.

<b>3M</b> <b>ABB</b> Access Limited <b>Adrian Steel Company</b> Advanced Test Equipment Rentals AECInspire AEMC Instruments AEON LED Sports Lighting AerosUSA Aggreko Aida Corporation ToolWatch Corp. Allied BIM AltaVista Strategic Partners <b>Altec Industries</b> American Conduit American FR & Safety American Innotech—Brief Relief American Polywater Corporation American Technical Publishers Appleton Group <b>Arcoro</b> A-Rent Test Equipment Arlington Industries aspectLED <b>Atkore</b> ATX LED Consultants Inc Augmenta Austin Lane Technologies, Inc <b>Autodesk Construction Cloud</b> B&B Technology, Inc. Basor Electric, Inc. BCS Switchgear, Inc. BD ELECTRICAL Benner-Nawman, Inc. 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**REGISTER TODAY!**

Early registration ends August 1, 2024

