

PHOTO BY NICK ELIAS

**INSIDE:**

JATC - Meet The Instructor

JATC - New Relay Lab

JATC - Recruitment Is In Full Swing

NorCal VDV Golf Tournament

Safety Corner - Rosendin Electric

Health and Welfare Plan Benefit

## Construction Spurt Draws Over 150 To NorCal VDV Job Fair

**NorCal VDV LMCC's first sponsored job fair draws over 150 non-union technicians.**

There's nothing like a building boom in Northern California to send a big crowd of applicants to an IBEW-NECA job fair!

Construction in the Bay Area spiked last spring, leaving some NorCal VDV job calls unfilled. In response, the NorCal VDV LMCC sponsored its first job fair on September 19th from 5 pm – 9 pm at the Santa Clara County Electrical Training Center in San Jose. The committee promoted the event on the NorCal VDV website ([www.norcalvdv.org](http://www.norcalvdv.org)), as well as through its "Tell a Friend," poster and card campaign. The committee also ran ads on sports radio KNBR.

Over 150 non-union technicians attended the event, discussing union job prospects with signatory electrical

contractors who had tables at the fair, and also talking with representatives from various Locals representing the International Brotherhood of Electrical Workers (IBEW).

"Our ideal candidate was someone with at least two to three years of experience, probably more," said Scott Stephan, Assistant Business Manager at IBEW Local 302 and a member of the LMCC Committee. "The attendees were focused on talking to the employers and getting a quality job with great benefits."

Stephan said the committee's first job fair was successful, and that they would sponsor more job fairs next year if the need arose. "It is our mission to provide qualified manpower to our signatory employers," he said.

Not everyone who participated in the event was

**CONTINUED ON PAGE 4**



A publication of the National Electrical Contractors Association and the International Brotherhood of Electrical Workers of Northern California.



# **JATC Instructor Basil Romero Has 3 Words For His Students: *RECRUIT...TRAIN and RETAIN***

JATC Instructor Basil Romero knows what it means to work hard and come up through the ranks.

After developing an interest in telecommunications, he trained to enter the field through the Computer Training Academy, where he also received his initial experience. At the beginning of his career, he focused on structured cabling and fiber optics. Later, he expanded to other disciplines within the field, and was gradually promoted to the position of senior tech. After 13 years of experience in the industry, he understands thoroughly all the tasks—from the minor to the most complicated.

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**Q: As a JATC instructor, what do you teach?**

**A:** My curriculum focuses on the following items: Structured Cabling, Fiber Optics, Security, CCTV Telephoning/Paging and Networking/CATV.

**Q: What is your background and experience in the industry?**

**A:** My background is in telecommunications, with an emphasis on structured cabling and fiber optics. I believe in applying my knowledge with the practical applications of the courses I teach. I received my diplomas and initial experience via CTA (Computer Training Academy).

**Q: What positions have you held in the industry?**

**A:** I was a Senior Technician prior to becoming a JATC instructor. I feel that it is important to know all aspects of the role. This means from the minor to the most complicated tasks.

**Q: How long have you been in the industry?**

**A:** 13 years.

**Q: Did you graduate through the JATC apprenticeship program?**

**A:** No, I was grandfathered into the IBEW.

**Q: Why did you decide to join the program as an instructor?**

**A:** I knew that my background and experience, coupled with my natural ability to promote teamwork, would serve me well in this role. I felt strongly about sharing my knowledge with others in order to help them grow within our industry. I've always had a connection with the younger guys at my company, and would always find myself teaching them and showing them better ways to do things. I wanted to make a difference.

**Q: What parts of your background best help you in your teaching experience?**

**A:** My fieldwork and hands-on application of the many techniques I have learned at the various jobs have been instrumental.

**Q: What do you like best about teaching at the JATC?**

**A:** Mentoring the apprentices and knowing they have learned something new gives me great satisfaction.

**Q: How do you try to motivate students to learn?**

**A:** By applying hands-on experience in the classroom. I also use visual aids. I like to challenge the team and encourage them to not be afraid to ask questions. I want to make their learning experience positive and push them outside of their comfort zones.

**Q: What is the greatest challenge students face in the program?**

**A:** Being motivated and committed to learning. I don't want them to have the expectation that they just show up and that is enough. They need to want to apply themselves.

**Q: What is your favorite subject to teach?**

**A:** Structured Cabling.

**Q: Why?**

**A:** It is the first class in the curriculum and it gives me an opportunity to see where their level of experience and skill set are. It gives me a chance to get to know their personalities, weakness and strengths.

**Q: Do you mentor and help students after class?**

**A:** Yes I do. I like to take the time to talk with individuals after class to see if they have any questions. If I notice a particular student is struggling, I will pull them aside and give them that little bit of extra help and guidance.

**Q: What do you think of the current curriculum to help students in the field?**

**A:** I think overall it is well-rounded and touches on all the real-time subjects and field-related applications that they will need and be exposed to in our industry.

**Q: What kind of person should strive to enter the apprentice program?**

**A:** Someone who is motivated and is not satisfied with the status quo. They need to be willing to learn new and better ways of doing things.

**Q: What is the career future like for an apprentice who graduates?**

**A:** A long and successful working relationship with the NECA and IBEW.

**Q: What skills do you think students need to do well in the program?**

**A:** They need to be well-rounded and able to take direction and listen well.

**Q: What attributes do you think students are looking for in teachers?**

**A:** Someone who can articulate the curriculum and show them how it applies to the tasks. They need someone who is knowledgeable and can fully articulate the class work and what it means for them and how it is applied.

**Q: What is your most memorable day in the classroom?**

**A:** Seeing a student when the light finally goes on in their head and how they are then able to grasp and apply what I have been teaching them. It makes me happy to know that I made a difference.

**Q: What is your favorite sport? Or favorite sports teams you follow?**

**A:** I am a huge softball fan. I umpire in my spare time on the weekends.

**Q: What are your hobbies outside of the office?**

**A:** Teaching and mentoring upcoming umpires.

**Q: What books, magazines, etc... do you read in your free time?**

**A:** Sports Illustrated.

**Q: What is your favorite TV show?**

**A:** National Geographic's animal programs and most sports-related events on TV.

**Q: Anything you would like to add?**

**A:** Yes – The motto I live by...it's simple: RECRUIT...TRAIN AND RETAIN.

# Apprentice Class Of 2013 Set To Graduate

We would like to offer congratulations to the 2013 class of apprentices who have completed the Related Supplemental Instruction portion of the Apprenticeship program and are tentatively scheduled to graduate. Our industry thrives on a skilled, highly trained labor force and our apprentices are our future!

**Conrad Boissiere**

**Greg Boucher**

**Aimee Burger**

**Marco Carrizales-Hernandez**

**Lance Davidson**

**Michael S. Estrada**

**Javier Gomez**

**Abraham Gonzalez**

**Gabriel Gutierrez**

**Mario Herrera**

**Manuel Hurtado**

**Siarhei Ihnatovich**

**Armando Joachin**

**Lawrence Jones**

**Gabriel King**

**Christopher Kruger**

**Joel Kumagal**

**Sean Laughlin**

**Dane Lewis**

**Javier Lopez**

**Paul Nielsen**

**Sean O'Hare**

**Ben Painter**

**Andres Perez**

**Justin Rein**

**Zequilil Van Hook**

## Construction Spurt Draws Over 150 To NorCal VDV Job Fair

**CONTINUED FROM PAGE 1**

an experienced technician—some of the attendees found their way to the NorCal Sound and Communications JATC table, which was set up in the lobby, to apply for training. Mike Santo, training coordinator of the NORCAL Sound and Communication JATC, said about 20 people completed applications for the JATC.

"A lot of the applicants were unfamiliar with our training," said Santo. "They get pretty excited when they hear about it." Those who are admitted to the program will enter the 2014 fall semester class.

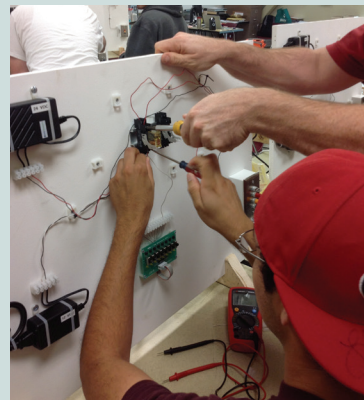
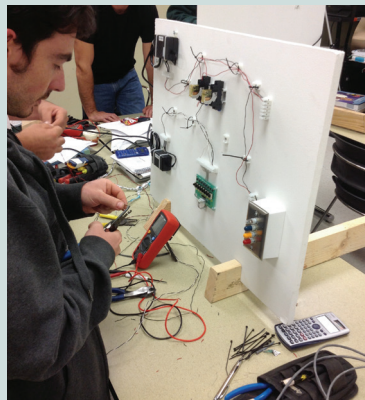
The event also featured refreshments and a raffle. Milwaukee Tools sponsored the raffle with various hand tools, and the LMCC donated various dining gift cards.



**Around 20 prospective students completed applications for the JATC at the job fair in September.**



**Applicants admitted to the JATC program will enter the 2014 Fall semester class.**



**New hands-on relay lab teaches students at the NorCal S&C JATC training center how relays work.**

## New JATC Relay Lab Develops Skills For Access Control And Fire Alarm Systems

The NorCal S&C JATC has set up a new hands-on relay lab to help students learn how relays work. In this lab, students take a 24 volt DC load and switch it on and off through a relay operating at a 12 volt DC coil voltage.

Instructor Thomas Frenzel, who was instrumental in setting up the lab, says that relay training is important for the industry. According to Frenzel, apprentices should know how relays operate, especially in access control and fire alarm systems. "The transfer characteristics and output of the relay under various settings provide insight into the relay performance. Being able to accurately wire and control any given relay is an invaluable skill set that everyone of our members should have," said Frenzel. "This lab also clearly illustrates exactly how we control equipment that the inside wireman provide power for. It's very important that our apprentices understand the whole process from low voltage input, to high voltage output."

# JATC Recruitment Is In Full Swing

In addition to the Job Fair, the NorCal S&C JATC reached out to thousands of prospects in 2013 at more than 20 other events throughout Northern California. Recruiter Mike Santo reports that almost 14,000 job seekers attended various trade events during the year and had an opportunity to learn more about training at the NorCal S&C JATC.

The largest event was the San Benito High School Career Fair, which drew 2,800 people, followed by the CCOC College & Career Fair and the El Camino High School Career Fair, which had 1,800 attendees each.

The 28th Annual Occupational Olympics & Career Exposition at the Stanislaus County Fairgrounds drew 1,500 attendees, while the Foothill College Day on the Hill, and the 9th Annual Construction Trades Career Fair in Stockton each drew 1,000 prospects.

Other recruitment events included: "A Better You" Student Conference; the Job Corps Tour in San Jose; the PIC 3rd Annual Spring Career Fair; the Gateway to Careers Event at Skyline College; the Berkeley Job Fair; the DeVry University Career Fair; the Sture Larsson High School Outreach; the NBACA Union Apprenticeship (Women's) Hands On Construction Career Fair; the San Jose High School 1st Annual Career Fair; the Diverse Military-2013 Veteran Resource and Career Fair; the Career Fair Expo at the Sheet Metal Training Center; the 5th Annual Fall Career Fair at Eastmont Town Center; the Job Hunters Boot Camp; and the Honor a Hero, Hire a Vet Job and Resource Fair in San Jose.



PHOTOGRAPHY COURTESY OF NORCAL VDV

**The NorCal S&C JATC attended more than 20 job fairs this year in search of prospective students.**



PHOTOGRAPHY COURTESY OF NORCAL VDV

**The largest trade event this year was the San Benito High School Career Fair which drew 2,800 people.**



PHOTOGRAPHY COURTESY OF NORCAL VDV

**152 golfers set to tee off at the NorCal VDV golf tournament in San Jose at Cinnabar Hills.**

# NorCal VDV Golf Tournament Hosts 152 Players At Cinnabar Hills

152 golfers had a great time at this year's NorCal VDV golf tournament, held at Cinnabar Hills Golf Club in South San Jose under blue skies on November 1st. A total of 38 foursomes played in the tourney, battling it out for a tie for the top two teams. Everyone in the top two teams scored 10 under in a four-ball 'best ball' scramble tournament format.

The tourney included check in gifts, lunch and a raffle after a BBQ dinner. Prizes ranged from golf clubs and golf bags to a Jambox, tablets and big screen TV's. It was a fun event and we'll look forward to it again next year!

## How To Download And Use The VDV Logo

The VDV brand is available for use on your marketing and communications materials. Visit [www.norcalvdv.org](http://www.norcalvdv.org) and click on 'The VDV Brand' to download the logo. Your use of the VDV brand will help it grow in recognition and identify you as a qualified member of the Sound and Communications industry.

## Rosendin Electric's Nationally Ranked On The Belief That 'Everyone Deserves

**Rosendin Electric recently won top National and Regional Safety Honors for Marty Rouse, Rosendin Electric's Vice President Safety, CSP, CHST, discusses**



PHOTOGRAPHY COURTESY OF ROSENDIN ELECTRIC

**Marty Rouse, Vice President Safety, CSP, CHST at Rosendin Electric, Inc. in San Jose, CA.**

**Q: What safety procedures has Rosendin Electric implemented as a contractor that led to its recognition and receipt of the 2013 Construction Safety Excellence Award from the AGC?**

**A:** This is an employee-owned company, and many of us here, including the Officers, come from a background of working in the field. For instance, I worked my way through college and got a degree in safety engineering, but I did that while being out in the field as a construction worker. When you've had your boots in the dirt and walked a mile in those shoes, you don't forget that. You remember the hardships and the tough things you have to do when you're working on a job site. So we designed our program around the needs of our employees—they are our friends and family members and we value their safety. That is the driving force of our program. We depend on each other at work each day, but there are people depending on us to come home each night—and to do so without being injured. This is the second year that we've won the National award from the AGC, and we also won the National Safety Award for CURT; but the greatest award is to send everyone home, every day, injury free.

**Q: How would you describe your process for implementing the safety program?**

**A:** One of our main safety training tools is a series of safety videos, using people that work within the company. These videos begin with an introduction to the company for new employees by our CEO, Tom Sorley. During one of the videos, Tom tells new recruits that if they believe they are on a job site that is unsafe, they should call the number on their "Stop Work Card". If there is a safety issue, they are authorized to "stop work" for their own safety and those around them. Another video shares the story of one of our Officers' when, many years ago, he was employed by another company: he was pulling breakers which resulted in an arc flash that severely burned him; he was hospitalized and had to receive skin grafts. He tells his story because he wants to make sure that no one at Rosendin Electric ever has to go through this ordeal. He also visits different projects and speaks in person to the employees. It's just the passion of wanting people to understand how important it is to be safe at the work site.

**Q: What is the initial safety training that Rosendin Electric employees go through?**

**A:** After watching the videos, our employees each have one-on-one orientations with their superintendents and various safety professionals. We discuss specific safety hazards on the particular job site, because each site is very unique. We look at the site and the task and then make the determination about what specific training the employee needs to do that particular job.

**Q: How does the safety program evolve and grow each year with Rosendin Electric?**

**A:** We currently employ close to 40 Safety Professionals who always bring new ideas and new thoughts to the table. Everyone within the Safety Team is empowered and anyone who has a new idea to promote safety is encouraged to share it. Additionally, we review our safety procedures frequently with our superintendents, who are actually out

## Rosendin Electric Receives Top Safety Honors For Its Innovative

In 2013, Rosendin Electric received top national honors for Safety from the Associated General Contractors (AGC) of America. Regionally, Rosendin Electric's branch office in Oregon placed first in the Specialty (Contractor) Division, a second place Safety Excellence Award in California, a Certificate of Excellence for Job Site Safety in Texas and a Corporate Safety Program Award in the

Metro DC area. Rosendin Electric also received a Safety Award of Excellence from the California AGC chapter in 2012, marking more than ten years of recognition by the AGC.

The national award was created to recognize companies that have developed outstanding safety programs through a combination of management commitment, employee involvement and

program innovation. Rosendin Electric received the National Safety Award in the Specialty Division for contractors with more than one million hours worked. In presenting the National Award to Rosendin, the AGC cites Rosendin Electric's safety record and a number of its innovations, including:

- Its "stop work cards" that can be used by any employee to promote safety on the job site

# ted Safety Program Focuses serves A Safe Place To

**2013 from the Associated General Contractors (AGC) of America.  
the company's award winning safety program with us.**

on the job sites. What it comes down to is open communication. For example, a "special tool" we use to open up communication between an apprentice and a journeyman electrician (JW) is our Professional Development Portfolio (PDP) card. This card is used by an apprentice to inform the JW they are assigned to what tools they have worked with, what safety equipment they have used, and what training they have received. We don't want an employee to perform a task they have not been trained to perform. Furthermore, we also have a third party company that comes in and reviews our program, and occasionally, we even have OSHA come in for a consultation to evaluate our program and see how we might be able to improve it.

**Q: What other tools do you use for safety training, tracking or management?**

**A:** We use our iPads to do safety audits—we're using leading indicators to discover areas where there may be deficiencies. We utilize a company wide database that allows us to track the level of safety training per employee.

**Q: From a customer point of view, how do you think your safety record and the awards you've won are perceived?**

**A:** In the world we live in, safety is a very important part of our culture. The impact of how an injury or incident effects a person and their family is something we are all very familiar with. We have all watched the drama unfold on TV of all the incidents that have taken place in our society. We have seen the negative impact that has been the results of the lack of safety. Our clients know and understand the safety record and the awards that Rosendin Electric has received are an example of a company which is in-line with their safety culture. Our clients realize what the cost of an injury can do, not only to a company's reputation, but also the negative impact it has on a project schedule and possibly budget.

**Q: How would you describe Rosendin Electric's safety philosophy?**

**A:** Quality and safety go hand-in-hand. The goal is always to finish the facility with zero punch lists. If you do it right the first time, chances are you are doing it safely too. It's like the quote from Abraham Lincoln: "Give me six hours to chop down a tree and I will spend the first four sharpening the axe." The more information we give our employees means that we are continuing to sharpen the axe of safety education. But most of all, Rosendin Electric embodies a company philosophy that puts great importance on caring about our people and their quality of life.

## Program And Management Commitment

- Its "no-knife" policy requires all employees to use only safe tools
- Its requirement that every Apprentice maintain a safety portfolio, so Journeymen can track their equipment and procedures training
- Its requirement that all field safety personnel are equipped with tablet computers so they

have access to safety performance data and can identify potentially high-risk procedures

Rosendin Electric, headquartered in San Jose, is an employee-owned company and is the largest privately held electrical contractor in the U.S. It has over 5,000 employees worldwide.



PHOTOGRAPHY COURTESY OF ROSENDIN ELECTRIC

**Rosendin Electric has 40 Safety Professionals on staff with degrees in safety engineering.**



PHOTOGRAPHY COURTESY OF ROSENDIN ELECTRIC

**Occasionally OSHA consults and evaluates the program to see if improvements can be made.**



PHOTOGRAPHY COURTESY OF ROSENDIN ELECTRIC

**Rosendin Electric utilizes a companywide database that allows them to track the level of safety training per employee.**



PHOTOGRAPHY COURTESY OF ROSENDIN ELECTRIC

**The goal is always to finish the facility with a zero punch list.**



PHOTOGRAPHY COURTESY OF ROSENDIN ELECTRIC

**Rosendin Electric puts great importance on caring about their people and their quality of life.**

## Your Health And Welfare Trust Fund Important Phone Numbers

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

### United Administrative Services

408.288.4400  
Toll-Free 800.748.6417

### Trust Self-Funded Medical Plan

#### Trust Dental Plan

Questions about claim payment, claim forms and benefit info:  
408.288.4400  
Toll-Free 800.541.8059

### Anthem Blue Cross PPO

www.anthem.com.ca  
To locate a participating preferred provider physician, clinic, or hospital:  
408.288.4400 or 800.541.8059  
Refer to Group # 170016M001

### First Dental Health Dental PPO

www.firstdentalhealth.com  
To locate a participating preferred provider dentist:  
Toll-Free 800.334.7244

### Kaiser Permanente

www.kaiserpermanente.org  
Questions about benefit info and ID Cards:  
Toll-Free 800.464.4000  
Refer to Group # 919

### Optum Health

www.OptumHealth.com  
Questions about mental health and substance abuse benefits or the member assistance program:  
800.888.2998  
Group # 10000824-0001, 0002

### Vision Service Plan

www.vsp.com  
Questions about vision benefits and vision claims or to request a Vision Plan Provider Directory:  
Toll-Free 800.877.7195

To order additional copies of *The DATA* contact  
scott@ahcommunications.com



# Health And Welfare Plan Benefit

## Don't Forget The Member Assistance Program (MAP), A Valuable Resource

At some point in life, everyone confronts a difficult issue. Counseling sessions through the Member Assistance Program under the IBEW/NECA Sound & Communications Health & Welfare Plan can offer much-appreciated support in the midst of stressful life circumstances like:

- Personal pressure, stress or depression
- Substance or alcohol abuse
- Family and relationship concerns or conflict
- Financial and legal concerns
- Life crises such as divorce or the death of a loved one
- Parenting and elder care
- Job performance or work-related issues

The MAP provides up to three counseling sessions per incident per household member per calendar year with a professional counselor at no cost. (If you need further sessions, check with your health plan to see if it covers at least a portion of the cost.) You and your covered dependents are eligible to use the program, as long as you are enrolled in the Trust Self-Funded Medical Indemnity PPO Plan or the Kaiser Permanente HMO Plan.

Anything discussed with the MAP counselor is strictly confidential (except as required by law). If you have any questions about confidentiality, discuss them with your counselor.

**To make an appointment with a MAP counselor, call Optum Health 24/7 toll-free at: 1-877-225-2267.**

# norcalvdv.org



SOUND AND COMMUNICATIONS  
of Northern California

