



MEI COURSE CATALOG SUPPLEMENT 2009-2010

NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION



MEI continues to offer timely and topical courses on a wide-variety of project, technical and business management topics. The cost is reasonable and the information is very valuable. NECA members need to take advantage of this worthwhile service.

—Ray Friend, President, Electric Service and Contracting Company, Inc. and Chairman, NECA Management Development Committee



MEI COURSE CATALOG SUPPLEMENT 2009-2010

This brochure contains brief descriptions of new courses in project, technical and business management as well as our newest online course. Additional information included in this supplement:

- Course fee
- Course length
- Number of Continuing Education Units (CEUs) awarded for each course
- Name of the instructor(s) teaching the course(s)

These courses are available NOW!

The complete catalog can be viewed online at
<http://www.necanet.org/PortalTools/RegMEI>

HOW TO REGISTER FOR AN MEI COURSE

MEI strongly recommends that all individuals who register for an MEI course register via the website. It is the fastest, easiest and least expensive way to register. When an individual registers for an MEI seminar via the MEI website, the individual must pay by credit card.

COURSE REGISTRATION FEES

Registration fees published in this Catalog are the standard NECA member fees for each course. A chapter may charge their members a discounted fee for a seminar. Chapter members should check for this discount with their chapter manager before registering for any course hosted by their chapter.

Individual chapters announce their course schedules through local brochure mailings to their members. NECA members interested in particular courses listed in this catalog should contact their chapter.

Standard fee (per-person) for a half-day (0.3 CEUs) course:

- \$230 MEI-Chapter Partnership Online Registration
- \$245 MEI-Chapter Partnership Paper Registration
- \$340 Full Service

Standard fee (per-person) for a one-day (0.6 CEUs) course:

- \$290 MEI-Chapter Partnership Online Registration
- \$300 MEI-Chapter Partnership Paper Registration
- \$400 Full Service

CONTINUING EDUCATION UNITS (CEUs)



Participants in MEI courses can earn Continuing Education Units (CEUs) needed to satisfy local and state licensing requirements. NECA is an authorized CEU provider and complies with continuing education guidelines and requirements established by the International Association for Continuing Education and Training (IACET). All NECA seminars listed in this catalog offer CEUs. However, we encourage participants to check with their local and state licensing authorities prior to taking an MEI class to determine what, if any, information needs to be provided to the local or state licensing authorities in advance.



NEW BUSINESS MANAGEMENT COURSES

Adapt or Perish: The New Business Model of Construction Contracting

One-day course

0.6 CEUs

This course is an examination of changes in the construction industry and practical approaches to keep them manageable. This course asserts that most businesses should evolve from a largely subjective (gut feel) approach to a mostly objective (quantitative) approach. The instructor will then explain in detail those approaches.

Instructor: *Matt Stevens, Management Consultant to Construction Contractors*

Building Successful Incentive Compensation Programs

One-day course

0.6 CEUs

This program will demonstrate that the process of Compensation Planning brings significant values to the company beyond the implemented plan itself. A good Incentive Compensation Plan will attract, retain and motivate key employees.

Instructor: *Jeff Moore, Maxim Consulting Group, LLC*

Creating an Outrageously Successful Organization

One-day course

0.6 CEUs

In this highly interactive course, attendees will learn what it takes, no matter what is happening in the world economy, to have an outrageously successful organization. Truly successful leaders understand certain principles and use them to outperform the competition. **Instructor:** *Scott Hunter, Certified Speaking Professional, Facilitator & Business Coach*

Define Your Projects from the Client's Perspective—The Key for Electrical Contractors to Maximize Their Profitability

One-day course

0.6 CEUs

This course is designed to provide attendees with the necessary skills at the project level to create a sustainable competitive advantage and increase their companies' profits by providing better services and establishing stronger relationships with their existing project clients. In today's highly competitive marketplace this course has never been more important. **Instructor:** *Ted Garrison, Garrison Associates*

Developing Today's Managers and Tomorrow's Senior Executives

One-day course

0.6 CEUs

Today's critical shortage of qualified managers will turn into a shortage of qualified senior executives unless the problem is addressed today. The cost of using unqualified managers and executives could cripple your company for years or even put it out of business. **Instructor:** *Ted Garrison, Garrison Associates*

Don't Leave Profits on the Table...Using the Industry Financial Operations Report for Identifying Profit Improvement Opportunities

Half-day course

0.3 CEUs

This course identifies a number of key measures that consistently lead to superior performance in our industry. An analysis of the industry profit-leader group of companies will be presented, with an emphasis on what we have learned from these industry winners. How to best use and apply industry benchmarks in order to identify profit improvement opportunities in your own company will also be discussed. **Instructor:** *Thomas J. Noon, Industry Insights*

How Much is Your Business Really Worth, and What Factors Affect the Value of Your Business?

Half-day course

0.3 CEUs

This course will focus on the most important factors that affect "how much a company is worth" as well as how owners can determine their company's value. This session is useful due to the many reasons that an owner may have to know the worth of their firm, such as for: ESOP valuations, estate planning/stock gifting, buy-sell agreements, business merger/acquisitions, and many others. **Instructor:** *Thomas J. Noon, Industry Insights*

Persuading Others To Your Point-of View

Half-day course

0.3 CEUs

Knowing how to persuade others to one's point-of-view is one of the most valuable skills that members of the construction and build industries can possess. This course provides individuals with knowledge for speaking persuasively before an

audience of one or one thousand. Knowing how to apply skills of persuasion to generate the response you want from others provides a competitive business, personal, and career advantage. **Instructor: Byron G. Sabol**, *Speaker, Consultant, and Author of "Taming The Beast: Success With Difficult People"*

Silver Bullets to Improve Project Profitability

One-day course

0.6 CEUs

This course is a highly interactive workshop on developing the skills needed to improve project execution and strategies for maximizing profits. Attendees will participate in hands-on exercises in project execution awareness, planning and measurement. Instructor will provide a practical demonstration of the effects of sound leadership practices, and discuss the importance of teamwork and the paradigm shift in motivational tactics that can lead to improved financial results. **Instructor: Jeff Moore**, *Maxim Consulting Group, LLC*

Surviving the Market

Half-day course

0.3 CEUs

This course has been created to assist executives and owners in dealing with the financial and operational issues facing their company and them personally in these difficult economic times. It addresses proactive solutions to real world economic and market challenges business owners face in today's difficult times, and how to proactively respond to these challenges before the cost is too great. **Instructors: Jim Weber and Dave O'Brien**, *Weber • O'Brien, Ltd.*

NEW PROJECT MANAGEMENT COURSES

Business Development for the Design-Build Market

One-day course

0.6 CEUs

You will leave this course with a clear understanding of the internal planning, business strategies and control methods needed to achieve your objectives in the design building environment. Instructor: **Alan W. Martin**, *Alan Martin & Associates*

Emerging PV Market Guide

One-day course

0.6 CEUs

This course provides an overview of the results of extensive research commissioned by ELECTRI International and outlines the strategies for entering the lucrative photovoltaic growth segment of our business. This course will teach you how to assess the potential of, and develop strategies for, profitably entering the emerging PV market. **Instructors: Oswald Chong**, *The University of Kansas* or **David R. Riley**, *Pennsylvania State University*

Energy Roadmap: Guiding Electrical Contractor Energy Independence Opportunities

One-day course

0.6 CEUs

The goal of this course is to develop a roadmap for electrical contractors that will allow them to take a leadership role in the energy debate, guide decision making at the national and local levels, and help electrical contracting firms successfully enter emerging energy markets in response to legislative, economic, social, technological, environmental, and market changes. **Instructors: Oswald Chong**, *The University of Kansas* or **David R. Riley**, *Pennsylvania State University*

Facilities Energy Audit Education Program

Three-day course

1.8 CEUs

Be at the forefront of creating the major new and rapidly expanding green energy business sector of Comprehensive Facility Energy by learning the best practices and most effective techniques for conducting Comprehensive Facility Energy Audits via Facilities Energy Audit Training. The program consists of two phases. **Phase One—The Screening Survey Workshop** will offer skills that enable contractor staff to identify energy efficiency project opportunities in commercial, industrial, and institutional facilities. Screening Survey training will prepare newly minted auditors to conduct "first blush," high-level assessments of entire facilities. **Phase Two—The Preliminary Energy Assessment (PEA) Survey Workshop** covers how to conduct a PEA Survey, an in-depth energy audit that provides the information required to quantify potential energy savings and the financial benefits of implementing appropriate energy efficiency measures and practices. **Instructor: David Wylie**, *ASW Engineering*

NEW TECHNICAL MANAGEMENT COURSES

Emerging Green Building Projects

One-day course

0.6 CEUs

ELECTRI International research This course explores the LEED® trend in the construction industry and offers insight into how electrical contractors can take advantage of opportunities in this market. Topics covered will include: an introduction to green buildings and LEED; why owners are going green; an overview of the USGBC and the LEED rating system; the role of electrical contractors on green building projects; and lessons learned by electrical contractors on green building projects.

Instructor: *Michael Horman, Pennsylvania State University*

Post-Disaster Recovery and Reconstruction Training for Electrical Workers

Half-day course

0.3 CEUs

ELECTRI International/OSHA research This course delivers English/Spanish training on procedures to identify, avoid and mitigate safety hazards during post-disaster reconstruction with special emphasis placed on electrical hazards. The training materials have been developed in a "Train-The-Trainer" format and focus on areas found to be the leading causes of injury and death during post-disaster recovery and reconstruction including general health and safety, physical "focus four" hazards, chemical and biological hazards, and equipment hazards. **Instructor:** *K.R. Grosskopf, University of Nebraska*

Proven Strategies to Utilize the Power of the Internet to Drive New Business Opportunity

Half-day course

0.3 CEUs

This course will provide a clear and concise overview of the key concepts involved in search engine marketing. What are the different types of search engine marketing? Who are the major search engines and how can you best optimize them to gain *natural* or *organic* traffic? Learn how to achieve top placement by using search engine advertising opportunities. **Instructor:** *Kevin Ryan, WebVisible*

Negotiating, Presenting, & Avoiding Construction Claims in Difficult Economic Times

One-day course

0.6 CEUs

This course investigates the impact of the economic decline, the low credit and equity markets and the lack of funding for construction on project profitability and contractors entitlement for equitable adjustment. It will explain the elements of a successful change order and claims presentation, including winning strategy narratives and verbal presentations and will cover how to establish entitlement, cumulative impact, and documentation. **Instructor:** *Awad S. Hanna, The University of Wisconsin-Madison*

Understanding Net-Metering, Distributed Generation and the Energy Policy Act and Its Impact on the Electrical Contracting Industry

One-day course

0.6 CEUs

This course will provide a comprehensive review and describe the impact of the *Energy Policy Act of 2005* and the *Energy Security Act of 2007* on distributed and renewable energy generation, the electricity market, the national electrical grid, and the future of how electricity may be delivered. The impact on the electrical contracting industry for the future will also be discussed. **Instructor:** *P.K. Sen, Colorado School of Mines*

ONLINE COURSE HIGHLIGHTS

Register for this course at www.necanet.org/store

The Solar Evolution Begins With You!

\$99 NECA Members

One-day course

0.6 CEUs

This online course is an introduction to photovoltaics and the proper installation of PV systems. Solar energy is a major component in the Green Energy market, and new technologies and rebate programs make the solar market a lucrative one.

This course will cover topics including: definitions related to photovoltaic; interested markets; parts of the PV system; different ways to install panels; basic functions of an inverter; performance factors on PV modules; design considerations; safe wiring practices; and NEC grounding requirements.



THE MANAGEMENT EDUCATION INSTITUTE

The Management Education Institute (MEI) is the principal resource for management development for the National Electrical Contractors Association, its members, and their employees. The Institute provides a professional development curriculum that is both comprehensive in scope and focused on the needs of its training constituency. All NECA members and their employees are eligible to enroll in MEI courses.

THE PURPOSE OF MEI

The purpose of the NECA Management Education Institute (MEI) is to provide cost-effective leading edge educational programs for NECA member firms to maintain and expand their market share in the electrical construction industry. The Management Education Institute provides NECA members and chapters with education and training services focused on the business and project management knowledge and skills required for the success and continuous improvement of the electrical contracting industry in the 21st century. In today's fast-changing business and technical environments, management decisions and strategic thinking must occur at all levels of the company. MEI is here to meet the management development needs of NECA's electrical contracting community.

MEI CONTACTS

Gregory Mankevich, Executive Director

Telephone 301-215-4550 / Email gam@necanet.org

- MEI program planning
- Curriculum and instructional resources development
- Executive Management Institute
- Continuing Education Units
- Electrical Project Supervision, Line Construction Foreman and IBS
- Project Supervision Programs

Jiela Mansouri, MEI Administrative Services Manager

Telephone 301-215-4557 / Email jim@necanet.org

- Course scheduling and production coordination
- Instructional resources liaison and evaluation
- Program financial accounting
- Assistant to the Executive Director
- Program promotion and public relations

Wanessa Tortolero, MEI Registrar

Telephone 301-215-4538 / Email wt@necanet.org

- Course registration and fees processing
- Course materials and logistics
- Students records
- Online coordination



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