



Western Electrical Contractors Association **2013** Annual Review

A Look Back...

...and a Look Forward



**WECA Headquarters,
Northern California Training Facility**

Executive Director/CEO's Report



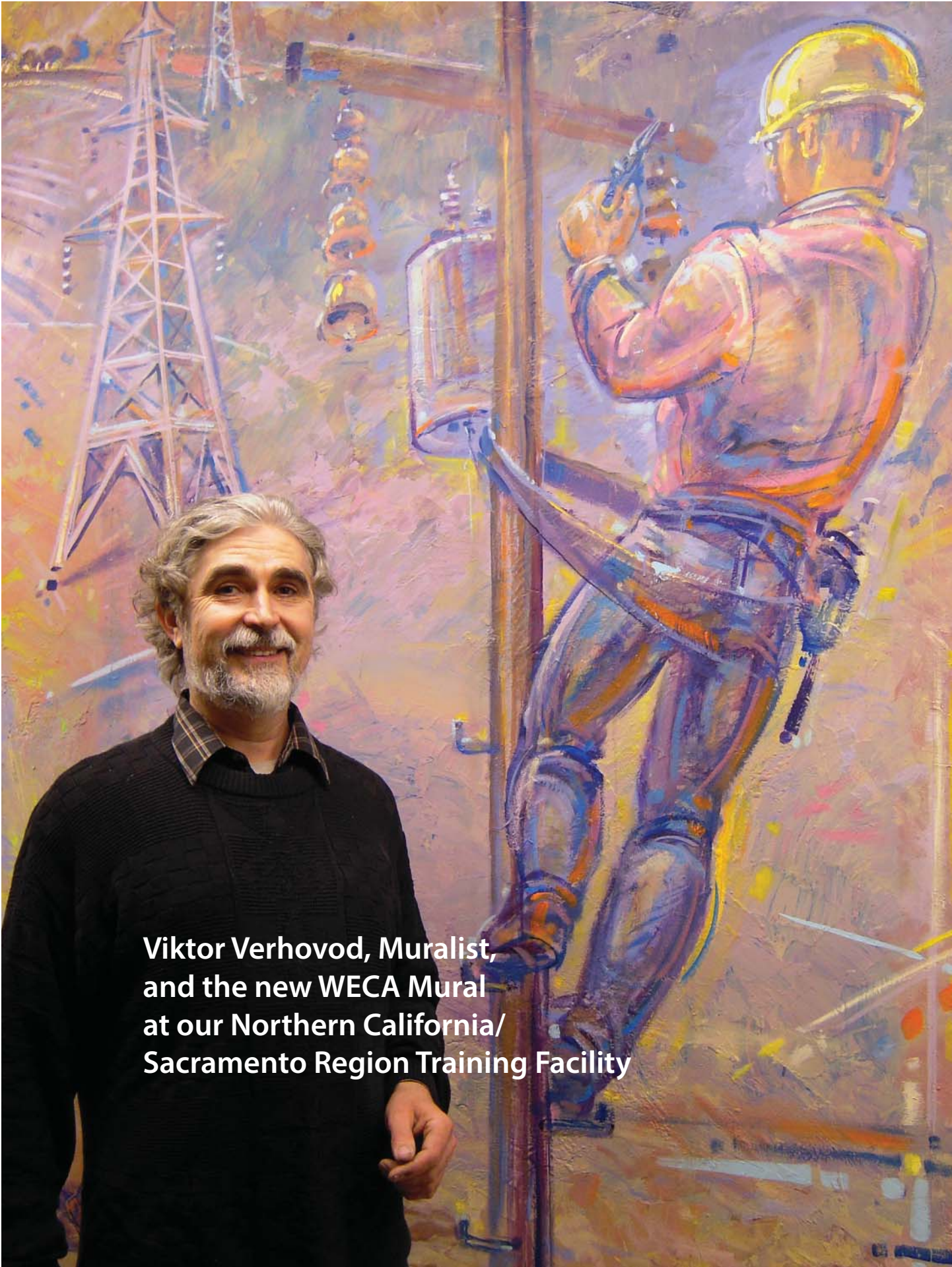
Terry Seabury

While our member contractors and students have been busy surviving the economic slow down over the past few years, WECA's Board of Directors and the Apprenticeship Training Committee trustees have been in the background continuing to support your needs and being proactive in making sure the voice of the merit shop contractor is being heard.

Without our member contractors' continued support and value of superior electrical training for their employees and our students' commitment and dedication to learning we could not have achieved such positive results. WECA Board of Directors and Apprenticeship Training Committee trustees and the staff look forward to even greater results in the years to come.

A look back at the progress we have all made as an association is heartwarming. We have emerged stronger than ever, and with you, our contractor members, we look forward to continued growth and success in the industry for all of us in 2014.

These pages contain a look at what your contractors association has accomplished in 2013, with a bit of carryover from 2012:



**Viktor Verhovod, Muralist,
and the new WECA Mural
at our Northern California/
Sacramento Region Training Facility**

Expansion and Improvement of WECA Facilities

- WECA headquarters and apprenticeship programs settled into their new Northern California training facility in the Sacramento region and improvements continue
- Secured major donations to labs, with particular help from our member contractors and industry partners, and completed new VDV/FLS labs at Northern California and San Diego training facilities
- VDV lab gained approval as a BISCi-approved training facility
- Mural depicting work and life of an electrician commissioned and completed



New VDV and FLS Labs at our San Diego Training Facility

Training Highlights

- ETP funding grant received to support apprenticeship students in the program
- Contractors increased apprenticeship outreach to veterans
- Apprenticeship Task Force launched; WECA Electrician Career Video commissioned and released.
- Apprenticeship curriculum outlines revised and enhanced with performance-based competency testing and expanded labs
- 95 Graduates in our Apprenticeship Class of 2013

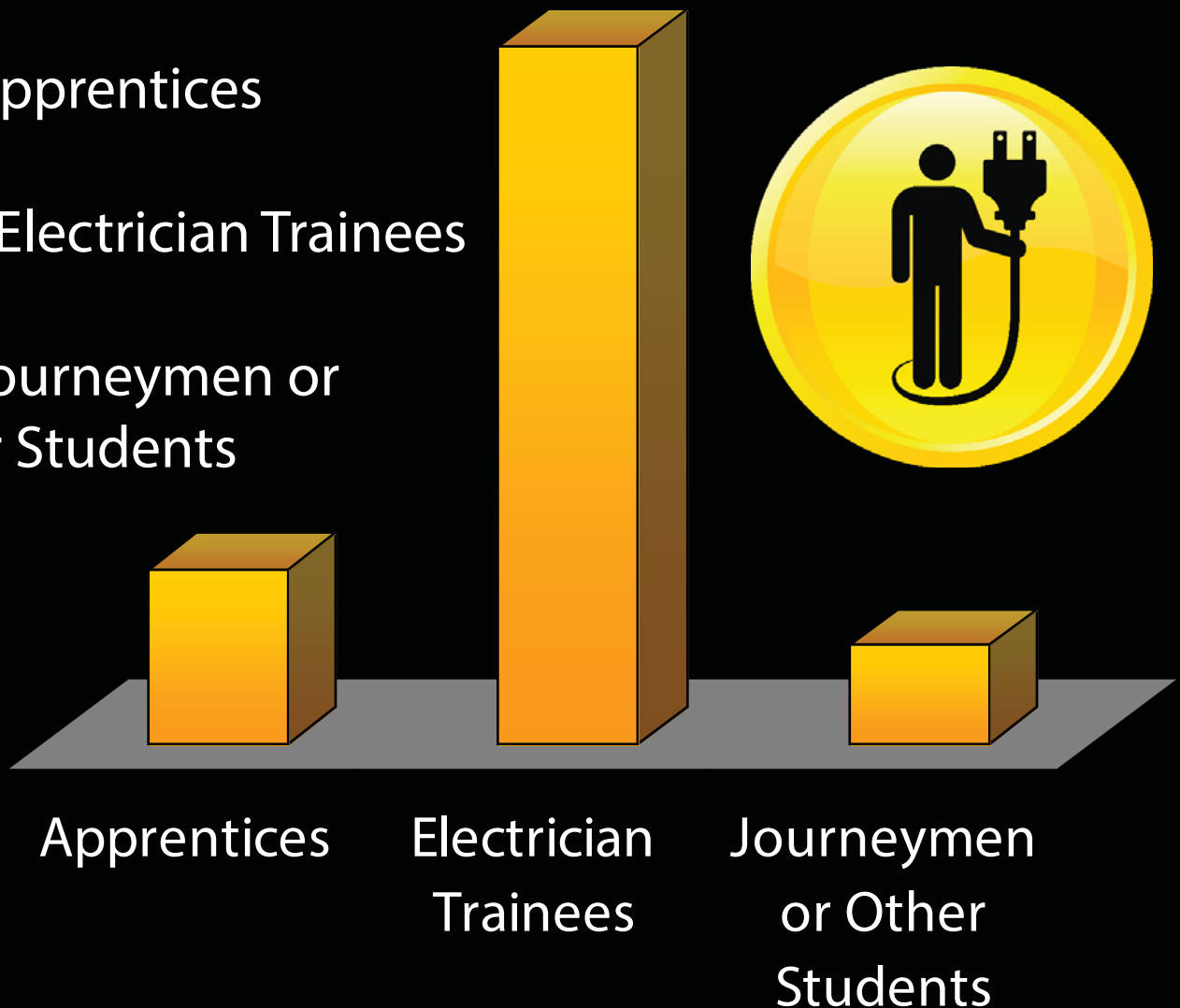


At WECA in 2013, we trained:

474 Apprentices

1901 Electrician Trainees

267 Journeymen or
Other Students





**A WECA Apprentice in
One of Our State-of-the-
Art Labs**

Industry Partner Benefits Expansion

- New Industry Partner member benefits package launched with increased emphasis on promotional opportunities and introduction of valuable products and services to our member contractors

New Member Benefits

- Bigger discounts for members and their employees on Electrician Trainee and Journeyman enrollments
- New Joint PR opt-in benefit allows members to receive notifications of opportunities for beneficial public relations exposure in conjunction with WECA
- Free access to “HR Express” for WECA contractor members



WECA in the Community

- Eight of our member contractors named to the regional “Top Electrical Contractors” List in the Sacramento Business Journal
- Numerous state officials and community leaders toured WECA’s Northern California (Sacramento Region) training facility
- WECA contractors and apprentices highlighted in the state California Apprenticeship Council newsletter



Political Advocacy

- In a big win for apprenticeship, WECA collaborated with both union and open-shop apprenticeship programs to preserve RSI (Related Supplemental Instruction) contributions for apprenticeship training and to consolidate program administration under the community colleges while protecting RSI as a categorical program and our existing relations with our LEAs (Local Education Agencies)
- Candidate supported by WECA PAC elected in Central Valley
- Lobbying efforts and political support for Fair and Open Competition regarding Project Labor Agreements (PLA's) significantly increased
- Time extension for which WECA lobbied granted by State of CA for ESL students in taking electrical certification test
- Increased access for members to WECA lobbyist Richard Markuson regarding political agendas/issues that impact them
- 2013 Labor Law Book update released for contractor members
- Construction Trades Compliance Program (CTCP) successful in educating contractors regarding compliance requirements



Association Highlights

- Streamlined and reduced operational expenses
- Access to information for members and students via WECA website improved concurrent with launch of redesigned website
- Improved customer service to our contractors and students and expanded availability
- Increased contractor and industry partner membership in 2013
- Continued superior results in required annual financial audits
- Robust social media presence developed with almost a thousand followers across multiple platforms and dozens of daily interactions with electrical trivia games

- Purchase and maintenance agreements with 6 IEC chapters to utilize WECA's customer database AMPS

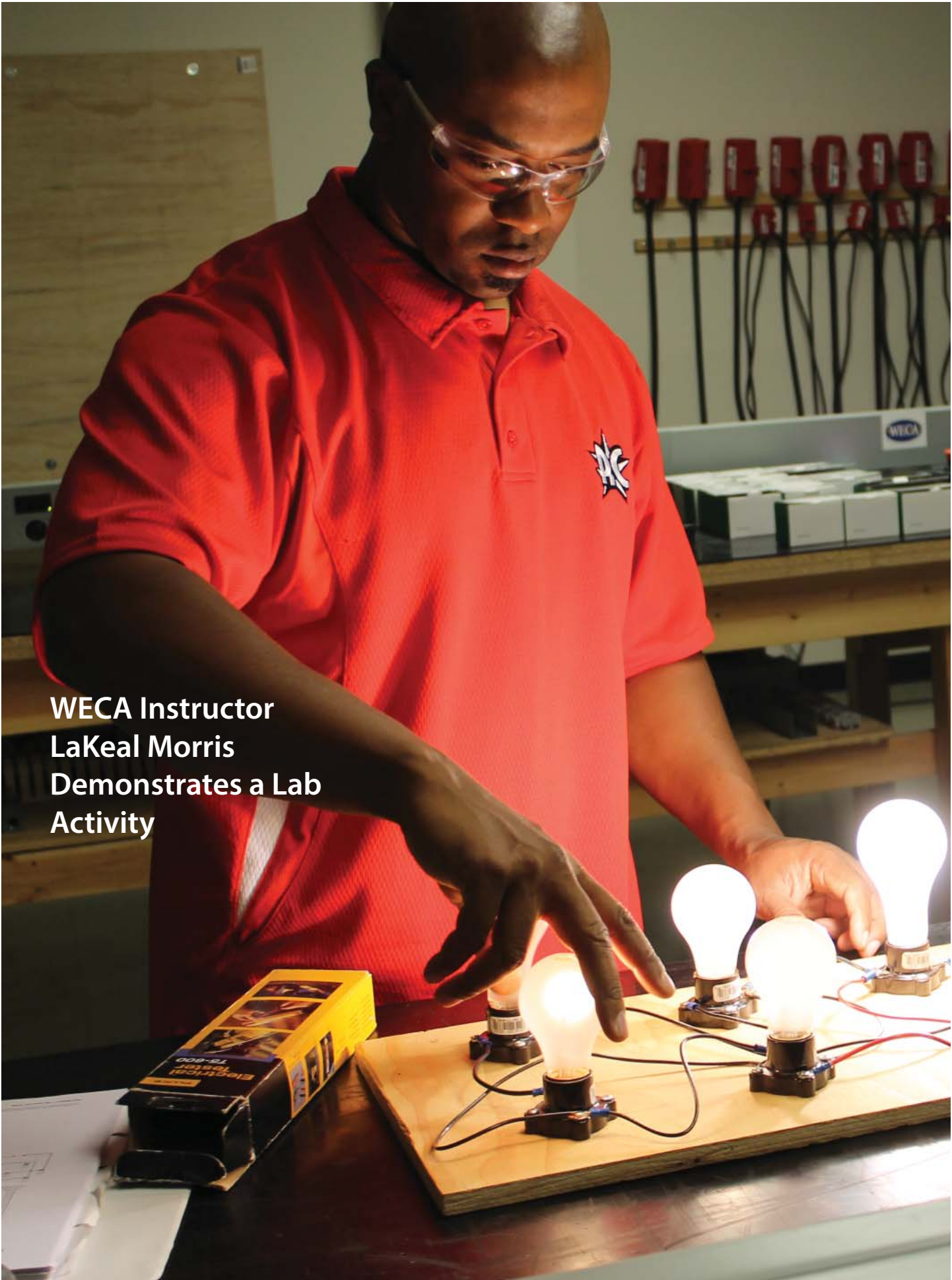
Electrical Training Product Launches

- WECA's instructional design team and in-house subject matter experts, (our instructors!), developed and launched a new product line of online, interactive, self-paced courses, including the courses "Working with Inspectors," "Faultless! Conductor Properties and Circuit Ampacities," and "Sizing Motor Circuits"
- This same team developed and launched a new line of courseware products for electrical training providers; these complete, "teach them out of the box" courseware packages include "Blueprint Reading for Electricians" Parts 1 and 2, "Basic Motor Controls" Parts 1 and 2, and "Communication Skills for Electrical Supervisors"
- WECA's new self-paced online courses and courseware package product lines entered the national market

2014: In Progress and Looking Forward

- Continue to expand our member benefits and services
- Continue to increase the volume of hands-on labs and competency-based measures in apprenticeship curriculum for VDV, Commercial and Residential programs
- Get Wired! Electrician Trainee and Journeyman courses launched on 2011 code to match State of CA code year adoption which took place in January 2014; 2014 code updates on apprenticeship curriculum and WECA self-paced courses in progress
- Continue to collaborate with new and existing Industry Partners to introduce products and services beneficial to our contractor members
- Continue to pressure legislators and state officials for fair and open competition for our members and their employees
- Additions to WECA's new electrical training product lines along with expanded distribution and partnership for WECA's courseware
- WECEF reinstating students scholarships and holding a fundraiser crab feed in March 2014





**WECA Instructor
LaKeal Morris
Demonstrates a Lab
Activity**



About WECA

Who we are

Western Electrical Contractors Association, Inc., (WECA), is a statewide non-profit organization serving merit shop electrical contractors, their employees and the industry suppliers that support them.

What we do

WECA offers strong political and public affairs efforts, networking, and specialized member services in an effort to achieve its goal of promoting merit shop electrical contracting as the most valuable, qualified choice for the electrical construction industry.

We also offer federal and state approved commercial, residential, and voice-data-video electrical apprenticeship programs, an electrician trainee program, certification exam preparation classes, and continuing education classes for journeymen.

Finally, we produce electrical courseware and publications, as well as apprenticeship management program software, for use by electrical training providers and apprenticeship programs.

www.goweca.com