

The logo features the NECA acronym with a stylized wave and stars above it, followed by the text "North Florida Chapter" and "CONNECTION" in large, bold, white capital letters on a dark blue background with a circuit-like pattern.

NECA North Florida Chapter CONNECTION

Board of Directors

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Upcoming Course Offerings

Look in the Mirror: An Executives Role in Business Development

There is no person better at selling your company than the owners, president and executive team members. The first step to effective business development is freeing up the executive team so that they can sell the work and close the sale. Critical to making this happen is strong organizational structure and process, and consistent execution of well-defined processes. Once this structure is in place, you have the time to evaluate your company's potential for success, develop the strategy and ultimately align the marketing and branding to match the strategy so that the company, over time, can move to a dedicated sales force model. Sending the business development team off on a mission to "get work" is a recipe for failure. Learn how to put structure behind the business development process that will generate results.

Monday, May 15th, 2023

8:00 a.m. - 12:00 p.m.

Will be held at the North Florida NECA office

Effective Client Communication

Multiple factors influence effective client communications including self-awareness, self-improvement, social awareness and relationship management. In this session, you will learn how to attract, build and maintain long lasting client relations. Better communication skills lead to more client trust, faster decisions and more referrals. This class will benefit those with 1 or 20 plus years of experience.

Wednesday, June 21st, 2023

8:00 a.m. - 12:00 p.m.

Increasing Market Share with Process - Not Luck

Increasing your company's market share requires 90% process and 10% luck. Does that explain why your hit rate is so low? Are your numbers more like 90% luck and 10% process? In this program, you will learn how best-in-class organizations fix and overcome this challenge. The best companies position themselves for success by defining a tangible and specific direction, supported by the right tools that successfully deliver projects, and accounts that will forever transform your organization. We will outline how strategy, structure, business development, systems, and process translate into trust and long-term relationships. When these aspects are in sync, your business will be on a path to close more than 50% of the projects you pursue.

Wednesday, July 26th, 2023

8:00 a.m. - 12:00 p.m.

Will be held at the North Florida NECA office

Delivering the Promise: The Executive's Role in Marketing and Branding

Your strategy distinguishes your company from competitors, identifies profitable markets and preferred clients, and ensures continuity. This strategy incorporates your mission, values, and the "promises" you make to customers. As the company grows, you are no longer the primary sales force in the organization and have hired leaders to manage the marketing and selling of the company's services. However, the role of the executive in the selling effort is still very critical. The purpose of this program is to outline the executive's role in the business development of the firm specifically in creating an effective strategy that is reflected in the branding, marketing and selling of the organization's services and culture.

Wednesday, September 6th, 2023

8:00 a.m. - 12:00 p.m.

Will be held at the North Florida NECA office

NECA Now 2023 & WINFL

Register today for the 6th [NECA Now](#) on **April 17-20, 2023!** This year's conference will focus on leadership development with presentations by top business experts. General sessions speakers, Leonard Brody, Ryan Leak and Marty Moore and world-class breakout session speakers will add new perspectives that will help develop your leadership skills. Other sessions cover a variety of current topics including business development, operations, financing, and personal development. And, there will be time to establish new relationships and learn from your peers.



The [Women in NECA and Future Leaders](#) (WINFL) conference is being held in conjunction with NECA Now 2023 in San Antonio, Texas. WINFL will begin a day earlier on **Sunday, April 16th**. Both NECA Now and WINFL will be held at the J.W. Marriott Hill Country in San Antonio, TX.

Please contact the North Florida NECA office if you need any assistance with registration.

Attrition Updates with Tracy Landers at April Membership Meeting

In our next Membership Meeting, Tracy Landers will be presenting the Attrition Updates for 2023.

The attrition presentation is a visual that shows if an area is keeping up with attrition. Its initial purpose is to demonstrate the need for training programs to update to the most recent apprenticeship standards, allowing for easier access into our programs through direct entry. This will be a good tool going forward for Apprenticeship Committees and Chapter Boards to make good decisions.

We highly urge our Members to attend this meeting.

The next Membership Meeting will be held at the North Florida NECA office on **Tuesday, April 4th at 11:00 a.m.**

Please feel free to reach out to our office if you have any questions.

JATC Apprenticeship Reports

Jacksonville JATC

To the members of the North Florida Chapter of N.E.C.A. -

February has certainly been a busy month. Most area schools and organizations have opened up and are hosting Career Fairs and employment recruiting events throughout the North-East Florida area. The *Electrical Training Alliance of Jacksonville* has participated in 16 Career Fairs, or other employment recruitment events, since January and more events are being added to our calendar weekly.

February started a new first year apprenticeship class utilizing the new Computer Mediated Learning curriculum, or CML, that was designed by National ETA. The purpose of this curriculum is to help provide instructors more time for lab activities and to give students more hands-on experience. This new curriculum will eventually encompass all of the apprentice courses. Second year courses are scheduled to roll out at the end of this year or early 2024.

If you know of anyone who may be interested in beginning a new career in the electrical trade, please have them contact us at the Electrical Training Alliance of Jacksonville or they can make their application online at – etajax.org.

As always, I am here to answer any questions you may have. Feel free to contact me if I can help with anything. On behalf of the Trustees of the Apprenticeship Committee, thank you for your continuing support.

Daniel Van Sickle
Apprenticeship and Training Director

Daniel McEachern
Assistant Training Director

Daytona Beach JATC

Hello From Daytona Beach,

We currently have 65 apprentices registered in the program.

We have been doing many hands-on trainings during our classroom time by making students do more homework thus freeing up time to learn hands on activities. We have been working more closely with Daytona State College and utilizing their grant writers and have been receiving more indirect funding by purchasing virtual reality courses and motor control trainers to supplement our curriculum.

We have had EVITP courses being completed by recent graduates as well as seasoned journeymen.

Lets change lives

Robert Cruz MAED
Training Director

ELECTRI Research Report

Improving Company Culture

The goal of this research is to create a toolkit of proven methods that the EC industry can use to strengthen company culture and sustainability by:

- Attracting and retaining high-level talent.
- Improving customer and team member loyalty.
- Increasing employee engagement.

The researcher team received feedback through interviews and surveys from more than 200 NECA contractors and industry partners across the country.

This toolkit is designed so that you do not have to read from front to back. You can select the element of culture that you are most interested in addressing and go directly to that area.

[Read the Full Report Here!](#)

Looking Forward

- **April 4th, 2023-** *Membership Meeting*
 - **May 15th, 2023-** *Look in the Mirror: An Executive's Role in Business Development*
 - **June 21st, 2023-** *Effective Client Communication*
 - **July 26th, 2023-** *Increasing market Share with Process - Not Luck*
 - **August 22nd, 2023-** *Membership Meeting*
 - **September 6th, 2023-** *Delivering the Promise: The Executive's Role in Marketing and Branding*
 - **December 8th, 2023-** *Membership Meeting*
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