

# COAST COAST

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Energize & Educate *East Coast Style*  
**CONNECTING THE ELECTRICAL INDUSTRY**

Atlantica Hotel | Halifax, NS | May 27/28 2022 [NETCO.org](https://netco.org)



# Theme Sponsor

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## **Saskatchewan Polytechnic**

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Saskatchewan Polytechnic serves students through applied learning opportunities at campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and through extensive distance education opportunities. Programs serve every economic and public service sector. As a polytechnic, the organization provides the depth of learning appropriate to employer and student need, including certificate, diploma and degree programs plus apprenticeship training. Saskatchewan Polytechnic engages in applied research, drawing on faculty expertise to support innovation by employers, and providing students the opportunity to develop critical thinking skills.

Our programs incorporate adult learning principles, meet the curriculum goals for students and the workplace, and are grounded in the subject matter expertise of our faculty. As Saskatchewan Polytechnic embraces being a learner and learning-centered post-secondary institution; we recognize and understand the changing academic needs, life experiences and responsibilities of our diverse students. To align with these needs, the way we offer our courses and programs are constantly adjusting.

Saskatchewan Polytechnic delivers online education redesigned for the future, that offers a seamless 360° learning experience. Our online learning environment is a supportive platform where faculty and students converge to prepare students for success in industry. We are committed to continuous improvement through harnessing our collective experience in development and delivery of content. All online programs are developed to be highly interactive with media rich content, including case studies and engaging discussions. Flexibility in our offerings and innovation in our approach is considered essential to demonstrate our continued commitment to student success.

In partnership with NETCO, Saskatchewan Polytechnic is excited to offer training and resources to assist electrician apprentices overcome barriers to apprenticeship completion. The Online Apprenticeship Support Initiatives for Success (OASIS) Union Training Innovation program will provide apprentices with essential skills and upgraded training, access to innovative green energy programs and access to an online portal of resources. Apprentices will experience a dynamic and supportive learning experience that better prepares them for successful careers through flexible access to training, mentorship matching, access to financial literacy, mental health awareness tools and resources, diversity and inclusion training, and essential skills and academic upgrading.

Saskatchewan Polytechnic is passionate about creating an environment where lifelong learners gain the knowledge, skills and abilities to achieve and succeed at work, in their communities and in life. We know that by empowering learners to realize their aspirations throughout their learning journey, we are building a better Saskatchewan and a better world.



**Chris Swick**

## Message from the Executive Director

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NETCO is pleased to welcome all delegates and guests to the 2022 Annual National Training Conference in beautiful Halifax Nova Scotia. The conference program and theme Energize and Educate East Coast Style will not disappoint with a variety of presentations and our much anticipated East Coast Road Trip.

After a very long few years and meeting virtually last year, we are so pleased to be able to finally gather for this in person conference. The events we have all lived through have not slowed the team at NETCO down. Our IBEW training centers evolved, as did our training methods and delivery. Lessons were learned, and some will stay.

Over the past while, NETCO was able to access several streams of funding to enhance and grow our training programs, including funding from the Union Training Innovation Program, The Ontario Skills Development Fund, and this fall we hope to be approved for funding from the Skills for Success stream. All new virtual reality training is rolling out now in conjunction with our training partner IDEAL Industries Canada, IVRY Technologies and NORCAT. We look forward to implementing these programs to all our Canadian training centres.

NETCO was also pleased to assist several locals in accessing funds from the same above-mentioned programs, with the same goals in mind: training. The electrical industry is constantly evolving and continued upgrading and training will facilitate lifelong learning for our members to ensure a highly trained, qualified workforce that can advance with the latest technologies.

OASIS is continuing to be an outlet for training of new technologies for electrical apprentices and upgrading seasoned journey persons with online learning and upgrading with a varied selection of courses. NETCO continues to work with many partners including Saskatchewan Polytechnic, Skillplan, Buildforce and New Brunswick's Virtual Learning Strategist (VLS) program and will continue to enhance and grow the OASIS project.

NETCO has grown over the past year including welcoming IBEW LOCAL 1555 in Moncton, NB, 2167 in Fredericton, NB and 2067 in Regina SK. We look forward to fostering new partnerships with other IBEW locations across the country. On the topic of partners, I would like to welcome and thank our training partners for 2022, Dewalt, Ideal Industries and Milwaukee.

On behalf of the NETCO Board of Directors thank you to all sponsors, delegates, and guests for your participation at the 2022 National Training Conference. We hope you enjoy the conference!

**Chris Swick**  
Executive Director



# NETCO Board of Directors



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Organization/Position: Business Manager,  
IBEW Local 502, NB President,  
New Brunswick's Building Trades Unions

**LEE CAPRIO, RSE NETCO DIRECTOR**

Representative: IBEW  
Organization/Position: Business Manager  
/ Financial Secretary of IBEW Local 353



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Organization/Position: Business Manager,  
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Association of Alberta



**GRAHAM TRAFFORD, RSE NETCO DIRECTOR**

Representative: CECA  
Organization/Position: Director,  
Mott Electric GP, BC



**MICHAEL REINHART, RSE NETCO DIRECTOR**

Representative: IBEW  
Organization/Position: Business Manager,  
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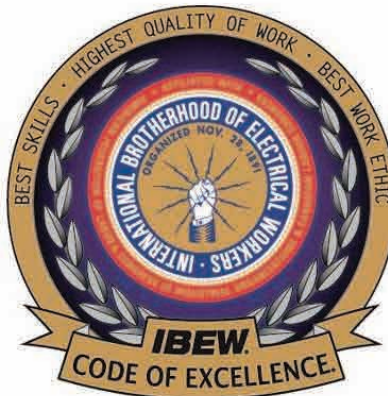
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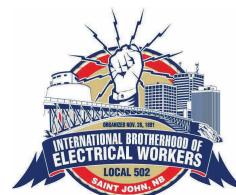
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**IBEW Local 502**

<https://ibew502.org>



**Electrical Workers Campus**

<https://www.ibew625.ca>



**Union Proud**

<https://www.unionproud.com>





# Program Overview

## Friday, May 27, 2022

**7:00 AM – 9:00 AM** **Registration Opens**

*7:00 AM – 8:30 AM Breakfast*

*8:00 AM – 9:00 AM Exhibit Hall*

**8:30 AM – 10:15 AM** **General Session**

IBEW Executive Assistant to the International Vice President and Canadian Director of Government Relations **Matt Wayland**

NETCO Executive Director **Chris Swick**

Saskatchewan Polytechnic Provost & Vice President Academic **Dr. Has Malik**

**Keynote Speaker - Trent Soholt**, Executive Director of the Nova Scotia Construction Sector Council-ICI “Integrating innovation in experiential learning.”

*10:15 AM – 10:45 AM Exhibit Hall/Break*

**10:45 AM – 12:15 PM** **Education Session 1: Training with VR Technology**

Sam Jaros – Co-Creator of IVRY Technologies

**Education Session 2: Lobbying 101**

Rubicon Strategy Inc. with Andrew Balfour, Aaron Gairdner and Ryan Spero

*12:15 PM – 1:30 PM Exhibit Hall/Lunch*

**1:30 PM – 3:00PM** **Education Session 1: Training with VR Technology**

Sam Jaros – Co-Creator of IVRY Technologies

**Education Session 2: Lobbying 101**

Rubicon Strategy Inc. with Andrew Balfour, Aaron Gairdner and Ryan Spero

*3:00 PM – 3:30 PM Exhibit Hall/Break*

**3:30 PM – 4:45 PM** **General Session**

Leadership Excellence Award

Virtual Address by The Honourable Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion

Saskatchewan Polytechnic Presentation – Gerry Youzwa & Dr. Has Malik

**OASIS: Virtual Learning Services for the IBEW**

# Program Overview continue

4:45 PM – 6:00 PM Exhibit Hall/Break *(Exhibit Hall Closes at 5pm)*

6:00 PM – 10:00 PM **Offsite Dinner at Murphy's Restaurant** - Round trip shuttle service available from Atlantica Hotel

## Saturday, May 28, 2022

8:00 AM – 10:00 AM Breakfast

10:00 AM – 2:00 PM **East Coast Road Trip**— Deluxe Motorcoach Transportation to visit the IBEW Local 625 Training Centre, the Nova Scotia Construction Sector Council Trades Exhibition Hall and then to beautiful Peggy's Cove!  
*Lunch will be provided to delegates on the trip.*  
*Due to space constraints, this trip is for registered conference delegates*



## NETCO 2022 Conference Day 2



We are very excited for delegates to hit the road and visit the IBEW Local 625 training center, the Nova Scotia Construction Sector Council Trades Exhibition Hall and then beautiful Peggy's Cove!

*Visit [NETCO.org](http://NETCO.org) for complete conference details!*



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## Conference Co-Chairs

## Jean-Marc Ringuette & Graham Trafford



Jean-Marc Ringuette, RSE, is the Business Manager of Local 502 of the International Brotherhood of Electrical Workers in Saint John New Brunswick. He is also the President of the New Brunswick Building Trades Unions. He also served as the Training Director for the Union. Previous to his current role Jean-Marc was involved in post secondary education and was an instructor at the New Brunswick Community College where he also served as the President and Director for the instructional component in the New Brunswick Union of Public and Private Employees.

He also sits on the Board of Directors for the National Electrical Trade Council (NETCO) and is the chair of the Educational committee. He is currently the President of the Board of Directors for MAP Strategic Services and is / was involved in various other boards and committees in the region.

Jean-Marc considers himself a lifelong learner with a desire to continually improve himself both personally and professionally and believes in passing his acquired knowledge to help others do the same. He is very cognizant of the positive impact his mentors had on his personal success and believes it is his obligation to do the same for the future generation.



Graham Trafford, RSE, is the General Manager and Part Owner of Mott Electric GP, a full-service electrical contractor based in Burnaby, BC with three Lower Mainland offices.

A proud BCIT alumni member, Graham has been involved in the electrical industry for nearly 40 years. Four years into his career, he joined Mott as a journey electrician, and has spent the last 35 years moving his way up the ranks to his present position.

Inspired by his desire to give back to the trade, Graham is proud to dedicate his skills to a company that prides itself on core values that include not only its work, but also safety, family, innovation, and giving back. A leader in the community, Mott is a consistent contributor to local schools, sports teams, and charities.

Training and safety have always been at the forefront of Graham's career. As such he presently sits on the following committees: Electrical Joint Training Committee (President), E2 Inc. (President), National Electrical Training Council (Director), Electrical Contractors Association of BC Vancouver Chapter (Past Chair), and the Council of Construction Associations (Director).



## Keynote Speaker

## Integrating innovation in experiential learning



**Trent Soholt**

Trent Soholt is the Executive Director of the Nova Scotia Construction Sector Council-ICI (NSCSC) - a not-for-profit organization that collaborates with industry partners to provide human resource solutions and labour market information for Nova Scotia's industrial, commercial and institutional construction sector. The NSCSC is also the home of the Trades Exhibition Hall – a one-of-a-kind career awareness facility, and the Mobile Construction Experience – a road-going showcase of construction occupations that visits Junior High Schools throughout Nova Scotia.

Working with contractors, labour organizations, training providers, government and industry partners, Trent fosters collaboration, supports innovative approaches to training, career awareness, industry research, strategic planning and encourages advances in technology adoption.

Trent is an internationally certified Project Management Professional through the Project Management Institute. He has over 25 years of Project Management experience ranging from construction and urban planning to human resources, business development, information technology, and arts and entertainment. He is a strong advocate for trades and technology. As an instructor of supervisory and management skills; Chair of the Association of Industry Sector Councils; Vice-Chair for the Nova Scotia Apprenticeship Agency, Treasurer for the Apprenticeship Award Trust and Skills Canada Nova Scotia; Director for the Design & Construction Institute of Nova Scotia; and the Chair of the Atlantic Labour Market Information Committee; Trent believes the construction sector has a fundamental role in the prosperity of Nova Scotia and Canada.

# Speaker Profiles

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## Sam Jaros

Sam is a co-creator of IVRY Technologies, the emerging project out of a series of new business concepts he led the research on during his internship at IDEAL. He focused on understanding innovative technology and the evolving needs of the electrical industry. He is responsible for growing and maintaining the business. He is also involved with content ideation and testing. Sam studied secondary education and business before completing his Mechanical Engineering undergraduate degree. The multi-department background exposed him to different ideologies and experiences which he applies to business challenges and opportunities. Sam enjoys start-up projects because of the creativity and collaboration required of the team.

## Training with VR Technology

IVRY Technologies, a division of IDEAL INDUSTRIES, INC. has created award winning virtual reality training for the electrical trade industry. Their Virtual Electrical Training (VET) platform provides students with the ability to safely learn best practices for wiring and installing electrical devices while being immersed in a realistic jobsite environment. With VET, students have the opportunity to walk through step-by-step instructions in guided mode and then be evaluated on what they have learned in test mode. IVRY hopes to help students learn useful skills faster, retain information longer, and help training centers provide the best educational experience possible.



## Seminar

# Lobbying 101 Presented by Rubicon Strategies



### Andrew Balfour - Managing Partner

Andrew closes deals.

There's a reason that Andrew was named a Top 40 Under 40 by the Ottawa Chamber of Commerce in 2018. In every year since becoming a lobbyist Andrew has been named in The Hill Times top 100. If you want things done in Ottawa, you need Andrew Balfour on your team.



### Aaron Gairdner - Vice President

When it comes to managing big files and winning teams, Aaron is it.

Aaron has spent nearly 20 years in senior public policy roles, including key roles as Chief of Staff to the federal cabinet ministers for Foreign Affairs, Agriculture, and National Defense. He oversaw the largest defense procurement effort since the 1950s and was instrumental in some 50 foreign missions to advance Canada's economic, security and diplomatic interests. With two degrees in Political Science and extensive experience at the highest levels, Aaron has a blue-chip understanding of machinery of government.



### Ryan Spero - Consultant

From political organizing to Parliament Hill, Ryan's experience in strategy and stakeholder relations gives our clients the tools they need to succeed. Having worked on the Hill and in local, leadership, and national campaigns with the Liberal Party of Canada, his political savvy and network in Ottawa brings an advantage when it comes to engaging with the government.



# Speaker Profiles

## OASIS: Virtual Learning Services for the IBEW Presented by : Gerry Youzwa & Dr. Has Malik



Since 2020, Gerry Youzwa has been the Director of Training Solutions, in the School of Continuing Education at Saskatchewan Polytechnic. Gerry leads a team that specializes in innovative training solutions and oversees large-scale government and industry training initiatives that reach from coast to coast. Gerry is an advocate for workforce development and using innovative learning methods to support individuals who learn differently. Gerry has served as the Academic Chair of Program Innovation and Development for the John A. Remai School of Construction and the School of Transportation at Saskatchewan Polytechnic. Gerry has led academic and apprenticeship programs, including Parts Management, Leadership Blue Seal, and oversees the curriculum development for both schools. Gerry has overseen the Women and Trades and Technology portfolio for Saskatchewan Polytechnic, which is a provincial initiative to increase mentorship and female representation in non-traditional occupations in the Trades and STEM sectors

Gerry's additional experience in academic leadership, includes 10 years' working within the not-for-profit industry across sectors to support adult learners, she has significant expertise on developing needs assessments, program development, essential skills development, recognition of prior learning assessments, industry engagement and employment and skills development.

Gerry has substantial experience in the funding development and project management of initiatives which support vulnerable populations. Over her career, Gerry has successfully executed many provincially and federally funded government projects, serving thousands of individuals across Saskatchewan and beyond.

Gerry is known in the community as a high-integrity energetic leader, with an entrepreneurial spirit, focused on creating successful outcomes for stakeholders and complex clients. Gerry also serves as a Board Member for the Regina District Industry Education Council, an organization which connects youth with career and employment opportunities.



Dr. Has Malik is serving as Provost and Vice President Academic at Saskatchewan Polytechnic. Prior to assuming his current role, he was Dean of the School of Business and the School of Information & Communications Technology. Before joining Saskatchewan Polytechnic, Dr. Malik was at Sheridan College for 14 years, where he served in a number of leadership roles including Associate Vice President, Academic Pathways, the Founding Dean of Humanities and Social Sciences, Dean of Continuing and Professional Studies, and the Dean of Community and Liberal Studies. He also taught at the University of North Carolina at Chapel Hill for a number of years.

Dr. Malik is a member of the Board of Creative Saskatchewan, and served as a member of the Home Suite Hope Industry Council in Ontario; engaged with eCampusOntario in its formative stage; and was as a member of the Board of Directors for OntarioLearn.

Dr. Malik holds a Doctor of Philosophy and a Master of Arts in English Literature from the University of North Carolina at Chapel Hill. He received his Bachelor of Arts in English Literature from Davidson College, North Carolina, graduating magna cum laude, and was inducted into the North Carolina Chapter of Phi Beta Kappa.



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# Speaker Profiles



## Matt Wayland

*Matt Wayland is the Executive Assistant to the International Vice President and Canadian Director of Government Relations for the International Brotherhood of Electrical Workers (IBEW) Canada.*

In 2018, Matt was appointed by Canada's federal Minister of Environment and Climate Change, Catherine McKenna, to the Task Force on Just Transition for Canadian Coal Power Workers and Communities. Matt attended the 2018 United Nations Climate Change Conference (COP24) in Katowice, Poland to speak about his experience on the Just Transition Task Force and provide insight to others in attendance. In 2019, Matt was appointed by the Prime Minister as one of three Co-Chairs for the Ministerial Advisory Committee on a National Campaign to Promote the Skilled Trades as a First Choice Career for Young People. He was recently appointed to the Canadian Council of The Duke of Edinburgh's Commonwealth Study Conference, which brings together leaders in business,

government and labour from around the globe. He is often the go to voice for the labour movement when it comes to Just Transition and his recent appointment to the Board of Directors for the Canadian Climate Institute is a testament to that. Matt is a licensed red-seal electrician/inside wireman and has been a proud member of IBEW Local 303 since 2001.



# IBEW CANADA

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Merimac has been full-time since 2001 with good reason. With plenty of experience playing private functions, corporate events, clubs & public concerts, they definitely know how to get the party going and people up dancing. Creating a worry-free, fun-filled, memorable event is one of Merimac's strong points!

We have fun at our shows and the audience feeds off that good energy.



# Industry Funding Partners

Province	Partner	Website
Newfoundland & Labrador	IBEW Local 1620	<a href="http://www.ibew1620.com">www.ibew1620.com</a>
Newfoundland & Labrador	IBEW Local 2330	<a href="http://www.ibew.nf.ca">www.ibew.nf.ca</a>
New Brunswick	IBEW Local 502	<a href="http://www.ibew502.org">www.ibew502.org</a>
New Brunswick	IBEW Local 37	<a href="http://www.ibew37.com">www.ibew37.com</a>
New Brunswick	IBEW Local 1555	<a href="http://www.ibew1555.ca">www.ibew1555.ca</a>
New Brunswick	IBEW Local 2166	<a href="https://ibewlocal2166.com/">https://ibewlocal2166.com/</a>
Nova Scotia & Prince Edward Island	IBEW Local 625	<a href="http://www.energize625.ca">www.energize625.ca</a>
Nova Scotia	IBEW Local 1928	<a href="http://www.ibew1928.org">www.ibew1928.org</a>
Ontario	Electrical Contractors Association of Ontario	<a href="http://www.ecao.org">www.ecao.org</a>
Ontario	IBEW Construction Council of Ontario (IBEW Locals 105, 115, 120, 303, 353, 402, 530, 586, 773, 804, 1687)	<a href="http://www.ibewcco.org">www.ibewcco.org</a>
Ontario	Joint Education Promotion Plan: Powering Communities	<a href="http://www.poweringcommunities.ca">www.poweringcommunities.ca</a>
Manitoba	IBEW Local 2085	<a href="http://www.ibew2085.com">www.ibew2085.com</a>
Saskatchewan	IBEW Local 2038	<a href="http://www.ibew2038.com">www.ibew2038.com</a>
Saskatchewan	IBEW Local 2067	<a href="http://www.ibew2067.com">www.ibew2067.com</a>
Alberta	Electrical Industry Training Centres (jointly Managed by IBEW Local 424 & Electrical Contractors of Alberta)	<a href="http://www.ibew424.net">www.ibew424.net</a>
Alberta	Electrical Contractors Association of Alberta – ECAA	<a href="http://www.ecaa.ab.ca">www.ecaa.ab.ca</a>
British Columbia	Electrical Joint Training Committee (IBEW Local 213 & Electrical Contractors Association of British Columbia)	<a href="http://www.ejtc.org">www.ejtc.org</a>
British Columbia	Electrical Contractors Association of BC- ECABC	<a href="http://www.eca.bc.ca">www.eca.bc.ca</a>
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British Columbia	IBEW Local 993	<a href="http://www.ibew993.org">www.ibew993.org</a>
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# Virtual Leadership Excellence Award Address



## The Honourable Carla Qualtrough

*Minister of Employment, Workforce Development and Disability Inclusion*

Carla Qualtrough is the Member of Parliament for Delta, British Columbia. She has been a Cabinet minister since she was first elected in 2015, first serving as Minister of Sport and Persons with Disabilities and then as Minister of Public Services and Procurement and Minister of Accessibility. She currently serves in the senior role of Minister of Employment, Workforce Development and Disability Inclusion. She is active on a number of Cabinet committees and has been at the centre of the federal response to the COVID-19 pandemic. She is responsible for many emergency measures, including the Canada Emergency Response Benefit, the Canada Emergency Student Benefit, Employment Insurance and the one-time payment for persons with disabilities. As Canada works to recover from the effects of this pandemic, Minister Qualtrough is leading the charge on creating jobs, upskilling workers and implementing a historic Disability Inclusion Action Plan.

Prior to entering politics, Minister Qualtrough practised human rights law at the provincial and federal levels and was a vice chair with the Workers' Compensation Appeals Tribunal. She also has an impressive background in sport, having competed for Team Canada in the sport of swimming, and she has won a number of world championship and Paralympic medals. She has volunteered extensively at the local, national and international levels, focusing on inclusion and equal access for all. She has been inducted into the Canadian Paralympic Hall of Fame and has been recognized as one of Canada's most influential women in sport on a number of occasions. Minister Qualtrough has been legally blind since birth and is a passionate advocate for the rights of persons with disabilities. She led the creation of the Accessible Canada Act and is internationally recognized for her work in disability inclusion. She has received a number of awards for her advocacy, including from the Disabled Women's Network of Canada, the Canadian National Institute for the Blind, the British Columbia Aboriginal Network on Disability Society, the Abilities Centre and the International Paralympic Committee. She is also the recipient of the Queen Elizabeth II Diamond Jubilee Medal. Minister Qualtrough lives in Ladner with her husband Eron, her two youngest children and her mother.



# Indigenous Welcome

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Elder Joe Michael comes from the first nation community of Indian Brook, Nova Scotia. He is a respected pipe carrier. Joe received his honorary doctrine from Acadia University. He is involved with many initiatives across the Atlantic provinces providing cross cultural training with senior management and their staff. He is the Elder in residence at Acadia University and maintains healthy connection with the youth. Elder Joe Michael always welcome peoples wishing to understand and learn more about aboriginal culture. His teachings came from his elder the late Noel Knockwood which started in 1974.

# Closing Remarks

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## DAVID MASON

*Canadian Electrical Contractors Association - President*

David has been in the electrical industry for over 45 years, obtaining his master electrician license, and for much of that time has operated his own electrical contracting company, D.J. Mason Electric Co. Ltd. He has been active in his local Electrical Construction Association in Hamilton, Ontario for over 35 years sitting on the Board of Directors, on the Joint Conference Board negotiating with the Local Union and has served as the Association's President. David has served as the President of the Electrical Contractors Association of Ontario's board of directors and has sat on many committees under the umbrella of ECAO. From his time with ECAO David became the President of the Canadian Electrical Contractors Association, or CECA, and has been serving in this role for six years. David became active on the NETCO Board and has served as NETCO Treasurer for the past seven years. David has been very active in the electrical industry and is always on top of key issues and concerns for the industry.

# NETCO - National Electrical Trade Council

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## Staff



CHRIS SWICK, RSE - NETCO  
EXECUTIVE DIRECTOR &  
NATIONAL COORDINATOR



ANGELA PITT - NETCO  
ADMINISTRATIVE OFFICER



DENISE MILLER  
COMMUNICATIONS &  
MARKETING COORDINATOR



SARAH BARRY,  
PROJECT ADMINISTRATOR



NEIL VERCOE,  
PROJECT ADMINISTRATOR

## NOTES

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# NOTES

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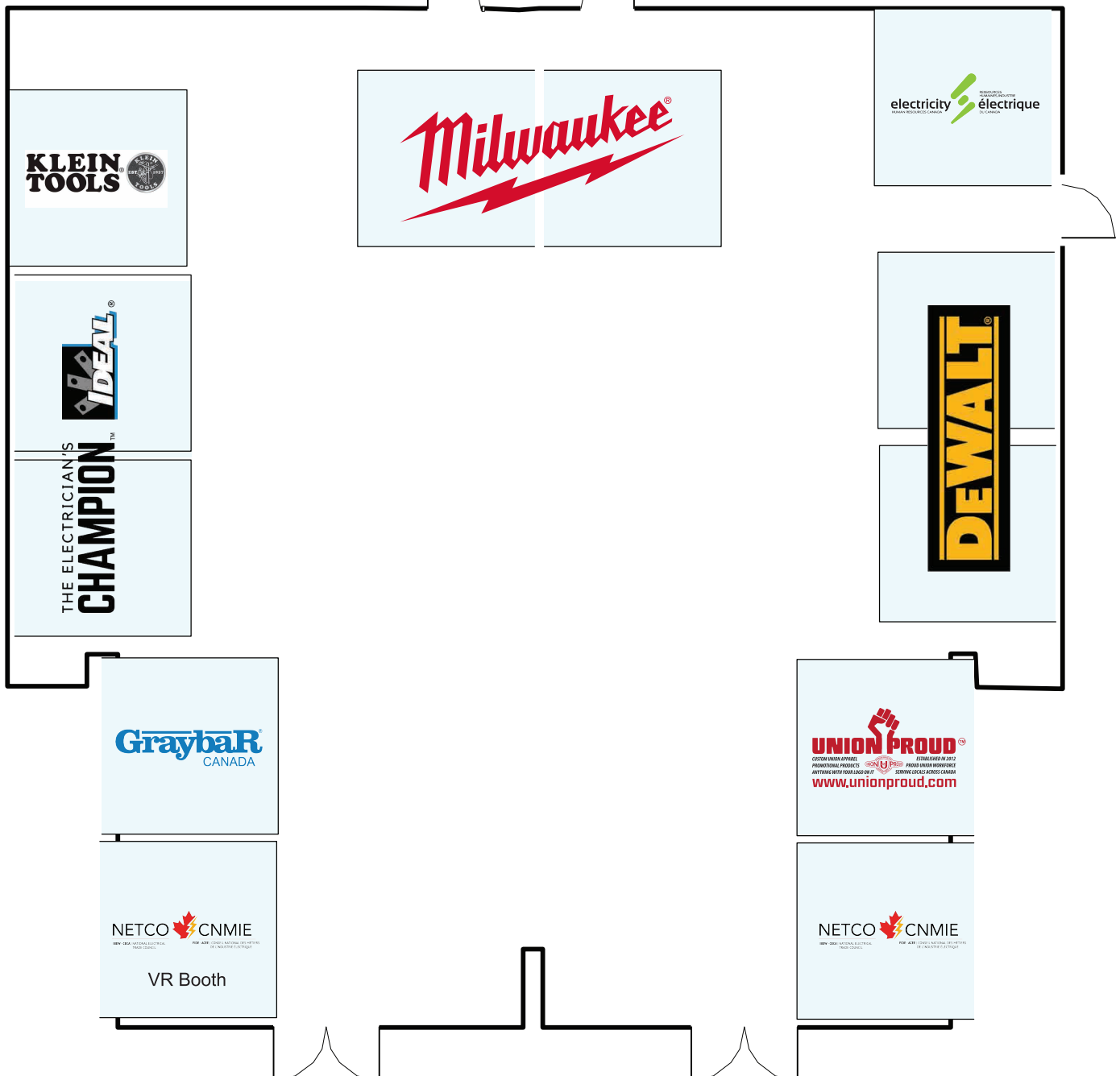




## NETCO TRADE SHOW

West

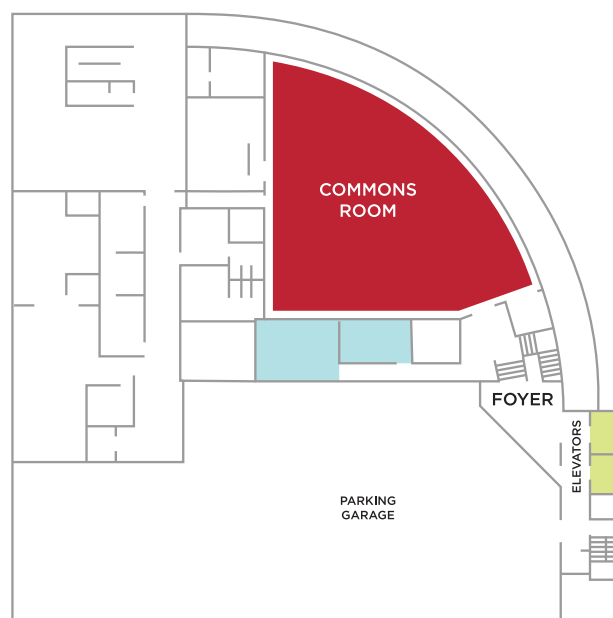
East



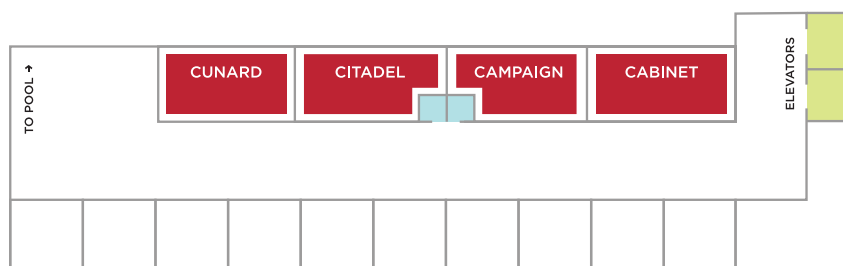
★★★★  
**ATLANTICA**  
HOTEL HALIFAX



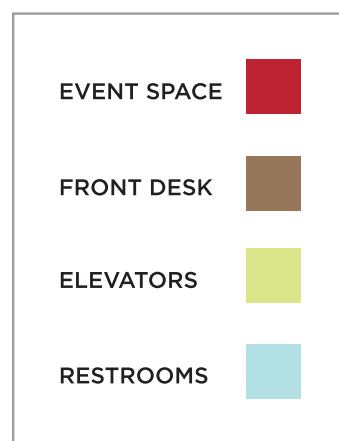
**GUILD HALL** LOBBY LEVEL



**COMMONS ROOM** LOWER LEVEL



**MEETING ROOMS** SECOND FLOOR



# NETCO CNMIE

IBEW - CECA | NATIONAL ELECTRICAL  
TRADE COUNCIL

FIDE - ACEE | CONSEIL NATIONAL DES MÉTIERS  
DE L'INDUSTRIE ÉLECTRIQUE

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