

For Members Only



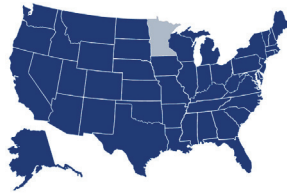
Joe Gatewood
President, MEA
Board of Directors



Clara Albert, CAE
Executive Director

From the President & Executive Director

Farewell *Minnesota!*



Electrical Association ALERT

We began 2019 with a fresh new strategic plan for the Association. One of the top initiatives that developed from the plan was the need for additional clarity within our brand identity and marketing services. Mercury Creative Group was hired to assist us through the process. Numerous workshops have been held with staff and leadership of the Association to help us answer questions such as ‘*Who do we serve?*’ ‘*What type of Association do we aspire to be?*’ ‘*What items need a refresh so we can accomplish what we need?*’

One of the first items of business was the confusion in our name. On varying platforms we either include *Minnesota* in the name or we exclude it without much rhyme or reason. In 2011, a board motion was made to remove *Minnesota* from the name of the organization but I believe we found that this is a hard habit to break. So, we went through the exercise again to determine if that is the route we still want to take—do we want to remain *MEA*? Do we want to become the *Electrical Association*? Or does an entirely different name suit us better?

To begin the process, our primary audience was challenged yet remains Minnesota electrical contractors. Through healthy financials and strategic leadership for over 90 years, we have been able to create products and services that assist Minnesota electrical contractors

in what they need to run their business. A bi-product has been the ability to offer these same products and services to additional audiences, e.g., contractors in other states and electrical employers. The business products side of the business (re-selling the National Electrical Code Book) and the growing educational offerings have offered many opportunities outside of Minnesota for the Association. As we seek more growth outside of the state, additional confusion may ensue for the audiences that we could possibly serve with our products. Customers may look to a different company to provide them with the education or products that they need based on our name being geographically limiting.

That all being said, there was a lot of additional evaluation and collaboration with the experts within the Mercury team, the Association staff and Association leadership. We have landed on removing *Minnesota* and becoming the ***Electrical Association*** once and for all!

In addition to solidifying the name, a new brand identity will follow with items such as a new logo, colors and messaging. The full brand reveal will happen at the NCEL Expo in April where we will have the Electrical

(Cont. on pg 2)

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(Cont. from pg 1)

Association booth with new signs, materials and a new look to our web site with increased functionality. In the meantime, you will begin to notice small changes as we remove *MEA* or the *Minnesota Electrical Association* from our communications. All of this will not happen overnight and it makes sense to change certain pieces after the new logo has been created so we are not duplicating efforts.

We appreciate your support in this endeavor as it will be hard and important for all of us to transition together. We are hopeful that the work being done on this project will increase our visibility in the market place and further engagement with our current and potential customers and partners in the electrical industry. The larger our reach and the more members that we are able to serve will only increase the quality and amount of offerings that we are able to provide to our primary audience. As you go out and meet with

other electrical contractors, talk to them about the Electrical Association and the work that we are doing. Ask them if they want to join on as a member. Remind them of the importance of giving back to the industry.

The Value Proposition created from this working group is as follows. Feel free to use this to help you describe the Association to potential members and customers:

"The Electrical Association is for electrical contractors in Minnesota who seek resources and support, we offer tailored education, effective government advocacy and opportunities to connect with industry peers that keep members current, compliant and successful. We are the conduit that helps members more easily navigate an ever-changing business landscape."

We Wish You a Safe & Successful New Year!

On behalf of all members, it was our pleasure to sponsor three families again this holiday season through Avivo, which means many little children will receive some very nice gifts this year!



Vacancies on the Board of Electricity

The MN Board of Electricity needs to fill the following seats:

- Electrical Supplier in Rural Area;
- Journeyworker Electrician;
- Master Electrician-Contractor;
- Power Limited Tech/Tech Sys Contractor;
- Public Member.
- There is also a seat open on the Apprenticeship Advisory Council.

If you are interested in becoming involved, please contact Michelle at the Electrical Association (612-827-6117).

You Need to Know

COMPLIANCE

Contractor Registrations Expire Dec. 31... All contractors who provide commercial or residential building construction or improvement services must either be licensed by DLI (if required by law) or registered in the Construction Contractor Registration Program. Read more, register and renew at www.dli.mn.gov/business/independent-contractor-registration. (CCLD Review)

DLI Certifies Prevailing Wage Rates... Prevailing wage rates for highway and heavy construction projects in all 10 Minnesota regions became effective Nov 4. These rates were identified by annual voluntary survey of highway and heavy construction projects in Minnesota collected by DLI. Questions? 651-284-5091 or dli.prevwage@state.mn.us

New Electrical Bulletin... Electrical datum planes requirements are referenced in the NEC Article 555 (Marinas, Boatyards, Residential/Commercial Docking Facilities and Floating Buildings) and Article 682 (Natural and Artificially Made Bodies of Water). Read it: <http://tiny.cc/eywogz> (CCLD Review)

MN Minimum-wage poster updated... rates will be adjusted for inflation beginning Jan. 1, 2020, to \$10/hr for large employers and \$8.15/hr for other state minimum wages. MN law requires that these posters are placed where employees can see them easily. The free posters can be printed or ordered individually or as a five-poster pack. Download at <http://tiny.cc/zo4ogz> (MN DLI)

CONSTRUCTION TRENDS

US Residential Construction... Privately-owned housing units authorized by building permits in October were at a seasonally adjusted annual rate 5% above the September rate. Single-family units in October were at a rate 3.2% above the September rate. (www.census.gov. Nov 2019)

US Residential Sales... Sales of new single-family houses in September 2019 were at a seasonally adjusted annual rate 0.7% below the revised August rate, but is 15.5% above the September 2018 estimate. (www.census.gov. Nov 2019)

US Construction Payroll... According to the 2018 BLS and the NAHB, half of payroll workers in construction earn more than \$47,290 (with the top 25% making at least \$66,290), while the US median wage is just \$38,620 (with the top 25% earning at least \$62,510). ELECTRICIANS are at \$53,550. (Electrical Contractor. Nov 2019)

ECONOMY

US Consumer Price Index... The Consumer Price Index for All Urban Consumers rose 0.4% in October on a seasonally adjusted basis after being unchanged in September. Over the last 12 months, the all items index increased 1.8% before seasonal adjustment. (www.bls.gov)

MN Interest Rates... 30-yr fixed 3.49% - 3.75%; 15-year fixed 3.00% - 3.25% (bankrate.com)

LABOR & MANAGEMENT

US Unemployment Rate... rate was little changed at 3.6%. Notable job gains occurred in food services and drinking places, social assistance, and financial activities. Within manufacturing, employment in motor vehicles and parts decreased due to strike activity. (www.BLS.gov)

MN Unemployment Rate... MN's unemployment rate remained stable at 3.2% in October on a seasonally adjusted basis. The labor force participation rate ticked up again to 70.3% as did the employment-to-population ratio at 68%. (MN DEED)

SAFETY

MN OSHA... Free on-site safety and health consultations available (this is separate from the MN OSHA Compliance inspection activities and no citations are issued as part of the consultation visit.) Email: osha.consultation@state.mn.us

IOWA

Iowa Masters... Masters licenses in Iowa expire 12/31/19.

NORTH DAKOTA

Apprentice Electricians Registrations... must renew their registration every year and the time is approaching for the next renewal. Your apprentice registration will expire on January 31, 2020 (unless you originally registered after November 1, 2019). (www.ndseb.com)

Active Registration / License Renewal Fees... The NDSEB will be waiving registration and license "renewal" fees for the 2020 renewal period. (www.ndseb.com)

SOUTH DAKOTA

SD Apprentices... The Department of Labor and Regulation (DLR) is providing \$370,000 in incentive funding to help businesses and organizations expand the number of Registered Apprenticeships Programs in South Dakota. (sdjobs.org)

Exam Prep Classes

Based on 2017 NEC

Take the exam before the 2020 NEC takes effect in July!

- How to take the exam
- What to expect when you arrive
- The knowledge you need to pass
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2019 & 2020 EDUCATION CALENDAR

CODE TRAINING

Based on the 2017 NEC® / 2020 NEC®

Classroom 16 Cont Ed Credits—Multi-State Approval; check our website. (2 days; 8am-5pm)

- Dec 13-14 **Brooklyn Park** 2020 NEC® Updates - Part 1-4. Jeff Kunkel, Trainer.
- Jan 3-4 **Edina** 2020 NEC® Updates - Part 1-4. Chad Kurdi, Trainer.
- Jan 17-18 **Mankato** 2020 NEC® Updates - Part 1-4. Jeff Kunkel, Trainer.
- Jan 23-24 **Rogers** 2020 NEC® Updates - Part 1-4. Jeff Kunkel, Trainer.
- Jan 30-31 **Cottage Grove** 2020 NEC® Updates - Part 1-4. Chad Kurdi, Trainer.
- Feb 6-7 **Worthington** 2020 NEC® Updates - Part 1-4. Joe Gatewood, Trainer.
- Feb 13-14 **St Cloud** 2020 NEC® Updates - Part 1-4. Jeff Kunkel, Trainer.
- Feb 21-22 **Brainerd** 2020 NEC® Updates - Part 1-4. Chad Kurdi, Trainer.

Online 2 Cont Ed Credits—Multi-State Approval; check our website.

- Dec 11 (6:30PM-8:30PM) 2017 NEC® Grounding & Bonding - Part 2. TBD, Trainer.
- Dec 11 (6:30PM-8:30PM) 2020 NEC® Updates - Part B. Chad Kurdi, Trainer.
- Dec 18 (6:30PM-8:30PM) 2017 NEC® Overcurrent Protection - Part 1. TBD, Trainer.
- Dec 19 (8:00AM-10:00AM) 2020 NEC® Updates - Part C. Jeff Kunkel, Trainer.

Thank You for Sponsoring or Hosting our Classes!



EXAM PREP COURSE

- Dec 7-8 **Edina** at Federated Insurance. Chad Kurdi, Trainer.
- Feb 15-16 **Edina** at Federated Insurance. Chad Kurdi, Trainer.

PLUS Online Options at www.electricalassociation.com/examprep

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Thank you 2019 Education & Event Sponsors!





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Safety Training—

NFPA 70E Safety Training—TWO OPTIONS!

WHO WILL BENEFIT:

Anyone concerned with electrical safety including safety managers, electrical engineers, plant managers, facility maintenance personnel, electricians, electrical contractors, electrical inspectors, risk managers, and project managers. The safety of your employees and customers is of the utmost importance to your company!

- Save Lives & Increase Employee Loyalty
- 70E testing provides documentation of training
- Licensed - Qualified – Experienced instructor will keep your employees interested and engaged
- No CE credits offered!

OPTION 1: LIVE, ONLINE

Dec 12, 2019 (8:00-12:00pm CT) Trainer: Chad Kurdi

Jan 23, 2020 (6:30-9:30pm CT) Trainer: Mike Miller

OPTION 2: PRIVATE CLASSROOM

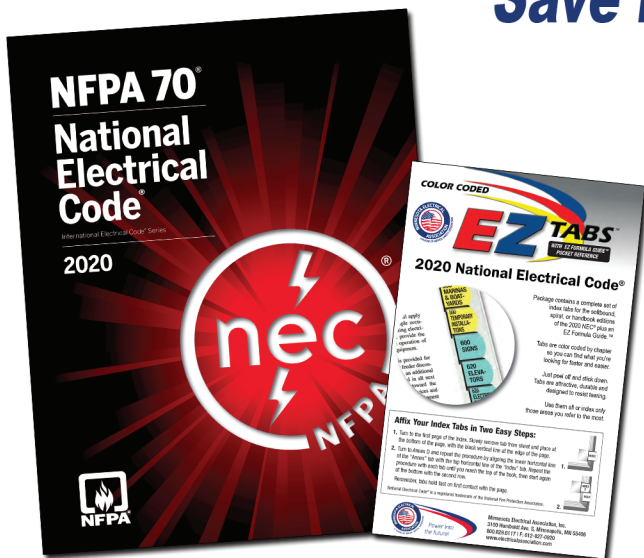
Our trainer will come to your location. We can customize safety training for your workplace and your employees!



Call Alex to schedule a private training: (612) 827-6117

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