

The *Electrical*
CONTACTOR

THE OFFICIAL PUBLICATION OF THE FLORIDA
ASSOCIATION OF ELECTRICAL CONTRACTORS

Volume 7
Number 3

Summer 2011



**FAEC ANNUAL
CONVENTION**
Sept. 29-Oct. 1, 2011

**“Your Connection
to the Electrical
Industry”**

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The *Electrical* CONTACTOR

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FAEC Magazine



FLORIDA ASSOCIATION OF
ELECTRICAL CONTRACTORS
PO BOX 180458, CASSELBERRY, FL 32718-0458
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Published four times a year by the
Florida Association of Electrical Contractors
PO Box 180458 ~ Casselberry, FL 32718-0458
407-26-1511
Email: faec@iag.net
www.faecstate.org

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EXECUTIVE VICE PRESIDENT'S REPORT

Janice Ficarroto

The last quarter of the year is quickly approaching and we find ourselves preparing

for the fall conference being held at the beautiful Marriott Grand Lakes here in Orlando.

This is a beautiful facility with a magnificent golf course. While we don't have any golf planned for the event, you still might want to come, spend the weekend, get some CE credit for classes and knock a few balls around! Space is still available – although the room block is sold out – call the office to register and we'll "squeeze" you in.

As you all are experiencing, this down turn in the economy is still with us and many expect it to continue until after the 2012 election. Construction unemployment is still upwards of 35% here in the beautiful sunshine state and I do believe it will take a good deal of time for things to turn-around and put all our employees back to work.

While we've all heard enough now about the President's "Jobs Recovery Act", many have questions about funding and whether or not this truly will put Americans back to work. With close to 15 million people currently unemployed in America, I believe it will take a great deal more than another \$450 billion dollar stimulus package to get the job done.

I do see, however, there is some movement here in Orlando for some larger construction projects but hear from many of our client contractors that there are sometime 25-30 sub-contractors bidding each project. Then, the bidding actually begins, for real, after the general contractor is awarded the project. So, the initial low price is actually just the starting

price for the bid wars that follow.

I also hear throughout industry that general contractors are, once again, holding onto sub-contractor monies long past payment due dates. This was an issue I thought we'd taken care of with prompt pay legislation several years back. Evidentially, that is not the case in this given market. Even though the language said "pay when paid", with everyone struggling to survive, lines of credit almost "non-existent" and even the largest of company's barely hanging on – you can understand why no one is anxious to part with any money.

FAEC will be closing out this year – tight but hopefully, with several dollars in the bank.

The economy has truly taken it's toll on associations – not just FAEC but, ABC, HBA, the Alarm Association and many, many others. Even Associations have difficulties in this economy. When companies cut corners, dues and education are usually the first to go and that is what most association's have to offer. While these times are not the time to be eliminating association support, many companies have had to just to survive. Dues notices will be going out the first week or so of December and I urge you all to continue your membership and support your association. FAEC is a great association with much to offer if you just participate. You could learn a great deal and make some very helpful, successful friends. I hope to see you all at the end of the month at the Fall conference.

~ Janice

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By Kimberly DeBerry Kim's Electric Jacksonville, Florida

The annual fall convention is September 29-October 1, 2011 at the beautiful Marriott Grand Lakes located in Orlando, Florida. We have a line-up of great speakers and courses to offer. There will be courses addressing issues that really impact our businesses such as 'Making Your Claim Stick' and 'Florida Construction Lien Law Update'. With this valuable information we will be better prepared to protect our companies.

There will also be a course 'Review of Florida Statute #489, Part II' given by an Electrical Contractors' Licensing Board member, Clarence Tibbs. You will learn of the changes that have occurred to Florida Statute #489, Part II, which regulates your license. You need to be aware of this statute because it affects your ability to work.

Besides being able to obtain all this valuable information you will also be obtaining continuing education credits.

We will have the Annual Officers and Board Installation Dinner and Award Presentation. It is always such a pleasurable occasion. I am the outgoing President and have considered it an

honor to serve for such a great association that gets involved and takes action on what impacts our industry. Let's all get involved and network with fellow contractors. (That is valuable in itself!) I am looking forward to it and hope to see you!

~ Kim

FAEC BENEFITS OF MEMBERSHIP INCLUDE:

- A Voice in the Legislative Process through a lobbyist in Tallahassee.
- A General Liability Insurance Program.
- An Annual 'Spring Conference' & "Fall Convention" offering Continuing Education classes relative to license renewal.
- An Annual Membership Directory.
- The official publication of FAEC - The "Contractor" bringing you up-to-date on association information and industry news.
- "Legislative Alerts" distributed throughout the session to keep you abreast of industry concerns.
- A Group Major Medical Insurance Program.
- The opportunity to interact with fellow contractors to share industry concerns and discuss industry news.

*Your Invitation
to Membership
In FAEC!*

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Legacy for the Future

For many contractors, this has been a year of regrouping. Like many business owners caught up managing the demands of the present, you may have moved back your time line for any succession planning thinking, "Let's handle today and tomorrow; then we can worry about the future."

This year's focus on the present may possibly be at the expense of the future. The problem with estate planning is that the future may be here all too soon. The legacy you eventually want to pass on to your loved ones in the "distant" future can be greatly impacted by the long-term provisions you make—or don't make—this coming year.

Now is a good time to spend a few moments realistically refocusing on your future estate.

The Human Equation of Estate Planning

By nature, business owners are entrepreneurs. They're an optimistic breed—comfortable with risk, confidently able to figure things out, and skilled at building something significant. Historically, they have seen opportunities and seized the ones that made sense. These same traits can be applied to proper estate planning.

And yet, many business owners, frustrated by the last year or so, may have accepted several assumptions about their estates that are likely false, and put estate planning on the back burner. Let's take a look at some of those assumptions:

1. My estate will never be as large as it was two or three years ago. In all likelihood, that estate may actually be larger for the simple reason that, as a successful electrical contractor, you rise to a challenge. Time and nature are on your side. So, as part of this exercise, ask yourself: What size estate do I want to assume for estate planning purposes? After all, estate planning is nothing but making competent, long-range plans to pass on some size of an estate to those you love.

2. I don't know if our estate will have to pay taxes. Don't think that if your estate is less than \$5 (or \$10) million, there is nothing you need to do! Up-to-date estate planning documents and buy-sell agreements are essential to ensure that your assets—including your business—are distributed according to your wishes. Remember, the \$5 million exemption and 35 percent rate are effective only for two years. Whether Congress will act to extend these limits for 2013 and beyond is unclear.

3. It just doesn't matter. This mindset (which is seldom spoken) really underscores the human side of estate planning. It springs from a struggling economy and has nothing to do with estate planning. Estate planning has everything to do with how you would like to be remembered at the end of your life.

4. I have no control over things. It's a sign of the times to hear business owners say this about their estate and their estate planning. In fact, when it comes to estate planning, most of the control is in the hands of the owner—if he or she chooses to exercise it. You can choose to go to an attorney. You can choose a generalist or estate planning specialist. You can choose to ignore or take advantage of the generous estate tax provisions that exist. You can choose to arrange leveraged, certain, and cost-effective funding ahead of time. You can choose to talk your estate planning situation with a trusted facilitator. You can choose to decide to take action this year.

Your life's work should not be left to chance

While the last year or so have been difficult, it has also been a time when many people are getting back to basics. Financially, many are spending less, saving more, and taking on less debt. Emotionally, many are setting aside unproductive attitudes and recommitting to core values. For successful business owners, estate planning is a key tool to fulfill their core values and pass on the legacy they desire—no matter the outside storms.

Federated is committed to helping family business owners complete this important planning. This is why our marketing representatives direct our clients to skilled estate planning attorneys and personally help facilitate much of the "leg work" that can make the process go more smoothly. Your local Federated representative would be happy to visit with you about this. After all, your legacy should not be left to chance. Go to our Web site at www.federatedinsurance.com for information on all of Federated's value-added programs.

This article is intended to provide general recommendations regarding risk prevention. It is not intended to include all steps or processes necessary to adequately protect you, your business, or your customers. The risk management practices described above are for illustration purposes only. You should always consult your personal attorney and insurance advisor for advice unique to you and your business. © 2011 Federated Mutual Insurance Company. All rights reserved.

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FAEC Fall Convention **AGENDA**

FAEC Fall Convention Agenda

THURSDAY, SEPTEMBER 29, 2011

2:00-5:00 p.m. Board of Director's Meeting – The annual meeting of the Association's Board of Directors. All attendees are invited to participate.

5:30-7:00 PRESIDENT'S RECEPTION – open for all attendees with Table Show

FRIDAY, SEPTEMBER 30, 2011

8:00 a.m. Registration & Check-in w/continental breakfast – A quick pick-me-up to help start the day. Convention information will be provided to all conference attendees along with badge and class information.

8:30-9:30 a.m. Class I – ECLB #0800433- "Keeping the Family Business in the Family", 1 HR Business Credit – Necessary for License Renewal. Presented by Jeff Reed, Federated Insurance Co. A comprehensive approach to understanding why a business continuation plan needs to be implemented so that a business can be kept intact, estate liquidity can be assured and so that the assets can be divided equally. Only 28% of businesses have a business succession plan. Because of this, very few family businesses actually stay "in the family". This program will assist contractors in understanding the importance of business continuation planning as well as explain some of the pitfalls that business owners get into when planning, or perhaps not planning, how a business can be transitioned in the event of an owner's death.

9:45-11:45 a.m. Class II ECLB # 0007583 Provider #0001140 "False Alarm Reduction & Advanced Core" MANDATORY CREDIT FOR LICENSE RENEWAL – THIS CLASS INCLUDES THE ONE HOUR ADVANCED CORE CREDIT NEEDED FOR RENEWAL. Presented by Bob Neeley, Executive Director, Alarm Assoc. of Florida., Inc., Plantation, FL. This program provides an understanding of the Alarm Dispatch Reduction in F.S.489, F.A.C.61G6, ANSI CP-01, NFPA 72, NFPA 13 and NFPA 101. The Advanced Module course requirement for Florida licensed Electrical and Alarm Contractors has been established by the Electrical Contractor's licensing board under the FL Administrative Code, Chapter 61G6-9.004 (6). This particular requirement has evolved from efforts to educate Florida contractors on the elements of the new Uniform Building Code as approved by the

Florida Building Commission. Each specialized industry has their own particular requirements and the AAF has an approved advanced module course available for both Electrical and Alarm Contractors.

12:00-2:00 p.m. Lunch Presentation W/ Table Show – Any company that sponsors an event gets a table included.

2:15-4:15 p.m. Class III- ECLB #0800525 – 2 HR Business CE. "Making Your Claim Stick" presented by Tim Moorhead, Wright, Fulford, Moorhead, Brown, Orlando, FL. Tim's put together a new program on how to properly present your claims of lien so they can be successfully negotiated, if necessary. Important points to be covered include:

- Why Document & Present Claims?
- Claims to Contractors & Subcontractors
- Contractual Compliance
- Documentation of Claim Basis
- Documentation of Costs
- Claims to Surety (Bond Claims)
- "Packaging" your Claim
- Litigation/Arbitration/Mediation Considerations

Attendees will leave this presentation with a strong overview of the practices that should assist the Claimant in properly presenting claims so that resolutions to those claims can be successfully negotiated.

4:30-5:30 P.M. Class IV- ECLB #0800132 – 1 HR Business CE "Review of F. S. #489, Part II" presented by ECLB Board Member, Clarence Tibbs, STE Electric, Apopka, FL. Learn first hand what changes have occurred to FL Statute #489, Part II which controls your license. This is an important program and one you should NOT miss. This statute controls your license and ability to work – you need to be aware of changes and important rules.

6:30-9:30 P.M. ANNUAL OFFICER'S & BOARD INSTALLATION DINNER AND AWARD PRESENTATION W/ SILENT AUCTION – Industry Awards and Member Recognition Dinner - A special program to honor long time members of FAEC.

FAEC Fall Convention **AGENDA**

SATURDAY, OCT. 1, 2010

8:00-9:30 a.m. Class V - Enjoy a buffet breakfast followed-up with a presentation. Door prize drawings will be held along with a grand prize drawing of \$250.00.

9:45-11:45 a.m. CLASS VI – ECLB #0800523 - 2 HRS. Business CE “FLORIDA CONSTRUCTION LIEN LAW UPDATE” Presented by Tim Moorhead, Wright, Fulford, Moorhead, Brown, Orlando, Fl. Another new program by Tim presenting a complete update on Florida’s Lien Law along with an in-depth review of current case law affecting construction liens. Issues to be covered include

- Review of Florida’s Construction Lien Law
- Private Construction
- Conventional Statutory Bonds
- Conditional Payment Bonds
- Demands for Sworn Statements of Account
- Update of Recent Case Law

12:00-1:00 p.m. Lunch w/ Presentation - TBD

1:15-3:15 p.m. CLASS VII-ECLB #0800524 - 2 HRS Technical CE- “THE IMPACTS OF SUSTAINABLE LIGHTING ON ELECTRICAL INFRASTRUCTURE IN PERFORMANCE VENUES” Presented by Steve Cullipher, Barbizon Lighting, Orlando, Fl. Steve’s program will provide participants with a strong overview of the opportunities available to them in the sustainable lighting infrastructure in performance venues. Areas to be covered include:

- Prevalence of Sustainable Lighting in Performance Spaces
- Theatrical, Broadcast & Ecclesiastical Venues
- Transition from Conventional incandescent lighting to Sustainable lighting
- New Applications of Technology including Data Systems
- Diversifying business Strategy & Training Employees
- Impact on Future Electrical & Energy Codes

3:30 – ON - FREE TIME TO VISIT HOTEL & AREA PROPERTIES

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REGISTRATION FORM

INSTRUCTIONS:

1. Complete all portions of this form and return to FAEC, P.O. Box 180458, Casselberry, FL 32718-0458. A check payable to FAEC must accompany this form in order to secure registration.
2. Your name and company will appear on your name badge and registration materials as you indicate below.
3. Type all portions of this form.

Conference Registration: Includes all educational classes, CE Certificates, seminar hand-outs and meal functions.

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REGISTRATION FEES:

Full Registration Fee must accompany this form. Full refund given if cancellation is received 14 days prior to event.

Early Bird Registration Fees Before Aug. 15, 2011

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- _____ Friday - Optional Dinner Breakout \$75.00 per person

After Aug. 15, 2011

- _____ FAEC Member(s) @ \$350.00 per person
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- _____ Project Manager/Key Personnel \$200.00 second or more persons
- _____ Member Spouse/Guest(s) @ \$200.00
- _____ Non-Member \$500.00 per person**
- _____ Friday - Optional Dinner Breakout \$100.00 per person

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Room Rate: Single/Double \$169/Per Night.

*For early arrivals/stayovers, the group rate will be honored to all attendees with no minimum/maximum required, subject to availability.

** If non-member joins FAEC within 30 days of conference \$150.00 will be applied towards first years dues.

***PLEASE NOTE THAT A CREDIT CARD AUTHORIZATION MUST BE USED TO SECURE ALL ROOMS!

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For Immediate Release

Federated ARMS Department Welcomes Jeff Mount and Scott Warren

Federated is pleased to announce two valuable additions to our Association Risk Management Services (ARMS) Department.

Long-time field marketing executive Jeff Mount will assume a leadership role in Federated's Home Office effective 4/1/2011. As the newly appointed Director of Operational Support, he will lead the ARMS Department and the Property and Casualty Services Department. As a former marketing representative, district marketing manager, regional marketing manager, and Director of Field Operations, Jeff brings a wealth of experience to this position. He will work closely with ARMS management and our account executives to strengthen the relationships between Federated and our valued association partners. Jeff, his wife Mary, and their three children will relocate to Minnesota later this year.

In another move bolstering our commitment to associations, Scott Warren has been named Director of ARMS effective 4/1/2011. A 19-year Federated employee, Scott served as a marketing representative,

district marketing manager, and regional marketing manager before accepting this present opportunity. He will manage our national account executives, field managers, and administration manager while working with the Director of Operational Support to maximize the benefits of association partnerships. Scott, his wife Mignyon, and their two children will relocate to Minnesota later in the year.

"We are excited to welcome Jeff and Scott to the ARMS Department," Mike Kerr, Senior Vice President – Insurance Operations, said. "They both bring a great deal of experience and knowledge to their positions, and we look forward to the positive contributions they will make in their new roles."

With more than 400 exclusive recommendations connected to more than 70 percent of the organization's total premiums, and strong association ties supported by an outstanding team of marketers and ARMS representatives, the ARMS Department continues to help Federated provide the value-added insurance and risk management needs of businesses in select industries throughout the country.

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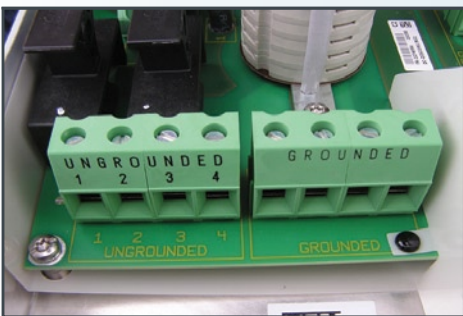
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What You'll Learn:

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"...as for me and my house, we will serve the Lord" [Joshua 24:15]

ACCOUNTABILITY!!!!!!

The primary issue surfaced by clients is usually communication; and it is true, that is a concern. The subject of accountability rarely is raised; but I believe this is a major issue in most companies. We talk about it; but rarely really hold folks accountable.

Why?

Most business managers and leaders have bought into the myth of “perfection”. It starts from birth when we are encouraged to be the perfect baby, perfect child, etc. Then we go off to school where we are expected to be the perfect student, perfect athlete, musician, etc. We are expected to be the perfect spouse, parent, boss etc., etc., etc.

Then we are hammered by the entertainment industry. The “hero” saves the entire world in a two hour movie. The detective solves the TV crime in 40 minutes; the other 20 minutes are commercials telling you that you need “something” because you are not “perfect” as you are.

The myth of perfection drives our lives and it sucks. We feel we do not hold ourselves accountable so how can we hold others that way.

Make a special note of this:

The Coach says you will never be perfect; so get over it!

Now take a deep breath; don't you feel better?

Let's strive for high standards instead of “perfection”. Those standards are going to be defined in writing for everyone to see. That could be an employee manual, mission statement, checklists of many varieties, clearly defined position descriptions, procedures, and so much more.

I have a model position description/evaluation form that I often suggest to clients/workshop attendees. Not a single person evaluated on this form has ever been rated as “perfect”; but most have achieved high standards.

Whatever written standards are developed, get your team members involved in creating them; that makes them powerful. Any standards imposed from above will never work well.

Now the tough part – just enforce the written standards.

But isn't it easier to enforce written standards rather than those unwritten? And certainly easier than those ones folks should know. Having read past newsletters you know what happens when you live in the “land of should”.

Made a mistake; no problem, fix the written standards and retrain. Something bugging you – get some written standards and train folks on them.

Failed to enforce one – stop beating yourself up, confess your sins to the folks and start enforcing it again. This is not as complicated as you might think.

Got a question on standards – ask The Coach

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