



**ECAO**

ELECTRICAL  
CONTRACTORS  
ASSOCIATION OF  
ONTARIO

# ANNUAL REPORT 2021





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# EXECUTIVE COMMITTEE



**Ken Crawford**  
President – C&M Electric



**Brad Walker**  
Past President – Laframboise Group Limited



**Chris Cimek**  
First Vice- President – E.S Fox Limited



**Tim Birnie**  
Second Vice- President – Birnie Electric Limited



**Doug Dinniwell**  
Treasurer – Western Mechanical Electrical  
Millwright Services Ltd.



**Terry Moore**  
ETBA Chair – Trade-Mark Industrial Inc.

# BOARD OF DIRECTORS

<b>DIRECTOR NAME</b>	<b>COMPANY</b>	<b>ECA GROUP</b>
Mark Lloyd	T. Lloyd Electric Limited	ECA Hamilton
Jon Apperley	Modern Niagara	ECA Quinte/St.Lawrence
Gary Rossol	Gordon Electric Limited	ECA London
Mike Leone	Procon Constructors Inc.	ECA Niagara
Mike Rose	Rogol Electric Company Limited	Greater Toronto ECA
Dave Scott	Plan Group	Greater Toronto ECA
Rick Ball	White Pine Electric Limited	ECA Thunder Bay
Anthony Tofano	TJI Multi-Trade Contractors Ltd.	ECA Sarnia
Roch Picknell	Wired Synergy Inc.	ECA Ottawa
Johncarlo Salvatore	Mid-South Contractors Limited	Windsor ECA
Jason Jackson	Tri-Electric Solutions Ltd.	ECA Central Ontario
Tim Scott	Ontario Electrical Construction Company Limited	ECA Northern Ontario
Bob Ritzmann	Alltrade Industrial Contractors Inc.	ECA Line
Mark Quinn	Focal Point Connectivity	ECAO Communications Committee

## Directors-at-Large

<b>DIRECTOR NAME</b>	<b>POSITION</b>	<b>COMPANY</b>	<b>ECA GROUP</b>
Ken Crawford	President	C & M Electric	ECA Ottawa
Chris Cimek	First Vice-President	E.S Fox Limited	ECA Niagara
Tim Birnie	Second Vice-President	Birnie Electric Limited	Greater Toronto ECA
Terry Moore	ETBA Chair	TM3 Inc.	ECA Central Ontario
Brad Walker	Past President	Laframboise Group Limited	ECA Quinte/St. Lawrence
Doug Dinniwell	Treasurer	Western Mechanical Electrical Millwright Services Limited	Greater Toronto ECA

## Retired Board Members

<b>DIRECTOR NAME</b>	<b>COMPANY</b>
Peter Calabrese	Black & McDonald Limited (Scarborough)
Joe Kurpe	J & L Electrical Contractors Limited

# ECAO PRESIDENT'S REPORT

## **KEN CRAWFORD**

We did it again; faced significant restrictions and sudden changes, yet continued ECAO's upward trajectory! With solid support and unprecedented engagement of our members ECAO was able to make significant gains in our influence on government, leadership of Ontario's construction industry, expanding and strengthening our community, as well as providing greater exposure to ECAO, our members, and our partners.





I am particularly impressed by, and thankful for, the outstanding contributions of your Executive Committee, Board of Directors, local ECAs, and the various ECAO committees. Yet, what I really want to focus on for this Annual Report is the numerous “behind the scenes” laying groundwork for ECAO and our community’s future.

**1. ELECTRI International** – This is the Foundation for Electrical Construction, established in 1989 by the National Electrical Contractors Association (NECA), the voice of the \$160 billion electrical construction industry responsible for lighting, power, communication and low-voltage, energy efficient and sustainable systems in buildings and communities across the United States. ELECTRI works to help electrical contractors meet today’s demands and tomorrow’s challenges by funding, conducting, coordinating and transforming research results into meaningful, useful educational and consulting programs and practical publications. On the international scene, the Foundation conducts seminars, briefings and studies on cross-border relationships to encourage business and cultural exchanges among contractors. Perhaps most importantly, ELECTRI funds, conducts, coordinates and monitors the industry’s most critical research and commission and deliver exemplary management education and supervisory training programs.

**2. NECA** - NECA is the voice of the \$171 billion electrical construction industry that brings power, light, and communication technology to buildings and communities across the U.S. Electrical contractors count on NECA to deliver the resources that help them make better business decisions, provide excellent customer service, and take advantage of innovative technology. NECA’s vision is, “Empowering Lives

and Communities”, while their mission is aligned with ECAO including: delivering exceptional value for members through relentless focus on their success; attracting, developing, and retaining the best talent, collaboration with world-class partners to advance our industry; and fostering member relationships. I feel our upcoming status as a full chapter with NECA will provide excellent value for our members.

**3. LeadershipSurge** Diversity Equity Inclusion training. This program will shift the mindset of ECAO leaders and frontline managers to recruit, welcome and retain the most competent and skilled workforce available. Further, the program provides the tools to create authentic individual, team and organizational success built to last. LeadershipSurge delivers high-energy, highly effective services and programs that positively impact corporate culture. From frontline leadership training focusing on effective communication, problem-solving and conflict resolution skills to developing awareness, understanding and proficiencies in diversity, equity and inclusion

Finally, I wish to extend my sincere gratitude to our previous President, Brad Walker - our first “pandemic president. Brad’s guidance the state in which he left the Association, and his unwavering commitment to our industry have served as the bar to which all of us following Brad should strive.




# EXECUTIVE DIRECTORS REPORT

## R. GRAEME AITKEN

Entering 2021 with continued uncertainty regarding the impacts of the COVID 19 pandemic created a unique situation for the Electrical Contractors' Association (ECA), our members, and our industry. When we set out to articulate and record our upcoming objectives for the year, it was in this context that we determined our primary goal for 2021 was to establish (or, re-establish) ECAO as “experts” in Ontario’s construction industry. We wanted to be the “go-to” organization for all matters electrical/communications construction and maintenance. Our remaining objectives were Organizational Structure and Membership Enrichment. I am thrilled to provide you with a quick review of our accomplishments in these areas for 2021.





Participants will benefit from enhancing their employability and reinforcing their experiences in the fire alarm industry; which is also a positive added value to our Registered Fire Alarm Contractors.

## Membership Enrichment:

- **NECA** - Although our formal relationship with and affiliation to the National Electrical Contractors Association (NECA) began in January of this year, we spent considerable time building that relationship, educating NECA about ECAO and our members, and blazing a trail to ensure a mutually beneficial partnership. NECA offerings including training, education, networking, manual labour unit manuals, and technical advice will, we fully expect, greatly assist our members.
- **Webinars/Seminars** - ECAO continued to meet the new reality of holding virtual education and training offerings for most of 2021. The webinar topics shifted focus from COVID 19 to more health and safety topics as well as promoting some key ECAO supported programs like the Program of Excellence and the Certi-Fire Program.
- **WSIB Program of Excellence** - In January 2021 we held our initial information session on the ECAO/WSIB safety Excellence program. Since that launch, we have facilitated several information and introduction meetings and have had WSIB representatives present additional information specific to evidence stories, the digital portal, and validation. Program materials continue to be developed, as well as website content and explanatory information to assist our members with successful applications and program content. We are looking forward to a strong year with a minimum of 22 members active in the program in 2022.
- **SDF for CertiFire/RFAC** - A very good development in 2021 was obtaining Ministry of Labour, Skills Development Fund (SDF) for our Certi-Fire program. As a continuous state of gaining market share and driving efficiency improvements, the funding has provided substantial training support to Certi-Fire for Electrician Construction and Maintenance (309A) journeypersons, apprentices, and fire alarm technicians who want to improve and upgrade their skills and knowledge. These participants will benefit from enhancing their employability and reinforcing their experiences in the fire alarm industry; which is also a positive added value to our Registered Fire Alarm Contractors.

## ECAO as Experts:

Building on our industry leadership through the first year of the pandemic, ECAO continued to be a primary resource, trusted ally, and driving force in ensuring that our work remained “open” and our people safe. Whether through contributions to industry associations, provincial organizations, or assisting the provincial government, we continued to advocate on behalf of you- our members. This was, in our view, a significant step in establishing our expertise. Mid-way through the year, though, ECAO made significant gains in accomplishing this goal, as we were asked to; appear on/at industry meetings, present to various government ministries, and be the subject of numerous articles in various news media. However, it was in the final quarter of 2021 that we knew our efforts to be known as an industry expert had come to fruition. During that quarter a number of ECAO staff appeared on panels, at conferences, and as guest speakers. These included at the Construction Labour Relations Association, the Association of Municipalities of Ontario, and the Construction and Employment Biennial Conference.

## Organizational Structure:

A “break” from in-person meetings also allowed us to address our organizational structure in a meaningful way in 2021. The creation, development, and advancement of our committees was critical to having a more effective and proactive organization. Our Diversity and Inclusion Advisory Committee (D&I) was particularly active as they recommended, and we adopted, a number of initiatives including; an ECAO Indigenous Land Acknowledgement Statement, requesting changes to our Designation to gender-neutral language, and recommending a yearlong engagement with Leadership Surge, to support our member companies in identifying opportunities to recognize and eliminate racism on job sites. Our Future Leaders Advisory Committee (FLAC), which was created a few months before the D&I Committee, has also been active regarding diversity and inclusion with their focus on attracting (and retaining) new and younger talent with different ways of thinking.

Critical to ECAO’s ability to effectively represent and advocate for our members are the local associations (ECAs). Our eleven (11) local electrical contractor associations brought tremendous ideas, valuable insight, and an unwavering dedication to assisting ECAO in adding value for our members. The development of this relationship has been extremely



ECAO Health & Safety Director, **Tom Mackay** speaking on Improving Safety and Prevention in Ontario's Construction Industry at the Construction Labour Employment Relations Conference.

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beneficial to ECAO, our members; and, I hope it has been to the local ECAs also. There is no doubt in my mind that we are stronger and more effective when we all work together for the benefit of our industry.

### Your ECAO Team:

This group, quite simply, knocked it out of the park in 2021. I have heaped praise on this outstanding group in the past; praise that was well deserved. Nonetheless, 2021 saw your ECAO Team take their efforts, dedication, and innovation to another level. As the “novelty” of the pandemic ebbed, and the weariness of COVID restrictions and challenges mounted, the entire group not only pushed through; they were there for one another, for our members, and for our entire community. It is not difficult for me

to remain inspired, dedicated, and progressive while surrounded and supported by the Team (From Left to Right) - **Tom Mackay** (Health & Safety, Program of Excellence, and general life advice), **Cathy Frederickson** (membership services, marketing, writing, and keeping us in touch with our industry), **Lou Stranges** (Accounting and Finance), **Jodi Travers** (Labour Relations and much more), **Kamakshi Ahluwalia** (Social Media, videographer, photographer, and our “favourite child”), **Audrey Iozelli** (Office Admin/ Management, indigenous file, ECAO environmentalist, and my calendar), **Phyllis Lee** (CertiFire, RFAC, and our health and wellness advisor), and **Adam Crapsi** (Reception, Program of Excellence, administration, researcher, and comedian). In addition to all they do for you, this group were instrumental in getting me through 2021. Thank you!

# CHARITABLE DONATIONS

As we worked through another year of COVID 19 lock downs in 2021, the effects and impacts on our members and their communities continued to be felt. In light of the fact that Ontario had suffered the detrimental impacts for close to 2 years, the call to help the most vulnerable sectors of our society remained a priority for ECAO and our local Electrical Contractor Associations (ECAs).

Once again, the ECAO Board agreed to match the local ECA charitable donations and successfully, together, we raised \$70,000. The ECAs were able to decide which local charities they would support and while many still targeted family and children's programs, new charities to assist with mental health and addiction were also selected. One such charity supported by the Sarnia ECA was the Bluewater Health Foundation which established and manages Ryan's house. Ryan's House is a community based residential program that provides support and resources to those struggling with addiction. Ryan's House offers a new sense of hope for those individuals struggling with addictions and allows them more time to physically strengthen and mentally embrace a new sense of hope and potential.



## Other receiving organizations included:

- CMHA Waterloo Wellington
- CMHA Grey Bruce
- St. Joseph Mental Health
- Hamilton Health Sciences Mental Health
- Hamilton Wentworth Catholic School Board
- Hamilton Wentworth School Board
- Hamilton Food Share
- Cochrane Temiskaming
- Enfants NEO Kids Childrens Treatment
- THRIVE Child Treatment
- One Kids Place
- Royal Ottawa Foundation for Mental Health
- Bluewater Health Foundation
- The Children's Treatment Centre
- Lanark, Leeds and Grenville Additions
- University Kingston Hospital Foundation
- AHMS-HPE
- Dryden Regional Health Centre





# LABOUR RELATIONS REPORT



## Jodi Travers

2021 was a lot like March 2020 onward. Construction was open, partially closed, then open, lockdowns and shutdowns happening on a regular basis. Rapid testing on job sites. Then vaccines became available, which brought forward the need to develop a template vaccination policy for our members who had clients with mandatory vaccination policies. During this time, as partners, the IBEW, and ECAO worked together to ensure health and safety were the highest priority on job sites.

Although there were still restrictions in place because of COVID-19, we did start to prepare for collective bargaining – with meetings over Zoom – since our Principal Agreement expires on April 30, 2022. Most of 2021 was spent preparing for bargaining. We provided negotiations training to the ECA Bargaining Teams and ETBA representatives. We updated our comparison documents and created new comparisons to assist ETBA and ECA representatives during bargaining.

We had several discussions with the IBEW CCO earlier in 2021 about the Joint Proposal. This is the no strike, no lock out agreement that the Parties have negotiated since 1991. Not many changes made compared to the last round. Mediators were available to local areas if the Parties chose to have that extra level of support during local bargaining.

The same language was negotiated with respect to the Post Negotiated Wage Adjustment with eight trades used for comparator purposes and a cap of \$1.00. Final Offer Selection is also still a component if the Parties are unable to negotiate wage adjustments.


Local bargaining began in November 2021, and agreements were approved provincially on January 24, 2022. At time of writing, the Parties had exchanged provincial issues, with provincial bargaining scheduled to conclude on February 18, 2022.

We continue to be optimistic that the Parties will have discussions about the unionized electrical industry and the need to make meaningful changes to increase the competitiveness of ECAO Contractors and ensure job security for IBEW members.


We are optimistic that the IBEW will want to make amendments other than only increasing the wages of IBEW members.

Hours earned have been steady since 2000, yet our members' share of WSIB rate group 704 hours has decreased significantly. We know that in 2020, 80,000,000 hours were worked by non-IBEW members. In 2000, the difference accounted for 37,000,000 hours. The gap is getting wider. The pie is getting bigger. However, our percentage share has been shrinking.

Wages have increased at a rate that, as of April 2021, is 21% higher than inflation (since 1991). We need to consider the large difference between the IBEW wage package and wages of CLAC-represented and non-union electricians across the province.



Hours earned have been steady since 2000, yet our members' share of WSIB rate group 704 hours has decreased significantly.



If you have not yet read the issues of You Ought to Know, please log in to our member page, under labour relations, to review them.

We would like to have a shared understanding of our portion of the electrical market in Ontario. We are optimistic that our labour partners will agree to a method, or formula, from which to measure our increase or decrease of market share like our partners in the United States (NECA and IBEW).

To summarize, we hope we can reach consensus on changes to the Principal

Agreement that will enable us to continue to bolster our members' competitiveness while benefitting our industry and IBEW members. All the issues ETBA proposed will help to increase the competitiveness of our contractors and provide more value to our clients. This, in turn, will increase the job security and opportunities for IBEW members.

On a non-bargaining front, earlier in the year, we offered an online Labour Relations course for Managers/ Supervisors and plan to offer another session in 2022. We also look forward to working closer with our NECA counterparts to share ideas and learn from each other.

# RUBICON GOVERNMENT LOBBYING

2021 was a busy year for the Federal and Ontario Governments. Last fall saw a Federal election return the Liberal Party of Canada to in Justin Trudeau's second consecutive minority Parliament, and as we head into a 2022, we know that a provincial election is now just months away. For Rubicon, this means engaging with a wide range of stakeholders is as important as ever in our efforts to advance the interests of ECAO, as well as IBEW and NETCO, at all levels of government.

As we look to attract a new and diverse crowd to Ontario's electrical industry, Rubicon and ECAO engaged in discussions with Ontario's Ministry of Indigenous Affairs to highlight your work and talk about what electrical contractors are already doing to help grow the profession.

We have also been meeting with the Ministry of Municipal Affairs and Housing to advance ECAO's concept for a provincial contractor registration system. Through this proposed system, contractors would be able to work across the province and ensure that their reputation and integrity follows them wherever they go. This will continue to be a priority as we look towards the New Year.

Early conversations have started regarding the installation of electric vehicle charging stations at ONRoute locations across Ontario's highway network. With

## **RUBICON** STRATEGY

electric vehicle infrastructure become a priority at all levels of government, ECAO and Rubicon see tremendous opportunities for growth for electrical contractors.

Rubicon further assisted ECAO in securing Government funding for the Certifier program through the Ministry of Labour, Training and Skills Development and further worked to ensure the protection of the 309A Compulsory licensing regime through the legislative process. Further work continues to ensure the regulatory process for the new regime and the stand-up of the new Skilled Trades Ontario meets ECAO's high standard for safety and integrity.

Looking ahead, Rubicon will be prioritizing issues related to interprovincial work, security clearances for Ontario-based electrical contractors, and expanding inclusion of Ontario electrical contractors in federal contracts. As concerns about the pandemic continue, we are also continuing with our work to ensure that we have up-to-date and inside information on what restrictions may mean for workers and businesses, as well as issues management assistance wherever needed.

We expect 2022 to be a busy year, and with a provincial election coming, it is crucial that Ontario's electrical sector continue to be a priority.

# ON THE ELECTRICAL SAFETY AUTHORITY (ESA)

In December of 2020 the Auditor General released its review of the ESA entitled “Value for Money”. The report outlined 24 recommendations that ESA must formally respond to directly with the Auditor General. While ECAO agreed with many of the recommendations made on improving the efficiency of the ESA, there was a Recommendation #12 with which we are not in favour. Recommendation 12 recommended that the ESA along with the Ministry of Government and Consumer Services to reassess current restriction in Ontario where electrical work for the public can only be conducted by Licensed Electrical Contractors, to determine if other arrangements are possible for certified electricians and master electricians be allowed to perform lower-risk installation work.

In ECAO meetings with senior ESA representatives, we have made it clear that under no circumstances should electrical work be done with a LEC. If electrical work is done without a LEC this only places the public and workers at risk and is in direct contradiction to the mandate of ESA to ensure electrical safety. We also stated that allowing unlicensed individuals or companies to conduct electrical work only fuels the underground economy where homeowners will short cut the permit and inspection requirements mandated by the ESA. ECAO has raised our concerns on recommendation 12 directly with the Minister for Government and Consumer Services.

ESA released its response to the Auditor General on Recommendation 17 to implement a Continuing Education (CE) requirement as a condition of master electrical training and licensing. In consultation with the ESA Contractor Advisory Council, ESA has made a recommendation where both ESA and third parties be involved in the development of and delivery of CE courses. In addition they recommend that Master Electricians be required to take Ontario Electrical Safety Code training every 3 years.

At the last Annual General Meeting of the ESA, it was announced that the current President and CEO, David Collie, will be retiring effective June 2022. ESA



is conducting a recruitment campaign to select his successor. ECAO will be recommending that the incoming CEO have more direct experience working in or with the electrical contracting industry.

ECAO along with the Ontario Electrical League continue to meet monthly with ESA senior representatives to discuss current issues and this has improved the stakeholder relationship significantly with ESA.

# HEALTH & SAFETY REPORT



## Tom MacKay

As we all know 2021 has again been a complex year due to COVID-19. We continued to modify and develop guidance materials and participated in many initiatives and work groups to help keep workers safe including participation in the Ontario Vaccination Support Council.

### Health and Safety Resource Materials

We continue to develop resource materials for member use when developing a health and safety management system. These materials provide information and resources assisting members with building solid health and safety systems.

### WSIB Safety Excellence Program

In January 2021 we held our initial information session providing information about the ECAO/WSIB safety Excellence program. We have facilitated several information and introduction meetings and have had WSIB representative's present information evidence stories, the digital portal and validation.

We continue to develop program materials, website content and

explanatory information to assist our members with successful applications and program content.

We met our target of 20 members joining the program in our initial year however not all members were active participants. We are looking forward to a strong year with a minimum of 22 members active in the program in 2022.

### Committees and subcommittees

Provincial Labour Management Health and safety Committee (PLMHSC), Labour Management Health and safety Committee (LMHSC), The Council of Ontario Construction Associations (COCA) Health and Safety and WSIB committees, the WSIB Construction Chairs Committee and several subcommittees or working groups.

Active participation in these committees continues to ensure that ECAO members have a voice in regulatory and industry changes and updates.

### Labour management Health and safety Committee (LMHCS)

The LMHCS is a committee made up of ECAO employer and IBEW members and is co-chaired by me on behalf of our employer members. We continue to meet virtually but look forward to meeting in person as soon as we can do so safely. The committee communicates back to the provincial section 21 committee including regulatory changes and subcommittee activities. An under 750 Volt awareness pamphlet is in the final stages of development and is projected to be available for distribution in 2022.



APEP Program revisions have been completed by the IHSA. A pilot program to facilitate the program has been planned to flag any issues or inconsistencies. We are hoping to finalize this in 2022.

## Provincial Labour Management Health and safety committee (PLMHCS)

The section 21 committee has been very active providing input and for regulatory change. We have been active on several subcommittee working groups including input on regulatory changes to the Tower Crane, Excavations, Hard Hat, Notice of Project committee, fall protection, knots in lifelines as well as a root cause analysis of underground utility strikes and a fit for duty guideline.

## R. H. Carroll Safety Awards

**Our award winners are:**

G2 UNDER 20,000 – **MASS ELECTRIC**

G2 20,001-100,000 – **AMPERE**

G2 100,001-250,000 – **MELLON**

G2 250,001-500,000 – **VOLLMER**

G2 OVER 500,000 – **BLACK & MCDONALD**

G4 UNDER 20,000 – **GEMOR**

G4 20,001-100,000 – **TP ELECTRIC**

G4 100,001-250,000 – **AECON**

The ECAO held its first standalone Safety Awards Presentation on September 1, 2021. Prior to these awards were a part of our Annual General Meeting. This year we expanded the criteria for smaller contractors and used safety program leading indicators to help determine the recipients.

Thank you to all who submitted, the submissions are impressive and all who submitted their applications.

This year's awards presentation meeting was opened by Monte McNaughton, Minister of Labour, Training and skills



## ECAO 2021 SAFETY AWARDS

Eric's talk included highlighting study results showing how leading indicator statistics can lead to better profit margins and how contractors can use leading safety indicators to lower injury rates in the electrical sector.

Development. Who talked about the efforts of our members to keep workers safe and the collaboration of the ECAO with the MLTSD and others to improve safety for Ontario workers including efforts to manage the COVID 19 pandemic while continuing to put worker safety at the forefront.

Our keynote speaker was Mr. Eric Bauman, Principal Technical Leader and Program Manager - Occupational Health and Safety, at the Electric Power Research Institute, in the US.

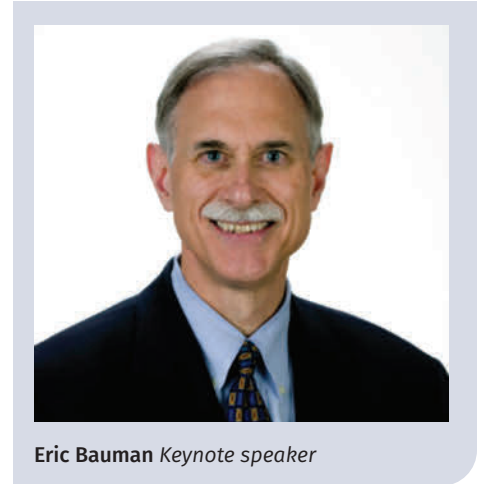
Eric's talk included highlighting study results showing how leading indicator statistics can lead to better profit margins and how contractors can use leading

safety indicators to lower injury rates in the electrical sector.

### Moving into 2022

Sara Kitcher has left the ECAO to take care of her family including home schooling 3 of her children. Her cheerful and helpful demeanor and dedication to member safety will be missed and her contributions to member safety will continue to impact workers for year to come. Thank you, Sara.

As sad as it is to see Sara leave us, I am excited to report that Adam Crapsi have agreed to join the safety team helping to ensure that members continue to have timely and effective response to safety inquires and the development of safety



**Eric Bauman** *Keynote speaker*

communications, materials and advice, Welcome Adam.

I am excited for to report that we have had discussions with the safety team at NECA and have already begun to share some thoughts and resources to benefit he safety information and resources available to members. I look forward to building strong relationships with our colleges south of the border.

I look forward to continuing the development of the health and safety program topics and content and opening up our services with the WSIB Excellence program and hopefully moving away from COVID-19 restrictions and wish you all a happy, health and safe 2022.



# ECAO 2021 SAFETY AWARDS



# DIGITAL MARKETING REPORT



**Kamakshi Ahluwalia**

## Social Media Channels



Twitter ▶ @ECAOntario

**809**

Followers

**96**

New Followers

**125k**

Organic Impressions

**22k**

Profile Visits



Facebook ▶ @ECAOntario

**927**

Followers

**109**

New Followers

**710**

Likes

**7k**

Page Reach





Instagram ▶ @ECAOntario

**250**  
Followers

**227**  
Posts

**114**  
New Followers



LinkedIn ▶ ECAOntario

**1233**  
Followers

**422**  
New Followers



Youtube ▶ ECAO

**9**  
Videos



Webinars

**7**  
Webinars

**3**  
Seminars



ECAO Website ▶ ecao.org

**47,251** **59,658**  
New Users Sessions

**91,564**  
Page Views

*100% of the ECAO Website Traffic and Users are Organic.*



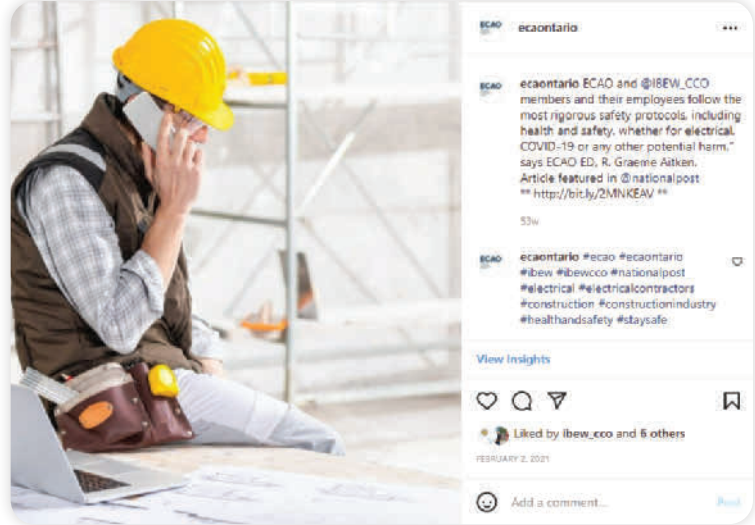
E-Newsletter

**25**  
Number of Campaigns

**36%**  
Average Open Rate  
(+5% from the industry average, which is 31%)

**26,047**  
Total E-mails Sent

**17%**  
Average Click Rate  
(+13% from the industry average, which is 4%)





# TRAINING & EDUCATION



## Cathy Frederickson

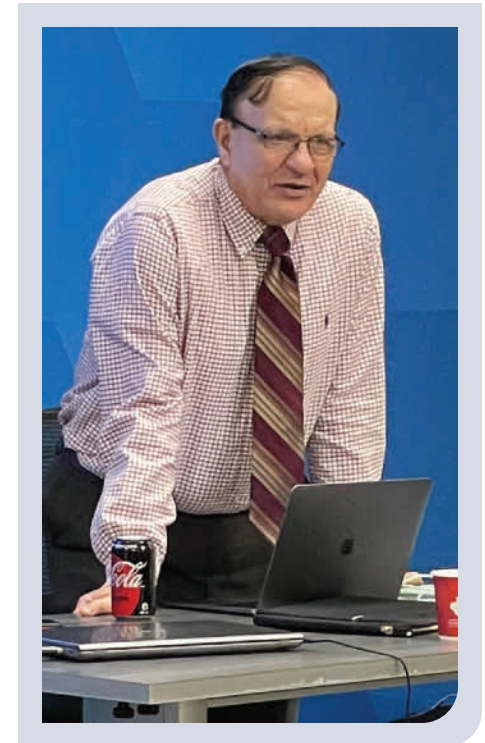
ECAO continued to meet the new reality of holding virtual education and training offerings for most of 2021. The webinar topics shifted focus from COVID 19 to more health and safety topics as well as promoting some key ECAO supported programs like the Program of Excellence and the Certi-Fire Program.

We were successful in finally being able to offer in person training with the return of Dr. Awad Hanna in November.

ECAO was thrilled to offer an interactive webinar from renowned international speaker, David Meade. David has been secured to be our keynote speaker next year at our Annual Conference in Prague.

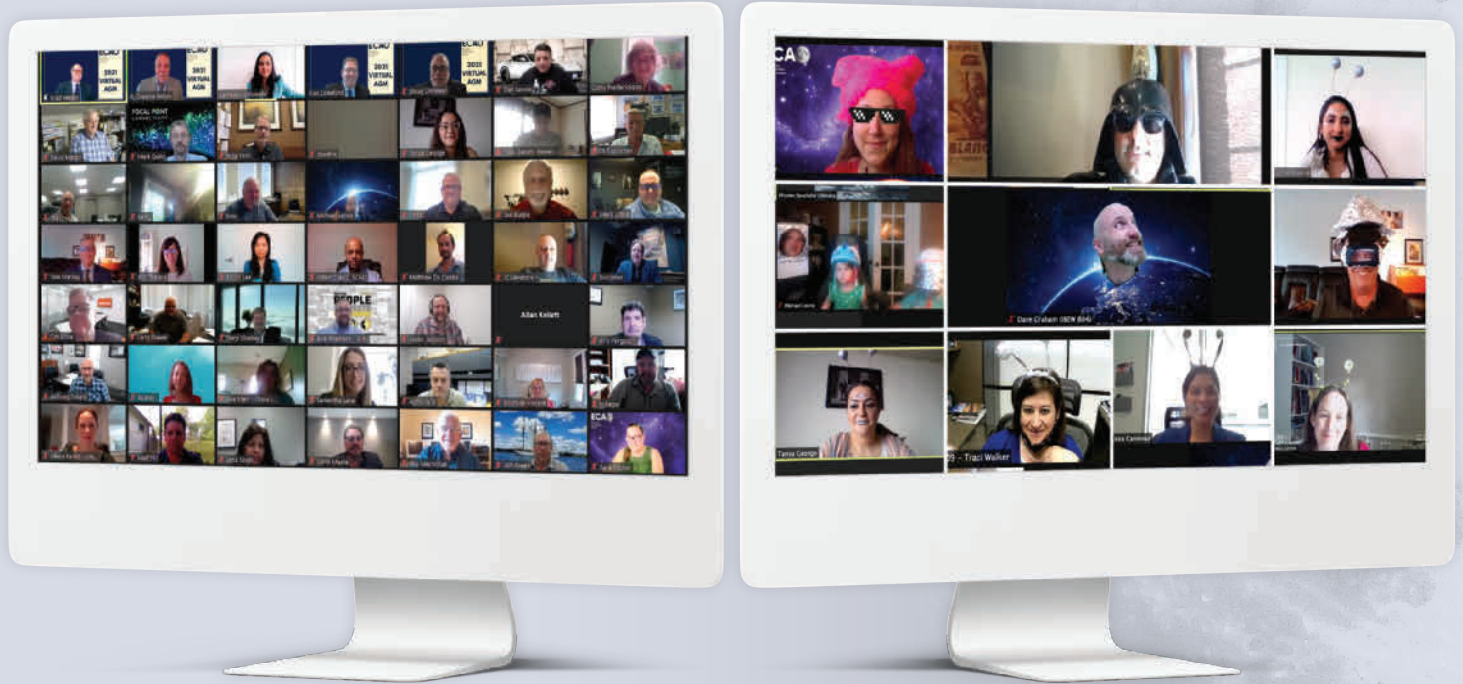
## Webinars and seminars included:

- January 13: ECAO Health and Safety Excellence Webinar 31 Attendees
- January 27: Certi-Fire Program and the Benefits of RFAC
- Feb 17: Webinar on Electronic Tracking Device Confirmation
- Feb 25: ECAO Webinar on Construction Contracts Updates and Impact from Pandemic
- March 17: ECAO Webinar on Communications and Low voltage installations
- May 24: AGM Keynote Session on “Building a Love Economy” by Greg Hemmings
- July 08: ECAO Health and Safety Program of Excellence Informational Webinar
- November 17, 18 and 19: Awad Hanna on Construction Estimating, Field Productivity and Foremen of the Future
- November 30: David Meade, “Mind your Business”





# ECAO 2021 ANNUAL GENERAL MEETING AND SOCIAL EVENT





## 2021 – “GOES TO THE MOON”



Once again with the uncertainty of the COVID- 19 impact on in-person social events, required that our ECAO annual events continued virtually. Most of us are working remotely and our work days are filled with virtual meetings, meaning many of us are “zoom fatigued”. Recognizing that our members and partners might be done with muting and video conferencing for meetings, ECAO brought forward an interactive virtual team challenge for our 2021 Social Event, “Out of this World”. This event was based on virtual experience inspired by an Apollo Program era NASA Astronaut training exercise, modernized to use today’s technology, called Project Artemis. As usual we had prizes for the best space costume and for the team to select the best survival kit.



After coming back from our mission to the Moon, we lightened-up the evening with a closing performance by Graham Chittenden, one of Canada’s most entertaining comedic performers. Graham was able to translate a layman’s frustration with construction projects and poked fun at those who espouse to be helpful in DIY projects.

To close our AGM, we had a guest speaker, Gregg Hemmings who provided us with his story telling views on how companies and organizations can reach out to their broader community by encouraging our members to continue to be part of the ECAO be active in building a thriving business community.

# AWARD WINNERS

## D.J.B WRIGHT AWARD WINNERS (2020, 2021)

The 2021 DJB Wright award was presented to Brad Vollmer for his career contributions to his local ECA and to the Provincial ECAO. Brad started his career with Vollmer Inc. as a tradesperson in 1982 and subsequently purchased the company from his father in 1982. He currently holds the position of CEO of the following companies Vollmer Inc., Sutherland Schultz and Fahrhall that perform work within the ICI and residential markets and employs roughly 700 IBEW workers. Brad has been a great advocate for our industry by actively participating for many years on several boards and committees to improve workplace safety and retain market share for the organized construction industry.

ECAO was able to present the 2020 DJB Wright Award to Fred Black's family, James Black (son) and Teresa Black (wife) at the ECAO offices on September 23. Fred was awarded the DJB Wright Award in recognition of his significant contributions to the electrical contracting industry. Fred was the 34th President of ECAO and served as a director on the Greater Toronto Electrical Contractors Association. Fred also represented ECAO on numerous industry and government committees. Fred Black passed away on March 25, 2021, but has not been forgotten by many of his electrical contracting peers.





## SCHOLARSHIP AWARD WINNERS (2021)

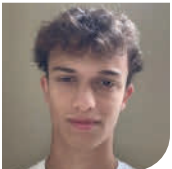
ECAO is pleased to announce the following successful recipients of the 2021 ECAO Scholarship award:



**Olivia Beausoleil**  
*Western Mechanical Electrical  
Millwright Services Ltd.*



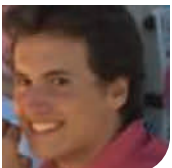
**Kate Bowen**  
*Bliant Electrical*



**Luca De Chellis**  
*E.S. Fox Limited*



**Joshua Kim**  
*Ampere Ltd.*



**Aiden Brokenshire**  
*Alberici Constructors*



## NEW MEMBERS

### ECA Ottawa

- Ace Electric
- Ottawatts Electric
- Central Electric
- JSM Electrical Ltd.
- Robyn Brett Holdings Ltd.
- Teraflex Ltd.

### ECA Central Ontario

- Diamond Pro Trades Inc.  
O/A Diamond Electric
- Volteric Electric Inc.
- Eric Hunter Electrical Services

### ECA Thunder Bay

- Lakehead Electric Ltd.

### Windsor ECA

- Sterling Ridge Infrastructure Inc
- Beato Electric and Controls

### ECA Hamilton

- EPI Electrical Contractors Inc
- Glanbrook Group Inc

### ECA Quinte/ St. Lawrence

- LaSalle Electrical Contractors Inc
- Wieser Electric Ltd

### Greater Toronto ECA

- Eurotech Safety Inc

# JOINT ELECTRICAL PROMOTION PLAN HIGHLIGHTS



## Sherri Haigh

Flying High with our Message Pearson/Macdonald Cartier and Bily Bishop Airports: Taking advantage of the short window when airport advertising was more affordable while business traffic was building, JEPP launched a video marketing campaign in the three major airports promoting ECAO's experience in powering up key infrastructure across the province. The campaign included a full-page article in Porter's inflight magazine for one month positioning the ECAO/IBEW as leaders in the industry. Both James Barry and Graeme Aitken were quoted in article.

Driving home the message With the surge in interest in Electric Vehicles JEPP leveraged third party stakeholders to help build its message through various mediums to specifically target key audiences:

Two videos promoting our expertise in EV charger installation – featuring president of Plug N'Drive and ECAO contractor. The 30 second video received 500,000 views – the largest ever viewing of a JEPP video.

Webinar – Partnering with an industry group Electric Autonomy, JEPP facilitated a webinar with 250 property managers to highlight the importance of using and experienced ECAO contractor when considering EV charger installation. The webinar included a property manager who used an ECAO contractor, an ECAO contractor and Melissa Young (to speak to





new resources including website that will be available to promote contractors who have electricians with specific training in EV charger installation)

Canadian Property Magazine Two page spread featured interview with ECAO contractor on why property managers should consult and hire a licensed electrical contractor before installing electric vehicle chargers

Influencing municipal government at AMO Graeme Aitken presented to municipal leaders and staff at the Association of Municipalities of Ontario conference on procurement. The discussion prompted great interest from municipal leaders on the benefits of a contractor registry and questions about the pitfalls of low bid being the key factor in bids.

Building profile through social media Creating 15 and 30 second videos we leveraged targeted social media strategies to raise profile of ECAO/Brand resulting in more than 2 million views over a 60-day period. Videos were shown on YouTube (as pop ups to targeted audience) as well as in office tower and high-rise networks.

Profiling work of ECAO/IBEW in trade publications JEPP created several

articles that were featured prominently in Building Magazine and Canadian Architect magazine to showcase ECAO/IBEW leadership in the electrical sector including utilizing the latest technology to not only meet the needs of today but to adaptable to emerging sectors.

Partnering with Ontario Fire Chiefs to promote Certi-Fire: Created another series of videos targeted to property managers promoting the importance of hiring contractors who employ Certi-Fire trained electricians for fire alarm installation and verification.

Women in the Trades Articles featured women contractors, apprentices and journeypersons highlighting the benefits of working with the ECAO and IBEW.

Industry partnership Facilitated panel discussion for Electric Business Magazine's Annual Conference featuring Graeme Aitken, an ECAO contractor and Susan Boorman of IBEW Local 353.

Articles for National Post Working with Post Media writers, in partnership with ECAO, on articles highlighting the work of ECAO and IBEW contractors in supporting essential services and on the importance of ensuring you are hiring licensed professionals for electrical work.

# CERTI-FIRE



## Phyllis Lee

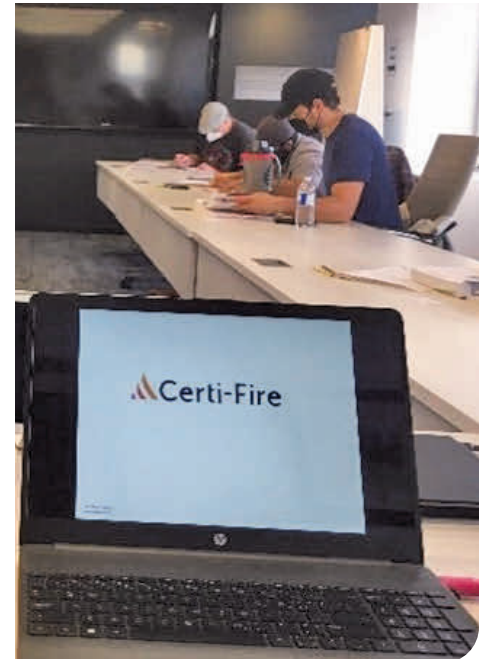
On behalf of Joint Electrical Promotion Plan (JEPP), Certi-Fire has committed to sustain the growth and development in its program and continued to expand the market share in fire alarm industry. One of the great news was about obtaining the Skills Development Fund (SDF) for Certi-Fire program. We were successful in getting \$1.6 million grant money from the Provincial Skills Development Fund with Employment Ontario. The Ministry of Labour, Training and Skills Development (MLTSD) recognized that this sponsorship was an important area for electricians to expand their knowledge and skills in the fire alarm industry. Also, training and retraining were essential for Ontario's economic recovery.

The majority of the funding was to provide free Certi-Fire training tuition to International Brotherhood of Electrical Workers (IBEW) members and individuals who would like to take the courses through distant learning format. A promotional flyer was created, both digital and hard copy versions, and then distributed to all the Electrical Contractors Association of Ontario (ECAO) Contractor members as well as their employees and Local Electrical Contractors Associations (ECAs). The International Brotherhood of Electrical Workers Construction Council of Ontario (IBEW CCO) also distributed the flyer to their Local Unions and had them included the flyer in their monthly newsletters. Message was also circulated

via the social media and shared on the websites of Certi-Fire, ECAO, and IBEW CCO.

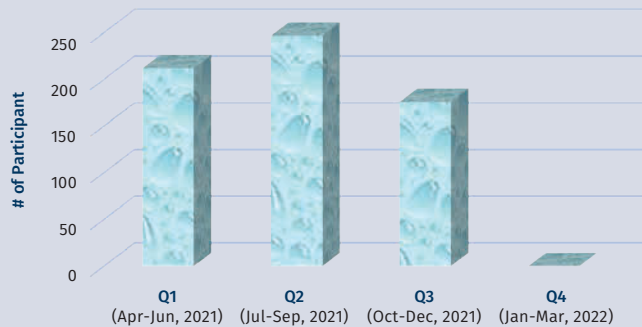
Classes have been arranged to start in Spring, Summer, Fall, and Winter before end of the funding. As we are coming to the end of 2021, over thirty-nine (39) classes have started. We have been helping the Local Unions across the Province in order to speed up the process of putting up the online training rather than pending for the limitation of a classroom environment during the pandemic.

Distant Learning Course has grown more meaningful this year as many participants found that it was quite efficient and effective to complete classes. Learning remotely has also fostered newfound





## FREE CERTI-FIRE TRAINING TUITION



preference for the physical classroom. What is likely evolving, according to many industry experts, is the rise of a hybrid learning. This means, having the mobile trailer and upgraded fire alarm panels, we would be more flexible to move around as well as to meet the new demands, and technological requirements.

Upgrading the existing training manual and transforming to an electron version is also the key to success by adapting to the ever-changing conditions and some of the incredible inventions and innovations that would shape our future and improve the quality of skills training.

Certi-Fire program was developed with a solid foundation. However, due to the rapid growth of technology and the current

unprecedented situation, we need to improve our program and get Certi-Fire into the next technological and post COVID-19 requirements. These add-ons will definitely help to increase productivity and efficiency at work. We would like to extend a big thank you to all our expert contributors who shared their wisdom during this historic year. Your in-depth experience and forward-thinking ideas have brought new perspectives to this ever-changing industry.

As an ongoing promotion, there was a Certi-Fire and RFAC Webinar held at the beginning of 2021. It was a great opportunity to promote the benefits of



both programs. The RFAC members could take on more fire alarm system projects by investing in their teams' professional development without involvement with a third party company, and offer their clients comprehensive and certified fire alarm system support.



# FUTURE LEADERS ADVISORY COMMITTEE (FLAC) REPORT

**Melissa Peroff and Clark Thomas**



We would like to thank the ECAO for allowing the Future Leaders Advisory Council to have an opportunity to share some information and achievements in this publication.



We have had a very productive first year and have grown in so many ways; through the relationships and opportunities we developed with other committees and groups, as well as the learning and growth that has happened within the members of our committee.

We have had a very productive first year and have grown in so many ways; through the relationships and opportunities we developed with other committees and groups, as well as the learning and growth that has happened within the members of our committee.

Over the last year the FLAC Committee had the amazing opportunity to virtually meet with the Minister of Labour, Training and Skills Development's Youth Advisors Group, ECAO's Diversity and Inclusion Advisory Committee, participate in the Aboriginal Apprenticeship Board Conference, participate in the 2021 WINFL, Women in NECA & Future Leaders virtual Conference, and collaborate with other

industry groups, including some outside of Ontario.

In early June, FLAC had the opportunity to put on our first inaugural event, "Focusing on Mental Health in the Workplace." We were very fortunate to have an amazing guest speaker, Nathan Kolar, and were able to donate some proceeds from sponsorship money raised to both Jack.org and The Paul Hansell Foundation. We would like to thank our event sponsors T.P. Electric and Marsh Canada for their generous sponsorships. If you missed this event, I encourage to watch the recorded webinar available on the ECAO's website.

We are very excited for the year ahead, for opportunities to meet with our committee

in person, and host industry events to further strengthen our footprint in the industry.

Looking to 2022, the FLAC Committee has partnered with the ECAO's Diversity and Inclusion Advisory Committee and will be hosting an event at the AGM. We are thrilled about this opportunity and feel it is in alignment with our plans to continue to thrive forward, further develop and grow, positively affect change and continue to collaborate with other organizations and associations.

We wish you all an amazing 2022, and hope for the opportunity to collaborate and network with each of you in the future.

# DIVERSITY & INCLUSION ADVISORY COMMITTEE REPORT

**Lena Singh and Ken Nepaul**



ECAO's Diversity and Inclusion Advisory Committee was created in January 2021 to advise, educate, and provide resources to ECAO members to encourage and promote the application of a diversity and inclusion lens to their policies, programs and practices. The Committee's mandate is to provide insight into identifying systemic barriers and fighting racism in the industry.



The Committee requested that ETBA and the IBEW CCO review and replace all gender-specific language in the Principal Agreement with appropriate gender-neutral language.

Over the past year, the committee engaged in learning about best practices and identifying opportunities for collaboration with industry partners to forge ahead with our mission. We have an advisory member from the IBEW as part of the committee and we continue to seek opportunities to engage with members and other stakeholders.

A Diversity and Inclusion survey was sent out to the ECAO Board as well as ECA's in an effort to identify the current state and the results of the survey confirmed that there is much scope for change from a diversity perspective. The Committee requested that ETBA and the IBEW CCO review and replace all gender-specific

language in the Principal Agreement with appropriate gender-neutral language.

To assist and educate our member companies and their employees on what racism is, how to recognize it on construction sites, and how to eliminate it, the ECAO has embarked on a yearlong engagement with Leadership Surge, a growing force in corporate training and development with a tailored approach called EMPOWER U for the construction and subcontracting trade industries. The training will address important topics such as the benefits of diversity and inclusion, understanding bias and mitigating it, trust respect and empathy. We encourage

all members to take advantage of this training which began in January 2022.

ECAO and the D&I Committee have also partnered with the Canadian Centre for Diversity and Inclusion (CCDI). CCDI is a made-in-Canada solutions designed to help employers, diversity and inclusion/human rights/equity, and human resources practitioners effectively address the full picture of diversity, equity and inclusion within the workplace.

The members of the Committee look forward to meeting ECAO members at the Annual General Meeting and continuing to work on initiatives to provide resources, training and strategies to seek diversity, create inclusion and drive accountability.

# ECAO – JEPP 2022 Annual General Meetings and Gala Night

UPCOMING EVENTS

**Dates:** May 18 & 19, 2022

**Location:** Fairmont Château Laurier, Ottawa

**Registration Link:** [www.ecao2022agm.squarespace.com](http://www.ecao2022agm.squarespace.com)





# ECAO 2022 Annual Industry Conference

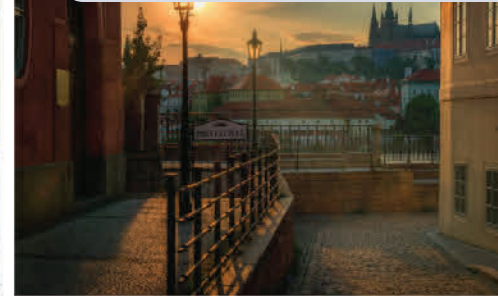
**Dates:** September 18/19-24, 2022

**Location:** Mandarin Oriental, Prague

**Registration Link:** [www.ecaoprague-2022.ekomobi.com](http://www.ecaoprague-2022.ekomobi.com)



## UPCOMING EVENTS



# ECAO

ELECTRICAL  
CONTRACTORS  
ASSOCIATION OF  
ONTARIO



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