

STANDING STRONG

NATIONAL CENTER FOR CONSTRUCTION EDUCATION AND RESEARCH



2009 ANNUAL REPORT

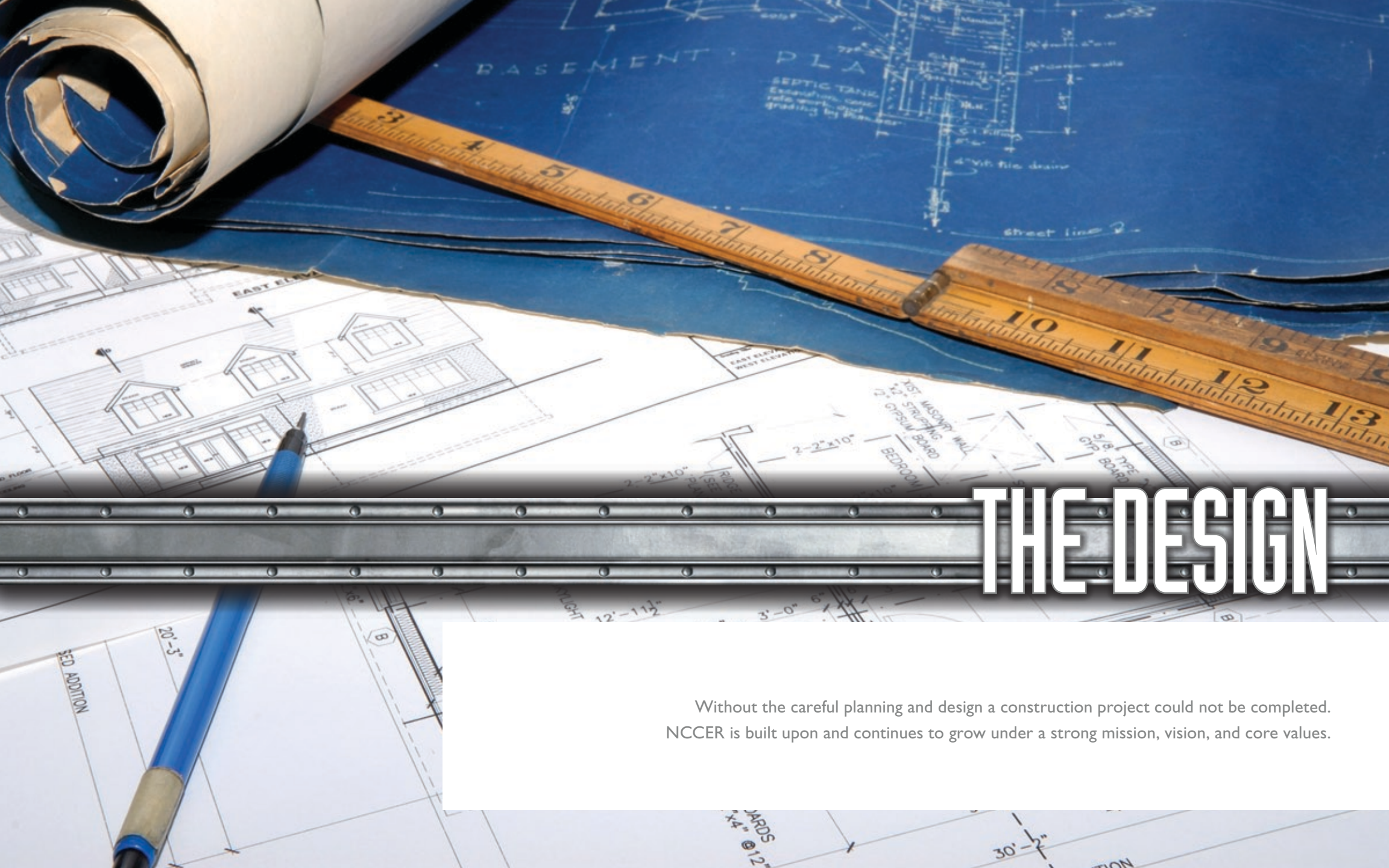
## TABLE OF CONTENTS

---

1	Design
4	Foundation
14	Framework
20	Mechanical Systems
26	Exterior
32	Finishes

---

TABLE OF CONTENTS • TABLE OF CONTENTS • TABLE OF



# THE DESIGN

Without the careful planning and design a construction project could not be completed. NCCER is built upon and continues to grow under a strong mission, vision, and core values.

## About NCCER

NCCER is a not-for-profit education foundation created by leading contractors and associations to develop standardized craft training and assessment programs with portable credentials for the construction industry. NCCER also develops an array of additional workforce development resources to help address the skilled workforce shortage including:

- Accreditation
- Instructor Certification
- Standardized Curriculum
- National Registry
- Skills Assessment
- Certification
- Construction Management Academies
- The Build Your Future Campaign
- Career Development Resources



## ⋮ Mission

Our mission is to build a safe, productive, and sustainable workforce of craft professionals.

## ⋮ Vision

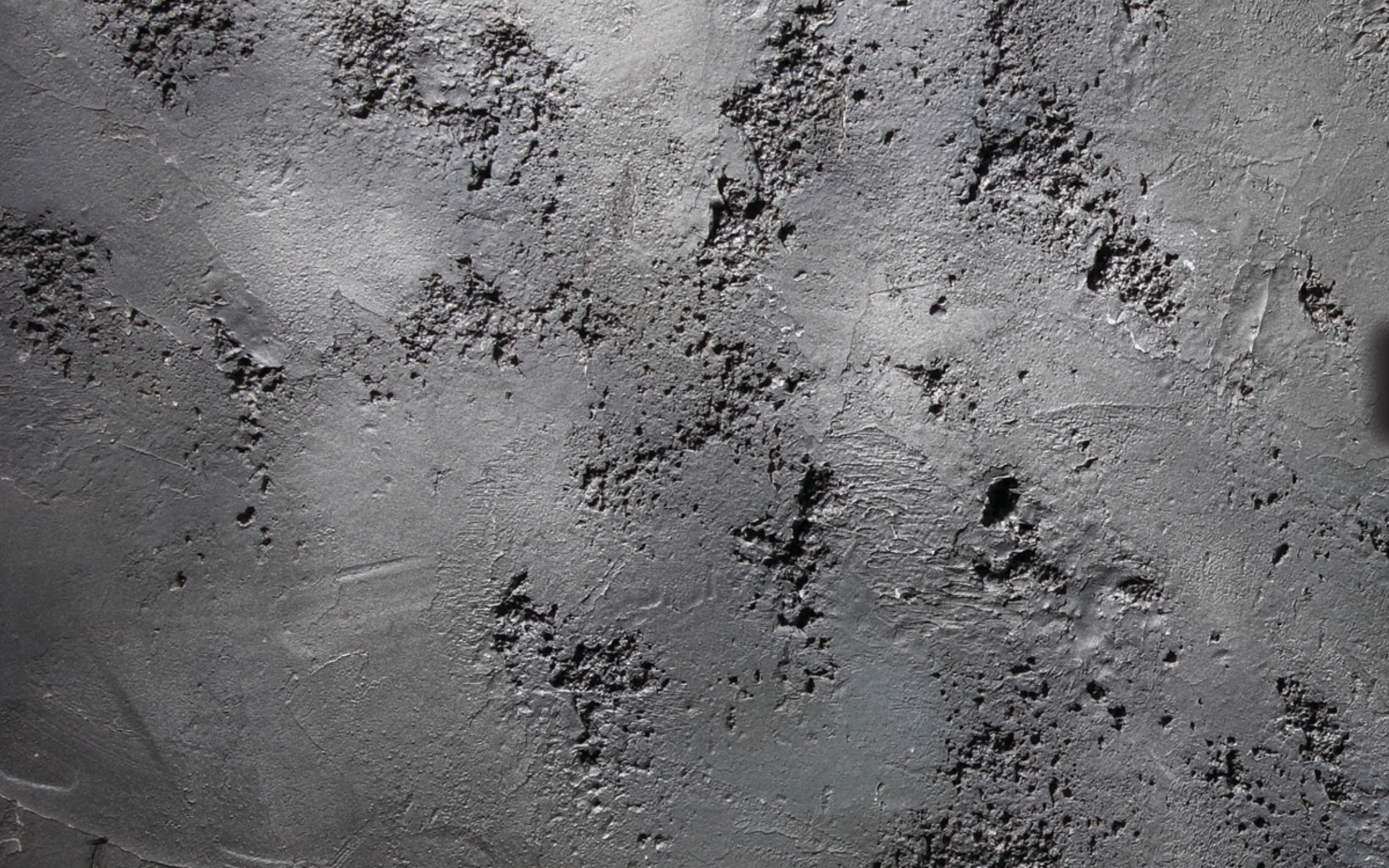
Our vision is to be universally recognized by industry and government as the training, assessment, certification, and career development standard for the construction and maintenance craft professional.

## ..... CORE VALUES

The following principals have been integrated into NCCER since our founding in 1996, and as we work toward achieving our mission and vision for 2010, NCCER will continue to apply these values in all of our activities.

- Integrity: to maintain the trust of the industry by always doing what is right
- Credibility: to be regarded as the most reliable source of workforce development resources for the industry.
- Innovation: to continuously improve our products, programs, and services to benefit the construction, maintenance, and pipeline industries.
- Commitment: complete dedication to our stakeholders, our mission, and our goals.
- Quality: to provide the industry with the premier resources for workforce development.
- Industry Support: to uphold and serve the interests of the construction industry and our customers in everything that we do.
- Customer Focus: to devote our resources to serving the best interests of our stakeholders and craftworkers at all levels of development.
- Sustainable Career Opportunities: to ensure that craftworkers understand their opportunities for advancement and growth at every step of career development.







# THE FOUNDATION

To support and sustain any structure, a strong foundation is essential. Contractors, owners, industry associations, educators and government officials are the strong foundation that sustains NCCER and allows for growth.



## FROM THE PRESIDENT

Words cannot properly communicate my profound appreciation for the dedication of our stakeholders. NCCER is deeply indebted to all of our supporters for giving us the ability to stand strong during these challenging times. While the industry has faced economic uncertainty, it is quite clear that there is no uncertainty in the NCCER mission or the individuals and organizations that support it. It is their unyielding support that has elevated NCCER to one of the construction industry's premier workforce development organizations.

As you read this report, you will see it is only a brief summary of our progress through 2009. The achievements highlighted are founded on working together with our partners, colleagues, customers and stakeholders. It is due to their unwavering support that our organization has been able to stand strong during our country's most challenging times.

Notable achievements in 2009 include:

- The 5 Millionth module completion being recorded in the National Registry in January.
- Contren® sales substantially outperforming 2008 totals, including nearly a one hundred percent increase in Contren® Connect sales.
- The Cornerstone magazine, which replaced our quarterly newsletter, became the industry's first magazine dedicated to construction workforce development best practices and reaches nearly 15,000 industry representatives and educators.
- Over 110 curriculum and assessment projects were completed for the third consecutive year.
- Job Corps National adopted the green module 'Your Role in the Green Environment' as required training. Job Corps committed to producing 8,500 green graduates from all of its construction programs by August 2010.
- The latest edition of NCCER's Core Curriculum program was released. The revised program includes the alignment of the Basic Safety module to the OSHA 10-hour program and a new interactive online learning component.
- The Crane Operator Certification Program was well received in its first year of operation. The next evolution of the program, namely assessments for Rigging, Signalperson, and Tower Cranes, is currently in production and will be added to our program that is accredited by the American National Standards Institute.
- NCCER partnered with ACT, creators of the WorkKeys® assessments which are used to determine an individual's career readiness. NCCER will begin delivering the WorkKeys assessments and issuing the National Career Readiness Certificate upon successful completion.
- The NCCER Web site surpassed 22 million visits for 2009, introducing more individuals to NCCER and our mission than ever before in one year.

In 2010, our industry will continue to face challenges as the economy transitions to recovery. However, with your sustained commitment, NCCER resolves to continue standing strong in meeting your workforce development needs.

Sincerely,

Donald E. Whyte  
President





FROM THE CHAIRPERSON .....

During my tenure as Chairman of the Board, NCCER experienced another outstanding year. Despite the turmoil created by our country's difficult economic climate, the industry's commitment to workforce development has not appeared to weaken. Through our many training sponsors and assessment centers, NCCER has continued to provide the tools for craft professionals to enhance their skills even in a slowed construction market. Likewise, contractors who have seized the opportunity to improve the skills and knowledge of their workforce during the downturn will be more competitive as the market returns. The following Annual Report outlines the various accomplishments of NCCER throughout 2009.

Sincerely,

Rick Graves  
2009 NCCER Chairperson, Fluor Corporation

OUTGOING CHAIRPERSON



Many estimates predict the long economic recovery to begin in 2010, but this is merely the light at the end of a long tunnel. We will continue to face challenges as we advance into the upswing. As the economic upturn begins, the need for skilled craft professionals will escalate and ultimately return to the level of severity seen before the downturn. In these critical times, you can rely on NCCER to continue providing the resources for recruiting, training, and retaining your current and future craft workforce. In the following pages you will see the dedication NCCER has for providing the necessary resources for advancing the skills and knowledge of the construction workforce. On behalf of the NCCER Board of Trustees, I am proud to present to you the 2009 NCCER Annual Report.

Sincerely,

Carole Bionda  
2010 NCCER Chairperson, NOVA Group

INCOMING CHAIRPERSON

Board of Trustees .....

2010 NCCER Board of Trustees:

- 2010 Chairperson:** Carole Bionda, *Nova Group, Inc.*
- Vice Chair:** Ivan Crossland, *Crossland Construction Company*
- Immediate Past Chair:** Rick Graves, *Fluor Enterprises Inc.*

Members .....

- Alan Burton, *Cianbro Corporation*
- Keith Byrom, *Precision Resources, A subsidiary of Zachry Holdings*
- Wayne Crew, *Construction Industry Institute*
- Jim Elmer, *James W. Elmer Construction Co.*
- Tim Ely, *Beacon Electrical Contractors*
- John Gaylor, *Gaylor, Inc.*
- Vincent Giardina, *LeGlue & Company, CPAs*
- Darrell Hargrave, *KBR*
- Ray Issa, *University of Florida - M.E. Rinker School of Building Construction*
- Andy Jones, *Shell Downstream Inc.*
- Tim Lawrence, *SkillsUSA*
- Carl McColey, *DuPont*
- Dave Mielke, *M.W. Mielke, Inc.*
- Bob Parker, *Repcon Strickland*
- Chip Reid, *Current Builders*
- Gerald Sprentall, *Intel Corporation*
- Lowell Wiles, *Jacobs Field Services North America Inc.*
- Jonathan Yarbrough, *ExxonMobil*

## Sponsor Spotlight

### Crossland Construction Company

"It is Crossland's belief that the construction industry provides excellent opportunities for students to find an intellectually stimulating and financially rewarding career." Clay Kubicek, Crossland Construction

Crossland Construction considers their employees to be the foundation of the company and is committed to their personal and professional development. The Crossland Academy was created to enhance education and training programs for the Crossland workforce. The Academy combines a new employee orientation to the Crossland Way, NCCER Carpentry, Concrete, and Ironworking training. The company mandates that every employee hold a 10-hour OSHA certification card which is gained by completing the NCCER Safety Orientation. Providing a safe working environment is a top priority at Crossland Construction.

As a commercial contractor, Crossland Construction offers some of the industry's best opportunities for their current and future employees.

## PARTNERS

NCCER partnering organizations are national associations and organizations that share a common interest in the goals and objectives of NCCER.

### Partners List:

- American Fire Sprinkler Association
- Associated Builders and Contractors, Inc.
- Associated General Contractors of America
- Association for Career and Technical Education
- Association for Skilled and Technical Sciences
- Carolinas AGC, Inc.
- Carolinas Electrical Contractors Association
- Center for the Improvement of Construction Management and Processes
- Construction Industry Institute
- Construction Users Roundtable
- Design Build Institute of America
- Merit Contractors Association of Canada
- Metal Building Manufacturers Association
- NACE International
- National Association of Manufacturers
- National Association of Minority Contractors
- National Association of Women in Construction
- National Insulation Association
- National Ready Mixed Concrete Association
- National Technical Honor Society
- National Utility Contractors Association
- NAWIC Education Foundation
- North American Technician Excellence
- Painting & Decorating Contractors of America
- Portland Cement Association
- SkillsUSA
- Steel Erectors Association of America
- U.S. Army Corps of Engineers
- Women Construction Owners & Executives, USA
- University of Florida, M.E. Rinker School of Building Construction

### Business Partners:



## FINANCIALS

**Total Revenue and Expenses:** Figures X and Y show the total actual revenue expenses for 2009.

**Funding:** Cents-per-hour funding is a proven method for funding a contractor or association's training program that has existed in the construction industry for many years. NCCER maintains a cents-per-hour training fund for contractors to voluntarily set aside funds for training and workforce development efforts. This well-established fund is known as the National Training Service Agreement (NTSA).

### NATIONAL TRAINING SERVICE AGREEMENT

The NTSA is used by the industry as a means to fund a company's training program. Contractors voluntarily contribute 15 cents per craft-labor hour to an individual account that NCCER establishes and maintains for the contractor. Thirteen cents is directly reimbursed to the contractor for approved training and workforce development expenditures, while the remaining two cents support NCCER's

workforce development efforts and industry advancement of craft training. This mechanism provides independent third-party verification that funds are applied only to training-related activities. Figure Z shows total NTSA contributions each year. See pages 12-13 for a listing of NCCER contributors.

Figure X	Year End Dec 2008	Year End Dec 2009
<b>TOTAL NET OPERATING REVENUE</b>		
Contract Revenue	\$5,132,277	\$6,198,197
Cents-Per-Hour Contributions	\$916,662	\$827,259
Endowment Income	\$595,000	\$545,000
Skills Assessments	\$673,195	\$603,439
Academy Income	\$177,025	\$63,820
Master Trainer Income	\$163,121	\$103,460
Multimedia & Other Revenue	\$108,531	\$6,973
<b>Total</b>	<b>\$7,765,811</b>	<b>\$8,348,148</b>

Figure Y	Year End Dec 2008	Year End Dec 2009
<b>TOTAL EXPENSES</b>		
Craft Projects	\$2,157,478	\$1,737,949
Administration	\$1,388,970	\$1,492,532
Workforce Development	\$636,404	\$657,549
Marketing, Research & Internet	\$617,155	\$640,236
Operations, Registry & Info Systems	\$571,914	\$577,719
Customer Service	\$60,892	\$72,604
Facilities	\$252,935	\$248,689
<b>Total</b>	<b>\$5,685,746</b>	<b>\$5,427,277</b>

**New Contractor for I-cent**  
**Dave Mielke**  
**M.W. Mielke, Inc.**

*“We, as an industry, must heighten our efforts toward removing the negative image which impairs our ability to recruit. Participating in the National Training Service Agreement provides the means for our company to positively affect the future of our industry.”*

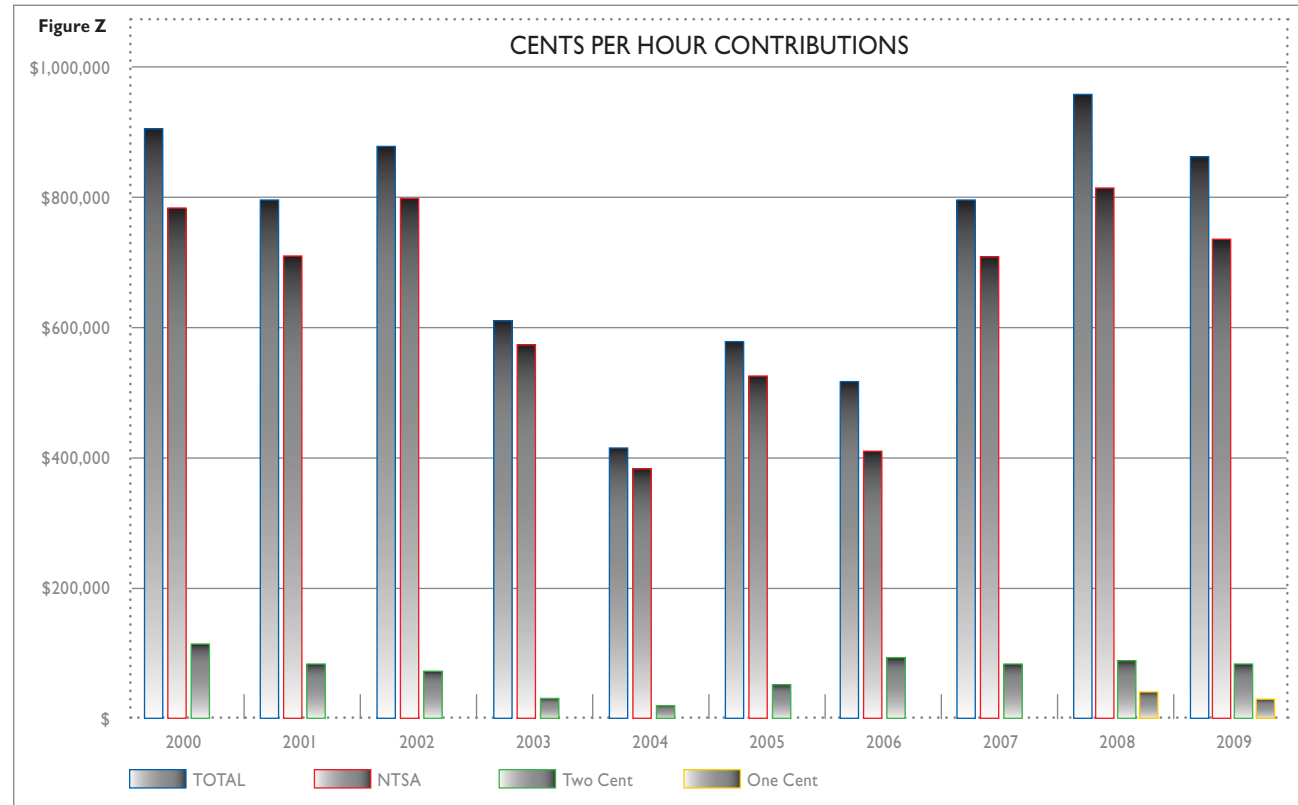
As the economy begins to recover, recruitment and image enhancement will be key issues the construction industry must address. By adding an additional one cent per hour to their established National Training Service Agreement (NTSA), MW Mielke, Inc. has begun to set monies aside for supporting this cause. The money donated by M.W. Mielke, Inc. will be used to fund NCCER recruitment initiatives, including Build Your Future, a campaign created to inspire young people to consider a career in construction as they begin their journey into America's workforce.

### TWO CENTS PER HOUR

Some organizations have previously established methods to fund their training programs, however many voluntarily contribute two-cents per hour to help support NCCER's workforce development efforts. Figure Z displays the total two-cent contributions for 2009. See pages 12-13 for a listing of NCCER contributors.

### ONE CENT PER HOUR

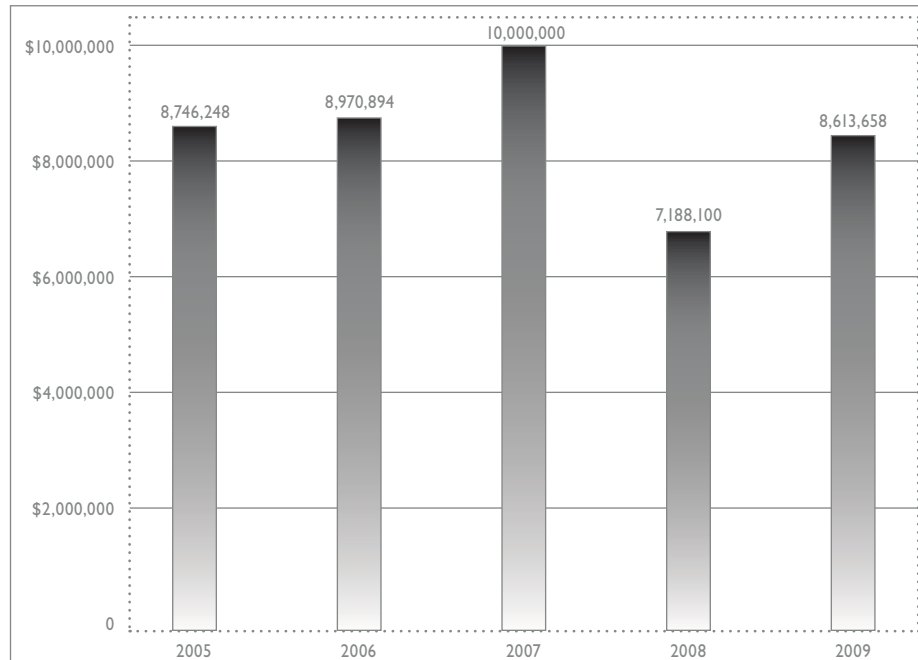
The one-cent per hour fund is a mechanism that was created specifically to support NCCER recruitment and image enhancement efforts for the industry. The importance of this program cannot be overstated. With only a few contractors on the one-cent plan, we are beginning to make a difference in these areas. NCCER is preparing to launch a full awareness campaign for this initiative in 2010. Contractors may donate an additional one-cent per craft-labor hour on top of the 15-cent or two-cent programs, or change the disbursement of their current 15-cent NTSA.



**Endowment Fund**

Armed with years of industry experience, NCCER leadership took steps to prepare for our industry’s cyclical propensity from the very beginning. A \$10 Million endowment fund was initially established to protect NCCER against economic downturns, like that which we face today. At the end of 2009 the endowment fund balance was \$8,613,658. See pages 12-13 for a list of NCCER contributors.

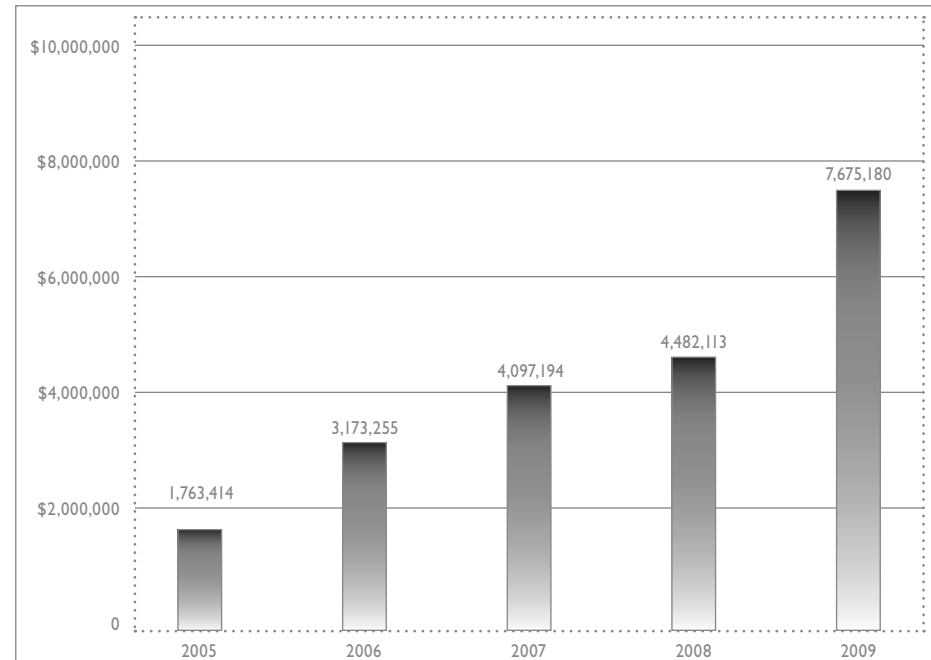
ENDOWMENT FUND BALANCE



**Reserve Fund**

In 2005 the NCCER Board of Trustees authorized the creation of a reserve fund from the annual endowment earnings and profits of NCCER. The fund will help further protect NCCER from economic downturn and enable NCCER, upon the board of trustees’ approval, to underwrite the costs of developing products, programs, or services that arise from unexpected opportunities.

RESERVE FUND BALANCE



## CONTRIBUTORS

The following industry leaders are recognized for their generous contributions to support NCCER's efforts to build and maintain world-class curricula and workforce development resources.

### ABOVE 1 MILLION

KBR, Inc.....	◆
Fluor Corporation.....	◆◆
TIC/The Industrial Co.....	◆◆
BE&K a KBR Company.....	◆◆
Becon Construction Co., Inc.....	◆◆

### \$1 MILLION-\$500 THOUSAND

Tri-City Electrical Contractors, Inc.....	◆◆
Rust Constructors Inc.....	◆
Zachry Construction Corporation.....	◆

### \$500 THOUSAND - \$250 THOUSAND

The Haskell Company.....	◆◆
BIS FruCon Construction.....	◆◆
The Sundt Companies.....	◆◆■
Suitt Construction Company.....	◆◆■
Ivey Mechanical Company.....	◆◆
TD Industries.....	◆◆
Underground Construction Co.....	◆◆
Austin Industrial.....	◆
BP Amoco Corp.....	◆
Caterpillar.....	◆
Hensel Phelps Construction Co.....	◆

J. A. Jones (Metric Constructors Inc.).....	◆
Kamtech Services, Inc.....	◆
Miller Electric Manufacturing Co.....	◆
SimplexGrinnell.....	◆

### \$250 THOUSAND - \$100 THOUSAND

Repon, Inc. a ReponStrickland Company.....	■
ISC Constructors, LLC.....	■◆
Holder Construction Company.....	◆◆
Riviera Electric LLC.....	◆◆
Stanley Jones Corp.....	◆◆
Johnson Brothers Corporation.....	◆◆
NOVA Group, Inc.....	◆◆
Baker Concrete Construction.....	◆
Clark Construction Group, LLC.....	◆
Hardin Construction Company, LLC.....	◆
The Manitowoc Company.....	◆
Merit Shop Training.....	◆◆◆
Windham School District.....	◆◆
Dan Vos Construction Co.....	◆◆
R.L. Turner Corporation.....	◆◆
Willmar Electric Service.....	◆◆
3M Construction Markets Division.....	◆

ABC - Texas Gulf Coast Chapter.....	◆
The Bell Company.....	◆
Caddell Construction Co., Inc.....	◆
Carolinas AGC.....	◆
Carolinas Electrical Contractors Association.....	◆
Danis Building Construction Company.....	◆
Granite Construction, Inc.....	◆
Gulf States.....	◆
Proctor & Gamble.....	◆
S&B Engineers and Constructors, Ltd.....	◆
Steel Erectors Association of America.....	◆
US Contractors.....	◆
Adena Corporation.....	◆◆
Hess Mechanical Corporation.....	◆◆
Cajun Industries, LLC.....	◆
Central Sprinkler Corporation.....	◆
Delta Diversified Enterprises, Inc.....	◆
Gray Construction.....	◆
Harkins Builders, Inc.....	◆
Metropower, Inc.....	◆
Miller & Long Concrete Construction.....	◆
Sanders Bros., Inc.....	◆
Tri-M Group, LLC.....	◆
Watkins Engineers & Constructors, Inc.....	◆

### \$100 THOUSAND - \$50 THOUSAND

Westra Construction Inc.....	◆■
Shiel-Sexton Company, Inc.....	◆◆
Rust Constructors Inc.....	◆◆
Total Western, Inc.....	◆
Ferguson Construction.....	◆
Helix Electric Inc.....	◆
Irby Construction Company.....	◆
Town & Country Electric, Inc.....	◆
Watson Electrical Construction Co.....	◆
Paul Risk Associates, Inc.....	◆■
Contractors Northwest, Inc.....	◆■
CCC Group, Inc.....	◆
National Ready Mixed Concrete Association.....	◆
Portland Cement Association.....	◆
Wiginton Fire Systems.....	◆
Bay Harbour Electric, Inc.....	◆◆
Wayne G. Griffin Electric *.....	◆◆
Jack Jennings & Sons.....	◆◆
Rogers Construction Co.....	◆◆
Construction Training Trust.....	■
ADT Security Services.....	◆
Brasfield & Gorrie.....	◆
Brice Building Company, Inc.....	◆

Gaylor Electric.....	◆	Jim Parker Building Company, Inc.*.....	●	Clemson University.....	◆	Western Slope Iron & Supply, Inc.....	■
Hill & Wilkinson.....	◆	Process Systems, Inc.....	●	PaceElectric, Inc.....	■	Cobalt Painting, Inc.....	●
Hoar Construction.....	◆	Grinnell Fire Protection.....	●	Wright Electric, Inc.....	■	Discoll Electric Co., Inc.....	■
James Craft & Sons, Inc.....	◆	Champion Electric, Inc.....	●■	Pryor & Frazer Construction, Inc.....	■	Standard Roofing Company.*.....	●
Lake Mechanical Contractors Inc.....	◆	Hagan Construction Co., Inc.*.....	●	Sun Country Heating & Air Conditioning.....	■	CSM Group.....	■
Lowder Construction DBA The Colonial Company.....	◆	Electro-Tech, Inc.....	■	Intrepid Enterprises, Inc.*.....	●	River City Electronics Co.....	■
M. C. Dean Co., Inc.....	◆	Arther-Western Contractors*.....	●	Potter Electric Inc.....	■	Yeager, Inc.....	●
Masonry Arts, Inc.....	◆	Corey Delta, Inc.....	●■	Mays Concrete, Inc.....	■	Gateway Pacific Contractors, Inc.....	■
Pittway Corporation.....	◆	RL Turner.....	■	S. David & Co., Inc.....	■	G. R. Birdwell Construction. LP.....	●
Rogers-O'Brien Construction.....	◆	Roche Constructors, Inc.....	■	North American Labor, Inc.....	●	SSI Inc.....	●
Runnebohm Construction Company.....	◆	New South Construction Co., Inc.....	●	Winter Construction, Inc.....	●	Capitol Painting Co.....	●
Saiia Construction, LLC.....	◆	Spade Corporation.....	■	Affordable Fire Protection an FLSA Company.....	●	AquaSouth Construction Inc.....	●
Trinity Contractors.....	◆	Humphrey & Associates, Inc.....	■	Gould Electric.....	■	Loberg Excavating, Inc.....	●
Vos Electric, Inc.....	◆	Brown Automatic Sprinklers, Inc.....	●	A&S Building Systems.....	■	DVH Company.....	●
Wayne Automatic Fire Sprinkler, Inc.....	◆	AJ Kirkwood & Associates, Inc.....	■	Bradley Plumbing & Heating, Inc.*.....	●	Ben M. Radcliff Contractor, Inc.*.....	●
Wilson Electric.....	◆	L.E.Travis & Sons, Inc.....	●	Robert J. Baggett, Inc.*.....	●	Miller & Roberts, Ltd.....	■
Wolverine Building Group.....	◆	Hodess Construction Corporation.....	■	Carr Electric.....	■	American Constructors, Inc.....	●
Zignego Ready Mix, Inc.....	◆	Jeffco Painting and Coating Inc.....	●	CNI Contractors.....	■	H. J. Russell & Company.....	●
		White-Spinner Construction Inc.*.....	●	Gurnee Heating & Air Conditioning.....	■	Roers Construction Inc.....	■
		AGC of Idaho.....	■	Eberhart Electric, Inc.....	■	EPI General Contractors.....	●
		Bi-Con Services, Inc.....	■	Ziegler Industries, Inc.....	●	Luxbrush Painting Co., Inc.....	●
		Lehigh Construction Group, Inc.....	●	ThyssenKrupp Elevator Corporation*.....	●	Stone & Webster Engineering Corp.....	●
		M. W. Mielke, Inc.....	●◆	A-Bec Electric.....	■	Philip J. Brunger Concrete.....	■
		TerWisscha Construction, Inc.....	■	Skanska*.....	●	Domas & Associates, Inc.....	●
		Kimmel Construction, Inc.....	■	W G Yates & Sons Construction Co.*.....	●	Frischia Brothers.....	●
		Laws Construction, Inc.....	●	Aztec Consultants.....	■		
		South-Central Heating & Plumbing.....	■	TE-KO Contractors, Inc.....	●		
		Wittburn Enterprises, Inc.....	■	Contractors Steel Supply, Inc.*.....	●		
		Jesco, Inc.*.....	●	North Bay Construction.....	■		
		LeMay Electric, Inc.....	●	ABC of Wisconsin, Inc.....	■		

**BELOW \$50 THOUSAND**

ABC - Texas Mid Coast CEF.....	■
CEF of Minnesota.....	■
United Forming Inc.....	●
Willis Construction Inc.....	●
Westmoreland Electric.....	◆
ABC - South Texas Chapter.....	■
Keller Structures, Inc.....	■
LPR Construction Co.....	■
Donovan Engineering Inc.....	■
Notch Mechanical Constructors.....	●

- ◆ Endowment Contributors  
 ● NTSA Contributors  
 ■ Two Cents-per-Hour Contributors  
 ◆ One Cent-per-Hour Contributors  
 \* Retirement Systems of Alabama







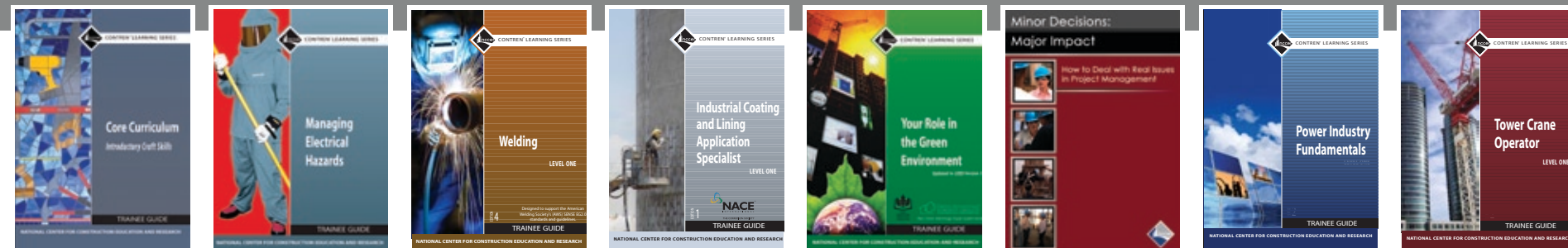
# THE FRAMEWORK

The framework is the support for a building, much like our products and services support NCCER. The Contren® Learning Series and NCCER skills assessments provide the framework which supports our workforce development and certification processes.

# PRODUCT DEVELOPMENT

## STANDARDIZED CURRICULUM

**Meeting the Challenge:** In 2009 NCCER continued to lead the way in addressing the many training needs of the industry. Armed with the industry knowledge provided by our subject matter experts, NCCER has been instrumental in its research, design, and development of innovative training solutions to ensure the development and advancement of a skilled workforce of craft professionals. NCCER developed and revised a total of 112 products throughout the year. These included training programs to address the Hispanic workforce needs, online programs and an array of color Powerpoints® to compliment curriculum titles. Projects in 2009 included the redesign of our flagship *Core Curriculum: Introductory Craft Skills*, the release of the 2009 Gold Aurora award-winning *Project Management DVD*, the *NFPA 70E Managing Electrical Hazards* module, the newly revised *Welding Levels One, Two, and Three* which correlate to the American Welding Society's most current standards, and the *Industrial Coating and Lining Application Specialist Training and Certification Program*. All curriculum released in 2009 included 'going green' features that highlight the development of best practices and/or products.



NCCER also began the development of an online *Instructor Resource Center* to launch in 2010 along with discussions on the possibility of offering an online customization feature to allow customers to “build their own program” by mixing and matching modules from various crafts.

## ONLINE LEARNING

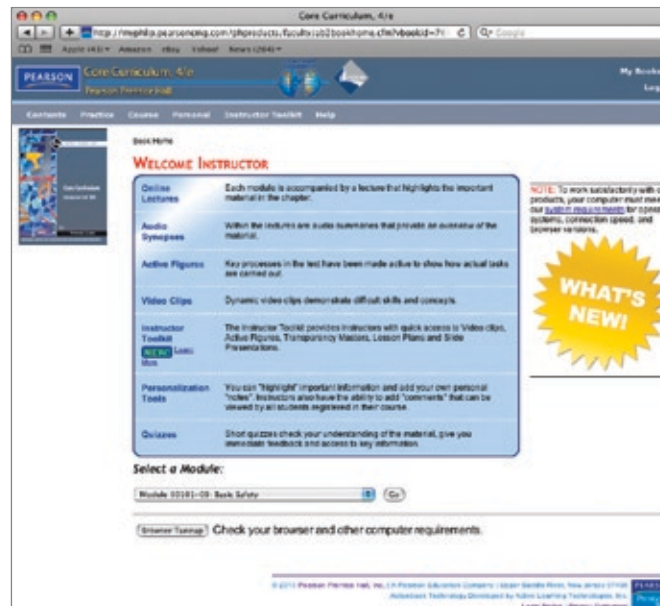
NCCER remained strong in its development of online training solutions. Through significant enhancements to its Contren® Connect e-books, Online Language Series, and Web-based training for the pipeline sector, NCCER continued to lead the industry with cutting edge technology.

### Contren Connect®

In 2009, NCCER focused on the revision of six of its electronic textbooks. Revised titles included an online version of Core with full action video and 3-D animation. Other revisions included Construction Technology, Electrical, HVAC and “Your Role in the Green Environment.” Sales of our online program nearly doubled from the previous year.

### Online Language Series

As part of its charge to address the training needs of the Hispanic workforce, NCCER strengthened its partnership with constructNet International in the development of the Internet-based instructional language program to bridge the communication gap between English- and Spanish-speaking craft professionals and frontline supervisors. Industry interest in the program continues to grow.



## Profiles in Craftsmanship

CORE

**Erin Hunter-Parker**  
**Carpentry Instructor**  
**River Valley Technical Center**



Erin has been building things for as long as she can remember. Her father was a contractor and she began by helping with renovations around the house. After Erin gained experience with various carpentry crews, she started her own company. She now has a master's degree in education and teaches carpentry to future craft professionals.

**“Carpentry is a craft. To be successful, carpenters need to care about the quality of their work and take pride in what they do.”**

## Profiles in Craftsmanship

### WELDING

**Bill D. Cherry**  
Manager – Weld Testing  
Zachry Industrial, Inc.



After graduating from high school, Bill started out in the road boring business where he first learned how to weld. His next job was at a coal-fired power plant in San Antonio, Texas where he was exposed to many different welding processes and procedures. When he decided to concentrate on welding, Bill

took a job as a welder's helper at Zachry Industrial in Deer Park, Texas. From there he was given the opportunity to learn welding inspection and begin training new craft workers. Bill has achieved various certifications including: Certified Welding Instructor (CWI), Certified Welding Educator (CWE), and NCCER Master Welding Instructor. In his current position at Zachry, Bill trains welders and also performs quality control.

**“I liked looking at a finished product of my efforts and knowing that it made an impact on people’s lives.”**

## SUSTAINABLE CONSTRUCTION

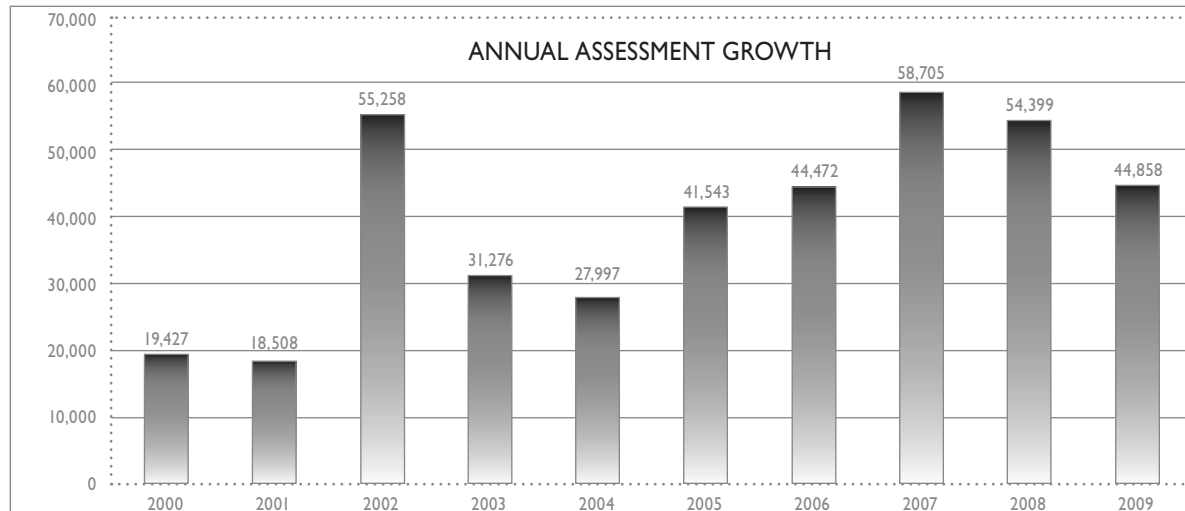
In response to the the green initiative standard updates, NCCER revised and enhanced the green training module, “Your Role in the Green Environment,” to the most current LEED Version 3. The program has been approved by the US Green Building Council as meeting the requirements of a continuing education course. LEED Green Associates must earn 15 hours of continuing education credits every two years, “Your Role in the Green Environment” equates to exactly 15 hours of CEUs.

NCCER continued developing resources to address different aspects of sustainability to meet the emerging training needs of our industry. NCCER will also develop courses to help sustain the nation’s increasing expansion into renewable and clean energy technology. NCCER will work with subject matter experts representing utilities, contractors and education providers on these key developments, including the Solar Photovoltaic (PV) Installation, Wind Turbine Maintenance, and Combustion Turbine Maintenance programs.



## ASSESSMENTS

NCCER continued to develop assessments for evaluating the skills and knowledge of and prescribing upgrade training to craft professionals. Newly developed assessments include Drywall Mechanic, HVAC, Industrial Coatings, and management assessments used to evaluate the effectiveness of frontline foreman and supervisors. Topic areas can be correlated to third-party management training programs. Currently, these assessment are aligned to NCCER management curriculum and the Associated General Contractors of America supervisory training program. In addition, NCCER began expanding our Crane Operator Certification Program by developing our Tower Crane Operator, Rigging, and Signalperson assessment programs. Each assessment is being designed to meet ANSI accreditation standards.



### Profiles in Craftsmanship

## INDUSTRIAL COATINGS

#### Gil Rogers

Manager, Field Services  
CSI Coating Systems (2005) Inc.



Like many folks in the coatings field, Gil followed in the footsteps of his father, who was a painter. Throughout his career, he has worked as a journeyman painter, coatings supervisor, project manager, coatings inspector, coatings consultant, field manager, and in industrial coatings sales.

Gil is currently working as the Field Manager for CSI Coating Systems (2005) Inc. and he is also an instructor in the NACE Coating Inspector Program.

He says the most enjoyable part of his job is the challenge of meeting deadlines and the variety of tasks. Gil also enjoys the challenge of finding ways to apply new technology in his work.

He has worked on many interesting projects including a major bridge recoating project which later became the subject of a documentary on the Discovery channel. And he has been in extreme conditions, such as working underground and 300 feet in the air; and worked on diverse projects including ships and tanks, painted mansions, jails, and farm buildings.

**“If you aren’t learning something new every day, you are doing something wrong.”**



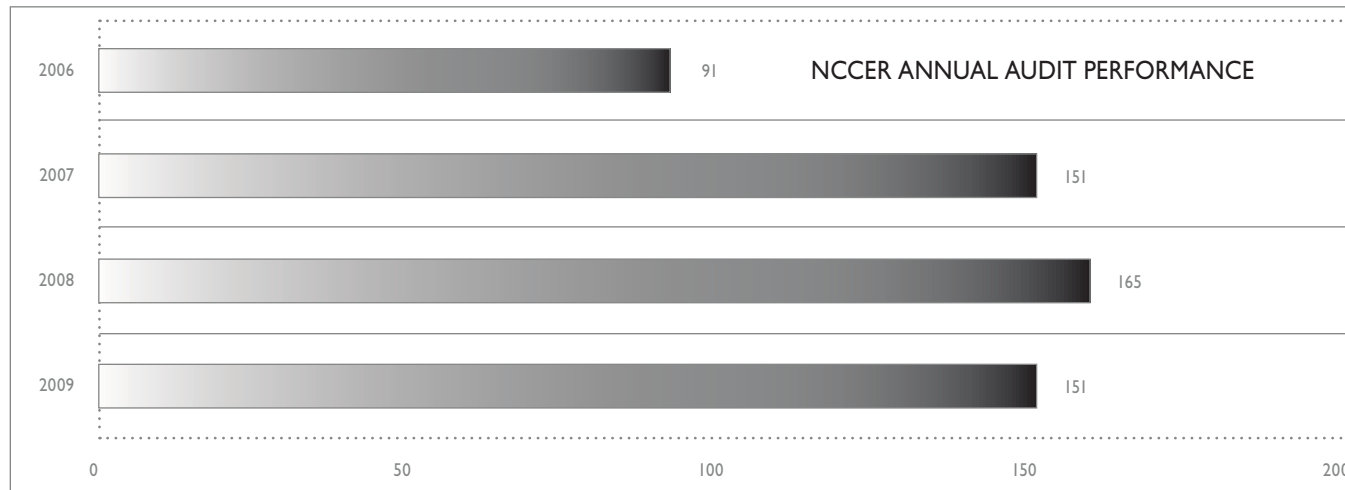


# THE MECHANICAL SYSTEMS

The mechanical systems control the climate of a structure and bring life into each room. Similarly, our Operations department monitors the quality of our delivery network and brings life to NCCER through processes such as Accreditation, Instructor Certification, and credentialing.

## ACCREDITATION

NCCER's accreditation process continues to grow and is the benchmark for quality training and assessment. In 2009, many applications for accreditation were submitted and 29 new organizations were awarded accreditation. We now have 460 fully accredited organizations and over 200 organizations pending approval for accreditation. This is a testament to our continued commitment to provide the highest caliber of craft training and skills assessment. NCCER also strengthened partnerships between schools and industry to help provide students with future career opportunities. Two hundred twelve secondary, post-secondary, career and technical schools and colleges were awarded Accredited Training and Education Facility (ATEF) status. There are now more than 700 ATEFs.



### Integrity

Audits are an integral part of the accreditation process and ensure that training sponsors and assessment centers comply with NCCER policies and procedures and are meeting industry standards. In 2009 NCCER conducted more than 150 audits.





## ELEVATING THE WORKFORCE

### National Registry

One of the cornerstones of NCCER is the National Registry which processed its 5 millionth module completion in 2009. More than 850,000 module completions were processed during the course of 2009, reaching a cumulative total of over 5.7 million. Module completions submitted each year have consistently increased since 1996 and is evidence that NCCER is helping to build a skilled construction workforce.

Throughout 2009, the Automated National Registry (ANR) continued to provide users with increased functionality.

The number of organizations using the ANR increased by 182 during 2009, boosting overall registered organizations to 570. NCCER delivered 67 Web-ex training sessions to introduce new users to the ANR

### Instructor Certification

The Instructor Certification Training Program ensures the uniform and consistent delivery of craft training. During 2009, NCCER issued 291 Master Trainer certifications who in turn certified nearly 4,000 instructors nationwide.

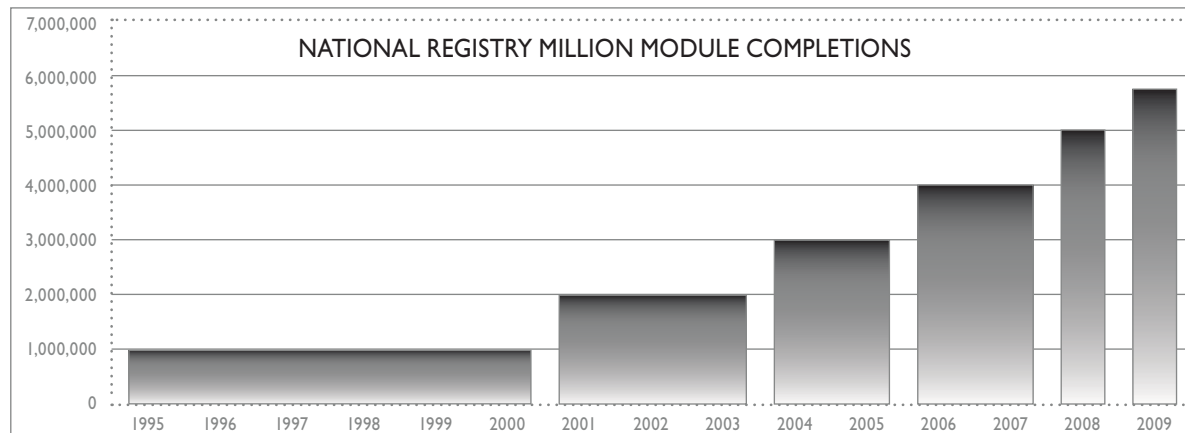
### Assessment and Certification

NCCER leads the industry in its assessment and certification programs for craft professionals, pipeline personnel and crane operators. In 2009, NCCER processed orders for nearly 45,000 assessments. In addition, over 21,000 certified written and 5,500 certified-plus credentials were issued to craft professionals through the National Craft Assessment and Certification Program. Under the Pipeliner Training and Assessment Program over 16,000 pipeline assessments were administered and nearly 65,000 performance tasks were verified.

### Academy Reflections: Safety Academy

**James Welborn**  
Site Safety Supervisor  
Teton Industrial Services

.....  
"A great facility, great criteria, and outstanding instructors for delivering the cutting edge information to a construction company that truly values safety."



## Academy Reflections: Project Management

**Jason Maker**  
Project Manager  
Russell Standard Corporation

.....  
"I had an opportunity to meet individuals from all aspects of the construction field and learn from experiences others are having in their industry. The academy re-sparked enthusiasm to promote continuous improvement within our company to make us the number one service provider in quality of work, quality of personnel, safety and the ability to complete projects on time within budget."

### Crane Operator Certification

In 2009, the Crane Operator Certification Program completed its first year of operation as an American National Standards Institute (ANSI) accredited program. The growth of the program was impressive with the total number of crane operator certifications increasing by nearly 300%.



### National Construction Career Tests

NCCER continued to see strong growth in its academic assessments-the National Construction Career Tests.

More than 2,000 tests were delivered. Since development, these tests have seen increased usage among career and technical education programs.

### Certification Training Classes

In improving productivity for the industry, the NCCER Operations department facilitates multiple training classes throughout the country. These classes support NCCER's goal of providing top-notch instruction and support to craft professionals nationwide. Twelve Language Training Facilitator Programs were delivered online, 12 Administrator Certification Training Programs, 7 Crane Practical Examiner classes, and 12 Master Trainer sessions were conducted throughout the country. In addition, NCCER conducted 83 Web-ex training sessions to prepare new ANR users, Crane Practical Examiners, and Assessment Administrators.

### Judgment Index

The NCCER Judgment Index is an easy to understand, accurate, measurable assessment of a person's value system and capacity for good judgment. Combined with our craft assessment and certification program, the Judgment Index is another tool to assist human resource departments in making better employment decisions within their company.



### Construction Management Academies

Throughout 2009, NCCER continued to develop strong leaders through its construction management academies. NCCER completely revised its Safety Management Academy to reflect key safety topics for the 60-hour academy. Through five sessions, 99 participants completed the project supervision, project management, safety management, and women's leadership academies. Academies are held in the spring and fall at Clemson University or The Nature Place in Florissant, Colorado.

## Academy Reflections: Project Management

**David Garza**  
PCL Industrial Services, Inc.  
Health, Safety, & Environmental Supervisor

.....  
"If you desire top notch training in Construction Management, NCCER's Construction Management Academy is where you want to be. The grounds were beautiful. The staff was friendly and helpful. The instructors were equipped with relevant material, engaging presentation skills, and in-the-trenches industry experience to make it all stick. If you're in construction tell your supervisor he/she can't afford not to send you."

### Craft Instructors Receive Top Honors

Industry associations Associated Builders and Contractors Inc. and the Associated General Contractors of America select a top instructor from nominations received from their individual chapters each year. In 2009, Michael Pope, an insulation instructor with the ABC Saginaw Valley Chapter, received the Craft Instructor of the Year award. Paul Stout, a special programs instructor with Power Summit and the AGC of San Diego Chapter, was awarded the 2009 AGC Instructor of the Year award.



*Don Whyte, NCCER President with Michael Pope, ABC Craft Instructor of the Year.*

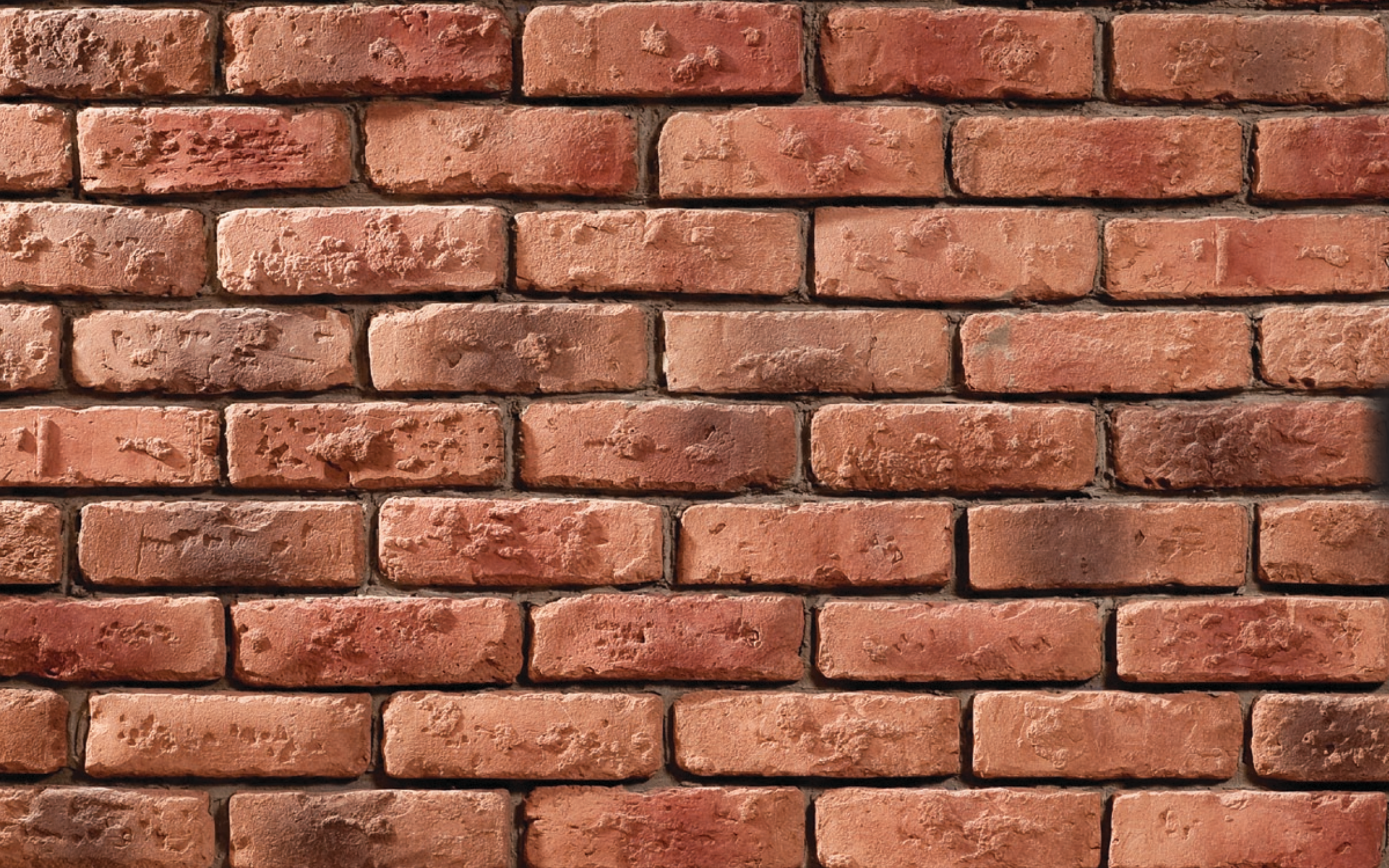


### Sponsor Spotlight

#### Construction and Maintenance Education Foundation

The Construction and Maintenance Education Foundation (CMEF), the educational affiliate of Associated Builders & Contractors of Greater Houston, opened a new location that allows the CMEF to be closer to the majority of its contractors and community colleges, allowing easier access to training programs and resources. The new building also includes a brand new computer lab for online assessments. The computer lab utilizes top notch technology, including video monitoring during testing sessions. The CMEF has had great feedback from its contractors and owner members about the close proximity of the new offices.

CMEF is funded through 30 contractors who provide cents-per-hour contributions through their owners to provide training in the Houston Area. The foundation forms partnerships with local community colleges to provide craft training, management, safety, and continuing education classes for its members and the community. Throughout 2009, CMEF administered approximately 3,000 assessments to members of the Houston workforce, allowing local contractors to promise the highest level of craftsmanship to their clients.





# THE EXTERIOR

The exterior of a structure is what everyone sees from the outside. Similarly, the workforce development department is the tangible face of our organization. Their goal is to promote our mission, support our network of accredited organizations, further our workforce development initiatives, and develop beneficial relationships and partnerships.

## WORKFORCE DEVELOPMENT

According to the Business Roundtable's publication "Confronting the Skilled Construction Work Force Shortage," the role of owners is to "Endorse the National Center for Construction Education and Research (NCCER) as a method to standardize training curriculum, performance standards and certification in the industry". A contractor's role is to "Develop industry programs that enhance the image of careers by fostering the education of parents, teachers and others who influence the decision-making of the nation's youth," and to "support NCCER in the creation of standardized curriculum for craft training that meets the changing needs of the industry." Continued education through craft and supervisory training provides contractors with the greatest opportunity to serve both its customers and employees.

Throughout 2009, NCCER continued to foster the implementation of training and workforce development processes that ensure employee skills are developed and maintained at the high levels needed by industry. As part of this process, NCCER focuses on building relationships and partnerships within the government, contractor, owner, and education communities.

## OPPORTUNITY

### **Energy**

NCCER continuously seeks training opportunities to help further the skills and knowledge of craft professionals. In 2009, we began to expand our resources to include both sustainable and traditional energy-related training materials. The groundwork was laid for Power Industry Fundamentals and Power Generation Maintenance Mechanic programs which are due to be released mid-2010. These will be the first of several new energy-related programs on the horizon. Additionally, Contren® Connect modules are being developed for pipeline craft professionals in order to provide an online source for meeting Operator Qualification requirements. NCCER will continue expanding and enhancing our workforce development resources to meet the growing needs of the energy sector of our industry.



### **Green**

The green movement is creating "green jobs" that will bolster employment in the construction industry. The green recovery program intends to bring back at least 800,000 jobs to the construction industry. NCCER will continue to improve our green training resources to support these opportunities. Partnerships with government entities such as Job Corps and YouthBuild are examples of two programs that are seeing success in implementing NCCER green training.

**Job Corps**

Under the American Recovery and Reinvestment Act of 2009, Job Corps has committed to producing 8,500 green graduates from all of its construction programs by August of 2010. To implement the Green Construction Training Achievement Records (TARs), Job Corps has communicated to its centers the importance of acquiring NCCER accreditation in order to be able to certify students completing these TARs. These TARs incorporate green elements based on NCCER's "Your Role in the Green Environment" curriculum.

**YouthBuild**

YouthBuild is a youth and community development program with a nationwide reach that addresses core issues facing low-income communities' housing, education, employment, crime prevention and leadership development. Youthbuild successfully completed its first year as an NCCER training sponsor and more than 80 YouthBuild instructors began to implement the NCCER green training program "Your Role in the Green Environment" nationwide.

In addition to fostering green training opportunities within government entities, NCCER met with various workforce development and industry representatives from the Department of Education and the Department of Corrections in an effort to provide training and career opportunities to anyone seeking construction employment. In 2009, more than 40 federal and state agencies formally recognize the NCCER training and certification process.

**"Students have a better opportunity for getting jobs with NCCER training. Besides having an NCCER certification, students have an advantage of being candidates for large construction companies in the U.S,"**

**Robert Watson, Jr., facility maintenance instructor, Gainesville Job Corps Center, Gainesville, Fla.**



**Louisiana Department of Education**

Louisiana Department of Education: The Louisiana Community and Technical College System (LCTCS) advocated for the adoption of a Statewide Articulation Agreement that would allow secondary students to obtain college credit for successful completion of vocational courses. The agreement was adopted and 25 approved programs, including NCCER's Carpentry, Electrical and Welding courses, now offer credits that can be applied to certification or degree programs at one of the 47 LCTCS campuses.

**Mississippi Department of Education (MDE)**

MDE and the Mississippi Construction Education Foundation (MCEF) joined together to establish a partnership involving business/industry and education with emphasis on career opportunities in the construction industry. The partnership involves utilizing the state curriculum framework for the construction programs and Contren® Learning Series resources as information for teachers. Currently 92 secondary school districts participate in the program statewide.

**North Carolina Department of Education**

North Carolina Department of Public Instruction (DPI) promotes the delivery of the NCCER Contren® curriculum for all construction courses offered in North Carolina high schools. In 2009, Chief Academic Officer Rebecca Garland handed down a synopsis of the State Board of Education Decisions which stated all instructors are required to be certified as NCCER Craft Instructors effective August 2010. All construction programs are also to be accredited or working with an accredited entity by August 1, 2011. In 2009, North Carolina high schools enrolled over 20,000 students in construction programs using the NCCER Construction Technology, Electrical, Masonry, and Welding programs.

## FACILITATING PARTNERSHIPS

Throughout 2009, NCCER continued to enhance relationships between industry and education by facilitating partnerships between the public and private sectors. Nearly all 50 state departments of education Web sites referenced the NCCER training process.

### Career Colleges

With the downturn in the nation's economy there has been a resurgence of individuals returning to school. To capture this market, career colleges are providing accelerated job training with certifications and diplomas. As of 2009, NCCER has built relationships with over 50 career colleges, and over 100 campuses nationwide, utilizing the Contren® Learning Series to prepare students in the building trades. Corinthian Colleges, Kaplan College, and Vatterott College are among these 50 career colleges.

### Owners

NCCER continued to build relationships with the owner community. In 2009, 39 owner companies utilized the NCCER training and certification process, and NCCER conducted numerous presentations to owner groups.

## CONSTRUCTION USERS ROUNDTABLE



The Construction Users Roundtable (CURT) is a not-for-profit organization formed to provide a forum for the exchange of information, views, practices and policies of various construction owners at the national level. CURT exists to create a competitive advantage for construction users and accomplishes this by providing aggressive leadership on those business issues that promote excellence in the creation of capital assets. NCCER is an active member and partner of CURT and works closely with many of their local users councils.

NCCER teamed with the CURT Workforce Development Committee on the development of a tool to be used by owners in the evaluation and pre-qualification process to determine a contractor's level of commitment to workforce development. A survey was sent early in the year to gain feedback on the preliminary questions and criteria for responses. The survey was well-received and the feedback will help finalize the framework for the tool. In 2010, NCCER, in cooperation with CURT's Workforce Development Committee, plans to develop and launch a pilot of the tool for beta testing prior to full release.

## CONSTRUCTION INDUSTRY INSTITUTE

NCCER continues to support the 2008 CII RT-23I research study and publication, "Construction Industry Craft Training in the US and Canada."



This study emphasizes to owners and contractors that training should be viewed as an investment and not a cost. NCCER places great value on our relationship with CII and is proud to have Wayne Crew, Executive Director, as a member of our Board of Trustees.

## RESHAPING CAREER AND TECHNICAL EDUCATION

### Industry Cares Initiative



In collaboration with the Associated General Contractors of America (AGC), the National Association of Manufacturers (NAM), and the Center for Energy Workforce Development (CEWD), NCCER embarked on the Industry Cares Initiative. The initiative is a multi-industry coalition of leaders from Construction, Manufacturing, and Energy created to refocus the education system to build the skilled workforce of the future. Together these groups will address issues such as developing viable career pathways for students after high school graduation, advocating for greater attainment of post-secondary



credentials, and encouraging communication between leaders of industry, government, and education to understand the skills needed from the 21st Century Workforce.

### **Gulf Coast Workforce Development Initiative**

NCCER supported the Gulf Coast Workforce Development Initiative since its inception in 2006. The initiative's goal was to train 20,000 entry-level workers by 2009. NCCER continued its close collaboration with GCWDI partners throughout 2008 and proudly reported that the goal was met and exceeded by nearly 2,000 trainees more than a year ahead of schedule.

In 2009 GCWDI began the transition to the Choose Construction Initiative by collaborating with CURT, NCCER, Associated Builders and Contractors and Associated General Contractors of America to follow through with a three-pronged approach to help resolve workforce shortages in the industrial sector. This initiative includes a supply/demand Forecasting Model, a contemporary marketing campaign to improve the industry's image and recruit new trainees, and industry wide partnerships with existing associations to train, place and retain workers.

### **ACT**

In 2009, NCCER developed a partnership with ACT, creators of the WorkKeys® assessments that are used to determine an

individual's career readiness. ACT will apply its research and workforce readiness solutions to assist NCCER in ensuring that prospective and current construction industry professionals have the essential foundational skills to succeed in NCCER training courses and on the job. Once launched, NCCER will begin issuing National Career Readiness Certificates (NCRCs) to trainees in order to document their foundational skills.

### **SkillsUSA**

Formerly known as the Vocational Industrial Clubs of America (VICA), SkillsUSA is a national nonprofit organization annually serving over 300,000 high school and college instructors and students. Their focus is to enhance the skills of students that are necessary to succeed in a career in the technical and skilled service occupations. In 2009, NCCER strengthened our partnership with SkillsUSA to include an agreement to sponsor the 2010 SkillUSA Championships Carpentry competition. This national competition is the showcase for the highest-skilled career and technical education students in the nation. The philosophy of the Championships is to reward students for excellence, to involve industry in directly evaluating student performance, and to ensure training meets employer's needs. Over the last four years NCCER has provided judges to the competition.

Additionally, NCCER will support SkillsUSA's Work Force Ready System which provides assessments for Career and Technical Education that are supported by industry, education and policy leaders. In collaboration with SkillUSA's leadership, NCCER is currently developing assessments for Masonry and Carpentry to be used in the system, with additional collaborations to come in 2010.

### **Shipbuilding Consortium**

To further our diversity, NCCER engaged with the gulf coast shipbuilding industry through the Gulf Coast Shipbuilding Consortium (GSSC). This consortium is a membership-based, regional cooperative of shipbuilding companies, suppliers, educational institutions, and economic developers. The goal of GSSC is to expand the number of technically skilled workers in the region, to share best practices among its members, and to provide information on issues and trends affecting the shipbuilding industry. The strategic goals through 2011 include raising public awareness, establishing a steady stream of trained workers, and developing a plan for sustaining and growing the shipbuilding industry and GSSC. NCCER is working with GSSC leadership and Subject Matter Experts to identify existing modules for retrofitting and develop new modules that specifically address the unique needs of the shipbuilding industry.







# THE FINISHES

The finishing touches on a structure create the personality and overall image the occupant wants to portray.  
It is the role of our marketing department to create the brand and image of NCCER.

# EDUCATION AND INDUSTRY OUTREACH

NCCER continued to strengthen its education and industry outreach efforts by providing leading training and career development resources to the industry.

## MAGAZINE

2009 marked the inaugural issue of The Cornerstone magazine. The Cornerstone is NCCER's premier bi-annual best practices publication designed for workforce development professionals representing the construction and maintenance industries. The publication features innovative and quality training programs nationwide. Distribution includes more than 15,000 construction professionals and is available in both print and online format. This magazine intends to provide a resource to replicate model programs from around the nation.



## Careers in Construction Week 2009

Careers in Construction Week is held the third week in October each year and is an integral part of the Build Your Future campaign. Partnerships between contractors, associations, government entities, and schools nationwide were forged. Multiple construction career events and programs were hosted to increase public awareness of the hard work and contributions of our nation's craft professionals. Each year we encourage Governors across the country to issue proclamations in recognition of Careers in Construction Week. See pages 36 - 37 for a list of events.



## CAMPAIGNS

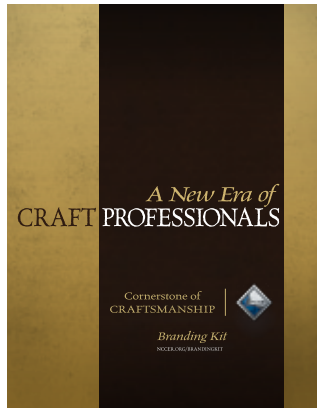
### Build Your Future

Build Your Future is a national education and recruitment campaign created to engage and enlighten young people to pursue careers in the construction industry. This campaign is completely funded by generous contributions from the construction industry. This year, production of the 2010 Build Your Future video began by filming the NASCAR Hall of Fame in Charlotte, North Carolina. Look for many exciting construction projects and successful craft professionals to be included in the 2010 production.



On Location-Wayne Griffin Electric, NASCAR Hall of Fame, Charlotte, NC

## Cornerstone of Craftsmanship



Throughout 2009, NCCER continued to brand the Cornerstone of Craftsmanship campaign by promoting the importance of training and certification in various print and online media, tradeshow and conventions, and through our Web site and online store. Special items have been created to allow training centers, contractors, and craft professionals to proudly display their accomplishments. Items include job site and training center banners, hard hat decals, patches, and various other emblems. A branding kit was also created to support the campaign. This kit, which is available in print or online, contains various templates to promote the importance of training and certification throughout the industry. In addition to the visible recognition, these items also send a clear message to the general public that our industry cares not only about developing skills, but about developing people.



## Profiles in Craftsmanship

### Jesse Cannizarro Plumber Apprentice, Shoenwalder Plumbing

Jessie started working part-time with her dad at the family business on weekends and during summers, eventually working up to a full-time position. It was Jessie's mother who inspired her to work in the plumbing industry. She says that her mom was able to work right along side of other contractors and earned their respect because she was very good at what she did. It was due to her mother's success that Jessie was motivated to be just as successful. Jessie attributes training and education as being essential to having a successful career in the trades. The proper training allows employees to safely perform their jobs and work in the industry for years to come. Jessie credits the training she has received to making her a more valuable and marketable employee. Jessie defines craftsmanship as performing your skills to the very best of your ability. It consists of being skilled, with a thorough knowledge and training about a particular trade. "I would suggest a construction career to others. The opportunity to work with your hands and see what you have completed is a rewarding aspect of the industry." "My mother inspired me to join the plumbing industry. She was a very respected contractor and it motivated me to pursue a career in plumbing. I love that I get to work on different projects and with different people on a daily basis."

**ARIZONA**

- **Phoenix-** Arizona AGC Chapter recognized 50 teachers across the state with a certificate of appreciation to those who promote construction careers, had a family day with kid activities including construction games and crafts, and hosted an annual Construction Softball Championship in which eight teams from their membership competed.

**COLORADO**

- **Grand Junction-** The 2009 Western Colorado Construction Career Day offered hands-on activities for students on job-related skills and functions in a controlled environment. Students got to check out a Learning Laboratory as well as get hands-on experience at heavy equipment operating.



**FLORIDA**

- **Ocala-** Marion Technical Institute conducted various workshops for contractors and homeowners offering valuable insight into the benefits of green technology.
- **Fort Pierce-** The Corporate & Community Training Institute (CCTI) at Indian River State College (IRSC) partnered with the local Workforce Board to offer free NCCER green training to eligible persons desiring a career or wishing to improve their skills in construction.

**GEORGIA**

- **Jackson-** Jackson High School students attended a tour with the Georgia Utility Contractors Association to learn more about energy careers.
- **Jonesboro-** High school students in Clayton County, Ga. received hands-on education working with Habitat for Humanity. The students completed a seven day build in a local Georgia subdivision.



**ILLINOIS**

- **Summit-** Students from area high schools joined professors and construction students from South Suburban College at a local building site for a day of hands-on education and information. The event was co-organized by Career Development System (CDS) and South Suburban College (SSC) in commemoration of Careers in Construction Week. The open house presented the high school students with the opportunity to visit a construction site and interact with SSC's professors and post secondary construction students. Students also experienced how math and other concepts and theory learned in the classroom applied on the construction site.

**LOUISIANA**

- **Baton Rouge-** The ABC Pelican Chapter in Baton Rouge planned four Build Your Future Days to accommodate area high schools. Nearly 1,000 students from 37 Greater Baton Rouge Area high schools participated in Careers in Construction Week to learn about the construction industry. Students watched the BYF video, viewed demos, and talked to experts in the industry. They also followed a seven station rotation through heavy equipment, millwright, pipefitting, welding, electrical, instrumentation, and carpentry. Louisiana Machinery Training Department provided a simulation training trailer and Lincoln Electric provided welding training equipment. In addition, Governor Bobby Jindal issued a proclamation in honor of Careers in Construction Week for the state of Louisiana.



### MICHIGAN

- **Hazel Park-** Nearly 30 high school students representing local area school districts pitched in to help build a new house as part of Hazel Park's effort to redevelop abandoned and foreclosed homes. Students worked on everything from rough framing and plumbing work to helping hang drywall and installing insulation and cabinets.

### NEW HAMPSHIRE

- **Hopkinton-** Over 350 students from 22 different schools attended the event sponsored by the ABC New Hampshire/Vermont Chapter. There were 41 exhibitors representing several areas of the construction industry. Students had the opportunity to participate in several demonstrations including various carpentry and masonry exercises, heavy equipment and engineering simulations, blueprint reading and walking a steam beam.



### NEW YORK

- **Lakeview-** The Western New York Building Trades hosted their fifth annual Construction Career Day Event. The event was held at the Operating Engineers Training Center in Lakeview, N.Y. Over 900 students from school districts in the surrounding area were present during the two-day event. Eighteen construction trades were represented and showcased training and available apprenticeships. The event allowed students to see the careers that are available in the New York State construction industry.
- **Western New York-** Every year 3,500 students attend three Build Your Future events sponsored by the DOT in conjunction with the Associated Builders and Contractors in the western New York area. Grants for each of the three regions in Western New York helped to fund the events that showcased both outdoor hands-on activities, career fairs and classroom learning.



### TEXAS

- **Deer Park-** Careers in Construction Week kicked off at Deer Park High School's south campus as students learned about various aspects of the industry through speakers from local construction and trades companies. A Becon Construction Company, Inc. representative visited the campus to teach students about potential career paths that might be available to them once they graduate high school and prepare to enter the workforce.

### VIRGINIA

- **St. Paul-** The Virginia City Hybrid Energy Center organized a day to invite local schools, contractors and organizations to come together and show the rewarding career opportunities available in construction. The second-annual event featured mock interviews and financial aid and application seminars for those interested in attending construction education programs. Local vendors set up 31 demonstration booths at the event. Shaw Construction representatives also spoke with students throughout the day on career opportunities. The event featured trade booths, ongoing demonstrations, seminars given by local colleges, music, door prizes, exhibits, and an essay contest.

## ONLINE PRESENCE

NCCER continued to enhance communication efforts in 2009 through the use of our Web site. Our main Web site, [www.nccer.org](http://www.nccer.org), attracted more than 22 million visitors in 2009, a 26% increase from 2008. We began planning and executing many new enhancements to debut throughout 2010. Some of these enhancements include a redesign of the product e-store, a special training section to include a wealth of resources for the novice and veteran training manager, a revised search engine for training and assessment centers, and a new career site to aid in the recruitment of high school students.

### Training Toolbox

Planning for the Training Toolbox section began in early 2009. The Training Toolbox provides an array of resources and practical support to promote the importance of training throughout the construction industry. The section is specifically designed for NCCER Accredited Sponsor representatives,

assessment administrators, master trainers, and craft instructors.



### Careers site

The NCCER Careers site, co-branded with McGraw-Hill Construction, was built to inform high school students and the general public about career opportunities in the construction industry

and the Build Your Future campaign. In August of 2009, NCCER began a redesign that will brand the Careers site as the Build

Your Future Web site, making it more modern and applicable to high school students. The site will engage students interested in the construction industry or looking for more information about building their future.



### Training / Assessment Center Search Engine

There are hundreds of facilities nationwide that are NCCER Accredited Training Sponsors and/or Assessment Centers. This search engine allows users to search for training or assessment locations throughout the country. In 2009, NCCER began the initial stages of redesigning this function to make the search engine more user-friendly and expand its capabilities to allow users more comprehensive search results.

### Online Store

NCCER began efforts in 2009 to upgrade its online store to provide trained and certified craft professionals the resources to display their certification with pride. The new e-store will launch in early 2010 and will offer many branded Cornerstone of Craftsmanship items and apparel.

### Social Networking

This year NCCER took initial steps toward social media involvement, creating profiles and pages on YouTube, Facebook, and Twitter. NCCER has used these tools to involve craft professionals and to generate awareness within the construction industry.



## RECOGNITION

### Addy Awards

With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, sizes and skill levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association, conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry.

The 2008/2009 Build Your Future campaign won a gold ADDY® Award. Additionally, the Annual Report and NCCER Web site were also recognized with silver ADDY® Awards.

### Telly Awards

The Telly Awards honor the very best local, regional, and national television commercials and programs, as well as the finest video and film productions, and work created for the Web. NCCER's Build Your Future recruitment video was awarded both a silver and bronze Telly Award in 2009.

### Harvey Ad study

Harvey Research Ad Studies provide in-depth readership evaluation of print advertisements via personal face-to-face interviews with readers. In 2009, NCCER was recognized for its outstanding readership response on the Cornerstone of Craftsmanship campaign in the industry publication *Engineering News-Record*.

### Aurora Award

The Aurora award is an independent film and video competition for commercials, cable programming, documentaries, instructional and corporate videos. In 2009, NCCER won a Gold Aurora Award for its Project Management video. The Project Management video is an interactive video that portrays on-the-job challenges such as dealing with employee conflict, juggling schedules and delays, and resolving safety and resource control issues.

## Profiles in Craftsmanship

### George C. Baxley

#### Shaw Maintenance, Pipefitter Foreman

George's grandfather and father were career construction workers, so it was only natural that he would also follow into construction work.

Before he was out of high school, his father began allowing George to work with him on jobs. From that moment he knew that he enjoyed building and working with his hands and has never looked back. More than anything, George enjoys meeting and working with different people from around the country and in different trades.

George believes that NCCER credentials are very important and they are necessary for construction jobs. He says that the NCCER card will help you get the job and pay that you have earned from your training and knowledge.

"I feel like I have been given the opportunity to get the training necessary to be successful at my job. Since I did not go to college and get a degree, I was able to apply myself and learn the trade of construction which I have really enjoyed."

## SPREAD THE WORD

### Press coverage

NCCER released 48 press releases this year and was mentioned in nearly 300 articles and publications. The press release efforts earned NCCER a free publicity value of approximately \$300,000. Compared to 2008, this year showed 116% growth in articles featured in publications.

### Subject Matter Experts

Journey or technician level craft professionals are needed to contribute to the industry's premier workforce development resources. Subject Matter Experts (SMEs) are a vital part of the development process and ensure NCCER's Contren® Learning Series remains current with industry standards. If you employ craft professionals who might be interested in becoming an SME, contact our Product Development department at 888.622.3720 or sign on to the Forms section of our homepage to download a nomination form at [www.nccer.org/forms.aspx](http://www.nccer.org/forms.aspx)

### Cornerstone of Craftsmanship Profiles

NCCER is searching for outstanding craft professionals who exemplify craftsmanship to be featured in our Cornerstone of Craftsmanship campaign. Profiles are displayed on the NCCER Web site and in various online and print media, including NCCER Annual Reports like this one. If you are interested in the opportunity to display your pride in your profession, contact the NCCER Marketing Department at 888.622.3720 or e-mail [marketing@nccer.org](mailto:marketing@nccer.org)

### Extreme Makeover: Home Edition

NCCER sponsored a local home build for the ABC primetime show called *Extreme Makeover Home Edition* in Gainesville, Florida. In 106 hours the home of a local family was demolished and rebuilt with the assistance of skilled and unskilled community members. NCCER employees donated their time volunteering to rebuild the house and giving back to the Gainesville community. The show will air in over 60 countries and reach an audience of over one billion. NCCER had the opportunity to promote construction education through information tables and logo placement on banners, signs, cards and apparel worn by the build team.





NATIONAL CENTER FOR CONSTRUCTION EDUCATION AND RESEARCH



3600 NW 43rd St., Bldg G

Gainesville, FL 32606

P 352.334.0911

F 352.334.0932

[www.nccer.org](http://www.nccer.org)