

The IBEW SPARQ

A quarterly newsletter highlighting IBEW values

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Putting IBEW Excellence on Display

At the IBEW, professionalism means different things to different workers. But in every case, it boils down to this: When our superior training and work ethic shine through; when we show our customers and stakeholders what IBEW excellence is all about—that's professionalism.

Professionalism can be showing up for an appointment on time and explaining the problem and how you'll fix it. Or maybe it's putting in that extra effort to satisfy an upset customer when he or she reaches a call center with a problem.

On a construction site, it's putting in a full day's work for a full day's pay and getting the job done right the first time.

For railroad members, professionalism is working safely and in a way that gets passengers and cargo where it's going without disruption.

It's also working together with management in pursuit of common goals and remembering that we're often the public face of the companies we work for.

When our utility members are the first on the ground after a natural disaster, as we saw with the California wildfires and Hurricane Florence last year, we're the professionals helping those in need.

It isn't enough to be competent. Putting our best face forward and showing why we're the right choice for a job is why companies and



Photo credit: Local 1245/John Storey

customers keep coming back to us. They recognize our professionalism.

Another plus for professionalism is that non-union workers notice and want to be a part of it.

East Windsor, N.J., Local 827 recently organized workers at three Altice USA locations in the state—Newark, Lodi and Oakland—which means more than 200 new members when contracts are finalized. The Altice workers noticed the professionalism of IBEW Verizon technicians, who they'd often run into on the job.

Altice has successfully fought attempts to organize at other locations, but credit for Local 827's success goes to persistence and to the newly organized members.

Ultimately, professionalism is about perception. It's about how other people see us and, with the right attitude and a lot of hard work, we can make our IBEW professionalism pay—with higher wages, bigger jobs, better benefits and more work opportunities.



What does SPARQ mean to you? Have an idea for the newsletter? Email theSPARQ@ibew.org



No Matter the Scene, We Get the Job Done

In broadcasting, IBEW members have learned to live out the Marine Corps mantra of “Improvise, Adapt, Overcome.”

That, in a nutshell, is professionalism, one of the five values of IBEW’s Code of Excellence. Members working in news and sports live it every day.

When a natural disaster hits, a news crew flies into harm’s way to tell the story. Circumstances are out of our control. There may be a lack of power, fuel shortages, im-

possible roads or downed communications that make it difficult to transmit video or live shots.

But IBEW members do what they need to get on the air. A professional knows how to improvise.

Crews covering news stories in the field face a more hostile environment than in previous years, thanks to the “fake news” narrative. Yet, even in these conditions, the professionalism of IBEW camera operators and technicians comes through. They keep their mission in mind and don’t get caught up in the atmosphere. They overcome obstacles because they are professionals.

A scripted television series gets another take, but second takes don’t exist in live sports. One of our members working the Alabama–Auburn Iron Bowl experienced this when Auburn returned a missed field goal more than 100 yards to win on the game’s final play. Washington, D.C., Local 1200 member Glen Roth was working a high end-zone camera that day. He followed the play from kick to touchdown, capturing one of the great shots in college football history.

Roth knew just the right moment to widen the shot because professionals can adapt to the moment.



SPARQ GOES LOCAL



The BP Oil Refinery in Whiting, Ind.
Gary and Hammond, Ind., Local 697 made a Code of Excellence presentation for M.J. Electric, a longtime signatory contractor in the area, to secure a bid at the local BP Oil Refinery. The presentation was a success; the contractor went on to use the Code to win the BP bid. The Code resonated, and now IBEW members at M.J. Electric are on the job at the refinery.