

The IBEW SPARQ

A quarterly newsletter highlighting IBEW values

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Professionalism in Action

More than a decade after we made the Code of Excellence a priority, it is being used in every branch and every district of the IBEW.

The Code is a declaration of the core values—safety, professionalism, accountability, relationships and quality—that have driven our union for more than 125 years and will build our future in the 21st century.

Our members do a variety of jobs, from linemen to aerospace engineers to lawyers to custodians. It would be easy to focus on getting the job done “correctly” and think that speaks for itself.

But we’re the IBEW. Competence in our work is the minimum to get on the field; excellence is how we win the game.

One of the difference makers is the second value: professionalism.

A 2015 Angie’s List member survey showed that when customers expressed dissatisfaction, 80 percent of the time, their complaint was a lack of professionalism.

Professionalism is independent of the job title or the individual assignment. It is how we show up on the job: our attitude, our dress and the language we use.



Implementing the Code doesn’t mean labor will always agree with management, but our professional attitude paves the way for a solutions-driven outcome.

What it does mean is that we can identify and solve problems in a timely and professional manner.

There is plenty of evidence that valuing cooperation, customer service and effective communication pay off. In Las Vegas at NV Energy, the professionalism of the utility workers at Local 396 is leading to work for the construction members at Local 357.

Local 396 President Shannon Skinner has worked for the company for nearly 25 years. She’s noticed a change for the better since the Code of Excellence was implemented.

“I think it’s mutual respect,” she said. “We work together and we have a common goal, to serve our customers here in Nevada in a productive manner. We’re professionals, they’re professionals. When we work together, it

just doesn’t get any better.”

What we’re doing with the Code isn’t just about making this workplace or that workplace better.

We’re proving in practice that we can build a different kind of economy that says employers and unions are partners in prosperity.

“The Code of Excellence is a reminder the IBEW has the best workforce anywhere, and we back that up,” International President Lonnie R. Stephenson said. “To see an industry leader like NV Energy wholeheartedly embrace it is extremely gratifying, and we hope it convinces other utility companies to do the same.”

Employers hire the IBEW because they know every one of us is competent to get the job done; they hire us again and again when they see that we get it done with professionalism.

What does professionalism do for your branch? Turn the page to find out.



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



Professionalism on the Biggest Stages

IBEW members in the broadcast industry represent high-profile companies such as CBS and Fox. Those companies are not only leaders in the industry, but they're two of the most recognized corporate names in the world. When so many people get their news, sports and entertainment from these prominent companies, our work is seen by millions every day. And our reach goes ever further, IBEW members work on one of the biggest stages of all, the United Nations. Our work provides worldwide coverage, and we're among the best at what we do. Our employers expect it. Our viewers depend on it. And as professionals, we demand it of ourselves.



It isn't much different if you work for a network affiliate. Even as new platforms sprout up, local news programs remain vitally important, because Americans still get their news from them more than any other source. Whether on assignment or in the studio, IBEW members know the difference professionalism on the job makes. We show up for every call on time and ready to work.

As trained professionals, we excel in a fast-paced environment where decisiveness, teamwork and mutual respect is imperative. When we, as co-workers and managers, work together in a positive team environment, it shows in our work and in the quality products that we deliver.

Most IBEW members don't have positions as visible as

those in the broadcast branch. When we perform well and uphold the SPARQ quality of professionalism, it reflects well on all of our brothers and sisters across North America. We're helping the entire IBEW.

The IBEW has worked for decades to build strong relationships with our partners. That's paid off with productive labor-management relationships. Members recently approved a three-year contract extension with CBS that includes raises above the industry norm and improved health benefits.

Those relationships thrive due to our professionalism and commitments to our partners and viewers. It's our broadcast members at their best.

SPARQ GOES LOCAL



Eaton is the first manufacturing company to attach an IBEW Code of Excellence sticker to its products. The program is a partnership with Local 3, which has 45 members working at the Hicksville facility.



Positive changes brought by the Code of Excellence led to System Council U-4 and Florida Power & Light winning a national award for its service reliability, which exceeded 99.98 percent.