

# 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.

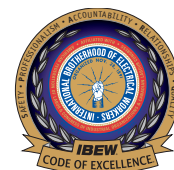
East Windsor, N.J., Local 827 recently organized workers at three Altice USA locations in the state—Newark, Lodi and Oakland—which means more than 200 new members when contracts are finalized. The Altice workers noticed the professionalism of IBEW Verizon technicians, who they'd often run into on the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





## Pride in IBEW Professionalism

For IBEW utility members, professionalism is second nature. Our members work hard to get where they are, taking pride in the job they do and the level of expertise they've attained.

The Code of Excellence goes hand-in-hand with the professionalism members show in their daily work. The Code says we'll be on time, take breaks on schedule and finish the job safely and correctly. It says we'll value a job well done and see it through to completion.

When working with our sisters and brothers on a job, we look out for one another, making sure each one of us completes our portion of the work in a professional manner. If someone's having a hard time, the Code serves as a guide for a high standard of work performance and professional accountability.

Our professionalism also shines when we're working in the field with the public. IBEW members are the face the customers see when they need help, whether it's a routine service call or repairing storm damage, as we did this year in Florida and Hawaii. The way we act and how we treat customers reflects on both our employer and on the IBEW.

As IBEW members, we always strive to be the best of the

best. And we make sure that all our sisters and brothers strive for the same excellence.

Adhering to the Code ensures that we deserve the reputation we've earned and that we remain the safest, best and most professional workforce.



## 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.