



News Release Archive

INTRODUCING AN ALL NEW: NECANET

Mar 06, 2013

Beth Y. Margulies NECA Director, Communications 301-215-4526 tel. | 240-461-4769 mobile
| beth.margulies@necanet.org (<mailto:beth.margulies@necanet.org>)

The National Electrical Contractors Association (NECA) launched a full redesign of its website, necanet.org (<https://mail.necanet.org/owa/redir.aspx?C=925bd0f2d3b44345a8aa022439d94adc&URL=http%3a%2f%2fwww.necanet.org>), this week. NECA is the voice of the \$130 billion electrical contracting industry responsible for bringing power, light and communication technology to buildings and communities across the U.S. The association's overhauled website makes information for its members and the public more accessible.

"NECA serves the entire electrical construction industry, but our priority is our member contractors," said NECA CEO John M. Grau. "Our members are continually moving more of their operations online, and NECA's website was redesigned to support their information needs."

NECA is the acknowledged leader in online technology for electrical contractors. NECA resources including the Manual of Labor Units, business benchmarking reports and safety training have been available online for several years; the redesign of necanet.org (<https://mail.necanet.org/owa/redir.aspx?C=925bd0f2d3b44345a8aa022439d94adc&URL=http%3a%2f%2fwww.necanet.org>) has comprehensively incorporated these resources with NECA's full website and social media platforms. "Our members count on NECA to deliver the tools and data that help contractors meet the demands of a changing industry and evolving energy economy," Grau said. A leaned-down design and integrated search function are the distinguishing features of the improved necanet.org website. The new necanet.org navigation features content areas for electrical contractors, member services and NECA chapter resources, along with more accessible information for people interested in the industry or who needs to hire an electrical contractor.

OTHER ONLINE FEATURES INCLUDE:

- **Customized industry news feeds:** news items from across the electrical industry, organized by topic. "Not all electrical contractors do the same work. Our members do everything from high-voltage transmission and distribution grid infrastructure to low-voltage wireless communications," said Rob Colgan, NECA executive director, market development. "With news organized by topics and tagged with key words, they receive the news that is most relevant to their business."
- **Consolidated professional development resources:** all education, research and training opportunities for electrical contractors are now grouped under Professional Development so NECA members can easily access what they need to get their jobs done.
- **NECA Communities:** dedicated online forums for NECA members to share best practices and connect with fellow contractors with related professional interests.
- **Social Media Integration:** continual real-time posts in a social media feed and added social sharing tools and

feedback features. "Electrical contractors are connected in the field and on the jobsite," Colgan said. "They have different preferences for how they get information through social media, so we're making sure they can get to NECA through their preferred online channel."

- **Integrated calendar and meeting registration function:** NECA members can now register for events directly from the online calendar. Members can also update their member profile for the Find An Electrical Contractor website, access local labor relations data, make purchase from NECA's online store, and write to their Member of Congress with their User ID and password.
- **NECA Network:** links to NECA's auxiliary websites, including the **NECA convention and trade show** (<http://www.necaconvention.org>), **Safety Conference** (<http://necasafetyconference.com>), **ELECTRI International** (<http://electri.org>) research foundation, and publications like NECA's **National Electrical Installation Standards (NEIS)** (<http://neca-neis.org>) and **ELECTRICAL CONTRACTOR** magazine (<http://ecmag.com>).

Feedback on the re-designed [necanet.org](https://mail.necanet.org/owa/redirect.aspx?C=925bd0f2d3b44345a8aa022439d94adc&URL=http%3a%2f%2fwww.necanet.org) (<https://mail.necanet.org/owa/redirect.aspx?C=925bd0f2d3b44345a8aa022439d94adc&URL=http%3a%2f%2fwww.necanet.org>) is welcome from NECA members, chapters and users. Please contact **Adrienne Gracias** (<mailto:aeg@necanet.org>), NECA manager, online communications, with any questions or comments.

About NECA: NECA is the voice of the \$130 billion electrical construction industry that brings power, light, and communication technology to buildings and communities across the U.S. NECA contractors help customers achieve their goals for energy conservation, efficiency and renewable power. NECA's national office and 119 local chapters advance the industry through advocacy, education, research and standards development. For more information, visit www.necanet.org (<https://mail.necanet.org/owa/redirect.aspx?C=925bd0f2d3b44345a8aa022439d94adc&URL=http%3a%2f%2fwww.necanet.org>).

3 Bethesda Metro Center, Suite 1100 Bethesda, MD (Maryland) 20814 Phone: (301) 657-3110 (tel:+13016573110) Fax: (301) 215-4500 Contact NECA Webmaster (/helpdesk/)

© 1995–2013 National Electrical Contractors Association (<http://www.necanet.org/>). All rights reserved.

Association Web Design and Development (<http://www.matrixgroup.net>) by Matrix Group International, Inc. © (<http://www.matrixgroup.net>)