



INSULATED CONDUCTORS COMMITTEE

Established 1947

Fall 2010 Meeting, Fountain Hills, AZ

Presentations – a Pop Quiz

- What's okay regarding commercialism?
- What's not okay?
- These things are not always clear-cut

138-kV Cable Installation Through a Wildlife Sanctuary



- Presented by: B. Williams, NBC AE Firm

138-kV Cable Installation Through a Wildlife Sanctuary

The Team –

- Utility: Central Public Service, Co.
- Consultant: NBC Consulting, LLC
- Installer: John's Backhoe Services
- Manufacturer: Elite Cable, Corp.
- Testing Firm: Sparky's Testing Services
- Lion Tamers: Siegfried & Roy
- Presented by: B. Williams, NBC AE Firm

Borderline,
but accepted on
one slide only

Background: John's Backhoe Services

- Size: 15 employees
- Equipment: (10) 9500-kg backhoe loaders
- Profits in 2009: \$3.7M
- Service Territory: North America
- Size of Projects: \$100K - \$500K

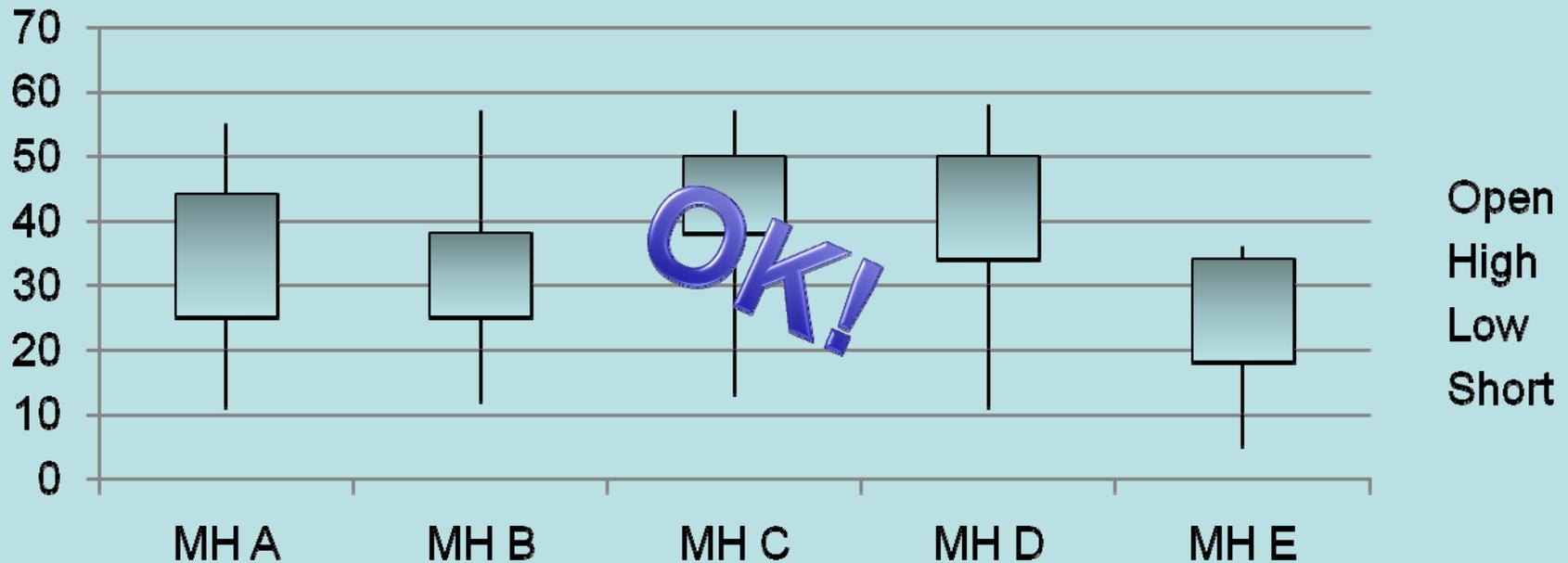
**Never Okay.
Ever.**

Cable Testing Results

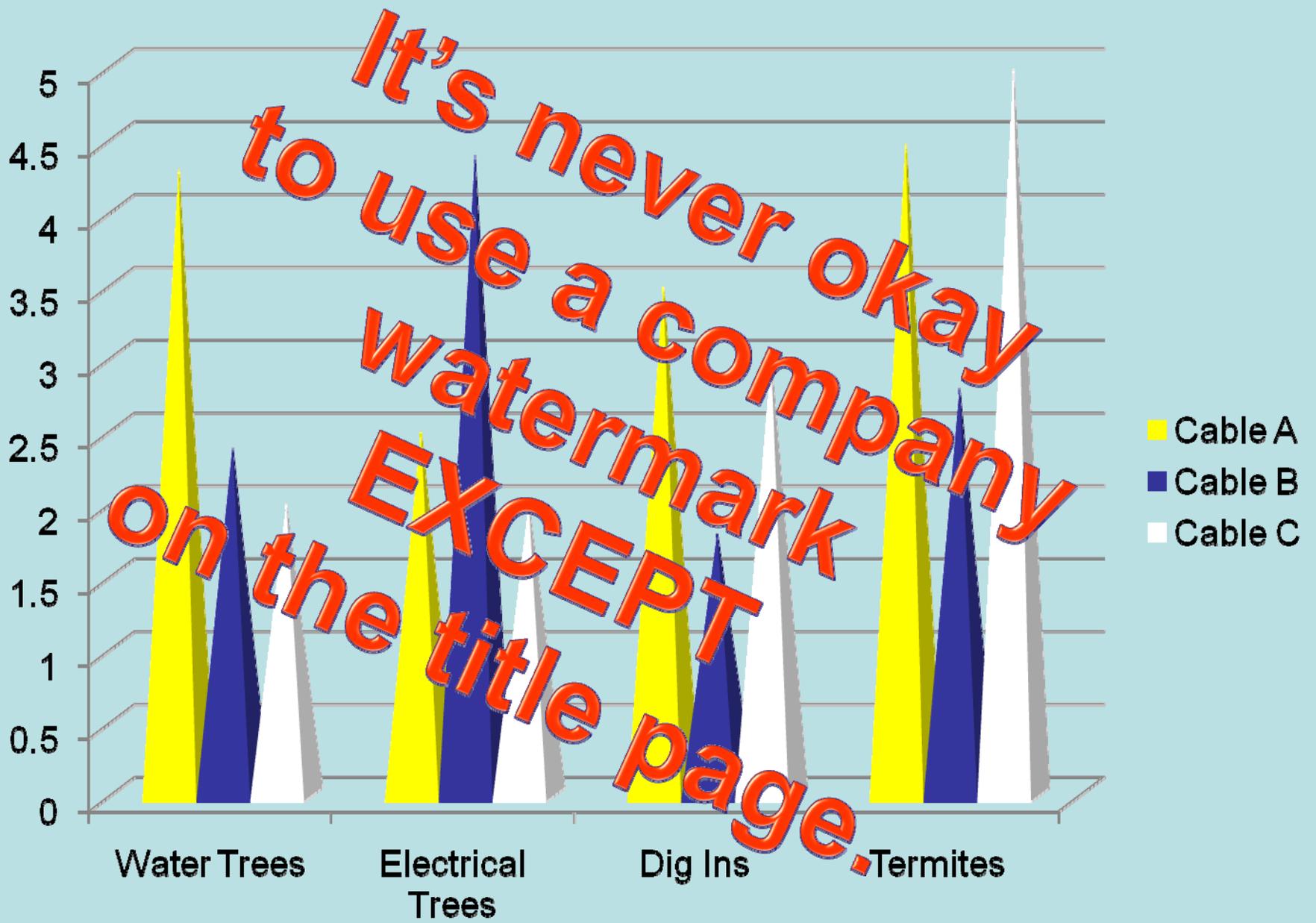


- SuperTronic 340, which took the measurements, is accurate to 0.01%

Cable Testing Results



- The ohmmeter, which took the measurements, is accurate to 0.01%





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Speaking of Commercialism...

- Commercialism applies to the Spoken Word as well as the Written Word.
- You should not be leading your company's marketing efforts during ICC presentations, even if the slides "pass the test".



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“We wouldn’t come to ICC if it didn’t improve our business. Commercialism is required to sustain this committee.”

- Right. But let your good reputation and your professionalism be your best advertisement.
- If you are visible and contributing actively, then you are doing a far more effective job at promoting yourself and your company than any marketing campaign.



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To Wrap Up...

- Blatant commercialism:
 - Dilutes the potential impact of your message
 - Turns people off - the information is viewed as simply a “sales presentation”
 - Reflects negatively on you and on the ICC
 - *Please resist the temptation!*



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Finally...

- ICC's new initiative - presenters will be interrupted to point out offenses and asked to stop if the offenses continue.
- Every attendee, not just the chair, is encouraged to raise a point of order if offenses are observed.