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

but accepted on
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
It's never okay to use marketing names.

- **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%
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”.

www.pesicc.org
“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.
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!
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.