

BRIGID FALASCA ELECTED EAP PRESIDENT

Editor's Note: Brigid Falasca, MBA, is an EATON senior sales engineer with over 29 years in the industry. She concentrates on OEM Business Development. She has served on the EAP Board of Governors and chaired various committees for more than 10 years. Ms. Falasca was elected President of the EAP Board on January 1, 2017 for a two-year term. She is the first-ever female President in the 95-year history of The Electrical Association of Philadelphia.

The EA Extra (EAX) sat down with Brigid Falasca for this interview as she begins her two-year term as EAP President.

EAX: How do you think we can bring additional value to EAP member companies?

Brigid Falasca (BF): We are always looking to bring more value to each member. Our focus is on business success. One thing that I've learned is that our membership is very diverse within the electrical and H&AC industries. So different members have very different things that they would like. As incoming President, I am interested in hearing from members about what they want.

EAX: What do you see as the greatest strength of the EAP on behalf of its members?

Our core strength is the diversity of our members. The EAP is "the big tent." All segments of the industry are included, with companies large and small, and both union and non-union. This opens up opportunities for dialogue. Members can learn a lot from meeting players in the other industry segments and understanding why they do things the way they do. To the extent that it impacts them, it can make that member more successful.

A second core strength is training. We have excellent instructors including electrical engineers and electrical inspectors. One of our chief frustrations is that this EAP resource is sometimes underutilized. Virtually every segment of our industry can learn a great deal by participating in our training classes.

EAX: What challenges do you see for associations generally, and for the EAP specifically?

The biggest challenge these days for associations is the busy schedules of their members. So many companies are trying to do more with less. And many people are "working all the time," tethered to their smartphones. While this is important for company profits, it squeezes the time of the owners and employees. So it is hard for many of our members to attend EAP classes, meetings, and even our Electric Expo.

EAX: Are new technologies impacting EAP members?

There is constant change in product technologies. LED lighting and controls are a prime example. Electrical equipment and controls have smart communications like Ethernet & wireless capabilities. It takes a lot to keep up, but it is absolutely necessary.

And our means of communication have changed drastically. For many of our members, the telephone has become a relic, and “face-to-face” interactions are less frequent. In my view, this is still a relationship business. Relationships are built through personal interaction. The Electrical Association is one place to forge those relationships. And, incidentally, you can’t beat live/hands on training, with its interaction among the students and with the instructor.

EAX: How can the EAP assist members in dealing with the fast pace of changes in the industry?

Work life is a “blur” these days. The EAP tries to help members keep informed with updates from PECO, and from Philadelphia Licenses and Inspections, to name a few. Also, the best way to understand new products is to view them personally. The Electric Expo this October 25 & 26 is the most efficient way to see what’s new ... with your own eyes!