

# The Canadian Electrical Contractors Association.

## Working for You!

Every few years it is imperative that an association take a step back and look at the direction they are heading and, if necessary, make corrections on the priorities that drive the association. Now is that time for CECA.

We recently engaged two universities to complete strategic planning reports for CECA. These reports are helping us update our strategic plan to ensure we are focused on the things that are important to our members.

Areas that members want CECA to continue to improve are education, advocacy, more national recognition, more sharing of best practices and supporting green energy.

The current CECA strategic plan was compared to plans from other associations that are similar to CECA. Several common points of focus were identified. These common aspects of strategy were professional development, member engagement, advocacy to governments/regulatory bodies and being actively involved in standard setting.

The most common objective, at 90%, was professional development. This includes but is not limited to networking events, education, advancing knowledge related to the respective profession.

The second most common objective was advocacy. This included federal and provincial advocacy and standards change. Advocacy was identified as an important aspect of any strategic plan as it represents the collective voice of the members of the association.

It was also noted that it is important for an association to carry sufficient influence in the industry in which it operates if advocacy is to be successful. All advocacy that CECA does is multiplied ten fold because of our involvement with the National Trade Contractors Council of Canada (NTCCC). NTCCC is a coalition of 10 national trade organizations that lobby the government together, giving us a stronger voice.

CECA will continue to finalize our new strategic plan and, as always, encourages feedback from our members. Tell us what CECA needs to focus on to improve our industry. What are the monkeys on your back? What keeps you up at night?

If you have any questions, please send an email to [gxwhitty@ceca.org](mailto:gxwhitty@ceca.org) or call me at 416-491-2414.

Respectfully yours,

Gregg Whitty

CECA Operations Manager