

# MEMBER SERVICES

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## ADVERTISING AND MARKETING OPPORTUNITIES

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GUCA offers its members a number of opportunities to advertise in the following GUCA publications:

- GUCA Newsmagazine *Underground Connection* (Monthly)
- Membership Directory (Annual)
- Annual Magazine *Utility Contractor of Georgia* (Annual)
- GUCA Website (Daily)
- GUCA E-Pipeline (Weekly)
- Facebook
- Twitter
- LinkedIn

These publications and social media outlets combined are received by more than 5,800 companies and organizations and millions on social media. Potential exposure includes: contractors, affiliate firms, federal, state and local governments, along with other industry authorities and associations. GUCA publications provide unparalleled opportunities for your company to reach your maximum target audience in the utility construction industry within your company's media budget.

## AFFINITY PROGRAMS

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GUCA offers its members the following affinity programs:

- Contractors Retirement Program – TD AmeriTrade
- HB Next Safety Compliance Partner Program
- BITCO Safety Dividend Program
- Verizon Wireless – up to 22% Discount Program

## AUCTION

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Members enjoy the annual auction that allows them the opportunity to donate items to be auctioned and bid for these items during the event. Proceeds have benefited the GUCA PAC Fund, the Scholarship Fund, the STRAF Fund and the Building Fund. The auction continues to set records in value of items donated and total dollars raised.

## AWARDS

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- Golden Shovel Legislative Service
- GUCA Hard Hat Safety
- Individual Safety
- Contractor Member of the Year
- Associate Member of the Year
- Committee Chairman of the Year
- Membership Contest
- Lifetime Membership Recruitment Achievement
- Star Partner
- Contractor & Associate Rookie Member of the Year
- Longevity
- In-kind Service

## COMMITTEES

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By becoming involved in one or more of GUCA's committees, members have the opportunity to be part of the decisions that affect the Association. As GUCA grows and addresses needs of the industry, committees are established. GUCA members are encouraged to serve and attend any and all committee meetings.

## CONFERENCES AND EVENTS

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GUCA offers the following events for the membership:

### QUARTERLY MEETINGS

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Quarterly meetings include education sessions, a tabletop trade show, reception, dinner and a keynote speaker presentation. Sponsorship opportunities are available at all meetings. The Spring and Fall meetings alternate locations in Atlanta.

### WINTER MANAGEMENT CONFERENCE

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This midyear leadership event was re-introduced by popular demand. This event is held out west and is a time of one on one camaraderie with fellow GUCA members. An event like no other, members meet and have fun all at the same time.

# MEMBER SERVICES

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## **LARRY S. McREYNOLDS MEMORIAL GOLF TOURNAMENT**

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The Memorial Golf Tournament is held in memory of the late Larry S. McReynolds. Larry served the utility industry for more than twenty years and was active in both GUCA and NUCA. This is a relaxing time for the members to play and compete with clients and friends, while enjoying a day on the golf course. Proceeds help benefit GUCA education, workforce development efforts and scholarship programs.

## **ANNUAL CONFERENCE**

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The largest meeting of the year offers GUCA families the opportunity to take part in the ending of the current leadership year and the beginning of a new leadership year. Attendees will witness the rewards and accolades of those who were involved and active with GUCA activities. The conference features a variety of educational sessions, elections of officers, awards breakfast, spouse program, children's activities, the annual GUCA auction, a golf tournament, tennis tournament, plus much more. Conference sponsorships are available.

## **EDUCATION/WORKFORCE DEVELOPMENT**

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One of the ways GUCA helps members is through workforce development endeavors and this is done by raising public awareness of the utility construction industry in high schools, technical schools and universities. GUCA also educates members by offering numerous educational training opportunities. GUCA has a presence before many workforce agencies such as involvement with Construction Education Foundation of Georgia (CEFGA), Construction Industry Employer Roundtable, High Demand Career Initiative, Trade Five Initiative, Department of Labor, Department of Education, Georgia Department of Economic Development and Career Technical Agricultural Education.

## **UTILITY CONSTRUCTION CRAFT LABORER APPRENTICESHIP TRAINING PROGRAM**

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This is a U.S. Department of Labor (D.O.L.) certified apprenticeship training program was designed specifically with an emphasis on utility construction. This first in the nation and in Region 4; two year training program consists of 4,000 hours of hands on and 294 classroom/book/testing hours. This program is available to any company that wants to mentor new hires, students or current employees.

## **YOUTH APPRENTICESHIP TRAINING PROGRAM (SCHOOL TO WORK)**

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GUCA has developed a four-year program to introduce high school students to the utility industry by providing on-site mentoring through member companies. This statewide approved apprenticeship program enables students, companies and high schools to work together to provide an educated future workforce for the utility industry.

## **WORKFORCE DEVELOPMENT**

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GUCA realizes the shortage of the utility construction workforce and has addressed these needs by being involved with agencies such as CEFGA, Trade Five, the Governors High Demand Career Initiative as well as jobsite visits and high school career fairs. GUCA works with the Governor's Office of Workforce Development Division for WIAO funding for contractors and organizations that help place veterans. GUCA is also working with local Department of Corrections (DOC) Transition Centers for training non-violent inmates. Inmates with two years or less can enter into the GUCA Utility Contractors Craft Laborer Apprenticeship Training Program. Members can also tap into their local transition centers for hiring needs through GUCA.

## **INDUSTRY VIDEO/CD**

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GUCA has produced a utility construction industry video that is distributed to all high schools and vocational technical schools throughout the state. Contractors are invited to accompany GUCA to their local high school and vocational technical school career days, where the GUCA video is utilized to promote the industry to our future workforce.

## **MULTI MEDIA LIBRARY**

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The GUCA library is available for members to check out CDs and publications that can be viewed in their offices and on job sites. A wide range of videos is available, including damage prevention, safety and general industry topics. A library of publications obtained from federal, state and local agencies, as well as sample safety policies, drug free work place policies and employee manuals are available for all members. This library is an asset to members of the Association.

## **GUCA SCHOLARSHIP PROGRAM**

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GUCA supports two Georgia universities and colleges (Georgia Southern University and KSU – College of Architecture and Construction Management) by awarding scholarship assistance to juniors and seniors in the building and civil engineering degree programs. GUCA has given more than \$152,000.00 in scholarship assistance since 1995.

# MEMBER SERVICES

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## FREE EDUCATIONAL SEMINARS

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GUCA holds informative, timely educational seminars throughout the year. These seminars have proven successful in helping educate members on issues pertaining to business needs. Seminars usually are in conjunction with conferences. Others are stand alone on an as needed basis such as during area membership luncheons.

## GUCA EMBLEM - FOR MEMBERS ONLY

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The GUCA emblem is provided to members for use on stationary, hard hats, job site signs and equipment. This lets vendors and customers know members belong to the elite group of utility contractors who uphold the standards of the utility industry that promote fair and safe work practices.



## GOVERNMENT RELATIONS

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### LEGISLATION

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GUCA realizes the importance of representation before local and state officials and utilizes a full-time lobbyist to monitor and move legislation during the general assembly. GUCA also works with government agencies to make sure present and future laws work toward the benefit of our industry. GUCA is your “watch dog” for:

- Utility Contractor Licensing Laws (CILB)
- Lien Laws
- Interest on Retainage
- Tax Issues – Federal & State
- Georgia Utilities Facility Protection Act (GUFPA)
- Prompt Pay Act
- Surety Bonds
- Insurance/Indemnification
- Procurement Bidding Statutes
- NPDES Regulations/Permitting
- Blasting Regulations
- Asbestos
- Immigration
- Labor Laws
- OSHA
- PHMSA
- Transportation

### POLITICAL ACTION COMMITTEE

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One of the most powerful political tools an Association can have is a PAC. GUCA has been successful in securing funds for the GUCA PAC through the GUCA Annual Auction. Personal contributions are also welcome through the GUCA PAC Club. PAC Club members are recognized each year at the GUCA Annual Conference. GUCA reviews potential candidates and supports those that are key players in the decision making process for our industry. Whether it is a Senator, Representative or State leaders, GUCA is there to be heard and recognized throughout the state.

# MEMBER SERVICES

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## GUCA HARD HAT SAFETY AWARD

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## 2016 OVERALL HARD HAT SAFETY AWARD WINNER

### Reeves Construction Company

#### 2016 HARD HAT SAFETY AWARD

##### CATEGORY WINNERS

0-400,000 Man-Hours Plant Construction

Reeves Construction Company

0-100,000 Man-Hours Pipe Construction

Ruby-Collins, Inc.

100,000+ Man-Hours Pipe Construction

Blount Construction Co., Inc.

#### PREVIOUS AWARD RECIPIENTS

- 2015 – C.A. Murren & Sons Company, Inc.
- 2014 – C.A. Murren & Sons Company, Inc.
- 2013 – DeKalb Pipeline Company
- 2012 – Richard Harp Excavation, Inc.
- 2011 – Douglas Electrical & Plumbing, Inc.
- 2010 – Douglas Electrical & Plumbing, Inc.
- 2009 – DeKalb Pipeline Company
- 2008 – Douglas Electrical & Plumbing, Inc.
- 2007 – DeKalb Pipeline Company
- 2006 – Douglas Electrical & Plumbing, Inc.
- 2005 – DeKalb Pipeline Company
- 2004 – Brent Scarbrough & Company, Inc.
- 2003 – Western Summit Constructors, Inc.
- 2002 – DeKalb Pipeline Company
- 2001 – Western Summit Constructors, Inc.
- 2000 – Western Summit Constructors, Inc.
- 1999 – Ronny D. Jones Enterprises, Inc.
- 1998 – Western Summit Constructors, Inc.
- 1997 – Brent Scarbrough & Company, Inc.
- 1996 – Ronny D. Jones Enterprises, Inc.
- 1995 - Aubrey Silvey Enterprises, Inc.

# MEMBER SERVICES

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## STATEWIDE MEMBERSHIP ACTIVITIES

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Through the efforts of the Membership Committee, GUCA offers members a hosted meal and industry meeting in the following state areas: Northwest Georgia (Acworth), Northeast Georgia (Lawrenceville), East Georgia (Augusta), West Georgia (Columbus), Central Georgia (Macon), North Georgia (Dahlonega), and Coastal Georgia (Savannah). These meetings afford GUCA the opportunity to reach the membership throughout the state on a local level. Members have the opportunity to voice their concerns and goals for the Association, and get to know other members in their area.

## PUBLICATIONS

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### **GUCA MONTHLY NEWSMAGAZINE: UNDERGROUND CONNECTION**

The GUCA Newsmagazine is a monthly publication sent to all GUCA members. This full-color publication features articles pertinent to both contractor and associate members. The newsmagazine contains timely events, industry related topics and updates, upcoming meetings, industry advertisements, safety updates, legislative updates on the state and national levels, and a helpful utility service listing. Advertising opportunities are available on annual or monthly terms.

### **GUCA ANNUAL MAGAZINE: UTILITY CONTRACTOR OF GEORGIA**

This annual publication is designed to educate the public about the utility construction industry and the companies who are involved. It highlights the Association member accomplishments over the past year and is sent to local, state and federal officials and entities, utility contractors, associate companies, engineers, and those who work directly with GUCA members. This publication is truly the heartbeat of the Georgia utility construction industry. Advertising opportunities are available.

### **GUCA E-PIPELINE**

The GUCA E-Pipeline is a sectional-based electronic newsletter sent to members on a weekly basis. It highlights association news, industry updates, legislative alerts, safety and education issues and event notifications.

### **SAFETY NET NEWSLETTER**

The Safety Net Newsletter is a quarterly publication that was envisioned by the Safety Committee. The newsletters include updates from the Safety Services Department, class schedules and any immediate safety information that will assist the members in doing their jobs more safely. The newsletter is sent to all GUCA Utility Contractor members.

### **MEMBERSHIP DIRECTORY**

The annual membership directory features contact information for all GUCA members. The publication highlights the current Board of Directors, NUCA Representatives and member services and activities. Advertising opportunities are available to all members. This publication is exclusive to GUCA members only.

## SAFETY AND EDUCATION TRAINING

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### **EMPLOYEE ORIENTATION CD IN ENGLISH AND SPANISH**

Get a head start on training your new hires whether or not they speak English with the GUCA New Employee Safety Orientation CD & Manual. This English/Spanish information is vital to enhance all other safety training you provide. As one of the many benefits of membership, CD and manual are available for sale for your new or all employees. For more information, please contact GUCA's Safety Department: (404) 362-9995 or (877) 732-GUCA or email: [safety@guca.com](mailto:safety@guca.com).

### **SAFETY TRAINING COURSES**

GUCA offers a full range of safety services that can be utilized in a classroom environment or on-site company training. Most classes are available in Spanish. The following safety classes are available:

- Certified Competent Person Excavation
- Certified Competent Person Confined Space Entry
- Georgia Utility Licensing Exam Review
- OSHA 10 Hour and 30 Hour
- ATSSA Approved Flagging Program
- MUTCD Recognized Temporary Utility Work Zone Traffic Control Supervisor
- NSC CPR/First Aid/AED
- ISEE Blasting Certification
- PEC SafeLand USA/SafeGulf

# MEMBER SERVICES

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## EDUCATIONAL TRAINING COURSES

GUCA also offers management training for superintendents and foremen:

- Blueprint Reading (Civil)
- Drug and Alcohol Awareness Training
- Recordkeeping (OSHA, Workers' Comp.)
- Lien Law Seminar
- ESL Courses
- GSWCC Approved NPDES Certification
- PSC Approved Damage Prevention Certification
- Utility Manager Licensing Exam Review
- Locator Training for Underground Facilities
- GDOT Authorized Worksite Utility Coordinator Supervisor

GUCA's Director of Safety and Education administers GUCA's safety, workforce development and education services. To enroll or for more information call the GUCA Safety, Workforce Development and Education Services Department toll free at (877) 732-GUCA, email at [safety@guca.com](mailto:safety@guca.com) or visit GUCA's website at [www.guca.com](http://www.guca.com).

## ONLINE SAFETY & EDUCATIONAL TRAINING CATALOG

Our online catalog of classes will enable you and your team to think about and build a viable safety and educational program. With this program, we intend to create motivation for yourself and your team, build value for your shareholders, build a company that continues to grow in skill, build support for the communities that you serve and build success for yourself. Reasons to increase training efforts include productivity improvement, capturing value of investments made in technology, adapting skills and behaviors to new services and markets, retention of employees, improvement in inter-generational interface, development of leaders, preparation for successors, and driving organizational and cultural change.

**Visit [www.guca.com](http://www.guca.com) to download GUCA's complete training schedule or to register on line.**

## SITE SAFETY VEHICLE

As a service to GUCA utility contractor members, GUCA offers the following free Education and Safety 1-hour Seminars and services on a regular basis:

### **TOOLBOX TALKS:**

- General Safety
- Personal Protective Equipment (PPE)
- Weather & Environment
- Trench Safety
- Damage Prevention
- Electrical Safety
- Confined Space Awareness

- Fall Protection
- Struck By Awareness
- Other Safety Topics

### **JOB SITE INSPECTIONS**

### **DRUG FREE WORKPLACE AWARENESS**

