President’s Message

2017 is off and going and our industry is busy with work and change. A few weeks ago we had our annual NEBB Conference in Orlando, Florida and along with common technical training the heavy focus this year was the change in our industry demographics. The change in demographics is something that we all experience throughout our careers but seldom is there as much change as we are experiencing now with the “Baby Boomers” phasing out, “Gen X & Millennials” becoming the majority and the introduction of Generation Z. These terms are foreign to some, smoke and mirrors to others but support explaining the changes of the different generations that influence our lives on a daily basis. These changing generations are our future.

As we did to our parents, first employers or that younger/older client across the table from you, there is/was a communication gap. These communication gaps are normal but how do we, our industry and society adapt. NEBB took a strong stride forward at the conference in supporting our industry in introducing speakers to show us the changes in our business. The opening speaker shook up the conference to open the eyes to change with 3 key statements –

7 words that destroy companies – “That’s the way we’ve always done it”

“If you don’t like change, you are not going to like distinction”

“Change is not a way of life, it is life”

Our opening speaker, Robert Stevenson, expanded on how to grow our business through the changes as we need to embrace them more than avoid them. The conference inter-mixed many business discussions for...
transitioning companies, improving on internal communication through the use of programs like DISC Profile and then introduced a fresh concept for our next generation.

NEBB has introduced a new committee to support our next generation – YPN – Young Professional Network (email: ypn@nebb.org). The YPN network’s goal is to support the <39yr old in our industry as they are the leaders of tomorrow. I hope you had a chance to read their article written by their liaison for more information. Please share with your upcoming team members. I am confident from past experience that this resource will really benefit our upcoming members.

As the conference came to an end, our closing speaker (Ryan Jenkins) was a powerful self-titled millennial that shared many tools for us to use in understanding the differences between our generations. As tools only work when we use them, I hope his presentation link here is of benefit to you (www.ryan-jenkins/nebb.com). Our speaker humorously mocked his generation and use of electronics but highlighted that even if we do not understand the extent of electronic technology, they are here to stay. Hopefully you can take a moment and view the presentation and note changes that can support your industry better.

National NEBB shared with us that we have moved forward with establishing a new training school. The new training school will be right next door to NEBB. The opening date has not been established at this time. To further our growth, NEBB is always looking for Subject Matter Experts (SME) to support the process. NEBB can always use your help and this is a great way for your company to start using the next generation that will be maintaining your company. The conference was very informative, busy and a great opportunity to network as usual. The 2018 conference will be in San Diego at The Sheraton San Diego Hotel & Marina, April 26-28, 2018.

Steven G Smith
NorCal Hawaii NEBB Chapter President.

Northern California/Hawaii NEBB Chapter’s Annual Meeting Will be Held in September

Registration for the Chapter Annual Meeting will open in June and will be available on the Chapter website at www.nocalhawaiinebb.org.

The meeting will be held on Monday, September 11, 2017 at Springhill Suites in Napa, CA. A reduced rate for the hotel will available on Sunday and Monday night.

We have a great line-up scheduled for this event and more details will be published in June. Mark your calendars today and be sure to attend this meeting to receive your 6 hours of NEBB CECs.
AirPro® Instruments are revolutionary wireless velocity and pressure measurement solutions that maximize productivity by offering easier measurement access, unmatched accuracy, seamless multi-data reporting and a user-friendly interface for fast, intuitive operation. They provide superior service through license and probe management, extended service contracts and advanced probe replacements that eliminate downtime.

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NEBB’s 2017 Annual Conference set the stage for the association’s YPN Ad Hoc Committee to launch its new endeavor, the Young Professional Network (YPN) which was overwhelmingly embraced with positive responses spanning all age groups.

The YPN Ad Hoc Committee, comprised of Dane Richards, Jake Altland, Jonathen Lloyd, Nick Muscolino and Tyler Hall, kicked off with an open forum held on Saturday, April 1 during the conference. Over 65 professionals attended the session and response to the formation of the new YPN endeavor was nothing short of astonishing. YPN includes Certificants-in-good-standing and Qualified Certification Candidates ranging in age from 20 – 39, which is a bit higher than other industries’ young professional groups who generally set the age range from 20 to 36 in keeping with the “true” Millennial age span.

YPN ad-hoc committee member Dane Richards opened the forum to those in attendance. “We were able to provide an initial framework of our vision for the YPN and how we can serve as a resource for young NEBB professionals and those pursuing NEBB certification,” said Richards. “We also presented initial ideas regarding involvement by those outside the YPN age range and asked for feedback from the audience. The discussion was incredible. The ideas provided by those in attendance definitely gave us plenty to work on in the future.”

“This initiative was the brainchild and vision of Jean-Paul Leblanc – the number of younger attendees in the session definitely speaks to the need for a YPN program within NEBB,” said NEBB EVP Tiffany Suite. “The traction gained at the conference has been excellent, and we want to see this continue into the future. I’m thrilled to see the response from everyone.”

“The wealth of knowledge offered within the NEBB is outstanding and the thought of possibly losing what has been achieved to date would be terrible,” said Lloyd. “Being a part of Jean-Paul’s vision to cultivate growth and continue the sustainability of NEBB long into the future is truly an honour.”

The AdHoc Committee Panel, led by Past President Jean-Paul Lablanc, outlined key initiatives approved by NEBB’s Board of Directors which included: the formation of a specific YPN webpage; a specific email, ypn@nebb.org, for NEBB’s young professionals to reach out and ask questions; creation of a specific YPN...
LinkedIn page; along with update articles and ads in each NEBB Professional. A twitter account has already been established and is in use: @NEBB_Bldg (so get tweeting!).

“These young professionals are articulate, knowledgeable, clearly respectful of those who came before them, and so enthusiastic. So it appears the YPN and its constituency is moving on a solid path forward,” said Leblanc. “It is very humbling and gratifying to see this take place and become real.”

Each of the YPN Panelists spoke to a different topic, from how the YPN was created, initiatives already in place such as their mission statement, plans for future direction, listening to “those who came before, “ and then monitoring an active question and answer session.

As expected, ideas flew back and forth faster than fire, and while all comments were taken into consideration, some of the more tangible goals included creating a survey sent to everyone in NEBB, with the end goal of uncovering the essence of what NEBB’s young professionals really want and need from this group.

Informal brainstorming uncovered another solid idea that could be actualized fairly quickly -- creating a process where young professionals – regardless of location -- could take the YPN concept back to their chapters and create local YPN groups, thus creating a geographically expansive network for the YPN.

“We are honored to build onto the industry-leading groundwork that has been laid over the years, taking it to the next level,” said Muscolino.

Along with a focused agenda and fast-paced back-and-forth repartee, the YPN Panel and attendees added a bit of humor to the dialog by working through how best to address the more seasoned professional, which garnered a fair amount of chuckling and good cheer.
“We absolutely know that we would not be here if it weren’t for the hard work and effort of those who came before us,” said Tyler Hall. “Everyone on the YPN AdHoc Committee is very aware that we’re standing on their shoulders – that must be respected.”

The impact of “those who came before us” was evident by the stories shared by more than a few YPN Certificants who attended the session and spoke to how they got into the profession. To a person, the YPN attendees gave recognition to their fathers who were in the business or to employers who mentored and believed in their abilities by investing and guiding them.

“I am fortunate to work for a company and an employer who really believes in me, and wants to see me succeed, “said Jake Altland. “My employer’s support of professional growth and development means the world to me, and I’m motivated to do my very best.”

The conference’s closing speaker, Ryan Jenkins, whose presentation, “Next Generation Leadership,” spoke about Millennials, spanning ages 20 – 36, numbering 76 million and representing 39% of those in the current workforce. His presentation spoke to the heart of the YPN concept. In the year 2025, Millennials and GenZs will account for 75% of the workforce. With these statistics in mind, it’s no wonder that NEBB’s young professionals, guided by the YPN Ad Hoc Committee and Jean-Paul Leblanc, are positioned to make some respectful commotion in NEBB-world. Let’s help them set our world on fire!

For more information on NEBB’s YPN or to ask a question of the YPN AdHoc Committee, please email YPN@nebb.org.

YPN Mission Statement:
Serving as a resource for young professionals to cultivate the growth of NEBB for generations to come.

Millennial Cheat Sheet
• Desire Feedback, making a difference and collaboration
• Approach differently how they learn, work, socialize, communicate and play due to tech
• Consider the Internet the authority and thus think and approach problems differently
• Are early adopters and seek out opportunities to innovate
• Communication has and will continue to be shaped by technology
• Are contributors looking for an active role and an immediate impact
• Are massively persuaded by their peers and value relationships and experiences over work
• Demand transparency from leaders, employers and brands
• Work / life behavior and values continue to be shaped by technology
• High-ttec and hyper-social upbringing have made the disruption-prone leaders
How to Attract Millennial Workers in Two Simple Steps by Ryan Jenkins

A recent LinkedIn survey of over 13,000 Millennials explored how they approach job seeking and how companies must adapt to attract Millennial talent. What are Millennials looking for when considering a job?

- The No. 1 thing Millennials want to know about a company is its “culture and values,” followed by “perks and benefits,” and “employee perspectives of the company.”

- Sixty-four percent of Millennials care about company perks and benefits (compared to 54 percent of Generation X and 51 percent of Baby Boomers).

- The top obstacle to Millennials accepting a job is “not knowing what the company is like.” How do Millennials learn more about a company and job opportunities?

- Twenty-four percent of Millennials report they didn’t know about a company when hearing about a job opportunity (compared to 18 percent of Generation X and 16 percent of Baby Boomers).

- Twenty-two percent of Millennials are likely to follow a company on social media to find out more about the company.

- One out of three Millennials said they have used social media to find a job. Considering the above data, how to attract Millennial workers becomes clear.

Step 1:
Authentically showcase what your company is like. Help Millennials experience what it’s like to work at your company by having employees share their authentic perspectives of the company. Matthew Jeffery, VP head of global sourcing and employment branding at SAP, a software and technology solutions firm, recently hired a videographer and created 40 compelling videos of real employees sharing their perspectives of the company’s culture, values, perks, benefits, and some of the unique hobbies they enjoy outside of work, like surfing, ice hockey, and building bamboo bicycles. “The true, authentic voice is the employee,” says Jeffery. “They don’t speak to a marketing script, and that’s what makes them the best advertisement your company could ever have.” This approach satisfies the top three things Millennials want to know about a company—culture and values, perks and benefits, and employee perspectives of the company—and eliminates the top obstacle they have for accepting a job, which is “not knowing what the company is like.”

Step 2:
Strategically position your company on social media. Use social media to consistently and broadly communicate your company’s values, perks, etc. Since Millennials are most likely to turn to social
media to find a job and learn more about a company, it’s imperative that your company have a strong social media presence. “[SAP is] predominantly a business to business company, but we’re competing for talent with companies like Apple, Facebook, and Google. So we have to work harder to get our information out,” says Jeffery. “#SAPCulture,” “Life at SAP,” “What can you do at SAP?,” “Work...anywhere,” and “All work and no play? Not here!” are all SAP YouTube playlist titles that satisfy Millennials' job seeking questions while being accessible and searchable on the second largest search engine, YouTube. SAP even has a video specifically for Millennials. @LifeatSAP is the social-media handle that SAP uses to showcase company culture, values, perks, and benefits via employee perspectives on Twitter, Facebook, and Instagram. SAP also has a lively and informative LinkedIn page where they are one of the top followed companies, with over 834,800 followers. This is an important community to be in because 65 percent of Millennials say that LinkedIn has had a positive impact on their career.

Ryan Jenkins is an internationally recognized speaker and trainer. For over 5 years, Ryan has helped organizations better lead, engage, and market to the emerging generations, the Millennials and Generation Z (the post-Millennial generation). Ryan is an Inc.com columnist and his top-ranked generational insights have been featured in Forbes, Fast Company, Mashable, and SUCCESS Magazine.
NEBB is pleased to announce that the latest edition of its publication Technical Retro-Commissioning of Existing Buildings is an Approved American National Standard, now available for sale in both print and electronic versions.

Technical Retro-Commissioning (RCx) is the process of inspecting, testing, analyzing adjusting and optimizing existing building system to meet the owner’s needs. This publication is ideal not only for those working in the RCx industry but also building owners and managers who wish to understand the minimum acceptable work that should be undertaken for a successful RCx project. Features of the publication include:

- Required RCx Processes, Procedures, and Documentation
- Identification of initiatives for an RCx process
- Technical RCx process and deliverables overview
- Step-by-step compendium of existing building optimization for the professional
- Informative guide to developing a proper RCx report
- Guide to quick fixes vs. deferred maintenance corrections
- Analyzation of issues
- Corrective actions recommendations
- Performance Testing and Evaluation
- Continuous Performance Tracking

"NEBB is proud to issue this first ANSI-approved Standard and looks forward to working closely with the American National Standards Institute in developing additional ANSI-approved NEBB standards for use by our stakeholders," said NEBB president Jim Kelleher.

An American National Standard is a document that has been sponsored by an ANSI-accredited standards developing organization (SDO) and then approved by ANSI’s Board of Standards Review (BSR) as meeting certain criteria for openness, balance, due process, and consensus in standards development. ANSI’s SDO accreditation and American National Standard approval processes work in tandem to help make standards development in the U.S. an equitable and open process that serves both U.S. business and the public good.
Upcoming Events

NEBB CLEANROOM PERFORMANCE TESTING SEMINAR
August 28-30, 2017, Monday - Wednesday
All Day Event
Holly Springs, NC
Exam Days—August 30 -31, 2017
Contact the NEBB Office to sign up or to receive more information at
www.nocalhawaiinebb.org

FUME HOOD PERFORMANCE TESTING SEMINAR
November 13-16, 2017, Monday - Thursday
All Day Event
Labconco
Kansas City MO
Contact the NEBB Office to sign up or to receive more information at
www.nocalhawaiinebb.org

NORTHERN CALIFORNIA/HAWAII NEBB 2017 ANNUAL CONFERENCE
September 11, 2017, Monday
Springhill Suite
Napa, CA
More information will be published in June 2017.

NEBB WEBINARS AND EDUCATIONAL SEMINARS
For more Training and Educational seminars and Information, visit www.nebb.org.

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