

The NEA/NMAPC Video Series

The Best Kept Secret and The Best Kept Secret — Earn While You Learn

The National Erectors Association (NEA) and the National Maintenance Agreements Policy Committee (NMAPC) are proud to submit their video series, *The Best Kept Secret* and *The Best Kept Secret — Earn While You Learn* to the 2000 NOVA Award Review Committee for their evaluation.

These videos were produced to promote the superior skills and expertise of union contractors and craft trade workers and the advantages of union apprenticeship programs as a career path for young people.

The first video, *The Best Kept Secret*, consists of leading owners from utility, steel, automotive, and aerospace industries who speak first-hand on why their companies utilized union contractors to perform their industrial construction and maintenance services.

The Best Kept Secret — Earn While You Learn was produced to attract bright, energetic people into the union apprenticeship programs and show that this is a promising and rewarding career path.

This video series fills a void for NEA members and NMAPC signatory contractors. They have become viable and effective tools that educate those who are not familiar with the union construction world.

The Best Kept Secret — Earn While You Learn was filmed in actual apprenticeship schools with real apprentices and training instructors.

Since being released in 1998, thousands of *The Best Kept Secret* and *The Best Kept Secret - Earn While You Learn* videos have been distributed to owners, contractors, local unions, local apprenticeship schools, community colleges, universities, and trade journals.

Recently the *Earn While You Learn* version was awarded the prestigious 20th Annual Telly Award. This award is presented to outstanding non-network and cable television commercials, as well as film and video productions.

Both videos continue to be distributed and the NEA and NMAPC hope to have the *Earn While You Learn* version in many school guidance offices and trade/vocational schools in the near future.

The National Maintenance Agreements Policy Committee presents...

the **BEST** kept **SECRET**

Earn While You Learn

psst...we've got a secret



At a time when young men and women often are confused about choosing a career path, becoming a skilled construction tradesperson is an exciting option.

Skilled tradespeople are needed to help our country grow. In every sector of the construction industry there are exciting opportunities for bright, energetic people who want to earn a good living and make a difference.

The standardized training and apprenticeship programs combine on-the-job training and classroom instruction that make union trained apprentices one of this country's best kept secrets. This approach allows students to graduate with real-world experience already under their belts and gives them a competitive edge.

These programs are "free scholarship" that allow students to "Earn While They Learn!" Graduates of the programs are assured of a high skilled trade and the opportunity to advance to supervisory positions or start their own business. No other industry provides this unique opportunity of free training with the chance to advance as far as your ambition will take you.

