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## Young Girl's Dreams of NASCAR Win Fueled by NECA-IBEW Sponsorship

BETHESDA, Md. (April 16, 2007) – The National Labor Management Cooperation Committee (NLMCC), a joint entity of the National Electrical Contractors Association (NECA) and the International Brotherhood of Electrical Workers (IBEW), announced that it has signed on to be the sole sponsor of teen racing phenom Alli Owens, in her quest to become the first woman to capture the NASCAR Whelan All American racing series at Hickory Motor Speedway in North Carolina. The sponsorship will run for the duration of the 2007 racing season.

A prominent feature of the sponsorship will be the use of the URL [www.ElectrifyingCareers.com](http://www.ElectrifyingCareers.com) emblazoned across the hood of Ms. Owens' No. 22 racecar, as well as applied to her fire suit and helmet, to her pit crew's shirts and hats and more. The Web site, jointly developed by NECA and IBEW, is aimed at getting young people charged up about careers in the electrical industry. With sections geared toward students, parents and guidance counselors, the site offers descriptions of nearly 60 different electrical jobs, provides information on educational and training options and includes video testimonials from successful young people in the electrical trade. The site received a Gold Award in the 2006 Best of the Web Awards competition sponsored by Building Design + Construction.

Alexandra "Alli" Owens grew up racing BMX bicycles and Quarter Midget cars in her home state of Florida. In 2003, at age 13, she began driving in the Dirt Pure Stock Division at Volusia Speedway in Florida. She placed 6th in championship points out of a field of 27 cars, while logging two wins, six top five and eight top ten finishes – and accomplishing the rare feat of winning a heat race and featured race all in the same night – all by the age of 14. The following year Alli stepped up to the Mini Stock Division at New Smyrna Speedway in Florida, finishing the 2004 season 3rd in championship points and being named "Rookie of the Year." For the 2005 season, Alli moved up again, to the Late Model Division at New Smyrna, eventually placing third in championship points and once more being named "Rookie of the Year." Alli spent 2006 racing in the Florida Goodyear Challenge Series and several local Late Model events, tuning up for her big move this year to Hickory Motor Speedway.

Racing plans for the 2007 season include appearances in the Hooter Pro Cup series as well as the Whelan All American series at Hickory Motor Speedway. Of her immediate career goals, Alli says, "After spending some time in the Whelen series and getting seat time in the Hooters Pro Cup series, my aim is to move into the Craftsman Truck Series," one of the premier events in the professional racing circuit.

Says Ed Hill, president of the IBEW, "We're pleased to be a part of the team backing Alli Owens in her quest to make racing history this season. As fans watch Alli in action, we hope they also get the message that the doors of opportunity are wide open to them in our industry and our union."

(more)



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Adds E. Milner Irvin, president of NECA, “America is facing a shortage of electricians in the near future, with the Department of Labor estimating a shortfall of more than 70,000 by 2014. Our Web site, [www.ElectrifyingCareers.com](http://www.ElectrifyingCareers.com), is one way we’re recruiting the workforce of the future, to ensure America has the skilled electricians it needs to stay energized.”

## **ABOUT IBEW AND NECA**

Through their joint marketing organization – the National Labor-Management Cooperation Committee (NLMCC) of the organized electrical construction industry – NECA and IBEW together work to:

- Reach customers with accurate information about the industry; and
- Achieve better internal communication between labor and management.

With 750,000 members who work in a wide variety of fields – including construction, utilities, telecommunications and manufacturing – the International Brotherhood of Electrical Workers is among the largest member unions in the AFL-CIO. The IBEW was founded in 1891. For more information, visit [www.ibew.org](http://www.ibew.org).

Voice of the \$100 billion industry responsible for bringing lighting, power and communications to buildings and communities across the United States, the National Electrical Contractors Association was founded in 1901. NECA’s national office and 119 local chapters advance the industry through advocacy, education, research and standards development. For more information, visit [www.necanet.org](http://www.necanet.org).

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