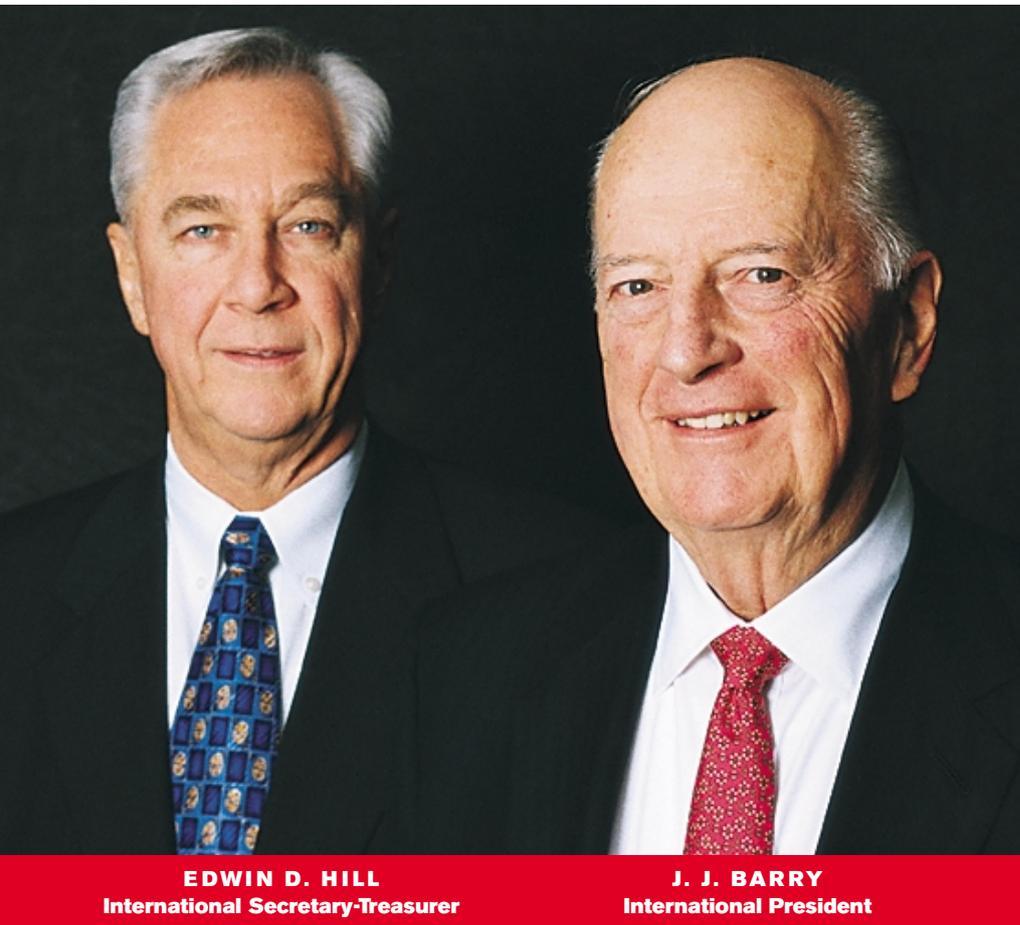


## A SPECIAL MESSAGE



The IBEW logo is the public symbol of our union. It is symbolic of the strength of working people standing united and our pride in our work of harnessing and controlling electricity in all its forms. Changes to such a powerful symbol are not to be made lightly.

# New Symbol For A New Millennium

# FROM YOUR INTERNATIONAL OFFICERS

Just as the union has changed over the course of our 108 years of existence, so too the logo has evolved. Many of the changes were slight modifications in design. The biggest single change occurred in 1971 when the hand holding the electric bolts was switched from a left hand to a right hand. Unfortunately there is little or no written record of most of the changes to help today's members understand why the modifications were made. This time, there is.

We felt that this historic turning point in time from the 20th to the 21st century and from the second to the third millennium represents a fitting occasion to modify the design of the logo in a way that brings honor to our roots. The slight but significant change to our official seal will reduce from 15 to 10 the number of bolts being held by the hand. Each bolt will represent one of the ten founding members of the IBEW.

During the celebration of the IBEW's centennial in 1991, the images of the ten founding members were displayed in the *IBEW Journal* and in numerous other materials produced for the occasion. The courage shown by these brave few provided the spark that created the greatest and largest union of electrical workers in the world. Since 1991, many of our locals have celebrated their 100th anniversaries, and this year we observe the centennial of our becoming an international union when our first Canadian local received its charter. The redesign retains the classic look and spirit while providing new meaning to the central image of our seal.

Practical reasons dictate that changes to our logo should not be implemented lightly. We want to make it absolutely clear that the International Office will not be replacing its stationery, business cards or other materials in one fell swoop. The change has been implemented where it was easily done, such as on our web site. However, the new design will be implemented gradually as current supplies are exhausted. We urge our locals to follow suit to minimize any disruption and unnecessary expense. Of course, artwork for the new design is available immediately for any local that wants it.

As we move into a new era in world history, so too are we engaged in the constant, dynamic process of adapting our Brotherhood to meet the challenges of the present and future and serve the best interests of all members. In recent decades, we have rekindled the fires of activism in our membership. We have rediscovered the passion for organizing that motivated our first president, Henry Miller, and his nine co-founders. We have weathered sea changes in the global economy and taken the first of many steps to prepare our members for the demands of the high skill workplace of the future. While the ten founders might not recognize the modern world, they would certainly feel at home with the spirit of the IBEW in 1999. This is the mixture of tradition and progress that our logo seeks to convey.

The new logo symbolizes the energetic optimism with which the union moves forward and the dedicated commitment to the goals and ideals established by the founders—to organize workers in the entire electrical industry and to improve the standard of living for working people. ■



November 28,  
1891

**The original logo adopted in  
November 1891 by the 10  
founding members at the  
first convention of the  
National Brotherhood of  
Electrical Workers (NBEW)  
in St. Louis, Missouri.**



In 1999

**The newly redesigned official  
seal, now featuring 10 electric  
bolts, symbolizes the energy  
with which the IBEW moves  
forward into the 21st century  
and a new millennium, while  
looking back to honor and cele-  
brate the 10 founders and their  
vision of the future for the union.**