

DEPARTMENTAL NEWS

MARKETING ISSUES • APPRENTICESHIP CORNER • SAFETY & HEALTH • THE LEGAL ASPECT

Marketing Issues

by Jim Hadel

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Marketing Defined

As noted in previous editions of The Journeyman Roofer magazine, it was reported that the International is training Local Union officers and members to market their locals through the Mark Breslin Top-Down approach. To date, the International has trained 81 individuals from 37 local unions across the country. As International Director of Market Development, I am excited that many of these locals have begun the “Top-Down” strategy in their areas.

We are in an industry that has grown immensely over the past twenty-five years in terms of dollars. Unfortunately, over the same time period, the Union sector has not only lost the percentage of the industry they controlled in 1981, but continues to lose a larger share as the industry itself grows. It is a downward spiral that we must stop. That is why we must change the way we think in terms of representing our locals and members.

Every successful business markets their services or products because it is essential to their growth and survival in their respective industry. Our local unions need to think in the same terms as a business whose goal is to achieve a larger share of the industry. The result of an increased market share is a winning proposition not only for our signatory contractors but each and every member in terms of hours worked and dollars earned.

To assist locals in marketing their trained workforce and the benefits the union can provide to signatory contractors, the International has developed a marketing portfolio. The portfolio provides the standard information regarding the “Union” advantage and allows each affiliate the opportunity to include more detailed information about their local. In order to market the same message on a consistent basis, we encourage all locals to use the portfolio. Contact the International office to order the portfolios for your local union.

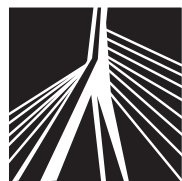
The responsibility of implementing a marketing strategy at the Local Union level is not just the responsibility of the elected officers. The Locals Officers can make top-down proposals marketing the advantages of the Union sector to every non-signatory contractor in their jurisdiction. However it is the responsibility of each and every member to promote ourselves as the most productive, quality conscious and safest roofers in the industry. We know without a doubt that the Roofers Union represents the best qualified roofers in the industry so let's promote those attributes to all our potential clients. That is why the “Standard Code of Conduct and Standards of Mutual Responsibility” mentioned elsewhere in this issue will be one very significant step in the right direction. However, we must continue to develop new concepts and ideas to promote the Union sector of the industry; it is always changing and we must be proactive rather than assume the reactive position we have taken in the past.

To all of our members and their families, have a safe and Happy Holiday. ■

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