

DEPARTMENTAL NEWS

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

Marketing Issues

by Jim Hadel

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The Twenty-Seventh International Convention: Charting Our Future

I would like to extend my thanks and appreciation to all of the delegates who attended and participated in our Twenty-Seventh International Convention. Because of your support, significant progress was made at this Convention that will greatly support our Union as we move into the future. The adoption of the Research and Education Joint Trust Fund, Code of Conduct and the "Model Local Performance Guidelines" are examples of the progress that will enhance our ability to market the Roofers Union across the country. I had the opportunity to discuss marketing, organizing and recruiting issues with many delegates, and I was pleased to hear that many had intentions of implementing a strategic plan at the local level.

Our panelists at the Marketing Workshop illustrated how increasing market share and membership numbers is feasible. Each panelist touched on the theme of developing and implementing a strategic plan, and most importantly, being persistent and patient. No matter what strategy your Local decides is the best course of action, keep in mind that no known plan will produce immediate results. Patience, persistence and the ability to modify your plan were important issues raised during the workshop.

Now as we move forward, we need to continue to take a progressive position rather than a reactive one. We should not rest on achievements made at this Convention. Organizations that constantly grow and succeed, in good as well as bad times, do so because of their progressive nature and willingness to change with the times. In order to achieve a significant increase in market share, it is essential to understand the issues affecting our industry and how to address them progressively.

Once again I thank all of the delegates who made the 27th Convention a success. Your support is crucial to the future growth of this union. I would also like to thank our Marketing Workshop panelists: Brian Brousseau, Local 33, Boston, MA; Gerry Ferreira, Local 65, Milwaukee, WI; Gary Menzel, Local 11, Chicago, IL; and Joe Pozzi, Local 26, Hammond-Gary, IN, for participating and sharing their successful marketing and organizing strategies.

And to all of our members: a Merry Christmas and a safe and prosperous New Year! ■

Chicago Roofers Protest Non-Signatory Contractor

Local 11, Chicago, IL, is holding a banner campaign against contractor Complete Building Maintenance, who is one of their largest non-signatory competitors. The property manager is Cushman-Wakefield, a very large nationwide property manager, and the project is a Symons by Dayton Superior building in Elk Grove Village, IL.



Elmer Ludwig and Don White man the banner for Local 11.

Local 162 Pickets on Las Vegas Strip



Members of Local 162, Las Vegas, NV, take part in a picket against Capitol Roofing, a Utah-based, non-signatory contractor doing work on a McDonald's on the Las Vegas Strip.

The picket, sanctioned by the Southern Nevada Building & Construction Trades Council, AFL-CIO, protests unfair labor practices in the often labor-friendly town of Las Vegas.

