



Marketing Issues

by Jordan Ritenour
Director of Market Development

Who Is Doing That Job?

The importance of knowing who is doing the work in your area is immeasurable. Many reasons can be given for obtaining this information. I will explain a few of the needs and why it is so important with the following perspective.

As you know, the first step in any organizing campaign is researching the company targeted to sign the collective bargaining agreement. Consider the type of roofing or waterproofing the company performs. The contractor must be assured that once an agreement has been signed, your apprentice program will be able train his or her employees in the type of roofing performed at that company.

Job-site visits are opportunities for gleaning valuable information on the roofers and waterproofer in your area and the work they do. You can gain knowledge on who can do single-ply, built-up, detail work, heat weld, who the foreman and right hand men are...the list goes on. If it is a prevailing wage project, speak with the roofers and inform them of the proper rates. Compile a list of roofers, along with their skills, to have on-hand when your signatory contractors need to hire new help. Don't be caught with an empty hiring hall when one of your contractors needs employees; having a go-to list is the mark of a prepared and professional leader.



Regularly visiting job sites and attending meetings will help you gain a presence. No one will know you exist unless you put yourself out on the jobs. Attend pre-bids or pre-job meetings in order to stay on top of the industry. This is the best way to gain firsthand knowledge of who is intending to bid upcoming work. If the need arises to fight for work on behalf of your signatory contractors, you will be geared up and ready to go.

Relationships with building owners and end-users often have an effect on the outcome of projects awards. These relationships are built by being active in the construction community. Over time, owners and end-users will gain confidence in you and the members of the local you represent. Nothing is gained from sitting in the office waiting for the phone to ring!

As an elected official, it is your duty to represent your members and your contractors. Gaining more work for your contractors will give your membership more opportunities to be employed.

As a member of your local, you have an obligation to yourself and to the local; if you see "ground-breaking" or a job in progress, call your business manager with the information. It may be the contractor you work for that ends up with the job.

I hope this short list of reasons enlightens you to the need of visiting job sites and attending meetings concerning our work. We are in very tough economic times, and we must do all that we can to secure work for the contractors who employ our members. Doing these little things will have a huge impact on your local, adding many positive results.

In closing I would like to wish everyone a Merry Christmas and a prosperous New Year. ■

Roofers Are Union Activists

Picketing to Make a Difference in Chicago

Chicago, IL, Local 11 President/ Business Manager Rich Mathis takes to the street in support of job actions against Singles Roofing at Wilmette School District 39. Also pictured are Recording Secretary Jeff Eppenstein, Business Agent John Barron, Don White and Elmer Ludwig.



When Skokie School in Illinois decided to use non-union Master Project, Local 11 decided to call in the RAT. Local 11 President/ Business Manager Rich Mathis, Ronald Artel, Jerry Hrehoriak, Organizer Ruben Barbosa and Business Agent John Barron let everyone know there was a rat in the neighborhood.

Philadelphia Members Picket National Guard Armory



Picketing a non-signatory contractor at the National Guard Armory are Local 30, Philadelphia, PA, members Vince Sforza, Matt Ludwig, Shawn McCullough, Mike Popplewell, Ryan McCullough and Bob "Bugs" Moran.