



Marketing Issues

by Jordan Ritenour
Director of Market Development

Help Wanted!

We aren't seeing help wanted signs in storefronts or loads of hiring ads in the newspapers. Yet it seems that many of our locals are busy and in need of skilled roofers, as well as new apprentices. In this issue I would like to discuss some avenues for finding and recruiting experienced roofers and apprentices.

One of the best ways to find experienced roofers is by doing what you are already good at: **visiting jobsites**. Jobsite visits are the optimal means for finding roofers who excel at their trade.

When making a visit, bring a small notepad for writing down names and contact information of skilled roofers. You should be doing this anyway, regardless of whether or not your local is at full employment. There will come a time when you need manpower, and this will give you a head start on supplying your contractors with good employees. Don't try to remember the contact information—write it down, or you will forget it!

Helmets to Hardhats is an outstanding resource for discovering qualified employees. If your local is not registered with Helmets to Hardhats, *get registered right away*. Contractors can register themselves as well. Having the contractor register is often more productive in recruiting these potential roofers.

Registering with Helmets to Hardhats is a simple task that will help with recruitment of new roofers. For more information about this extraordinary recruitment opportunity, visit www.helmetstohardhats.org.

Our **membership** is a great source for finding new



experienced roofers and apprentices. Members are constantly in contact with other roofers and construction workers who know someone looking for work.

Our members should discuss with non-union roofers the possibility of becoming a union roofer, and inform a business manager when someone is interested. When the time comes, strip these roofers away from the non-union company they work for, and put them to work for one of the union companies in the local's jurisdiction.

Finding new apprentices can be more difficult than finding experienced roofers. We continually have a huge turnover with apprentices. Often we lose 80-90% of them before they reach journey level; therefore, the search for first-year apprentices is constant.

A great approach to finding these new apprentices can be as simple as making contact with high school **guidance counselors**, teachers and principals. High school work-study programs are remarkably helpful when looking for young apprentices. Students in these programs have previously made a decision not to attend college and are in the work force already. If you are only looking for summer help, contact a **local college**—they have a long list of students looking for work during their summer break.

Remember that in addition to the above-mentioned methods, you can contact the International and have a help wanted ad placed on our website. It will also be posted to our Facebook page, reaching a national audience of roofers who can then post it to their own pages. This is just a short list of ways to recruit new members into your local. If the Market Development Department can be of assistance, please don't hesitate to ask.

I wish for all to have a Merry Christmas and a Happy New Year. ■



Roofers Local 4 has a huge turnout for the protest against REDCO Engineering's Honda dealership.

Local 4 Roofers Rally for Union Pride

Roofers Local 4 from Newark, NJ, joined Somerset-Hunterdon County Building Trades members in a combined union rally on October 15. The rally went up against REDCO Engineering & Construction Corporation.

REDCO was scheduled to build an Autosport Honda car dealership on Route 22 in Bridgewater, NJ, using non-union labor. Each trade was well represented and full of union pride!