

DEPARTMENTAL NEWS

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Marketing Issues

by Jim Hadel

*International Vice President and
Director of Market Development*



Meeting the Challenge

As we approach our 27th International Convention this year, let us keep in mind the principle behind our Union. Consider the following excerpt from the Preamble to our International Constitution and By-Laws: “to broaden the scope of usefulness and extend the field of employment of each and every member; to protect and improve the economic conditions and quality of life of our membership and all working people, their families and their communities; to confederate as far as practicable our somewhat rather spasmodical individual efforts into one continuous collective undertaking for the upbuilding and improvement of this International Union...”

The Preamble, and specifically this excerpt, is a principle as relevant behind the formation of our Union today as it was over a century ago. The means to achieve that principle, however, have certainly changed over time. Today we are faced with different challenges and difficult obstacles. Our future is dependent upon our ability to rise up and aggressively address these challenges. And to deal competently with these challenges, we must have the ability to accept change and take a proactive position rather than a reactive one.

Any organization, whether it be a union or a business, is doomed to failure if it cannot accept change. History has

proven that successful organizations rise to meet challenges by developing and implementing strategies that produce measurable results. They constantly shift their strategy depending on the market conditions. The same philosophy should be the standard for our International Union and affiliate Locals. It may pose difficulty at first, but adapting the way we do business is one of the most important issues to be addressed in the immediate future.

We should never forget that our duty is to improve the welfare, safety, and prosperity of the members we represent, and to be an integral component of the roofing and waterproofing industry. In that regard, these are the times we need to rise to the occasion as leaders and set the course for the future for the benefit of our members.

Over the past couple of years, we have developed new marketing and top-down strategies that are beginning to generate some measurable and some immeasurable results. We continue to develop and work on new ideas that will push forward this progressive philosophy. Our organization is moving in the right direction, and we will continue with an aggressive approach to regain a significant market share and, therefore, a stronger International Union.

We have the opportunity to approach the 27th International Convention with a positive, united, and progressive attitude. The future of our organization is dependent on our ability to be progressive leaders, think outside the box, and adopt new ideas and strategies. In my opinion, it is our duty to our Union and the members we represent.

I look forward to this year’s Convention and the opportunity to meet the delegates from each and every Local Union. ■

Apprenticeship Corner

by Bob Krul

*Assistant to the
International President*



Apprenticeship Competition in Local 11

Local 2, St. Louis, MO, and Local 20, Kansas City, KS, are co-sponsoring an apprenticeship competition to be held at the host Local 11 apprenticeship facility in Indian Head Park, IL. Brother Dan Knight of Local

2 and Brother Matt Lloyd of Local 20 have organized this event. Local union apprenticeship programs in the North Central States, Michigan, Illinois and Indiana District Councils will be participating, but the event is open to any interested local union.

These apprenticeship competitions have historically been very successful, giving our apprentices the opportunity to not only demonstrate their skills and abilities, but affording them the opportunity to meet their union brothers and sisters as well as apprentices from other parts of the country.

We salute Locals 2, 11 and 20 on their efforts to promote apprenticeship training.



Response to Proposed CFR 29-29

We want to thank those local union apprenticeship programs that responded to the Building and Construction Trades Apprentice Committee's request to petition the Department of Labor's attempts to change CFR 29-29 Standards for Registration of Apprenticeship Programs. There was very little time for responses under the Department of Labor's schedule, but many of our apprenticeship programs sent in their comments.

Many of the proposed changes would have been harmful to apprenticeship programs by lowering standards and making it easier for non-union entities to register sub-standard apprenticeship programs. The

proposed changes would have also infringed on State Apprenticeship Agencies' ability to govern apprenticeship programs within their borders.

There has not been a response from the Department of Labor as of this writing, but we will keep you informed.

Foreman Training

The Foreman Training Program will be on course to begin training programs sometime late this summer. Once the lead instructors for the program have had an opportunity to meet and form an agenda for delivering the program, an announcement will be made about the program's availability. ■

Safety & Health

by John Barnhard
Safety & Health Representative



Update on Safety and Health Training Materials Produced by the Roofers Trust and Available from the International Union

As addressed previously in the magazine, with the help of training grants from OSHA, the Roofers and Waterproofers Research and Education Joint Trust and the International Union have been building a comprehensive safety and health training program in bilingual format for roofers and waterproofer. *The Roofers Safety and Health Manual* has been the core of the program and the basis for the development of bilingual classroom quality materials. Many have been produced in print form. Others, such as the fall protection program, are computer-based.

Many of these materials are available for download from the Union's web site at no cost. Simply go to www.unionroofers.com and you'll see the opportunity to download safety and health materials from the union's homepage.

Since 2006, nearly 130 individuals and organizations have downloaded over 2600 copies of safety and health materials from our web site. As we had hoped, the materials appear to be reaching a wide audience beyond simply our rank and file membership, including apprentice programs, roofing contractors, general contractors, home builders, insurance representatives, safety companies and roofing material manufacturers.

The materials available for download include:

- ▶ 21-chapter Roofers Safety and Health Manual
- ▶ 23 bilingual booklets on hazard recognition and control in roofing and waterproofing
- ▶ Macromedia Bilingual Self-Paced on Fall Protection
- ▶ 19 module Macromedia Bilingual Instructor Safety and

Health Presentation Program

- ▶ 5 toolbox pamphlets on fall protection in English and Spanish (10 total pamphlets)

Of course, you can still request any of these materials in print form or on CD from the International Union. All of these products, with the exception of the Safety and Health manual, are available at no charge from the International Union.

A brief description of the available materials follows.

Roofers Safety & Health Manual Available for Download or Print Form Cost for Print: \$30

The two-color, 21-chapter Roofers Safety and Health Manual for instructors, supervisors and roofers covers a wide range of safety and health topics from hazardous materials to confined spaces and from electrical safety to weather. Each chapter can be downloaded separately. The download is free.

This manual can also be purchased in print form. But please note that this manual will be reformatted and converted to an instructor's guide to accompany the Safety and Health Program on CD. Thus, only limited quantities of the print version will be available.

Bilingual Trainee Booklets Available for Download or Print Form Cost: Free

Twenty-three trainee booklets cover the topics in the Roofers Safety and Health Manual in a condensed, bilingual-format suitable for classroom training or take-home by students. The two-color 5.5 x 8.5 inch booklets average 30 pages and include review questions.

A new trainee booklet on Residential Fall Protection will be added to our safety and health curriculum this year. The trainee book will complement a new module on the same topic being developed for our PowerPoint-like program on CD.

