

# ROOFERtoROOFER

by International President Kinsey M. Robinson

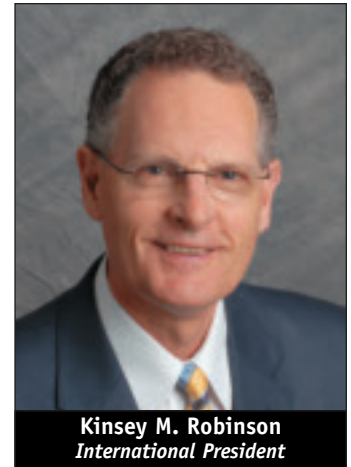
## Opportunity Through Action

*Let us again become the engine that drives change*

As your International President and on behalf of International Secretary-Treasurer Robert Danley, I sincerely thank the membership and the officers of the International Executive Board for the opportunity to serve our great organization. I assure each and every single member that Secretary-Treasurer Danley and I will work tirelessly to improve wages, fringe benefit programs, safety and other working conditions in our industry and to zealously protect the roofer and waterproofer trade jurisdiction. Following in the capable foot steps of past International Presidents Earl J. Kruse and John C. Martini, I will commit the necessary resources to advance what I believe are the twin pillars of modern day unionism – market development and craft training, including journeyman upgrading and foreman training.

Our union is now 102 years old. It was built through the hard work and dedication of thousands of members just like you. It is steeped in a rich tradition and a history of vigorously fighting for the rights of working people throughout this vast country, whether on the steps of Congress or at the bargaining table. But, we cannot allow ourselves to be stuck in tradition. By itself tradition will simply not provide the jobs for tomorrow. Important as it is to know and fully understand our history, it is equally important to realize and accept that old ideas will not work in a modern world. As the elected officers, local officials and working members of this union, we all need to take a good look around and notice that the world and our industry are changing, and changing quickly. If we choose to put our heads in the sand in a wasteful attempt to ignore reality and stay rooted in the “we have always done it that way” thinking, we will be left behind.

Just thirty-five years ago unionized roofers controlled 80% of the commercial industry roofing market. Today union roofers control only 20% of that same market. I’m not happy about that fact! I’m not satisfied to sit and let our market share continue to erode and I’m willing to wager that you agree with me! So let’s join together to alter our thinking. Let’s grasp the principle that market development is the rock solid foundation for successful



**Kinsey M. Robinson**  
International President

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ful collective bargaining. Only through marketing strategies which embody strong labor/management relations, solid recruitment policies and effective organizing campaigns can we increase our share of the roofing and waterproofing market (and with it the membership numbers of our union) and improve the competitiveness and profitability of our employers. If we fail to capture and hold a meaningful percentage of the market, we risk becoming insignificant as the engine that drives change and with it our ability to increase wages and other benefits of the bargaining process.

I believe that an opportunity exists to make dramatic and positive changes in the unionized sector of our industry. That opportunity can only be seized through action. I challenge every member and officer to adopt a positive attitude and commit to a plan of action where market development and training are the main focus of our efforts. In our training programs the bar must be set high. The best trained roofers will be the most productive roofers and consequently the best paid roofers. In future issues of this magazine,

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