

# ROOFERtoROOFER

by International President Kinsey M. Robinson

## Our Commitment to Excellence

While in the grip of a busy holiday season, there comes a moment when we slow down, step back and reflect on family, friends, faith and all the things that we hold important in this life. In this reflective moment, let us not forget the brave men and women in the armed forces who are fighting on our behalf and those who have paid the ultimate sacrifice. Let us also not forget those in this country who are less fortunate. Particularly, the working men and women and their families that are not represented by a labor union and who don't receive the fair wages, health care and pension that will give us security in later years. It is also a good time to think back over the last year and recall the positive accomplishments we, the members of this union, have been able to achieve as we work together to head our proud organization in a new direction. We have truly embarked on a new era in which rank and file members are more involved with organizing, training and the day-to-day business of the union. I firmly believe our union is in the midst of historic change.

Earlier in the year I pointed out in this column that unionized roofers currently control only 20% of the commercial/industrial roofing market and stated that I was not satisfied to sit and let our market share continue to erode. In that article I further stated that if we failed to recapture and hold a meaningful percentage of the market, we would risk becoming insignificant and then went on to challenge every member and officer to adopt a positive attitude and commit to a plan of action where market development and training would become the main focus of our efforts. In keeping with this theme, your International Executive Board has shown decisiveness and responsible leadership in recently adopting the "Professional Code of Conduct and Standards of Mutual Responsibility." This Code of Conduct (a summary appears on page 4 of this issue of the magazine) will become effective on January 1, 2007. The Code of Conduct promotes and elicits the highest job performance standards from members on jobs performed by our signatory contractors. The Code of Conduct encourages members to diligently apply their knowledge, skills and experience to prove to contractors and owners that we are the most conscientious, best trained and productive roofers in the workforce. In addition to encouraging mem-

bers to be the best professionals in our industry, the Code of Conduct singles out members with chronic absenteeism, unsafe work habits and those who refuse to be responsible and productive on the job with a "Three Strikes Your Out Policy." Brothers and sisters, we can no longer allow a small minority of workers who persistently demonstrate disruptive and inappropriate behavior or who are chronic poor performers to hold back the vast majority of our well trained and hard working members striving each and every day to provide a fair day's work for a fair day's pay. The Code of Conduct is a docu-



### The Code of Conduct is a document – a contract among business partners

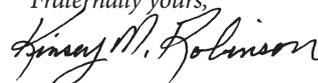
ment – a contract among business partners – that will help assure our viability as a strong and independent union and it is

imperative that you read, understand and practice all of its provisions.

I ask each working member to make it your New Year's resolution to take on the challenge of the Code of Conduct. I urge each of you to be a top workplace performer by embracing the goals of having a positive attitude and being productive and reliable. If we act together as a cohesive unit and commit to improve the unionized segment of the roofing industry, we will at the same time improve the atmosphere for collective bargaining and with it our wages and benefits.

Let us put these words to action. Let us acknowledge and be proud of our accomplishments but recognize that there is still work to be done.

As your International President and on behalf of International Secretary Treasurer Bob Danley and the International Executive Board and staff, I wish you all a "Merry Christmas Season" and a "Happy New Year."

*Fraternally yours,*  
  
Kinsey M. Robinson  
International President