

# DEPARTMENTAL NEWS

MARKETING ISSUES • APPRENTICESHIP CORNER • SAFETY & HEALTH • THE LEGAL ASPECT

## Marketing Issues

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### Marketing Defined

"Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives."

In our industry, there is a constant battle going on between union and non-union contractors. We can't think of it as a losing battle even though today the majority of major construction work is being performed by nonunion contractors and their workers. This can happen in any situation when you take things for granted and bury your head in the sand, thinking things can never change. Situations, people, places and things will always change; there is no way around it. To better define the situation we are in, the union industry calls it "losing our market share." What we must do is be ready for change and meet it head on. At the moment we are at the bottom of the heap and to take back our place at the top, we have to rise up, be noticed and compete like we never have before.

Each and every one of us from Local officers to Journeymen to Apprentices have to get off our duffs and start talking to owners, developers, and builders about the value of professionally trained and skilled union roofers and waterproofers. Let them know and understand why it is worth paying top dollar for union construction. Let the non-union roofing contractors know why the Roofers Union should be their business partner. Let them know that regardless of what their opinions have been in the present or past, that the United Union of Roofers, Waterproofers and Allied Workers wants to be their business partner and wants to make their

company more profitable and stronger.

The International recently developed a marketing brochure. *The Roofers Union Should Be Your Business Partner! Here's Why*, detailing why contractors should consider partnering with the Roofers Union. This brochure explains the benefits we can provide to the contractor, his company and his workers in the area of training programs, safety training and other benefits such as Health and Welfare and pensions. Furthermore, many of our local unions provide contractor employees with such benefits as dental care, vision care, annuity or vacation funds, and other benefits collectively bargained with employers. The brochure also highlights the National Roofing Industry Pension Plan (NRIPP) which can provide the signatory employer, the administrative office staff as well as their roofing employees the benefits of a pension plan. There is also the Union Privilege Program, a national program sponsored by the AFL-CIO, which brings the buying power of 10 million union members directly to their employees and their families.

In conjunction with our effort to market our locals, the International has contracted with Mark Breslin, a renowned speaker on organizing and marketing, to assist us in training our locals. Mark will speak to members of Local 11 in Chicago, Illinois on October 30th.

We have to market our skills and services, recognizing that the roofing industry has drastically changed and continues to do so. Because of this, we must sit down with employers on a local and national basis and discuss the issues relative to the industry and the way our employers do business.

It all boils down to looking out for yourself and your family. When you help yourself, you are helping your union. Union roofing and waterproofing is a proud tradition and a worthwhile heritage and each of us must do our part to keep it strong.

Now is the time to show the industry we are adaptable to change. Now is the time to start winning. ■

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