



Apprenticeship Corner

by Assistant to the International President Bob Krul



Preparing Apprentices for Today's Roofing Industry

In addition to instructing our apprentices in the skills of our trade on their path to journeyman, today's roofing market demands that our current apprentices and journeymen adapt to the changing marketplace, or risk losing market share in this \$30 billion a year industry.

Two related items are currently available to our apprenticeship training programs to help guide our apprentices in that direction.

Our International President and Executive Board have recently adopted the "Professional Code of Conduct and Standards of Mutual Responsibility" (Code of Conduct) and are encouraging Local Unions to adopt it to promote and elicit the highest job performance standards from our members on jobs performed by our signatory contractors.

The Code of Conduct encourages our members and apprentices to do the following:

- Perform the highest quality and quantity of work
- Use their best skills
- Use the best work practices
- Eliminate those practices that reduce our contractors' profit margins
- Treat our signatory contractors as our business partners

The goal of the Code of Conduct is to ensure that every job manned by our members and apprentices is built on time, under budget and done right the first time.

Copies of the Code of Conduct are available by contacting the International Union office.

Mark Breslin Seminars and Strategies

The second item available to apprenticeship training programs is in concept, directly related to our Code of Conduct.

Mark Breslin is a fourth generation representative of a construction family. His background as Executive Director of a multi-employer bargaining organization representing union contractors gives him a unique perspective on the organized sector of today's unionized construction market. As a professional speaker, trainer and facilitator, he has spoken to more than 50,000 business and labor leaders around the country. He is the leading speaker in the nation on business development and marketing strategies for labor and management.

The International Union has to date sponsored two seminars for our national and local leadership. In these seminars, Mr. Breslin forcefully makes his point that our signatory contractors are our business partners and to treat them in any other fashion is a prescription for disaster for the unionized construction industry.

He utilizes his many years of experience in the industry to point out the pitfalls and negatives that prevent labor unions and their members and apprentices from gaining more market share in the unionized construction industry. His insights and advice should be heeded by all members and apprentices.

Mr. Breslin has a number of books that are available for apprenticeship training programs, most notably "Survival of the Fittest" and "Survival of the Fittest Apprentice and Training Instructor's Guide". All of his available books, CDs and DVDs are available at www.breslin.biz.

We encourage all of our apprentice and training programs to utilize both the Code of Conduct and the Breslin programs in the instruction of your apprentices.

Professional Code of Conduct and Standards of Mutual Responsibility



A program to promote jobsite excellence and customer satisfaction.

The United Union of Roofers, Waterproofers and Allied Workers

Submitting Photos To Roofers Magazine

The Journeyman Roofer Magazine seeks news items and color photographs showing members in work related activities. Just send a newspaper clipping of the article or written information about the event, along with 35 mm photographs if possible, to the *Editor, United Union of Roofers, Waterproofers and Allied Workers, 1660 L Street, N.W. Washington, DC 20036*. We are interested in publicizing Local News items in the Journeyman Roofer and on the Roofer's Website at www.unionroofers.com.

To achieve the best results in the Journeyman Roofer Magazine, the following photographic guidelines should be followed: **Traditional film photography:** 4"X6" glossy prints on photographic film paper (from your local drug store developer) are preferred. Do not send ink jet, color copier, or color laser prints. **Digital Photography:** A 4.0 mega pixel camera or better is recommended. The Journeyman Roofer printing press requires 300 dpi (dots per inch) for color photographs at the final size printed. This means subjects should be photographed using the highest quality JPEG setting on your digital camera (fine).

Only JPEG or TIFF formats are acceptable. Images should be unmanipulated: not corrected for size, cropping, color mode, quality or color, or sharpness. Download them from your camera and submit on a CD, Jaz or Zip disc with a hard-copy printout. Do not e-mail due to large file sizes and the possibility for corruption in transmission. To track large photo files or actual photos that are sent to the International, send via U.P.S., FedEx or Registered Mail. The International is not responsible for photos lost in the mail or lost during the publishing process.