



## Marketing Issues

by Jordan Ritenour  
Director of Market Development



### Changes Today for a Better Tomorrow

Looking to the future, we must accept that change is going to happen in our country, our lives and in our Union. In order for our organization to thrive, we must adapt to these changes with great prudence and deliberation. Last November we had the opportunity to elect a new president to our great country. Not only did we elect a new president, but we were successful in electing a labor-friendly president who is not afraid of saying the word *union*. Realize that the “change we can believe in” is not the President of the United States of America, but the change that millions of individuals can achieve through the strength of unity. Without the help of all, Barack Obama would not be President, and we would not have the hope of challenging many of the laws that had been put into place the last eight years, making organizing an uphill battle.

Many things have changed in the short time that President Obama has been in office. Project Labor Agreements are once again permitted on federal projects. We have a Secretary of Labor, Hilda Solis, who understands labor's viewpoints. The Employee Free Choice Act has gained momentum and hopefully will soon be legislation. These are examples of huge strides for labor and are just a few of the changes that are much needed.

Within our own organization we have seen many transformations as well. Roofing systems have evolved from being primarily built-up roofing to becoming largely single-ply, less labor-intensive systems. Drug testing and background checks have practically become prerequisites for employment in our industry and, at times, gaining access to job sites. The Code of Conduct was implemented at our 27<sup>th</sup> convention with resounding enthusiasm and vigor. Whether these changes have a positive or negative influence on our Union is up to us. If we carry out our responsibility to ourselves and our Union, I believe the results will be positive.

International Vice President Jim Hadel took on the challenge of filling the position of Washington Representative, and I now face the challenge of filling the shoes of Vice President Hadel as the Director of Market Development. I give my assurance to every member of the United Union of Roofers, Waterproofers and Allied Workers that the Marketing Department will do what is in the best interest of our organization in these turbulent times.

In return, I ask all of you to take on the challenge of organizing as you never have before. Don't leave it up to your business manager or organizer or the president of your local, as we can no longer cast the job off on them. We must become more involved within our Local Unions and sup-

port the leadership in an effort to improve the way of life of all roofers and waterproofers. It is up to each one of us individually to do more than we have in the past. We must stand up for our Brothers and Sisters in all trades if we expect to gain strength and grow our membership.

The Marketing Department is prepared to help any Local that is ready to rise up and take on the challenge of recovering our rightful market in today's multi-billion dollar roofing and waterproofing industry.

Together we can earn higher wages. We can earn better benefits. We can achieve respect that we all want and deserve on the job. Together we can accomplish things that are only dreams today and make them reality tomorrow. Together, we can do great things. ■

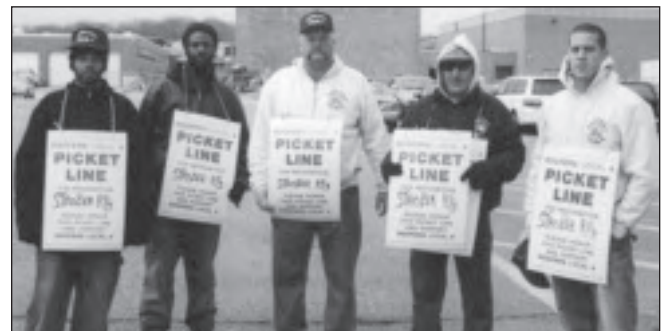
### Boston Local 33 Signs New Contractor



*International Vice President and Local 33, Boston, MA, Business Manager Paul Bickford proves that hard work pays off. The local recently signed a new contractor, Built-Up Roofing Systems of Hyde Park, MA. Pictured at the signing are, from left, Local 33 member and co-owner David McIlvene, Business Manager Paul Bickford and Built-Up owner Fred Vandam.*

### Local 4 Members Walk the Line

Taking a stand against low non-union wages and benefits, members of Local 4, Newark, NJ, took to the picket line at Sayerville War Memorial High School. The picket line was against Strober and Son Roofing. Local 4 demonstrated at a gated entrance, and work came to a halt on the job site.



*Local 4 picketers, from left: Jamar Webb, William Body, Local 4 Apprentice Instructor Don Adams, Local 4 Business Agent Tom Hall and Ryan Acevedo.*