



Marketing Issues

BY JORDAN RITENOUR, DIRECTOR OF MARKET DEVELOPMENT

Timing Is Everything

Gaining the confidence of non-union workers and non-union contractors requires a great amount of time and effort. In some cases it may take months or even years to achieve this monumental task. The process itself can be simple, but it is something that you must commit yourself to doing every day.

You must make your presence felt every day. To do this, you need to attend public pre-bids and bid openings. This is a great way to meet contractors and the representative for the public entity that is having roofing or waterproofing work done on the facility they oversee. It is also a good time to inquire about prevailing wage and bonding requirements for the project. Even if prevailing wage is not required, many times public entities have other requirements that may eliminate certain contractors from bidding on certain projects. When you find that a contractor does not meet the requirements to bid the project, inform the public entity of what you have found. By doing this you will gain the respect of both the contractors and the public entity that you are helping.

You must make your presence felt every day. To do this, you and all of the membership must be involved in the community. Most, if not all, of us are already involved in the community in some way; we just don't use it to our advantage. Many of us are volunteer coaches for a wide array of sports programs: little league baseball, soccer, basketball, etc. We spend countless hours donating time to worthy causes: United Way, DADS, Big Brothers/Big Sisters, Ronald McDonald House, Habitat for Humanity, our children's schools, etc. We also hunt and fish a great deal, and now with the Union Sportsmen's Alliance, we have another way to not only enjoy the benefits of being Union, but also a way to connect with the public.

When you are doing community service and volunteering your time, make sure to let the people know that you belong to the Roofers Union. We have kept our secret that we are a UNION member way too long. Let the community that you live in know that you are a member of the Roofers Union, and this is why you are able to volunteer your time.

You must make your presence felt every day. To do this, you need to be involved politically. This is not diffi-

cult, but it can be very time consuming. Even though we don't realize it, politics and politicians control a tremendous part of our lives. Laws are made on an almost continuous basis, and at this time in our country's history, many politicians are

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not friendly towards unions. You must be vigilant with all politicians, even those who are friendly with us. Those that aren't so friendly with us you must watch even closer.

These are just a few of the necessities to be performed on a daily basis. By continually making your positive presence felt, you can build the confidence and respect that you need, not only from the non-union workers and contractors, but from the community as a whole. This trust, which is built slowly and steadily and has a strong foundation, is what makes it possible for you to organize successfully. This is not a short-term goal, but one that will reap dividends over time and must be done daily.

As with all organizing campaigns, timing is everything. The Marketing Department looks forward to assisting you with all of your organizing efforts. ■

Local 20
Business
Manager
Kevin King,
left, welcomes
Triple 777
Construction
Owner/
President
Marcus Williams
as a new local
union signatory
contractor.



Persistence Pays Off for Local 20

Roofers Local 20, Kansas City, KS, would like to welcome Triple 777 Construction to the Union. Local 20 signed the contractor, which is a minority business enterprise, earlier this year. ■