

# DEPARTMENTAL NEWS

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

## Marketing Issues

by Jim Hadel

*International Vice President and  
Director of Market Development*



### Meeting the Challenge

As we approach our 27th International Convention this year, let us keep in mind the principle behind our Union. Consider the following excerpt from the Preamble to our International Constitution and By-Laws: “to broaden the scope of usefulness and extend the field of employment of each and every member; to protect and improve the economic conditions and quality of life of our membership and all working people, their families and their communities; to confederate as far as practicable our somewhat rather spasmodical individual efforts into one continuous collective undertaking for the upbuilding and improvement of this International Union...”

The Preamble, and specifically this excerpt, is a principle as relevant behind the formation of our Union today as it was over a century ago. The means to achieve that principle, however, have certainly changed over time. Today we are faced with different challenges and difficult obstacles. Our future is dependent upon our ability to rise up and aggressively address these challenges. And to deal competently with these challenges, we must have the ability to accept change and take a proactive position rather than a reactive one.

Any organization, whether it be a union or a business, is doomed to failure if it cannot accept change. History has

proven that successful organizations rise to meet challenges by developing and implementing strategies that produce measurable results. They constantly shift their strategy depending on the market conditions. The same philosophy should be the standard for our International Union and affiliate Locals. It may pose difficulty at first, but adapting the way we do business is one of the most important issues to be addressed in the immediate future.

We should never forget that our duty is to improve the welfare, safety, and prosperity of the members we represent, and to be an integral component of the roofing and waterproofing industry. In that regard, these are the times we need to rise to the occasion as leaders and set the course for the future for the benefit of our members.

Over the past couple of years, we have developed new marketing and top-down strategies that are beginning to generate some measurable and some immeasurable results. We continue to develop and work on new ideas that will push forward this progressive philosophy. Our organization is moving in the right direction, and we will continue with an aggressive approach to regain a significant market share and, therefore, a stronger International Union.

We have the opportunity to approach the 27<sup>th</sup> International Convention with a positive, united, and progressive attitude. The future of our organization is dependent on our ability to be progressive leaders, think outside the box, and adopt new ideas and strategies. In my opinion, it is our duty to our Union and the members we represent.

I look forward to this year's Convention and the opportunity to meet the delegates from each and every Local Union. ■

## Apprenticeship Corner

by Bob Krul

*Assistant to the  
International President*



### Apprenticeship Competition in Local 11

Local 2, St. Louis, MO, and Local 20, Kansas City, KS, are co-sponsoring an apprenticeship competition to be held at the host Local 11 apprenticeship facility in Indian Head Park, IL. Brother Dan Knight of Local

2 and Brother Matt Lloyd of Local 20 have organized this event. Local union apprenticeship programs in the North Central States, Michigan, Illinois and Indiana District Councils will be participating, but the event is open to any interested local union.

These apprenticeship competitions have historically been very successful, giving our apprentices the opportunity to not only demonstrate their skills and abilities, but affording them the opportunity to meet their union brothers and sisters as well as apprentices from other parts of the country.

We salute Locals 2, 11 and 20 on their efforts to promote apprenticeship training.