

Partners **IN** PROGRESS

SMACNA & SMWIA—Building A Future Together

FEB 2004



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PARTNERS IN PROGRESS FEBRUARY 2004 VOL.3/NO.1

MICHAEL J. SULLIVAN
MARK WATSON
CO-PUBLISHERS

JOE SALIMANDO
JSALI@CRIS.COM
EDITOR

DEBORAH APPEL
CREATIVE SERVICES

PARTNERS IN PROGRESS IS A PUBLICATION
OF THE SHEET METAL INDUSTRY LABOR-
MANAGEMENT COOPERATION FUND.

ALL CONTENTS ©2003 BY THE SHEET METAL
INDUSTRY LABOR-MANAGEMENT COOPERATION FUND,
P.O. BOX 221211, CHANTILLY, VA 20153-1211.

FOR SUBSCRIPTIONS AND ADDRESS CHANGES,
VISIT WWW.SHEETMETALPARTNERS.ORG

CANADA PUBLICATIONS AGREEMENT No. 40725004
STATION A, PO BOX 54, WINDSOR, ON, N9A 6J5

PRINTED IN THE U.S.A.



NEWS AND SHORTS

FREE HVAC EXPERTISE NEWSLETTER

SMACNA’s HVAC Contractors Council has retitled its newsletter as *HVAC Systems Expertise*. Find the most recent issue at: www.smacna.org/council/hvac. **Contents:** Results of an owner survey; best practices (for owners and contractors); the role HVAC contractors play in the construction process; and more.



MOLD INSURANCE AVAILABLE, BUT . . .

“The specialty environmental insurance market has come up with what are called ‘*microbial matter endorsements*,’” claims Richard A. Stockenberg of Gallop, Johnson & Newman (St. Louis).

Each policy—covering a structure and air within it—is negotiated individually. Stockenberg, legal columnist for *Building Design & Construction* included “HVAC and mold inspection plans” among factors insurers will examine before writing such a policy.

Building owners wanting coverage, he said, must “develop risk-management plans that incorporate internal policies and procedures to prevent and abate mold.” You may have to register with the BD&C Web site to see the article—there’s no charge. Find it at: www.bdcmag.com/newstrends/moldinsurance.asp.

GO EAST, YOUNG MAN?

Only 13% of households in India have a refrigerator, the Air-Conditioning and Refrigeration Institute reports. From April to September, New Delhi’s average temperature is 84 degrees (F). In Calcutta, temperatures from March to October average 81 degrees or higher.

What percentage of India’s households have air conditioning? *Answer below.*

WELDING CERTIFICATIONS CREATE GAINS

The hits just keep on coming for the International Training Institute. Established in cooperation with the American Welding Society, ITI’s welding supervisor certification program is creating work for SMWIA members, and happy customers for SMACNA contractors.

Now that his company’s welding work is inspected and approved by a trained Certified Welding Inspector, one contractor said, “we’ve had to hire two more welders just to keep up with it.”

More: See www.smacna.org/pdf/03June_Industrial.pdf—the *Industrial Insights* newsletter:



PERUSE PREVIOUS PRINTINGS OF PARTNERS IN PROGRESS

See any/all of this magazine’s six back issues here: www.sheetmetalpartners.org/resources/index.htm

ANSWER ON INDIAN A/C

According to ARI—only 1% of Indian households have air conditioning (cited in ARI’s *Koldfax* newsletter, 11/03 issue—see: www.ari.org/koldfax). ■

OPENING THE WINNING DOOR

May 2004 will see the first-ever Sheet Metal Industry Week. It will be held in Las Vegas. But, will it be a winner?

Branch Rickey, the Brooklyn Dodgers' general manager for many years, had a disproportionate impact. He created the winning "farm" system—still in place—at about the same time many construction trades were creating formal apprenticeship programs.

Of greater significance, Rickey put Jackie Robinson at second base for the Dodgers, breaking baseball's "color line" in 1947. That had more impact on our society and opened more doors to grow the game than anything else, before or since, in sports.

More relevant today, Rickey had a neat saying: "**Luck is the residue of design.**"

WE'RE ALREADY LUCKY WINNERS

We in the union sheet metal industry benefit from a good deal of luck:

1. We're in a great business! Customers need us and always will.
2. While some industrial and even software jobs are moving to Asia, it will be hard to "outsource" HVAC installation and service of buildings occupied here.
3. SMWIA and SMACNA don't have to reinvent anything. Working together, we created paths to success and growth—local JATCs, the ITI, SMOHIT, NEMI, TABB, the new modular training program (the modules themselves!)—and, of course, much more.

In a closely related effect, SMACNA standards and technical manuals are the roadmaps for HVAC systems and sheet metal installations in all segments of the industry.

You could say #3 is "the residue of design." No argument here.

WHAT THE 'WEEK' IS ABOUT

We'd like to slightly revise Rickey's words: "The harder and smarter I work, the luckier I get."

Such thoughts created Sheet Metal Industry Week. We have assigned ourselves a fair-sized task: Delivering *undeniable value* for the customer. Gaining access...chances to show what we can do. And then—*keeping that winning door open!*

We can demonstrate the great value delivered by the SMACNA-SMWIA partnership by making customers extremely happy and coming back for more business. We can

dazzle them with our expertise only if we, together, identify and nail down the knowledge, skills, and abilities both labor and management must have.

Info on "Week" events follows, on pages 4 to 12. Our gathering includes sessions on apprenticeship and for trust fund committee members; others covering technical topics and growth market info; OSHA 500 training, the annual TABB conference and the biennial Partnership conference; a contest for apprentices; and there's even more.

ACCESS AWAY!

Our theme is "Accessing The Industry." We've created resources to help local SMWIA-SMACNA partnerships open doors to new and better opportunities. The more everyone knows about them, the more they'll be used—and improved.

When it comes to luck, we've all heard those returning from Las Vegas vacations telling of big wins. While we're skeptical about the gambling boasts, everyone attending the Sheet Metal Industry Week *will* come away a winner with a new idea or better ways to grow our industry.

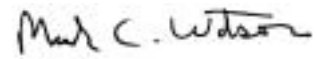
You will open the winning door by coming to Sheet Metal Industry Week. Attend as many sessions as possible. Over time, you'll put the "Week's" ideas and information to work.

Shortly thereafter, we think you'll notice an increase in folks telling you how "lucky" your contracting company or SMWIA local union has become. Your door will be wider open for more new jobs, repeat business, and a growing workforce. You can bet on it at Sheet Metal Industry Week!

Fraternally and Sincerely,



Michael J. Sullivan
General President - SMWIA



Mark Watson
President - SMACNA



MICHAEL J. SULLIVAN



MARK WATSON



Utility Loses Court Case, Exits HVAC Biz
COLLECT \$15,000

5 Area Techs TABB Certified!
COLLECT \$2,500
TABB

Several Injuries On Jobs—Worker's Comp SOARS
SKIP 3 TURNS

Your JATC Is Certified
PICK A CARD!
CERTIFIED



'Week' Delivers More Than Just 7 Days!

Set for the first week of May in Las Vegas, Sheet Metal Industry Week—a first for SMWIA and SMACNA—has an agenda manifesting the Partners' exciting goals and the broad front of our industry's activities and resources.

By Debbie McClung

fact sheet:
Sheet Metal Industry Week

When: Sunday, May 2 - Saturday, May 8, 2004
Where: Rio All Suite Hotel & Casino, Las Vegas
Web site: www.sheetmetalpartners.org
More information – See page 9 for brochure and Registration Form.
Registration – DEADLINE: Friday, April 23. Substitutions can be made at any time. Register online or call 888-854-2408 or 703-312-5419 for a registration form.
Housing – DEADLINE: Friday, April 9. Reserve a suite (\$149/night) with the Rio at 888-746-6955.

Building a higher profile for the industry's talent and resources permeates the agenda of Sheet Metal Industry Week, to be held May 2-8 in Las Vegas.

"We're going to build this big trough. We're going to put a lot of water in the trough. All you need to do is come and drink from it," says Kevin Harpring, SMACNA president-elect, summing up the first-ever "Week."

With this event, SMWIA and SMACNA create a new chapter in the story of their partnership. The seven-day program of events seeks to elevate the sheet metal's industry's image—*of itself!*—and awareness of all that's available to propel future growth.

Overflowing Agenda

Whether you're a second-year apprentice or a veteran union leader, there will be gallons and gallons of what Harpring calls "water"—knowledge. The supply seems to be endless, which means any attendee can obtain more than his or her fill.

What's more, there is a different flavor of water for every palate. Programs and sessions serve every constituency: Contractors, SMWIA local union leaders, training coordinators, and SMACNA chapter executives. Members of the SMACNA-



SMWIA team looking to improve industry relations, expand local markets, and gain market share will find a full week of useful information.

Events packed into the “Week” include:

- SMWIA-SMACNA Partnership Conference;
- annual ITI Apprenticeship Contest;
- trustee training;
- safety events, including a Health Fair and OSHA 500 training;
- pension fund discussions;
- a SASMI session;
- an open forum with ITI, NEMI and SMOHI Trustees; and
- the third annual TABB Conference.

Multiple Purposes

One purpose for the “Week” is to co-locate key industry events in a single location at one time. This means more

access for more SMACNA and SMWIA members to more information! The event’s theme is “Accessing The Industry.”

A second item accomplished by putting “everything” in one place is to make the sheet metal message transparent—to *all* constituencies. With the goal of gaining market share and employing more workers, the Sheet Metal Partners are trying to ensure no area, contactor, or union member falls behind due to a lack of awareness of what’s going on and what resources are available.

According to SMWIA Secretary-Treasurer Tom Kelly, the May event is a key component in a total communication program that builds on *Partners in Progress*. “It’s designed to bring together many of the major elements of our industry to show the importance of effective labor-management cooperation in achieving our objectives to increase market share,” says Kelly.

“It will help us move the communication process beyond company owners and local union leaders to penetrate all lev-

CONTINUED ON PAGE 6

one piece of the pie: SMWIA-SMACNA Partnership Conference

The workweek kicks off with the Partnership Conference, which has become an integral part of the entire SMACNA/SMWIA relationship.

“The focus is on ways we can learn from each other in a non-collective bargaining setting. It’s full of topics about how labor and management can work together effectively to enhance their market share. The majority of the sessions are presented by peers—business managers, contractors, chapter representatives, not academicians,” says Deb Wyandt, group director, SMACNA labor relations and human resources.

The key to expanding our market is knowing our customers’ requirements and concerns. A panel of construction owners will be convened for a candid discussion of what contractors and their skilled workers will have to do to obtain and retain their business. According to SMWIA General Secretary/Treasurer, Tom Kelly, “some of the messages delivered are going to be tough and controversial, but management and labor need to hear this information together in order to take necessary steps to meet our customers’ demands.

The Partnership Conference consists of a General Session on Monday and Tuesday mornings. SMWIA and SMACNA leaders will preside and participate throughout the Conference. A series of Breakout Sessions Monday afternoon will feature examples of the best practices that locals and chapters are using to expand into residential, industrial, commercial and institutional markets.

Some of the topics this highly popular conference will cover are:

- Details of the Landmark Florida project to regain market share.
- Research findings on residential retrofit and service and residential success stories from local labor and management groups.
- What skills, services and conditions business owners and industrial decision makers say will earn their business.
- How to make school officials think twice about non-union contractors.
- How to obtain a federal subsidy for your market expansion efforts.
- A wake-up call from owners describing the details of “reverse auctioning” that considers construction as merely a commodity.
- How labor and management can work together to lobby for important industry concerns.
- Current and future trends that will shape the way we recruit, train and do business.



JATC Adds More Training Modules
ADVANCE 5 SPACES

Major Owner Uses Union HVAC
COLLECT \$5,000

Sales Plummet For Contractor... Bank Calls Loan
PAY \$2,000 WHEN YOU PASS
GO NEXT 5 TIMES!

Architect Loves SMACNA-SMWIA
COLLECT \$2,500



focus on one slice:
Trustees Get Specialized Training

Members of local Trusts can learn about the latest developments in their areas of expertise at a May 5 (Wednesday) Labor and Management Fund Trustees Training seminar, presented by the International Foundation of Employee Benefit Plans in the Sheet Metal Industry. A morning plenary session covers fiduciary responsibilities under ERISA. Afternoon sessions feature separate specialized training workshops on health, pension, and training. All attendees will receive a Certificate of Attendance from the International Foundation.

Important note: Trustees should consult their individual trust fund rules and administrators on proportional expense reimbursement.

another piece of the pie:
ITI's 32nd Apprenticeship Contest

Winners in the 32nd annual International Training Institute (ITI) national apprenticeship contest come to Las Vegas during the "Week" for their finals. The contest for the 36 second-, third-, and fourth-year apprentices will be held Tuesday to Thursday (May 4-6) at the Las Vegas JATC Training Center. "Many of those attending Industry Week have only heard of the national contest. Now they can witness it themselves," says Ted Kuczynski, executive director of ITI.

Contestants face a written test and completion of shop and drafting projects. Third- and fourth-year apprentices will also be tested on plan and specification reading; those in the four-year competition also complete a welding project. "Week" attendees can observe the competition. Bus transportation is provided on the hour to the Local 88 JATC Training Center (roughly 10 miles from the Rio hotel).

Added bonus: The ITI apprenticeship contest awards reception and dinner will be held Thursday evening, in conjunction with "Week" closing ceremonies.

SHEET METAL WEEK CONTINUED FROM PAGE 5

els of the industry," adds Kelly, who points out that the week's creation was stimulated by an event held in the organized electrical construction industry. David Norris, management co-chair of the ITI, believes few are aware of the full gamut of resources now available from the SMWIA-SMACNA team. "The theme of the week is 'Accessing Our Industry.' It's very fitting because we have developed resources over time that are some of the best kept secrets in the world," Norris notes. "This event gives the industry—and our customers—a master index of everything we do."

Getting To The Next Level

Already, creating and organization the "Week" has established a new benchmark: It's the largest event ever undertaken cooperatively by the two organizations. That's a new achievement in the 75-year SMACNA-SMWIA partnership. "By reaching a new cooperative level between our organizations, we've recognized that if we're going to change our image and truly brand our business, we need to be comprehensive in our approach to the market," says Mark Watson, SMACNA president. SMWIA General President Mike Sullivan agrees: "The labor-management relationship between SMWIA and SMACNA has helped sustain the industry through some of its toughest economic times. We're looking forward to hosting this venue because we believe that when participants leave Las Vegas, they should understand that we are committed to knowledge, quality training, market growth, and cooperation from a partnership that benefits both sides." ■

More Pie Slices: SASMI & TABB

The board of The Stabilization Agreement of the Sheet Metal Industry will appear at a general session—to answer any and all questions—on Tuesday, May 4, from 3:30 to 4:30. Moving its timing from Fall to Spring, the Testing, Adjusting, and Balancing Bureau (TABB) will hold its third annual conference on Friday and Saturday, May 7 & 8. See the TABB insert in this magazine (page 9 and 10).

Training Sessions— Practical & Tactical

A key component of Sheet Metal Industry Week is a series of practical, hands-on workshops and training sessions. Attendees will obtain “a unique set of tools and information that will be of value to their companies the day they return,” says David Norris, ITI co-chair.

Multiple-day courses

Effective Communication for Union Leaders—runs 8 to 5 each day, Monday to Wednesday. Class size limited to 25. Call SMWIA Department of Education, 202-662-0843; fax enrollment requests to the department at 202-662-0891.

OSHA 500 Train-The-Trainer—SMOHIT will offer this 30-hour course over four days, Monday to Thursday. Those successfully completing the class will be able to teach the basic OSHA 10- and 30-hour courses. NOTE: THIS EVENT IS FREE (a major savings). Limit: 25 attendees. Register online at www.smohit.org; you can also fax forms to 703-739-7134.

Emerging Markets Sessions

HVAC—highlights NEMI studies on growth in the IAQ and commissioning markets.

Architectural—learn about overlooked areas of architectural metal, i.e., causes and prevention of leaks, common welding mistakes, and material cleanliness. Included: Highlights from ITI’s new Architectural curriculum and SMACNA’s recently revised Architectural Sheet Metal Manual (sixth edition).

Residential—provides key points from NEMI’s Residential Retrofit and Service Market Research Study. Details on entering this growing \$12 billion/year market.

Industrial—Provides an overview of information gleaned from two industrial focus groups conducted in early 2004; includes more on reverse auctions.

Technical University

One dozen technical topics will be presented covering a wide range of systems, guidelines, standards, and opportunities.

- Indoor Air Quality Market
- HVAC Air Duct Leakage & Through Penetration Fire-Stopping
- TAB Fundamentals
- Round Industrial Duct Construction Standards
- New Rectangular Industrial Duct Construction Standards
- New Accepted Industry Practices for Sheet Metal Lagging

- Manager’s Guide for Welding
- HVAC Commissioning: Business Opportunity
- New Architectural Sheet Metal Manual
- Seismic Restraint: Guidelines for Mechanical Systems
- Fire, Smoke and Combination Fire/Smoke Damper Installation Guidelines
- HVAC Duct Construction Standards

MORE ITEMS IN SCHEDULE BELOW!

Tuesday, May 4

- 1:00 p.m. - 3:00 p.m. Common Safety Hazards & How to Avoid Them
- 1:00 p.m. - 5:00 p.m. The Business Side of the Sheet Metal Business
- 1:00 p.m. - 5:00 p.m. Basic Sheet Metal Estimating
- 1:00 p.m. - 5:00 p.m. Technical University

Wednesday, May 5

- 8:30 a.m. - 5:00 p.m. Technical University
- 8:30 a.m. - 12:00 p.m. Service Technician Training
- 8:30 a.m. - 12:00 p.m. Lean Production Process
- 8:30 a.m. - 12:00 p.m. Basic Sheet Metal Estimating
- 1:00 p.m. - 3:00 p.m. Effective Construction Communication. **Snippet:** Creating The High-Performing Contractor (May 5, 1 to 5)—assess your company’s approach to leadership, planning, and building customer relationships. How to evaluate the quality of financial and operational results.

Thursday, May 6

- 8:30 a.m. - 12:00 p.m. Emerging Markets (see above).
- 1:00 p.m. - 5:00 p.m. Service Technician Training
- 1:00 p.m. - 5:00 p.m. Design/Build Fundamentals
- Snippet:** Working With Architectural Metal (May 6, 1:00 p.m. - 5:00 p.m.)—hands-on demonstration in the construction of actual architectural metal structures. Skilled tradesmen will demonstrate installation methods and address important safety considerations.

Customers want Certifications

Expanding markets for SMACNA contractors and SMWIA members hinges on giving the customers what they want. There's a great deal of news on the certification front—ranging from what you see in the table at right to additional uses of new training modules!

By A. Lee Chichester

As you've perhaps heard, certifications are a great way for SMWIA members and their contractors to sell value to the customer. They put the contractor and his/her workforce head-and-shoulders above the competition.

Recently, a study by NEMI has shown that customers *want certified people on their jobs*. This simplifies the organized sheet metal industry's marketing challenge. It might really be this simple: *Give the customer what he/she/it wants!*

How can we deliver what's in demand? Working through NEMI and ITI, the SMWIA-SMACNA team is developing new certifications, updating existing programs, and creating continued education and specialization credits for workers and their contractors.

CERTIFICATION = TOOL

NEMI and ITI are working hard to make these tools available to SMWIA members and SMACNA and organized contractors. A variety of specific certification training programs are being developed and/or upgraded (see Table One).

"We know that the HVAC Industry and its customers are demanding credentials and certifications set to standards," says Ted Kuczynski, ITI's Executive Administrator.

At the worker level, becoming an ITI-certified technician is one of the best ways to advance your career. If customers are out there clamoring for certified technicians, earning various certifications will make you "more marketable." For contractors, elevating yourself over your competition with a certified workforce has a positive payback.

But certification isn't just a sticker you put on a car bumper. With the organized industry's high-quality tradition and continuing focus, every effort is made to ensure that ITI certifications *mean something* in the marketplace.

In other words: You'll *earn* the honor of calling yourself or your shop certified.

TABB

For a look certification activity, one can examine the testing, adjusting, and balancing certification from TABB (the Testing, Adjusting, and Balancing Bureau—www.tabbcertified.org).

Other TAB programs are on the market. But TABB, the SMACNA-SMWIA creation, is first certification program to synchronize all components of building environmental systems (HVAC). Building owners and managers using TABB-certified companies can rest assured that their systems are performing in accordance with design specifications.

Further, TABB is unique in the field. Like other programs, TABB certifies the HVAC company. But professional technicians and supervisors are also certified in the TABB program—something not offered by the others (see accompanying story).

EIGHT CERTIFICATIONS

NEMI has released or is working on creating or updating a total of 13 certifications for various specializations. Satisfying external demand works internally as follows:

- NEMI develops the procedures and curriculum, meeting the highest standards in each area of specialization.
- ITI takes the certification programs from NEMI and handles application and implementation.
- From there, the next step is up to SMWIA members and SMACNA contractors. Tens of thousands of individual decisions to pursue certifications—and others to market industry certifications to the user—must follow.

Flexibility is key for contractors and workers in the ever-changing marketplace. A specialization or core competency that has served an area or company very well for many years might not be enough. SMWIA members and their contractors must change with the marketplace, as it shifts.

CONTINUED ON PAGE 15



Place Yourself Above The Competition— At **TABB's 3rd Annual Conference**



May 7-8—Las Vegas

An informative, opportunity-filled way
to conclude Sheet Metal Industry Week.



Pre-Conference Workshop, Friday, May 7, 12 noon to 4 p.m.
“Customer Care”—for TABB-certified supervisors & technicians

Welcome reception Friday evening

Full-day conference, Saturday, May 8 featuring expert speakers on

- Moisture Management—it's ours if we want it
- Indoor Air Quality
- The new National Center for Energy Management & Building Technologies
- Open Forum with TABB's International Certification Board



SMWIA-SMACNA's TABB concept is a reality. More than 700 TABB-Certified professionals work in the union HVAC industry—and we got started in 2001! Even if you're not yet Certified, this event will boost your expertise! Plus: You get to ask questions of our industry experts!

Cost: \$195—admits you into all scheduled TABB events.

REGISTER TODAY—complete the form on the other side of this card—and fax it immediately to the number indicated at bottom.



Your industry created TABB for you—take advantage of it, now!



TESTING, ADJUSTING AND BALANCING BUREAU
THE PROFESSIONALS CHOICE™

800-458-6525 • www.tabbcertified.org

Our First Ever!

Sheet Metal Industry Week



Access Your Industry

Apprenticeship • Safety • Business Issues
Technical University • Market Information
Partnership Conference • Trustee Education

Sponsored By:



+



May 2-8, 2004
Rio Hotel, Las Vegas



Sheet Metal Industry Week Program

"Accessing Our Industry"

Rio All Suite Hotel & Casino • Las Vegas • May 2-8, 2004



Sunday 5/2/04	Monday 5/3/04	Tuesday 5/4/04	Wednesday 5/5/04	Thursday 5/6/04	Friday 5/7/04
<p>Registration 11:00 a.m. - 6:00 p.m.</p>	<p>Continental Breakfast 7:00 a.m. - 8:00 a.m.</p> <p>Partnership Conference Opening General Session 8:00 a.m. - 12:30 p.m.</p> <p>8:00 a.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • Effective Communication • OSHA 500 Course and SMOHIT Products & Resources Review <p>Luncheon 12:30 p.m. - 1:30 p.m.</p> <p>Partnership Conference Breakout Sessions 1:30 p.m. - 5:00 p.m.</p> <p>ITI Apprenticeship Contest Orientation 5:00 p.m. - 6:00 p.m.</p> <p>Welcome Reception 6:00 p.m. - 7:00 p.m.</p>	<p>ITI Apprenticeship Contest</p> <p>Continental Breakfast 7:00 a.m. - 8:00 a.m.</p> <p>Partnership Conference General Session 8:00 a.m. - 12:00 p.m.</p> <p>8:00 a.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • Effective Communication • OSHA 500 Course and SMOHIT Products & Resources Review <p>Health Fair 7:00 a.m. - 2:00 p.m.</p> <p>Box Lunch Pick-up 12:00 p.m. - 1:00 p.m.</p> <p>National Pension Fund General Session 1:00 p.m. - 2:30 p.m.</p> <p>Workshops 1:00 p.m. - 3:00 p.m.</p> <ul style="list-style-type: none"> • Common Safety Hazards & How to Avoid Them <p>1:00 p.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • Basic Sheet Metal Estimating • The Business Side of the Sheet Metal Business • Technical University <p>Central States Coalition Meeting 2:30 p.m. - 5:30 p.m.</p> <p>SASMI General Session 3:30 p.m. - 4:30 p.m.</p>	<p>ITI Apprenticeship Contest</p> <p>Continental Breakfast 7:00 a.m. - 8:00 a.m.</p> <p>Trustee Training presented by International Foundation of Employee Benefit Plans—General Session 8:00 a.m. - 12:00 p.m.</p> <p>8:00 a.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • Effective Communication • OSHA 500 Course and SMOHIT Products & Resources Review <p>Health Fair 7:00 a.m. - 2:00 p.m.</p> <p>Workshops 8:30 a.m. - 12:00 p.m.</p> <ul style="list-style-type: none"> • Basic Sheet Metal Estimating • Lean Production Process • Service Technician Training • Technical University <p>Box Lunch Pick-up 12:00 p.m. - 1:00 p.m.</p> <p>Trustee Training presented by International Foundation of Employee Benefit Plans—Breakouts 1:00 p.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • Health Care Trustees • Pension Trustees • Training Trustees <p>Workshops 1:00 p.m. - 3:00 p.m.</p> <ul style="list-style-type: none"> • Effective Construction Communication <p>1:00 p.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • Creating the High Performing Contractor 	<p>ITI Apprenticeship Contest</p> <p>Continental Breakfast 7:00 a.m. - 8:00 a.m.</p> <p>8:00 a.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • OSHA 500 Course and SMOHIT Products & Resources Review <p>Apprenticeship Conferences 8:00 a.m. - 12:00 p.m.</p> <ul style="list-style-type: none"> • Central States • Western States <p>Emerging Markets Sessions 8:30 a.m. - 12:00 p.m.</p> <ul style="list-style-type: none"> • Architectural Markets • HVAC Markets - NEMI • Industrial Markets • Residential Markets - NEMI <p>Box Lunch Pick-up 12:00 p.m. - 1:00 p.m.</p> <p>Open Forum with ITI, NEMI & SMOHI Trustees 1:00 p.m. - 3:00 p.m.</p> <p>Workshops 1:00 p.m. - 5:00 p.m.</p> <ul style="list-style-type: none"> • Design/Build Fundamentals • Service Technician Training • Working the Architectural Metal <p>ITI Coordinators Workshop 3:00 p.m. - 5:00 p.m. <i>(coordinators only)</i></p> <p>Closing Ceremony & ITI Apprenticeship Contest Awards Reception and Dinner 6:00 p.m. - 9:00 p.m.</p>	<p>Western States Apprenticeship Conference 8:00 a.m. - 4:00 p.m.</p> <p>TABB Conference 5:00 p.m. - 7:00 p.m.</p>
					<p>Saturday 5/8/04</p> <p>TABB Conference 8:00 a.m. - 4:00 p.m.</p>

**Register Now—
Use the back
page of this
brochure!**



Partnership Program: Many Eye-Opening Acts

No, there won't be man-eating tigers at this year's SMWIA/SMACNA Partnership Conference, slated for May 3-4, 2004 in Vegas, but there will be free-wheeling, thought-provoking, no-holds-barred presentations.

This year's Partnership program will kick off the first Sheet Metal Industry Week (May 2-8) and feature eye-opening examples of best practices used by locals and chapters to expand into residential, industrial, commercial and institutional markets.

Among the topics this highly popular conference will cover are:

- **Details of the landmark Florida project to regain market share.**
- **Mind-boggling research findings on residential retrofit and service and local labor-management residential success stories!**
- **What industrial decision makers say it takes to get their business.**
- **How labor and management in British Columbia use a "road show" to educate the industry about market realities—what's needed to succeed today!**

HOW TO:

- **Make school officials think twice about non-union contractors.**
- **Use the HVAC Expertise slogan and logo to best effect.**
- **Obtain a federal subsidy for your market expansion efforts.**



PLUS: A wake-up call from owners on "reverse auctions."

Sheet metal contractors, local union leadership, training coordinators and SMACNA chapter executives seeking to improve industry relations and create work opportunities that benefit both labor and management will want to attend not only the Partnership Conference but also the entire Sheet Metal Industry Week. The Industry Week Program will be packed with technical, business, safety, and market opportunity workshops and close with the National Apprentice Contest and Awards Dinner.

To register, use the back side of this page—tear it out or photocopy. Act Today!

SMWIA + SMACNA—Partners In Progress

Timely Training For Trustees!

One-Day Seminar Wednesday, May 5

Designed with the help of the International Foundation of Employee Benefit Plans for Labor and Management Fund Trustees in the Sheet Metal Industry.

AM – fiduciary responsibilities under ERISA. A thorough review of the Trustee's role, updated with current information from the U.S. Department of Labor.

PM – specialized training workshops for Health, Pension, and Training Fund trustees.

Health – hot topics in health and welfare design, funding, and cost & quality management.

Pension – latest trends in effective pension plan design. Actuarial principles affecting the health of your plan.

Training – current issues facing training funds. Included: "Where is the scholarship loan agreement program after the Supreme Court's *Great West* decision?"

All attendees will receive a Certificate of Attendance from the International Foundation.

Expense Coverage: Ask Your Fund

Has your trust fund adopted a policy providing for expense reimbursement for Trustees attending educational programs?

If so, the Certificate of Attendance awarded at the Trustee Training might prove useful. It could allow reimbursement for a proportionate share of airfare, hotel registration costs, and related expenses to attend this meeting.

Trustees: Consult your trust fund rules. Ask your administrator to determine the portion of expenses that may be allocated to the fund.

Table One

Sheet Metal Partnership Certification Update

Certifications	Development Stage	Description
Commissioning	Coming Soon	Developed to meet the needs of building owners and designers, the new TABB building commissioning certification will be available early this year. A one-week class followed by an exam will be offered to qualified individuals.
Energy Management	Coming Soon	An updated technician-level energy management certification test has been developed and will be available to qualified individuals in the first quarter of 2004. The test will be based on information available through the ITI environmental modules and field experience.
Filtration	In Task Force	A NEMI Task Force is developing the criteria for certification in filtration for our technicians. As HVAC systems become more and more advanced technologically the filtration systems do as well. The end user is asking that technicians who service these vital components of the system be trained and qualified to perform the work.
Fume Hoods	In Development	Certification for those working on fume hoods—most in demand by customers in private industry and government research work.
HVAC Mechanic	Coming Soon	Industry recognition of the high-quality HVAC training an individual has received through apprenticeship.
HVAC Technician	Coming Soon	Recognizing the advancement of an HVAC mechanic who has taken the next step to become an entry-level HVAC service technician. Includes successfully passing the ARI industry competency exam.
HVAC Master Mechanic	Coming Soon	Recognizing supreme qualifications and commitment to delivering system diagnostics and service. Includes successfully passing the NATE core and two disciplines.
IAQ	Upgraded	NEMI's technician certification of IAQ technicians will be upgraded this year with classes and exams offered to qualified individuals. This keeps our contractors and technicians recognized as the most qualified to meet the building community's needs.
Moisture Management	In Task Force	A NEMI Task Force has just been formed to examine delivery of a "Moisture Management" service to building owners. Proper control of moisture migration in a building can assist building owners in mitigating the risk of mold growth. Our industry has the expertise to address humidity within a building through proper service and maintenance of environmental systems as well affirming that the building envelope (i.e. roof and architectural metals) are installed properly, thus preventing moisture incursion through the building envelope.
Sound & Vibration	Coming Soon	The International Certification Board is completing the development of a certification in sound and vibration (S&V). The certification process will be a combination of work-study utilizing the new SMACNA S&V Manual (scheduled to be published by April.) The Certification will require one week of class time followed by an exam. This should be ready for full implementation by mid-year.
TABB Technicians	July 2001	ITI (SMARTA, and TABIC) technician certifications are recognized by TABB as being the best certifications available in the world today for technicians who perform air and hydronic balancing of building environmental systems.
TABB Supervisors	July 2001	TABB's certification process for Supervisors of Testing, Adjusting and Balancing Company's was developed to insure engineers, architects and building owners that the TABB program is the "Professional's Choice."
TABB Contractors	July 2001	TABB's certification process for Contractors was streamlined to assure the highest level of service to qualified contractors while keeping uniformity in the process. TABB's certification process assures the building community of receiving the best-qualified team, from technician to supervisor to customer satisfaction.

CONTINUED ON PAGE 20

Sights to See



Check out www.sheetmetalpartners.org—the “internally focused” site of the 75-year-old partnership of SMWIA and SMACNA. Handy here: You can download PDFs here of past **Partners In Progress** issues.



At www.smacna.org, you'll find a great deal of information available free, including the SMACnews monthly newsletter and others from the association's architectural, HVAC, industrial, and residential market sector councils.



Training gives SMWIA members and their SMACNA and signatory employers an edge. www.sheetmetal-iti.org is our training “home page”—where you'll find the International Training Institute.



Safety matters—to workers and their contractors. That's why the SMACNA-SMWIA team formed the Sheet Metal Occupational Health Institute Trust. You'll find SMOHIT's newsletter here—www.smohit.org.



Things you might not know about SMWIA can be found at www.smwia.org, including contact details on SMWIA local unions—including links to those with home pages.



From the home page at www.nemionline.org (National Energy Management Institute) you can download a presentation on Best Value Contracting; see recent "TABB Talk" inserts into engineering magazines; and view info NEMI sent to schools about IAQ.



Download PDFs of research surveys on IAQ, commissioning, and the energy retrofit market—at www.tabbcertified.org. There's plenty more at the Testing, Adjusting and Balancing Bureau's site.



What's new from the SMWIA-SMACNA team on the Web? It's www.HVACexpertise.com—the partners' "externally focused" site, aimed at homeowners and commercial building owners and managers.



The Workforce Is Changing— What We're Doing About It

In the face of dwindling resources, local partnerships are developing strategies to recruit non-traditional workers into the skilled sheet metal workforce. Here's what four areas are doing, including some interesting ideas (and not much duplication!).

By Debbie McClung

Looking forward to retirement? For baby-boomers—those born between 1946 and 1964—that time is quickly approaching. The question for SMACNA and SMWIA is who will replace these workers?

“To allow contractors and manufacturers to grow and maintain their human resources, we need to find an awful lot of apprentices and employees that we don't currently have,” says Ron Rodgers, former SMACNA President.

A search for those new faces is the reason the many SMACNA chapters and SMWIA locals are employing innovative methods for recruiting minorities, women, and young people—all groups underrepresented in the sheet metal workforce. Here's a look at what four areas are doing.

CALIFORNIA: OVERCOMING CULTURAL BARRIERS

“In our area, there's demand for 16,000 construction jobs, yet contractors can't seem to find people to fill them,” says Jordan Ehrenkranz, president of Ideal Heating and A/C Co. His firm is a member of Cal-SMACNA.

To fill the void, SMWIA Local Union 105 adopted a strategy of “cultural inclusion,” according to Roy Ringwood, president and business manager for the Southern California jurisdiction.

“With the decline in skilled labor among building trades, we need to keep a wider view,” Ringwood adds.

Local 105's strategy is starting to pay off. Hispanics and other minority workers and women make up slightly more than 50% of the Local's membership. Yet, as the membership becomes more diverse, it becomes more critical that union organizers come to recognize the unique issues, needs, and wants of their workers.

“Members of our workforce come not only from the United States, but also from Puerto Rico, Cuba, Guatemala, and El Salvador. We need to understand them, and more importantly—we have to help them communicate with each other and educate them about the union,” Ringwood says.

Education needs these days include additional efforts. SMWIA Local 105 sends a veteran female union worker on site visits to raise awareness that women can succeed in the building trades.

Cal-SMACNA is also doing its part to promote the building trades. Ehrenkranz has helped introduce something called “Quad C”—the California Coalition for Construction in the Classroom. Established in 1998, Quad C is the construction industry's attempt to compensate for drastic reductions in school-sponsored technology programs. It promotes careers in the building trades to junior high and high-school students.

NEW MEXICO: WORKING WITH THE MINORITY-MAJORITY

New Mexico is one of two states (Hawaii is the other) designated as having a “majority minority” make-up. SMWIA

Local 49 and SMACNA's local chapter have a 70% minority membership. .

"For us, the workforce shortage is a myth," says Terry Farmer, business manager for Local 49. More than 30,000 Mexican workers cross the border *every day* from Juarez, Mexico to El Paso, Tex., and other area cities, Farmer says. Note that parts of West Texas are in his union's jurisdiction.

These workers come in part due to massive layoffs in "maquiladoras"—the manufacturing plants that sprung up in northern Mexico over the years. One reason for the layoffs is that the same manufacturers built those plants are now moving jobs to China.

"Our challenge is to train workers and make them productive for the union and contractors," Farmer says.

Building a mentor system for a minority workforce mentor means accepting responsibility for being bilingual. Rather than teaching English as a second language (ESL), organizations are beginning to focus on teaching supervisors simple construction safety-oriented Spanish (SSL).

"Although language has been one of the most common barriers to recruiting other nationalities, cultural roadblocks may actually pose a greater challenge," says Raymond Diaz, a SMWIA Local 49 union organizer.

"Within the Hispanic culture, workers are very loyal to their employers, but they have little concept of the advantages of health insurance, fair wages, pensions and unions in their culture. They just want a steady job," Diaz says. "We can't overlook educating the immigrant workforce concerning the benefits of union employment."

WHAT THE HECK IS 'JOB SHADOW,' ANYWAY?

According to the National Job Shadow Coalition (www.jobshadow.org), "job shadowing is an academically motivating activity designed to give kids an up-close look at the world of work and to answer the question, 'Why do I have to learn this?' [in these activities] Students 'shadow' workplace mentors as they go through a normal day on the job. The students get to see firsthand how the skills learned in school relate to the workplace."

SMACNA Executive Director David McCoy agrees: "Foreigners are literally dying to work here. They're getting stranded in deserts and losing their lives in moving vans to find jobs.

"We need to be thinking outside the box and doing more things that might be 'non-traditional'—like establishing regional multi-craft training facilities and teaching the basics of how to get along in the United States."

SPokane, WASH: AN ACTIVE TEAM

Despite a slow economy in Spokane, SMACNA's chapter and SMWIA Local 66 are expanding their efforts to recruit apprentices and members. Beyond participating in area high school and college trade fairs, the SMWIA-SMACNA team works with area schools to reward apprenticeship applicants who complete specific technical courses and participate in "job shadow" programs.

Unique and successful among minority recruiting programs is the team's "Good Sport Award." This program recognizes talented athletes and bestows upon them apparel bearing chapter and local logos.

"This is a tool that not only encourages good behavior and superior performance, but it also plants a seed for the sheet metal industry," says Phil Peterson, executive director of the Island Northwest Sheet Metal Contractors Association (SMACNA's chapter).

Peterson helps to coordinate the program, which is co-sponsored by Spokane-area basketball officials and SMACNA-SMWIA. It helps that Peterson is a basketball official in his spare time!

Another effort sees the SMACNA-SMWIA team cooperate with the Spokane Alliance, an organization developed to address common causes in the community.

"The Spokane Alliance is a community-based organization that brings the church, educators and unions together for common causes such as apprenticeship utilization on school construction projects," says Floyd Burchett, Local 66 business representative.

Burchett says the union fully supports the community outreach effort. "The Alliance has teams that address youth education and racial tolerance, which has given us the opportunity to go into community centers and talk to minorities about starting an apprenticeship.

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The English/Spanish game is just one of several items members of the SMWIA-SMACNA team can order from the International Training Institute—www.sheetmetal-iti.org.

CERTIFICATION CONTINUED FROM PAGE 15

“For example, in my marketplace, we might have done a lot of traditional HVAC work,” says David Norris of Dean E. Norris, Inc., in Wichita, Kan. “Suddenly, there’s an opportunity to do some IAQ work—but none of my journeymen or apprentices have specialized in or have much experience with indoor air quality.

“That certification-level training is available now to keep my guys on the job.”

FOR JOURNEYMEN & APPRENTICES

If it’s not yet true, there will be a program available in your area. Consider just the TABB program: More than 650 technicians have been certified by ITI, with 200 more in the process. Is this program done? Have you been shut out?

Absolutely not! The goal is to have 2,000 TABB-certified SMWIA technicians on the job in the next three years.

As Table One shows, many other certifications are ready or being readied. There are 13 items listed; if one counts the three HVAC certification as one and the three TABB as another, there are a total of nine programs.

“We are setting industry standards with our TABB, HVAC/R service and IAQ/Ventilation certification programs,” says Erik Emblem, NEMI’s executive director.

Training is emphasized for apprentices and journeymen alike. With the recent establishment of a “core curriculum”

foundation for apprentices, specialization might well become the rule rather than the exception. Essentially, the basics of sheet metal and HVAC work will be covered during an apprentice’s first two years of the “modular” training approach. These basics will include drafting, goal-setting, time-management, safety, and much more.

In the following two to three years, the apprentice will pursue different “modules” of concentration—in areas such as architectural sheet metal, IAQ, wellness training, TAB, and more.

CUSTOMER-CREATED BANDWAGON

The customers have spoken—they want certifications. SMACNA, SMWIA, NEMI, and ITI are responding. What comes next?

1. Certified SMWIA members.
2. SMACNA contractors that market those certifications.
3. Satisfied customers.
4. Growing SMWIA-SMACNA market share in your local area! ■

CHICHESTER, BASED IN VIRGINIA, WRITES FREQUENTLY FOR **PARTNERS IN PROGRESS** AND OTHER PUBLICATIONS IN THE ORGANIZED CONSTRUCTION INDUSTRY. WHEN NOT WRITING, SHE PURSUES AN AVOCATION IN FALCONRY.

NEMI’S CUSTOMER FOCUS

“NEMI’s mission is to identify emerging markets and develop programs to capitalize on them” says Erik Emblem, executive director.

“We determined that the end user was demanding certified professionals to perform work on their buildings and systems. Indoor air quality and mold litigation has only intensified this need.

“Building owners, architects, engineers, and facility managers are fed up with semi-trained technicians exposing building occupants to dangerous conditions,” continues Emblem, originally from SMWIA Local Union 49.

“They’re fed up with ‘drive by’ balancers who never even set foot into an equipment room, let alone verify that systems are performing to spec.”

SMACNA and the SMWIA have answered this challenge through NEMI and have dedicated the resources necessary to see that programs meet the needs of the end user.

TABB & CUSTOMERS

The Testing, Adjusting, and Balancing Bureau (see www.tabbcertified.org) is unique in the HVAC industry, organized and other. *How so?*

• First, TABB is the only national TAB program that certifies technicians.

• Also, there are three TABB certification levels—one each for the technicians, their supervisors, and the contracting companies. This also is a TABB exclusive.

• Additionally, TABB technicians sign a “Code of Conduct” that specifies that they will not falsify reports.

Is there a difference in the real world? As explained recently by an engineering company leader who put TABB into the company’s standard specs, the difference is seen in the person doing the work—the technician.

In an interview, the engineer said his firm was very unhappy with TAB reports obtained from various contractors; he called the reports useless. It appears that the “certified” (by other programs) TAB contractors sent untrained people to do site TAB work.

What’s desired is a trained, competent technician to perform TAB tasks. That can be obtained by via SMACNA and other signatory contractors, using SMWIA workers. The TABB program, and the certification, adds that certain something.

From the perspective of that engineer, and others, a certification is needed. TABB fills the need and assures customer and engineer that the whole team is professional, ethical, and committed to performing at the highest level.

In plain English: TABB is an example of what certifications mean to the customer. —Lee Chichester

GOING FROM 'MODULES' TO EVEN MORE CERTIFICATIONS

JATC Centers are revamping apprenticeship training. Driven by the marketplace this change seeks to provide SMACNA and signatory contractors with SMWIA workers who have the flexibility to remain competitive.

For apprentices, one benefit is they can progress at their own pace within "modules" that fit their interests (see *Partners In Progress* article in the September 2003 issue). Apprentices will encounter these modules in year three of an apprenticeship and thereafter.

A next step is to adapt some of the modules to create training leading to new *certifications* at the journeyman and supervisor levels. "Everything we're doing undergoes a test," says David Norris, SMACNA's co-chair on the SMACNA/SMWIA task force assigned to upgrade the curriculum. "What we ask of each and every development is, 'Will this lead to a certification?'"

NOT A NEW IDEA

While it's a change for the organized sheet metal industry, the modular approach to future journeyman certification is not a radical new idea.

Continuing education programs are offered to professionals in many fields—through associations, universities, and community colleges.

With the basics already mastered by these professionals, continuing ed programs are devoted to specific specializations. Professionals whose employment and/or marketability requires continuing education credits or skill upgrades swarm to such offerings.

Likewise, local JATCs will tailor classroom instruction to meet local market demands. Apprentices can specialize in an area that not only will be marketable, but also of interest to them; journeymen can improve their skills and gain flexibility by pursuing training in specific modules as well.

"Our goal is to look at each module and adapt it to complement journeymen continuing education," says Norris. "Perhaps not each module will be a stand-alone certification, but in combination with others.

"We're moving aggressively in this new millennium to deliver the training necessary to meet the marketplace's new expectations."—*Lee Chichester*

EVERY SINGLE MODULE
WON'T BE CONVERTED
INTO A STAND-ALONE
CERTIFICATION—SOME
WILL BE ADAPTED, SOME
WILL BE COMBINED.

CHANGING WORKFORCE CONTINUED FROM PAGE 19

"We also have been very successful in recruiting into our program through these kinds of activities," he adds.

PEORIA'S WORK-BASED LEARNING

"It's getting harder and harder to find quality applicants, so anything we can do to enhance even the slightest chance that we can get an applicant is something we want to do," says Carl Grubb, the Joint Apprenticeship Training Committee (JATC) apprenticeship coordinator in Peoria, Ill.

One recent effort saw the JATC host a series of award-winning, work-based learning programs developed to provide high school juniors and seniors with a better understanding of the types of work, materials, and techniques sheet metal workers can master.

'With the decline in skilled labor among building trades, we need to keep a wider view'

"This program is real positive for everyone involved," Grubb says.

SMACNA's Central Illinois Chapter and SMWIA Local Union 1 partnered with the Peoria Educational Region For Employment and Career Training (PERFECT) to establish these workshops.

Biannual advertisements and recruitment mailings market the workshops to minority and outreach organizations. JATC and PERFECT host "job shadow" opportunities and career days with student groups. Some of the participants are as young as middle-school age!

Working together, the SMWIA-SMACNA team in the Peoria area is expanding the sheet metal industry's appeal to women. When the local community held a "Women in Construction Day" event last spring, a female sheet metal worker served as keynote speaker and panelist. More than 80 women attended. ■

MCCLUNG IS AN EXPERIENCED IOWA-BASED WRITER AND PUBLIC RELATIONS SPECIALIST.

HVAC DataBank

Table 1: Construction Spending—11 Months, 2002-2-3
(construction put in place, not seasonally adjusted)

(dollars in billions—year to Nov. 30)

	2001	2002	2003
Total	\$780	\$795.7	\$828.1
Residential*	\$360.5	\$389.6	\$428.4
Commercial	\$55.8	\$54.2	\$52.0
Office	\$48.5	\$37.6	\$27.3
Health Care	\$13.9	\$20.3	\$21.8
Education	\$11.6	\$12.1	\$12.2
Hotel/Motels	\$13.4	\$9.5	\$8.9
Industrial	\$27.1	\$15.4	\$12.8

Source: U.S. Department of Commerce

Table 2: Construction Starts—11 Months, 2002-2-3
(value of contracts for new construction, not seasonally adjusted)

(dollars in billions—year to Nov. 30)

	2000	2001	2002	2003
Total	\$441.5	\$464.2	\$469.3	\$481.2
Residential	\$193.8	\$204.2	\$230.0	\$256.8
Non-Residential	\$162.0	\$159.1	\$144.8	\$139.7
Non-Building	\$85.7	\$100.9	\$94.5	\$84.7

Source: McGraw-Hill Construction/Dodge

About Tables One And Two

Table One provides spending data (“construction put-in-place,” as the Census Bureau terms it). Table Two provides figures from Dodge on new construction contracts.

Why are Table One’s figures higher? Several factors, including different classification and tracking methods, create the differences.

These data are provisional. Figures for December 2003 are missing from both tables; while they will be reported as this issue mails, even those numbers will not yet be the “final” word on last year—as they are subject to revision.

Data above are final for 2001 and 2002, of course, and display the latest info on 2003 as of our publication deadline.

Partners **IN** PROGRESS

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