Attracting Your Work Force

Recruiting Blitzes & Sheet Metal Industry Nights

For the Florida Initiative
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SMWIA Regional Director

Susan Karr
Executive Vice President
Florida SMACNA

Michael J. Jeske
SMWIA International Organizer
Background

- Modeled after Electrician’s Union Initiative
- Banners trucks added to raise visibility
- Local Union participation commitments secured
- Contractor participation commitments secured
- Planned as week long event
- All materials in Spanish and English
- Unrepresented workers talk to employers for jobs
Recruiting Blitzes & Sheet Metal Industry Nights

Blitz orientation, training / role playing
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The Blitz:

- Orientation, training / role playing
- City divided into sectors
- Bi-lingual phone operator
- Teams patrol city in banner trucks
Recruiting Blitz

Sheet Metal Workers
Hojalateros
with experience
con experiencia

$18.48 - $34.20 hr.
1-786-213-9007

07-23-2007
Recruiting Blitzes & Sheet Metal Industry Nights

The Blitz:

- Leaflets distributed:
  - job sites
  - supply houses
  - non union shops
- Contact cards collected when possible
Attention Sheet Metal Workers
We have immediate career opportunities that include:
☞ Top Pay
☞ Retirement Package
☞ Free upgrade training
☞ Family Health insurance

If you are interested in earning more and providing a better way of life for you and your family, attend the Miami Sheet Metal Industry Night event. Representatives from numerous leading Sheet Metal Industry Contractors will be present and looking to hire all levels of sheet metal workers.

Wages from $18.48 to $34.20 hr.

Miami Sheet Metal Industry Night
When: This Thursday July 26, 2007, 4:00 - 7:00 p.m.
Where: Miami Airport Marriott, 1201 NW LeJeune Road, Miami, FL 33126

Door Prizes!!
27" Color TV
Gift Cards  Free Food  Tools

For additional information call 1-786-213-9007

¡Hojalateros atención!
Nosotros tenemos oportunidades inmediatas de trabajo:
☞ Salarios altos
☞ Paquetes de Jubilación
☞ Entrenamiento gratuito
☞ Seguro de salud familiar

Si usted esta interesado en ganar más y tener un mejor estilo de vida para usted y su familia, asista a la Noche Industrial de Hojalatería en Miami. Representantes de los más conocidos contratistas en el área de la industria hojalatera, se harán presentes y estarán contratando en todos los niveles de experiencia.

Salarios entre $18.48 a $34.20 HR.

Noche Industrial de Hojalatería
Cuando: El jueves Julio 26 del 2007, 4:00 -7:00 p.m.
Donde: En el Marriot Hotel del Aeropuerto de Miami
1201 NW LeJeune Road, Miami, FL 33126

¡Premios de entrada!
27” TV a color
Tarjetas de regalo-Cena gratis-Herramientas

Para información adicional llamar al: 1-786-213-9007
Recruiting Blitz

Name: ____________________________________________
Address: ____________________________________________
City: __________________ State: ______ Zip: ____________
Home Phone: _________________________________________
Mobile Phone: ________________________________
Email: ____________________________________________
Employer: _________________________________________
Current rate of pay: _________________________________
Total years of trade experience:

Experience areas:  Industrial ___ yrs  Commercial ___ yrs
Residential ___ yrs  Architectural ___ yrs  Fabrication ___ yrs,
Marketing Rep. ___ Date ___ Time ___

Additional Comments on reverse side

Nombre: ____________________________________________
Dirección: _________________________________________
Ciudad: __________________ Código postal: _____________
Número telefónico: __________________________________
Celular: __________________________________________
Correo electrónico: __________________________________
Emp竭ador: _______________________________________
Salario actual: ______________________________________
Años de experiencia en hojalatería: __________

Tipo de experiencia: Industrial ___ años; Comercial ___ años;
Residencial ___ años; Arquitectónica ___ años; Fabricación ___ años;
Representante: __________________ Fecha ___ Hora ___

Comentarios adicionales al reverso de esta tarjeta
Recruiting Blitz
Recruiting Blitzes & Sheet Metal Industry Nights

Sheet Metal Industry Night:

- Thursday afternoon 4-7pm
- Neutral Location
- Union contractor booths
- Local Union and JATC booths
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Sheet Metal Industry Night:

- Bilingual application forms and greeters
- Food and beverages provided
- Door prizes
- Job offers made by contractors when possible
Sheet Metal Industry Night

07.26.2007
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Miami Area Results:

- 370 Contact Cards
- 304 Applicants
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West Palm Beach results:
- 81 Applicants
- 111 Contact cards

225+ new members in South Florida from Miami and West Palm Beach Blitzes
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Gainesville area Results:
- 63 Applicants
- 40 new members employed
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Jacksonville Area results:

- 81 Applicants
- 35 new members employed
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Local 32 Active Membership
Pre Blitzes: 600
Post Blitzes: 825
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Local 435 Active Membership
Pre Blitzes: 350

Local 435 Active Membership
Post Blitzes: 425
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Contractor Impressions:

“This is the most effective activity that I have seen by the Partnership”

Ray Burnsed, Ray’s Metal Works

“Quite frankly, I’ve never seen anything like it! It was a new approach. It was effective and appeared to get the job done. I was impressed with the turnout and with the reaction of the people who attended.”

Dick Cramer, SMACNA Immediate Past President
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Selected Post Industry Night Evaluations:

“Most workers we hired are classified workers. We got some good workers. About 15% were very good help”

- Contractor who hired more than 50 new employees at Industry Night.
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Selected Post Industry Night Evaluations:

“I hired one who is classified as an apprentice. He is excellent, better than some journeymen.”
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Selected Post Industry Night Evaluations:

“I hired 3, an apprentice, a pre-apprentice and a classified worker. They are working out well.”
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Selected Post Industry Night Evaluations:

“I hired 2 classified workers who are working out well.”
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Benefits:

- Applicants with wide ranging skill sets
- Applicants already in our Industry
- Visibility for the Union Industry.
- Direct contractor / applicant contact.
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Benefits

- Raise wages of competition
- Address Immediate hiring needs
- Builds large contact list for future
- Expands manpower pool, an important Union Industry marketing feature.
Sheet Metal Industry Night
Recruiting Blitzes & Sheet Metal Industry Nights

Thank You.

Questions?