Best Practices Market Expansion
Task Force Program

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Vision for Market Expansion

Create environment where local labor and management collaborate to implement best practices that grow market share and increase membership.
Why Should Contractors Grow?

- Allows career growth for key employees
- Increases incentives
- Supplies funds for better systems, facilities, and equipment
- Satisfies customer needs
- Improves competitive position
- Stimulates creativity
- Improves the lives of people in the Sheet Metal Industry
Why Should Locals Grow?

- Improves pension, health and welfare programs
- Enhances benefits
- Allows new market penetration
- Improves local’s financial position
- Strengthens local’s position in community
- Improves employees’ quality of life
Customer Awareness Programs
Promote Use of Expertise Logos

- Use of the logos is free.
- Simple licensing forms available online.
- Creative uses are possible.
Why Use Expertise Logos?

This branding program equates the SMACNA/SMWIA team as the source of expertise for HVAC (commercial and residential), architectural, and industrial construction, service, and retrofit work.
Partners in Progress (PINP) Magazine

- Enables cooperation/collaboration
- Shares best practices
- Encourages new best practices
- Profiles resources
- Relays facts

Reaches 145,000 SMWIA and SMACNA members (plus selected groups) per issue (4x per year) since 2002
Partners in Progress (PINP) Website

- Portal for sheet metal cooperation activities
- Source for National Best Practices information
- Archive of Cooperation publications
- Links to SMACNA Chapters, SMWIA Locals, and signatory Contractors
Expertise Websites

- www hvacexpertise com
- www asm-expertise com
- www industrialexpertise com

Consistent Objective: Find a Union Contractor
Designed to share best practices and help you make creative, intelligent, and frequent use of the local media to get our industry's messages across to the public.
“Live Up To The Promise” DVD

“Commitment is what transforms a promise into reality.”

- Be productive on the job
- Get to work on time
- Dress appropriately
- Have a good work attitude
- Work cooperatively
External Communications

A selective advertising campaign features the Expertise logos.

In 2008, ads will appear in
Architectural Record
Building Operating Management
Constructor
Maintenance Solutions
Building Services Management
The Expertise Message

HVAC Expertise:
It's like blanket coverage for sheet metal.

If we’ve done our job, your te won’t notice.

www.hvacexpertise.com

Don’t add to your HVAC problems. Hire expertise.

HVAC Expertise is more than HVAC solutions. We deliver what customers expect and always exceed their expectations.

To learn more, visit our Web site www.hvacexpertise.com.
It takes more than just tape.

SMACNA Contractors and Local 66 combine the latest technical knowledge with many years of solid, on-the-job experience as well as many hours of classroom training. For a list of SMACNA Contractors, visit www.smacna.org.
Market Expansion Road Shows

- Local presentations
- Communicate critical issues
- Learn to market yourself to external customers

Local Labor/Management Cooperation is the key to success

Schedule a Market Expansion Road Show TODAY!
Residential Service/Retrofit Market

- Achieve progress in Central California Valley and Florida residential/light commercial Pilot Programs
Success Story: Florida Industry Nights

“Bury all your differences... unfair competition is the adversary.”
Key Success Factors

• Commitment to Working Together
  – Joint Labor/Management Committee
  – Joint Labor/Management Activities and Initiatives

• Commitment to Growth
  – Joint Labor/Management Marketing Activities
  – Joint Labor/Management Recruiting Activities
Summary

• Growth is critical to our future.
• Leadership is vital to achieve growth.
• Effective growth strategies and tactics exist.
• Cooperation is the key to achieving your goals.
Thank You