

Market Expansion Program

Ten-year Vision: achieve a net tripling of membership



Results to Date

Customer Focus Groups (2004)

1. Who are and are not Decision Makers
2. Factors important to Decision Makers
3. How to Improve our Customers' Awareness



3 Year Action Plan (2004-2007)

- Implement customer awareness programs = significant increase in market share growth
- Aggressively promote “HVAC Expertise” (architectural and industrial) logo
- Begin “*branding*” program which equates SMACNA/SMWIA as the sources of expertise for
 1. HVAC (commercial and residential)
 2. Architectural
 3. Industrial Construction
 4. Service or Retrofit



Expertise Logos



Total Logo Requests Since 2004



- Management- 47
- Labor- 14



Local Branding

We don't like stuffy banks either.

Thank you, Cedar Rapids Bank & Trust, for allowing us to engineer and install the heating, ventilation and air conditioning in your new downtown location. We're pleased to add a breath of fresh air to your business.

CE CLIMATE ENGINEERS SOLUTIONS IN AIR

CE Hvac EXPERTISE PERFORMANCE • TRAINING • STANDARDS

CEDAR RAPIDS : QUAD CITIES : www.climate-engr.com

Duct Installation...



It takes more than just tape.

It takes the HVAC Expertise of SMACNA Contractors partnering with the quality craftsmanship of the SMWIA, Local 66...the undisputed industry experts in duct installation, HVAC, indoor air quality, energy conservation and heat recovery.



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.smacnaww.org



Experience. It makes even the toughest jobs seem routine.

SMACNA Contractors and SMWIA Local 66 members have seen it all. They've built it all. They have the knowledge and resources to make even the hardest jobs seem easy.

HVAC Expertise combines the latest technical knowledge with many years of solid, on-the-job experience. From duct fabrication and installation to air pollution control,



from welding to fume removal, you can be assured of sound engineering and the highest level of service. For a list of SMACNA Contractors please visit:

www.smacnaww.org



Web Sites

- www.hvacexpertise.com (2003)
- www.asm-expertise.com (2004)
- www.industrialexpertise.com (2004)

Consistent Objective— Find A Union Contractor



www.hvacexpertise.com

→ Visit SMACNA Web Site

→ About HVAC Expertise

→ Contact Us

→ Home



Are you a Homeowner? →



Are you a Building Owner/Manager? →



This internet presence has been developed to provide you with a single source of information on HVAC systems and organizations qualified and ready to assist you.

The information is presented in a user friendly approach and we sincerely hope that it provides you with the information you are seeking.

We believe that there is no substitute for HVAC Expertise, which we define as quality workmanship performed in a productive and efficient manner, using accepted industry standards with a vast pool of talented workers.

We welcome your comments to info@hvacexpertise.com.

www.asm-expertise.com



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[WHY HIRE OUR EXPERTS](#)

[HOW TO CHOOSE AN EXPERT](#)

[SEARCH FOR AN EXPERT](#)

[ASK AN EXPERT](#)

[INDUSTRY STANDARDS](#)

ARCHITECTURAL METAL EXPERTISE

Architectural Metal Expertise contractors provide the greatest range of architectural metal products and services available to the design community. These experts, who employ the construction industry's most experienced and well trained craftsmen, work with architects, designers, builders, and owners to design and create award winning architectural metal projects that are developed and produced by combining old-world craftsmanship with cutting edge technology.



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CASE STUDY

FEATURED PROJECT

Mesa Motorola Semiconductor Products Sector

Mesa Motorola Semiconductor Products Sector, Mesa, Ariz.

The crew of J.B. Rodgers Mechanical Contractors/ KINETICS recently installed a 420,000 cubic-foot-per-minute, seven scrubber system in the Mesa Motorola Semiconductor Products Sector (SPS) complex in Mesa, Ariz. The new system will remove acid and ammonia exhaust from a clean room. [More >>](#)



EXPERTISE

- Automotive
- Food
- Processing
- High Tech
- Manufacturing
- Pharmaceutical
- Power Plant
- Waste
- Removal
- Other

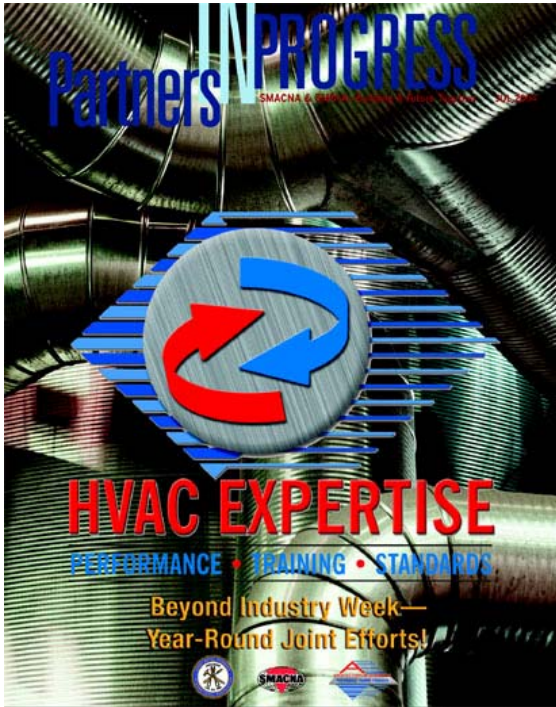
Internal Communications

Partners In Progress (PIP)– 145,000 copies 4x a year to

1. SMWIA members
2. SMACNA members
3. Press
4. Selected Customer Groups (dependent on PIP Theme i.e. Industrial Buyers, Architectural Firms)

Since its inception in 2003, 1,885,000 copies of PIP have been distributed





PIP Objectives (2003)

- Improve Understanding on the Importance of Cooperation/Collaboration
- Share Best Practices
- Encourage New Best Practices
- Profile Resources
- Relay Facts
- Facilitate Change



How are we Doing?

Benchmark Survey 2003 and 2005

1. Please rate the SMACNA/SMWIA relationship in your area on a scale of 1 to 10. Mean Average 2003 4.7; 2005 4.9
2. Please rate the SMACNA/SMWIA relationship on a national level Mean Average 2003 5.5; 2005 5.7
3. Have you seen the newest publication from SMWIA and SMACNA, **Partners in Progress** Yes responses 2003 57.2%; 2005 68.1%
4. Has it helped you better understand what we are doing at the national level? Yes responses 2003 75.8%; 2005 81.0%



More Internal Communications

- Best Practices Market Expansion Program (2003)
- PIP (www.pinp.org) site (2004)
- 2006 Partners in Progress Conference



www.pinp.org

SMWIA - SMACNA Partners in Progress

About Best Practices

News & Events

Education & Training

Industry Resources

Market Expansion

Sponsors & Related Links

Locals & Chapters

Find a Contractor

Partnership Communicator

Residential Resources

Search

The SMWIA/SMACNA Partnership is more than 75 years old and is based on the mutual goal of delivering quality sheet metal applications and heating ventilating and air conditioning systems using skilled, trained, craft workers.



The purpose of the Partnership is to maintain an effective cooperative effort to insure an increasing market share and dominant role in the future of the Industry.

[SMACNA](#) contractors are committed to quality construction using credible, well accepted industry standards employing a trained, professional workforce.

[SMWIA](#) members receive wages commensurate with the skills they bring to the workplace SMWIA members also earn health , insurance and retirement benefits from responsible employers, SMACNA member contractors.



2006 Partners in Progress Conference



[Licensing Information for Expertise Logos](#)

[Licensing Information for the Comprehensive Expertise Logo](#)

External Communications

Use What We Learned (2004-2005)

1. Constructor Magazine (AGC)
2. Buildings Magazine (building owners and facility managers)
3. Building Owners and Managers Association Magazine
4. Direct Mailing to Industrial Owners



The Message



Most people think about an HVAC system the way they think about their health. They don't think anything goes wrong. Then it's hard to think of anything else. Hard to concentrate on work. Hard to be productive. And that can be hard on you. How to keep your HVAC system healthy? That's easy. Hire an HVAC Expertise contractor, one that's backed by the national leader training program. An HVAC Expertise contractor has the skills and experience to get your HVAC system back to sleep—and everyone back to work.

To learn more, visit our Web site: www.hvacexpertise.com



Something's wrong. The HVAC system isn't working. You don't care why—only you need to find a solution. How do you make a call? Hire HVAC Expertise. Look for the logo, your assurance that the contractor behind it has the training and experience, with experienced technicians backed by the national leader training program. Make the right choice—Hire HVAC Expertise.

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The Goal

Find a Union Contractor via the
Expertise Web Sites.



The Future

Plan Implementation

1. Future Work Force Major Issue for All (Generational Study)
2. Pilot programs on entry into residential and retrofit markets (Iowa, Michigan & Florida)
3. Establish a standing mechanism to continually be alert for, to assess, and to promote new market opportunities (Gulf Coast)
4. Work with Local SMACNA and SMWIA organizations to “organize ourselves” for the future (Local Partnerships- British Columbia, Florida, Ohio, West Virginia & St. Louis)
5. Share Best Practices (Workers Comp., Prescription Drugs, Entering Residential Market, Certifications)
6. Plus 29 more action items



Road Show

1. Take Past, Current and Future Efforts to the Local Level
2. Call To Action
3. Local Labor/Management Cooperation is the key to Success

