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’ve pleased to add a fresh look to your business.

Duct Installation...

It takes more than just tape.

SMARTCNA 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 SMARTCNA Contractors, visit www.smartcnaw.org.

Experience. It makes even the toughest jobs seem routine.

SMARTCNA 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 dust removal to air pollution control, from welding to furnace repair, you can be assured of sound engineering and the highest level of service. For a list of SMARTCNA Contractors please visit:

www.smartcnaw.org
Web Sites


Consistent Objective– Find A Union Contractor
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

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.
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

• PIP (www.pinp.org) site (2004)
• 2006 Partners in Progress Conference
SMWIA - SMACNA  Partners in Progress

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 creditable, 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.
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
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