

SMART Local Union: \_\_\_\_\_

SMACNA Chapter: \_\_\_\_\_

*The purpose of this worksheet is to provide labor and management an opportunity to openly discuss and analyze their local markets, where they have been, and where they are going. It is not necessary for labor and management to agree on all of the answers; responses may reflect the differences in views where those exist. Respondents are encouraged to be as detailed and thoughtful as possible in their answers in order to get the most out of the exercise.*

**With relation to your area:**

- 1) Identify all market sectors (e.g., Architectural, Residential, Light Commercial, Industrial, Healthcare, etc.) in which SMACNA contractors and their SMART workforce currently compete?**
  - a. For each of those market sectors, estimate your current market share.
  - b. For each of those market sectors, estimate your market share 5 years ago.
  - c. For each of those market sectors, estimate your market share 10 years ago.
- 2) Identify all specific market sectors in which SMACNA contractors and their SMART workforce once performed work but no longer compete. What was the primary reason(s) for loss of each market sector?**
- 3) Which market sectors are key to maintaining work and employment during an economic downturn?**
- 4) What market sectors do you expect to offer the most growth opportunities in the future?**

5) Which market sectors do you expect to be the most difficult to maintain market share in the future?

6) What specific factors or conditions make the market sectors in Question 5 potentially challenging?

**Labor Representative**

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Management Representative**

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date