



Attracting Your Work Force

Recruiting Blitzes & Sheet Metal Industry Nights For the Florida Initiative





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Susan Karr

***Executive Vice President
Florida SMACNA***

Michael J. Jeske

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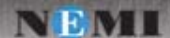
Background

- *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

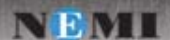
Blitz orientation, training / role playing



Recruiting Blitzes & Sheet Metal Industry Nights

The Blitz:

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



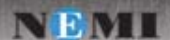
Recruiting Blitz



Recruiting Blitzes & Sheet Metal Industry Nights

The Blitz:

- Leaflets distributed:
 - job sites
 - supply houses
 - non union shops
- Contact cards collected when possible



Recruiting Blitz



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Recruiting Blitz

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: _____

Empleador: _____

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



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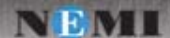
Recruiting Blitz



Recruiting Blitzes & Sheet Metal Industry Nights

Sheet Metal Industry Night:

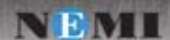
- Thursday afternoon 4-7pm
- Neutral Location
- Union contractor booths
- Local Union and JATC booths



Recruiting Blitzes & Sheet Metal Industry Nights

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



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Sheet Metal Industry Night



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Sheet Metal Industry Night



Sheet Metal Industry Night



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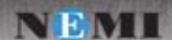
A vertical collage of six images showing various construction activities: a worker on a ladder, a tunnel interior, a worker welding, a worker in a hard hat, a worker in a hard hat, and a group of workers posing.

**NEMI**

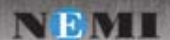
Sheet Metal Industry Night



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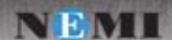
Sheet Metal Industry Night



Apprentice Program Booth



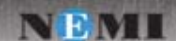
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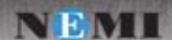
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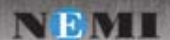
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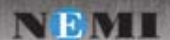
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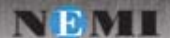
Sheet Metal Industry Night



Recruiting Blitzes & Sheet Metal Industry Nights

Miami Area Results:

- **370 Contact Cards**
- **304 Applicants**

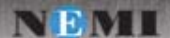


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West Palm Beach results:

- 81 Applicants
- 111 Contact cards

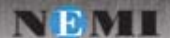
225+ new members in South Florida
from Miami and West Palm Beach Blitzes



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Gainesville area Results:

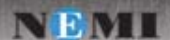
- **63 Applicants**
- **40 new members employed**



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Jacksonville Area results:

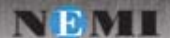
- 81 Applicants
- 35 new members employed



Recruiting Blitzes & Sheet Metal Industry Nights

**Local 32 Active Membership
Pre Blitzes: 600**

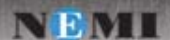
**Local 32 Active Membership
Post Blitzes: 825**



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**Local 435 Active Membership
Pre Blitzes: 350**

**Local 435 Active Membership
Post Blitzes: 425**



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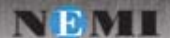
Contractor Impressions:

“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

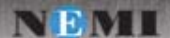


Recruiting Blitzes & Sheet Metal Industry Nights

Selected Post Industry Night Evaluations:

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

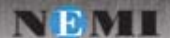
- Contractor who hired more than 50 new employees at Industry Night.



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Selected Post Industry Night Evaluations: :

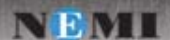
“I hired one who is classified as an apprentice. He is excellent, better than some journeymen.”



Recruiting Blitzes & Sheet Metal Industry Nights

Selected Post Industry Night Evaluations:

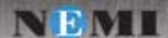
“I hired 3, an apprentice, a pre-apprentice and a classified worker. They are working out well.”



Recruiting Blitzes & Sheet Metal Industry Nights

Selected Post Industry Night Evaluations:

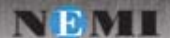
**“I hired 2 classified workers who are
working out well.”**



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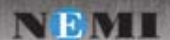
Benefits:

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



Recruiting Blitzes & Sheet Metal Industry Nights 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



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Thank You.



Questions?



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