

# Dennis Canevari

*Business Manager /  
President, SMWIA Local 162*



# Mark Bowers

*Executive Vice President, SMACNA  
Central Valley of California*



# 2010 Partners in Progress

Marketing Presentation by

Mark Bowers - SMACNA Chapter Executive

Dennis Canevari - SMWIA Local 162



**Assorted Projects for the Promotion of  
Contractors, Union Labor and the Recruiting  
of Apprentices in SMWIA Local 162  
by the  
Central Valley LMCT,  
San Joaquin LMCT  
and Sacramento LMCT**



- FACT was created when the Central Valley LMCT joined forces with the Associations of the Plumbers and Electrical Unions





# Fresno Area Construction Team





JAN-JULY 2009

- Roll Out Business Journal Advertising with "Don't Burn It"
- Update Stakeholder Mailing List
- Newsletter
- Final Development of Apprenticeship Marketing Brochure, "Build A Skill"
- April Business Journal Advertising: Marjaree Mason Event
- Marjaree Mason Event: FACT raises \$72,000 for MMC
- May Business Journal Advertising: Marjaree Mason Results
- June Business Journal Advertising: Roll Out "Building Up The Valley" Logo and Concept
- July Business Journal Advertising: "Building Up The Valley" Ad with Project Photos



"Don't Burn It"  
Ad Campaign Roll Out



"Marjaree Mason Event" Ad



"Marjaree Mason Results" Ad



"Building Up The Valley"  
Ad Campaign Roll Out



"Building Up The Valley"  
Ad Campaign with Project Photos



"Hope" Wine Bottle with Custom Hang Tag  
Custom Canvas Bag: Gift for MMC Attendees

Thank You for Your Involvement! Positive Attitude...Positive Results for 2009!  
Fresno Area Construction Team Board of Directors

Jim Boone, Dick Cagle, Frank Flores, Chris Greenay, Lorie Petty, Bob Jennings, Gerald Zumwalt, Mark Bowers, Scott Stowbridge, John Hutson  
Fresno Area Construction Team Board of Directors

[www.fresnofact.com](http://www.fresnofact.com)

# FACT Semi-Annual Advertising Plan



NEMI



FRESNO AREA CONSTRUCTION TEAM  
**FACT**  
MECHANICAL  
ELECTRICAL  
PLUMBING

**Rest.**

Honoring Labor Day • September 7

The Fresno Area Construction Team  
**Building Up**  
THE VALLEY

The Fresno Area Construction Team  
**Building Up**  
THE VALLEY

Current Projects by F.A.C.T. Contractors

On Time. On Budget. And...With A Skilled Workforce.  
That's How You Know We Were There.

FRESNO AREA CONSTRUCTION TEAM  
**FACT**  
MECHANICAL  
ELECTRICAL  
PLUMBING

[www.fresnofact.com](http://www.fresnofact.com)

The Fresno Area Construction Team  
**Building Up**  
THE VALLEY

Skilled in the Flow of Communication.

Grounded in Excellence.

Fitting the Needs of Our Community.

FRESNO AREA CONSTRUCTION TEAM  
**FACT**  
MECHANICAL  
ELECTRICAL  
PLUMBING

[www.fresnofact.com](http://www.fresnofact.com)

**Don't Burn It.**  
When Its About Time,  
Its About Money.

Our Union Contractors Keep Your Project  
On Time and On Budget  
with a Reliable and Skilled Workforce.

It's An Investment That Yields Returns.

FRESNO AREA CONSTRUCTION TEAM  
**FACT**  
MECHANICAL  
ELECTRICAL  
PLUMBING

For More Information Visit  
[www.fresnofact.com](http://www.fresnofact.com)

PLANTING THE SEEDS OF HOPE  
**HARDHATS & HEARTS**  
*The Party*

A BENEFIT FOR THE MARJAREE MASON CENTER  
SPONSORED BY F.A.C.T.

FRESNO AREA CONSTRUCTION TEAM  
**FACT**  
MECHANICAL  
ELECTRICAL  
PLUMBING

Proud Sponsor of Hardhats & Hearts,  
The Mechanical, Electrical, and Plumbing Union Contractors  
and Union Construction Trades of F.A.C.T.  
Continue to Build and Support Community Growth  
in Fresno, Madera, Tulare and Kings Counties

THURSDAY • MAY 7 • 2009  
SIX O'CLOCK IN THE EVENING  
COCKTAILS • ELEGANT HORS D'OEUVRES • SEAFOOD BAR • CORDON ROUGE  
ENTERTAINMENT • LIVE AUCTION  
THE JAMES AND KATHLEEN BOWNE RESIDENCE

\$200 PER PERSON  
FOR INFORMATION 518-454-4700

FACT Advertising Developed to Maintain a Constant Public Exposure



**Mechanical • Electrical • Plumbing Trades**

Apprenticeship Programs to Build A Skill and Start Your Career



# FACT Career/Job Fair Poster



**NEMI**





# FACT Apprenticeship Table Top Display



## Mechanical • Electrical • Plumbing How It Works

### Plan Your Future

When each apprenticeship program offers training and education unique to its particular trade, there are general advantages to how each technician is trained by apprentices. Apprentices are more motivated, more capable, more available, more productive, more creative and more innovative.

1. Maximum pay of \$18
2. High School Diploma, Apprenticeship Certificate, or GED
3. Qualifying Score on an Aptitude Test
4. Must be Drug Free

### Starting Out

During the early and late years of their trade, an apprentice paid in the job training is considered a journeyman. Journeyman training provides them with their advanced trade, specialty, general construction, and their professional growth and on-the-job training. Classes are attended once or twice a week and based on their training of skills, an apprentice's hourly rate can be increased every six months.

### Gaining Experience

Exposure to many different phases of a specific trade, apprentices are prepared to "handle" all training. Classroom instruction and on-the-job training with their advanced trade, specialty, general construction, and their professional growth and on-the-job training. Classes are attended once or twice a week and based on their training of skills, an apprentice's hourly rate can be increased every six months.

### Increased Responsibilities

Increased responsibility in the classroom as well as on the job allows apprentices to become independent study with less direction from their mentors and job experience.

### Journeyman Status

By the end of the fourth or fifth year of study (depending on the trade), the apprentice will have attained Journeyman status. Many difficult jobs become easier and apprentices will complete their work assignments with little more than their checks. They will be able to read and understand complex blueprints and specifications, and their earnings will have nearly doubled from what they started when they started. A Journeyman certificate provides an opportunity to work a trade anywhere!

### College Credit

With state-of-the-art training programs, apprentices may receive college level credit for their efforts in those working to improve their skills and stay quality for continuing education value.



## Mechanical • Electrical • Plumbing Trades Become an Apprentice

### A Skilled Career • A Great Quality of Life

Construction trade workers build the structures in which we live and work. Through their expertise, we enjoy temperature control, running water, electrical power, lighting, refrigeration, motor vehicles, and mechanical systems for our homes and offices.

Apprenticeship programs are at the heart of every trade worker's training and are critical and essential to the building construction trades industry through a combination of management, unions and employer organizations. Apprenticeship programs are time tested, proven for giving young people valuable skills for a lifetime of working and growing with their community. They ensure and provide the Construction Industry with the most highly trained workforce possible and because apprentices earn wages while they are still in training, they are able to contribute to the local economy.

**Build-A-Skill** takes awareness for union apprenticeship programs in the construction trades and helps to connect young people entering the workforce with information, opportunities and resources for career pathways. **Build-A-Skill** was developed by the Fresno Area Construction Team, **F.A.C.T.**—a team of management professionals who believe in a great total worker, union or non-union, in an electrical, plumbing or a plumbing and pipefitting union. These labor unions and their management partners have a rich history of building better construction throughout the Central Valley.

### Fresno, Madera, Tulare and Kings Counties Are Building Big!

Growth in the Central Valley is increasing and the demand for skilled union workers in the construction trades is on the rise.



## Mechanical • Electrical • Plumbing Benefits of A Trade Career

### Immediate Income and Great Compensation

Mechanical, Electrical and Plumbing union apprenticeships provide the highest quality skilled training to the classroom and on the job leading to competency and pride that lead to your craftsmanship. **Build-A-Skill** apprentices are paid as they train and acquire skills for a lifetime of working.

- Excellent Wage Rate
- State-of-the-Art Training
- Advancement Opportunities
- Paid Health Insurance
- Unmatched Pension Benefits
- Career With A Future

### Creative Challenge and Increasing Responsibilities

Apprentices are trained in basic skills and principles through education provided by each trade and are encouraged to apply their abilities to solve problems and meet the demands that arise in complex and highly technical building projects. As they develop competency in their trade, they are given increasingly significant and more demanding tasks that encourage more responsibility in the workplace.

### Ongoing Education

The apprentices on-the-job training is conducted by a seasoned professional—a certified Journeyman. Working on-site and receiving instruction from their mentor, the apprentice is paid for the hours they have trained and worked. As they progress in their apprenticeship, the pay will increase on a regular basis and upon completion of the program each apprentice will have doubled their wage rate from when they started.

### A Secure Future

**Build-A-Skill** is a secure future when you enroll in a union apprenticeship program. Four or five years to length, you are paid for work performed and able to receiving on-the-job instruction during your apprenticeship. There are regular pay increases as you progress through your apprenticeship and after completing the training, a Journeyman certificate is awarded providing you a license to work anywhere in the United States.

On-the-job training is conducted by a seasoned professional.



## The Fresno Area Construction Team A Team of Trades

### Mechanical

Sheet Metal Workers perform both construction related work and mass production of sheet metal products in manufacturing. In addition to manufacturing, sheet metal workers specialize in metal, aluminum, stainless steel, and various types of metal and stainless steel products to make sure they are functioning properly and to improve their energy efficiency.

- Fabricate and install mechanical sheet metal, kitchen equipment, and duct for heating and air conditioning systems in residential and commercial buildings.
- Lay out, bend, cut and perform all operations needed to form metal into the desired shape and size.
- Install and maintain heating, ventilating and air conditioning equipment.

### Sheet and Pipe Insulation & Air Conditioning

The trade consists of insulating heating and air conditioning systems, domestic water and plumbing pipes in commercial buildings, power plants, and various industrial developments. We are also in the advanced sheet metal industry and are trained and certified in advanced metal.

### Electrical

There are four specialty areas where you will find electrical workers. These four areas are best described by the type of work done in each of these areas.

**Outside Linemen** are electrical workers who install the distribution and transmission lines that move power from the power plant to a factory, a business, or your home.

**Inside Wiremen** are electrical workers who install the power, lighting, controls and other electrical equipment in commercial and residential buildings.

**TV/Radio Technicians** are electrical workers who install cable and equipment for television, computer systems, video distribution systems, security and alarm control systems and other low-voltage systems.

**Refrigeration Wiremen** are electrical workers who specialize in building all of the electrical systems in single-family and multi-family houses in buildings.

### Plumbing

A skill-rich trade that encompasses plumbers and pipe, apprentice, and refrigeration fitters, as well as service technicians.

- Install, maintain or replace systems that carry water, steam, gas and other liquids or gases by ventilation, industrial production, and heating, air conditioning, and refrigeration systems.
- Measure, mark, fabricate and install piping systems.
- Weld, braze, solder, or braze piping systems.
- Install furnace and specialized mechanical equipment.



# FACT Recruiting Brochure





The Fresno Area Construction Team

## Earn While You Learn



The Fresno Area Construction Team

## Apprenticeship Coordinators



### Mechanical

SMWIA Sheet Metal Workers' International Association Local 152  
SMACNA Sheet Metal and Air Conditioning Contractors National Association  
Apprenticeship Coordinator • 559.255.3665

Heat and Frost Insulators Local 16  
Apprenticeship Coordinator • 510.769.4200



### Electrical

IBEW International Brotherhood of Electrical Workers Local 100  
NECA National Electrical Contractors Association  
Apprenticeship Coordinator • 559.251.5174



### Plumbing

UA LOCAL 246 Plumbers and Pipefitters Local Union 246  
MCCOC Mechanical Contractors Council of Central California  
Apprenticeship Coordinator • 559.455.1526



For More Information about F.A.C.T.  
and the Build-A-Skill Program contact:

[www.factfresno.com](http://www.factfresno.com)

Mark Romero  
P.O. Box 2342  
Oroville, CA 95966  
(916) 824-0245 • Fax (916) 791-1869



# FACT Apprenticeship Brochure





# San Joaquin LMCT

## HVAC Expertise Advertising

- Arena Marketing
- Monthly Newsletters
- Outdoor Advertising
- Quarterly Mass Mailings
- Radio Advertising
- Social Networking
- Online Marketing / Optimization
- Special Sponsored Events
- [www.hvacexpertisecentralvalley.com](http://www.hvacexpertisecentralvalley.com)



# San Joaquin LMCT

The 2010 HVAC Expertise Advertising Kit contains all the materials and information our certified union contractors will need to run an entire year of marketing, communications and sales support.

**Contractor Advertising Kit Includes:** Lead Generation Templates, Sales Tool Templates, Maximize and Optimize Strategies, and art options to assist the contractors in creating customized ads for their business

***Goal: Provide a strong and solid brand of advertising to support HVAC Expertise Union Company's and give them a stability of marketing to grow and eliminate all small non-union company's.***



# Postcard Advertising





# Contractor Manipulated Mailings

WHY WAIT UNTIL IT'S  
**110 DEGREES?**  
HAVE YOUR  
AIR CONDITIONING  
INSPECTED NOW  
FOR ONLY \$79.95

## 15-POINT INSPECTION INCLUDES:

1. Replace or wash air filter(s).
2. Lubricate blower motor, if required.
3. Check blower and motor for wear.
4. Check belts and adjust tension, if applicable.
5. Inspect evaporator coils for blockage.
6. Inspect power and control wiring connections.
7. Check compressor contactor contacts.
8. Inspect and clean condenser coils, if required.
9. Lubricate condenser fan motor, if required.
10. Check condenser fan motor bearings for wear.
11. Check refrigerant charge.
12. Check amperage draws of all motors.
13. Check thermostat operation/calibration.
14. Check air temperature drop across evaporator.
15. Log and note recommendations.

YOUR  
LOGO  
HERE

000-000-0000  
www.domain.com

COUPON  
TEXT WILL  
GO HERE

Not Valid with any other offers.  
Offer expires 00/00/10

FINANCING AVAILABLE

COUPON  
TEXT WILL  
GO HERE

Not Valid with any other offers.  
Offer expires 00/00/10



**HVAC EXPERTISE**  
PERFORMANCE TRAINING STANDARDS



**NEMI**

# Mailings by Zip Code

24/7 Emergency Service • Inspections  
Guaranteed Repairs • Replacements

**SMITH HEATING & AIR  
IS IN THE NEIGHBORHOOD**



Over The Next Few Days **Smith Heating & Air** Will Be  
Hard At Work Repairing Or Replacing Your Neighbors  
Home Comfort Systems: \_\_\_\_\_

We understand a home project can be noisy and dusty.  
Your neighborhood comfort is our top priority so please feel  
free to give us a call prior to the start of this job or come visit  
us while we are at your neighbor's house if you have any  
concerns or questions.





# Lincoln High School Stockton CA





# Lincoln High School Industrial Arts Shop Area



# Lincoln High School Industrial Arts Classroom





# Sacramento LMCT

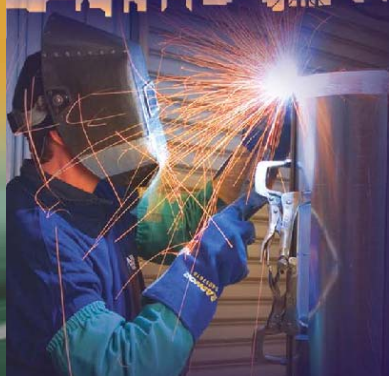
## Radio and Cable TV Advertising

- Radio Advertisement for Apprentice Recruitment
- Cable TV Apprentice Recruitment and Contractor Advertisements
- Print, Radio and Cable TV Advertising Promoting High Performance Union Contractors and Energy Conservation Value





# WE BUILT THIS CITY



For over a century, the member contractors of the Sheet Metal and Air Conditioning Contractors' National Association (SMACNA), in partnership with Sheet Metal Workers' Local Union 162 (SMWIA), have shaped the skyline of our region.

We are renowned for superior apprenticeship programs focusing on quality, problem solving and job safety, and we are recognized as the best-trained and most experienced sheet metal and air conditioning contractors in the industry.



## SMACNA Contractors Members

ACCO Refrigerant Systems  
(916) 622-0800  
www.acco.com

Air Systems of Sacramento, Inc.  
(916) 248-5500  
www.airstartart.com

Alice Commercial Services  
(916) 281-4528  
www.alice-commercial.com

Alice Mechanical, Inc.  
(916) 281-4523  
www.alicemech.com

WJ Allen, Inc.  
(916) 742-7119  
www.wjallen.com

Barf M&M Mechanical  
(916) 861-1027

Frank M. Bocky, Inc.  
(916) 742-7119  
www.frankbocky.com

Ron Steel Metal, Inc.  
(916) 484-1700  
www.ronsteelmetal.com

Bice Mechanical, Inc.  
(916) 381-0220

Capital Steel Metal  
(916) 443-5700  
www.capitalsteelmetal.net

Chico System Balance, Inc.  
(916) 381-5510  
www.chicosystembalance.com

DK Mechanical  
(916) 381-5100

Don't Let Me & A/C  
(916) 480-4128

Ray L. Hedding Mechanical  
(916) 788-7275  
www.rlhedding.com

Hedder Roofing/Specular Sheet Metal  
Proforma  
(916) 381-4800  
www.hedderroofing.com

Indoor Environmental Services  
(916) 484-4800  
www.ies-svc.com

Isbach Mechanical Co.  
(916) 797-4000  
www.isbach-mech.com

Johnson Controls, Inc.  
(916) 218-3200  
www.johnsoncontrols.com

Lewis Mechanical Contractors, Inc.  
(916) 381-5000  
www.lewismechanical.com

Lopez & Sonley  
(916) 281-7811  
www.lopezandsonleyinc.com

Marek Mechanical  
(916) 484-5500  
www.marek.com

Mechanical Manufacturing, Inc.  
(916) 481-2414  
www.mechanicalmfg.com

Shogren Mechanical  
Contractors, Inc.  
(916) 484-5510  
www.shogrenmechanical.com

Thermal Air  
(916) 484-5500  
www.thermalair.com

## SMWIA Specialty Contractors

Adrian Mechanical  
(916) 484-5800  
www.adrianmechanical.com

S.A. Mechanical  
(916) 484-5800

Bach's Heating & Air Conditioning  
(916) 484-5800

Callahan Steel Metal  
(916) 484-5800

Carver Air Balance  
(916) 484-5800  
www.carverairbalance.com

Chico Energy Group  
(916) 484-5800

Frost Air Balance  
(916) 484-5800

Independent Test & Balance  
(916) 484-5800

J.S.S.A. 2  
(916) 774-7774

U.S.S. Sheet Metal & Fabrication  
(916) 484-5800

S & Associates  
(916) 484-5800  
www.sandassociates.com

Reggie System Balance  
(916) 484-5800  
www.reggiesystembalance.com

Shadon Mechanical  
(916) 484-5800

Thomas Mechanical  
(916) 484-5800

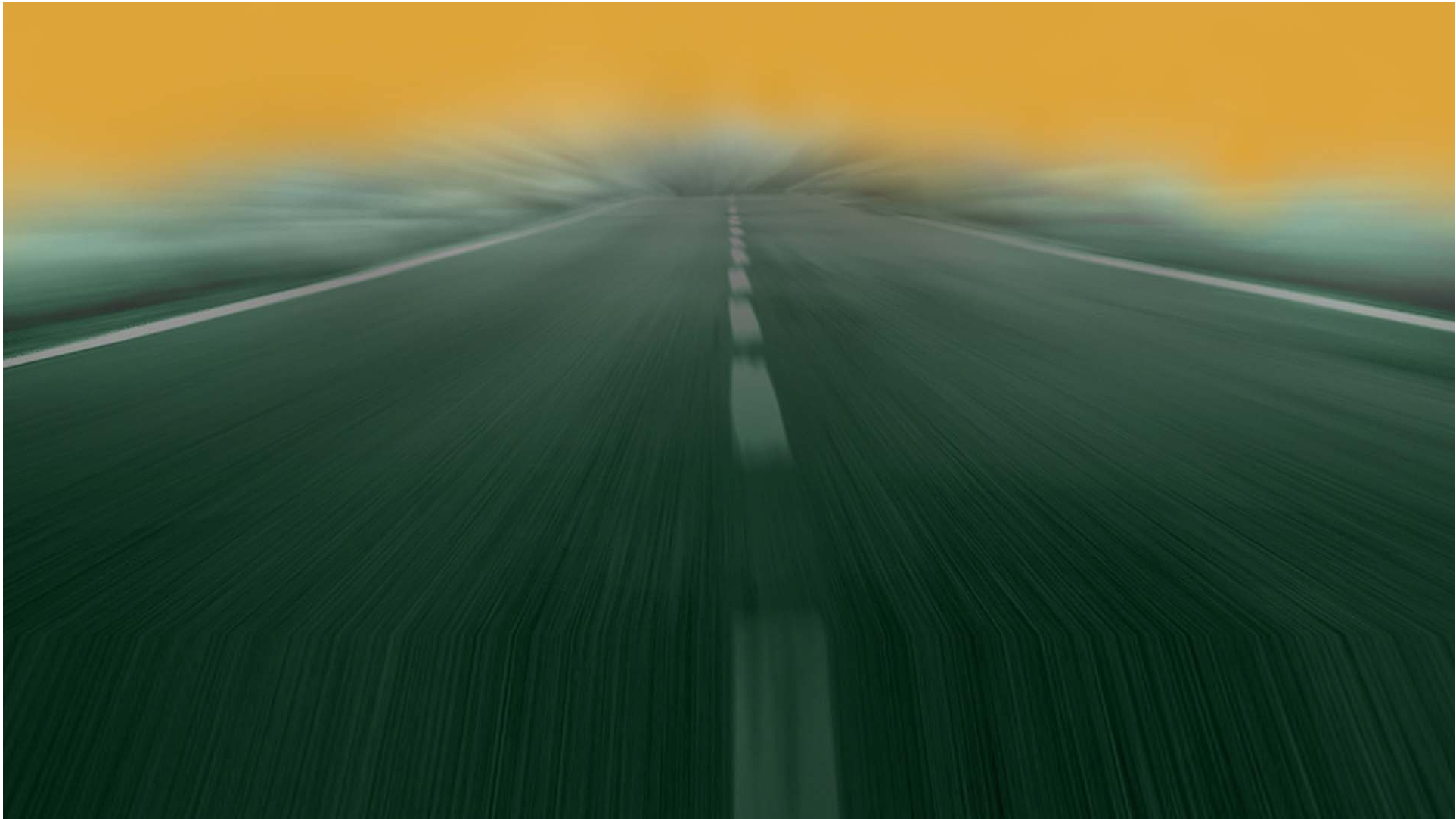
# Print Ad for Insertion in Local Publications





Brochure with  
 inner pocket  
 to add  
 contractor  
 specific  
 information







# Billboard Advertisements

**HVAC solutions  
that save energy**



**SMACNA  
SMWIA**  
smacnasac.org

**Keeping projects on  
time and on budget**



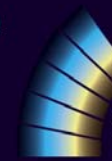
**SMACNA  
SMWIA**  
smacnasac.org

**Innovators in green  
HVAC technologies**



**SMACNA  
SMWIA**  
smacnasac.org

**More experience  
More innovation  
More green**



**SMACNA  
SMWIA**  
smacnasac.org



**NEMI**

# Training Center Vehicle Wrap



# Thank You....Any Questions?





**Union Disclaimer:**  
**No Contractors were physically  
harmed in the making of this  
presentation**

