



Best Practices Market Expansion Task Force Program

*Mark Watson, Management Co-Chair
Joseph Nigro, Labor Co-Chair*

April 4, 2008



NEMI

Vision for Market Expansion

***Create environment
where local labor and
management
collaborate to
implement best
practices that grow
market share and
increase membership.***



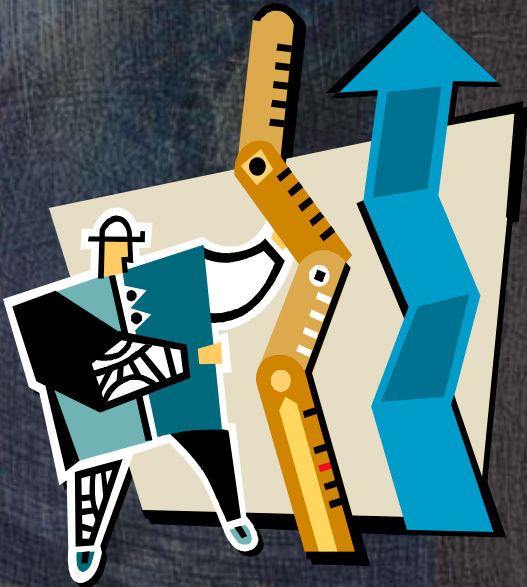
Why Should Contractors Grow?

- ✓ Allows career growth for key employees
- ✓ Increases incentives
- ✓ Supplies funds for better systems, facilities, and equipment
- ✓ Satisfies customer needs
- ✓ Improves competitive position
- ✓ Stimulates creativity
- ✓ Improves the lives of people in the Sheet Metal Industry



Why Should Locals Grow?

- ✓ Improves pension, health and welfare programs
- ✓ Enhances benefits
- ✓ Allows new market penetration
- ✓ Improves local's financial position
- ✓ Strengthens local's position in community
- ✓ Improves employees' quality of life

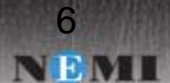


Customer Awareness Programs



Promote Use of Expertise Logos

- ✓ Use of the logos is free.
- ✓ Simple licensing forms available online.
- ✓ Creative uses are possible.



Why Use Expertise Logos?

This branding program equates the SMACNA/SMWIA team as the source of expertise for HVAC (commercial and residential), architectural, and industrial construction, service, and retrofit work.



Partners in Progress (PINP) Magazine

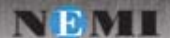
- Enables cooperation/collaboration
- Shares best practices
- Encourages new best practices
- Profiles resources
- Relays facts

Reaches 145,000 SMWIA and SMACNA members (plus selected groups) per issue (4x per year) since 2002



Partners in Progress (PINP) Website

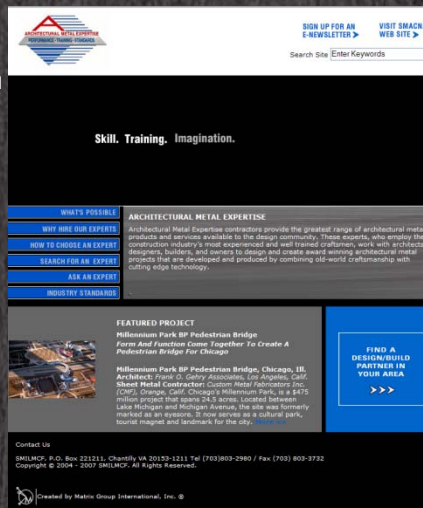
- Portal for sheet metal cooperation activities
- Source for National Best Practices information
- Archive of Cooperation publications
- Links to SMACNA Chapters, SMWIA Locals, and signatory Contractors



Expertise Websites

- www.hvacexpertise.com
- www.asm-expertise.com
- www.industrialexpertise.com

**Consistent
Objective:
Find a Union
Contractor**



Partnership Communicator Newsletter

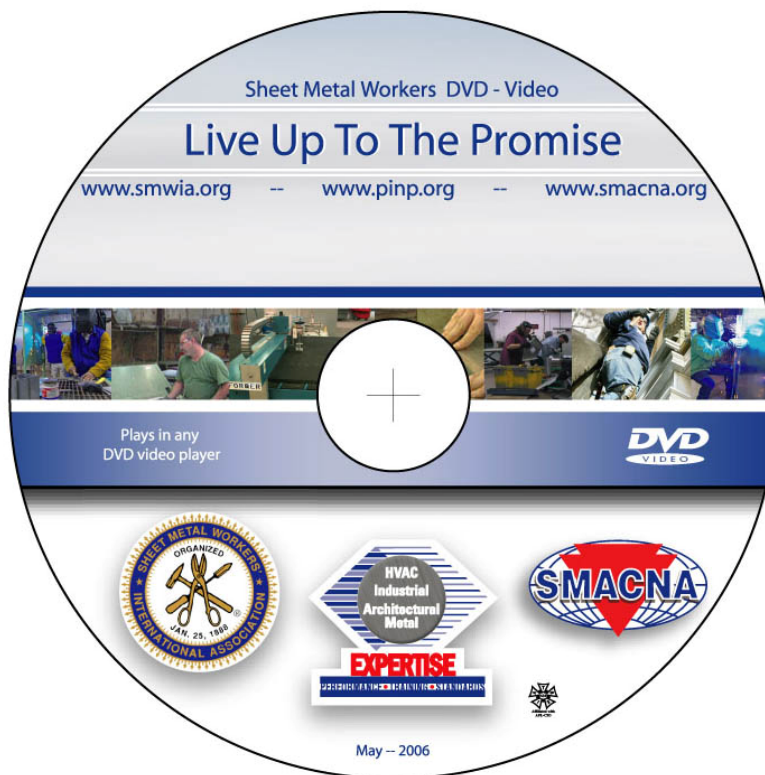


Designed to share best practices and help you make creative, intelligent, and frequent use of the local media to get our industry's messages across to the public.



“Live Up To The Promise” DVD

“Commitment is what transforms a promise into reality.”



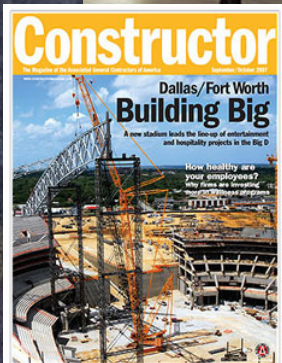
- Be productive on the job
- Get to work on time
- Dress appropriately
- Have a good work attitude
- Work cooperatively



External Communications

A selective advertising campaign features the Expertise logos.

In 2008, ads will appear in
Architectural Record
Building Operating Management
Constructor
Maintenance Solutions
Building Services Management



The Expertise Message



HVAC Expertise:
It's like blanket coverage
for sheet metal.

Wouldn't it be great to have blanket coverage for your most vital HVAC systems? HVAC Expertise has you covered. We guarantee that we'll work with you to find the right HVAC Expertise logo, highly trained, experienced HVAC technicians, and more. What a relief.

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

If we've done
our job, your team
won't notice.

Most people think about HVAC when they think about their home. They don't think about the quiet, unobtrusive, and efficient HVAC systems that keep their homes comfortable. HVAC Expertise has you covered. We guarantee that we'll work with you to find the right HVAC Expertise logo, highly trained, experienced HVAC technicians, and more. What a relief.

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

HVAC Expertise
lets everyone
breathe
easier.

HVAC Expertise means no more HVAC headaches—the delays and callbacks that cost you money. To find highly trained, experienced HVAC technicians backed by the industry's best owners and managers, just look for the HVAC Expertise logo. It's your assurance that the HVAC work will be done right, so everyone can breathe a little easier.

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

Don't add to your
HVAC problems.
Hire expertise.

Scroll right away. Your HVAC system isn't working. You don't know who to call. You need a professional. How do you make the right choice? HVAC Expertise. Look for the logo, you'll know you're getting the right company. HVAC Expertise has the resources and experience to get the job done right. HVAC Expertise has the resources and experience to get the job done right. HVAC Expertise has the resources and experience to get the job done right.

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



Local Branding



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

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.



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



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



15
NEMI

Market Expansion Road Shows

- Local presentations
- Communicate critical issues
- Learn to market yourself to external customers



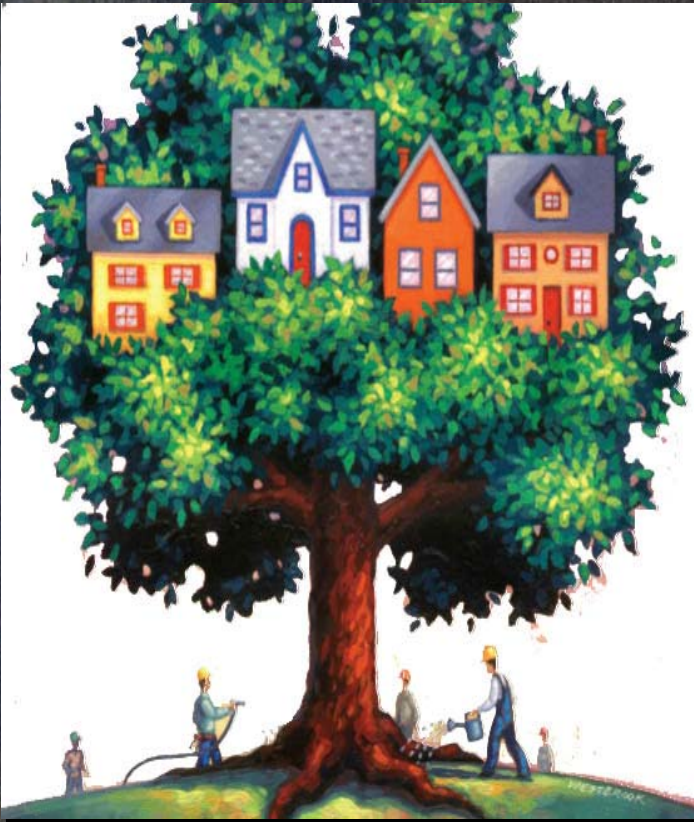
**Schedule a
Market
Expansion
Road Show
TODAY!**

***Local Labor/Management Cooperation
is the key to success***



Residential Service/Retrofit Market

- Achieve progress in Central California Valley and Florida residential/light commercial Pilot Programs



Success Story: Florida Industry Nights

**“Bury all your differences...
unfair competition is the adversary.”**



Key Success Factors

- Commitment to Working Together
 - Joint Labor/Management Committee
 - Joint Labor/Management Activities and Initiatives
- Commitment to Growth
 - Joint Labor/Management Marketing Activities
 - Joint Labor/Management Recruiting Activities



Summary

- Growth is critical to our future.
- Leadership is vital to achieve growth.
- Effective growth strategies and tactics exist.
- Cooperation is the key to achieving your goals.





Thank You



21
NEMI