



Time: 1:30 p.m. - 2:30 p.m.
Session: Market Recovery: It's Not Just for Contract Bargaining
Speaker: Michael Gaffney
Room: Sabal E

This breakout session will review the process by which the regional partners undertook market recovery initiatives. What worked, what didn't, and what would you do differently if starting over?

Things to think about before you come and which will be discussed in the session:

- * Was this accomplished solely through contract bargaining or by other means?*
- * What part of the business cycle were you in when you started? How have your efforts been impacted by the business cycle?*
- * Which party took the lead (initiated the effort); local, chapter, or individual contractor?*
- * Was this done one-on-one between the local union and individual contractors, or was the chapter as a whole engaged.*
- * What were the dynamics with constituents (local membership and chapter member contractors)?*
- * Was there a plan beyond the agreement/MOU/addendum itself?*
- * Were there research components to your plan (data collection, surveys, measurement)? How did select which sectors to pursue? How did you know what the terms and conditions were necessary? How did you know how well your initiatives were working? Who conducted the research?*
- * Any ideas regarding how to measure the health of a particular sector and also the extent to which an initiative is actually working?*
- * What can be done to retain and expand market share in existing, but now threatened, BT sectors – without asking members/employees to accept reduced pay/benefits on the type of work that they have been recently doing?*
- * What would you do the same and what would you do differently if you were starting again?*

Featured Partnerships:

- W. Washington (Tim Carter, BM LU66 & Julie Muller-Neff, Exec. VP, SMACNA W. Washington)
- NE Ohio (Mike Coleman, BM LU33 & Tom Martin, President, T.H. Martin Inc.)
- Houston (Bill Kenyon, BM LU54 & Glenn Rex, Exec. Dir. Houston Sheet Metal Contractors)