



NATIONAL PROGRAMS MEETING LOCAL NEEDS

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2008 July

Building Markets, Building a Workforce

The IMI annual meeting and educational conference in June brought attendees up to date on endeavors past and future to expand work for BAC members and contractors. The new strategies include software that makes designing with masonry easier than ever, seismic research aimed at recapturing building markets, and recruitment and retention ideas. { [more](#) }



..With New Masonry Tools

The annual meeting also unveiled several new marketing tools for expanding markets and work opportunities, including a Flynn Center brochure, an IMI Toolkit, and a new ad campaign. { [more](#) }



IMI Helps Prepare BAC Members in New York for New OSHA Rule

IMI training gives BAC members good preparation for their masonry careers. In New York State, it is also preparing them for a sweeping new law that requires all construction workers to complete an OSHA safety training course. As of July 18, workers who have not taken the 10-hour course cannot work. { [more](#) }

BAC Trainee Profiles | Local 1 CT Members Get Mud Tile Training

This group of BAC members from Local 1 Connecticut thought that they knew tile, until they came to The Flynn Center for a specialized class that prepared them well for traditional mud work. { [more](#) }



"It is a win-win situation for everyone when you come here for training."

Tom Donahue, Kelly Donahue, Gary Donahue, David Cory, Ralph Dabrowski

Masonry Camp 2008 is Underway

July means Masonry Camp at The Flynn Center. More than 80 young architects and BAC apprentices will spend an intense week trying out all the BAC crafts and learning the valuable lesson of collaboration. They will also hear from architectural trendsetters [Carlos Jimenez of Houston](#), and [Mark Robbins](#), dean of Syracuse University's School of Architecture. For more on Masonry Camp 2008, [click here](#).

Detail of the Month | Stucco Assembly - 15.102

Stucco is an architecturally versatile finish, but proper detailing and workmanship are paramount to the success of any plaster assembly. For help, [click here](#).



Looking Ahead

September 13-19

September 24

Instructor Certification Program - New in 2008: Flashing and BAC Code of Conduct
New Products Expo - Demonstrations of new products and systems, plus strategies for capturing those markets

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IMI News Continued

Building Markets, Building a Workforce

On the workforce side, attendees were updated on The John J. Flynn BAC/IMI International Training Center in Maryland, which since its opening last September has hosted hundreds of BAC members, plus key construction leaders such as project managers, architects, engineers, and contractors.

Best practices in recruitment, training and continuing education were covered by knowledgeable speakers like Dr. Gary Meers from the University of Nebraska Lincoln, who said that engaging the next generation of craftworkers begins with The END: Examples, Nurturing, and Direction.

On the market-building side, IMI unveiled several new initiatives. Structural engineer David Biggs, PE, discussed the upcoming Bentley Design Software, which will make masonry much easier to design, and therefore more attractive to designers. Dr. Frank Moon from Drexel University talked about how IMI-sponsored research is poised to recapture the low-rise and mid-rise building market by presenting a more realistic picture of seismic requirements. Design-Build Institute President Walker Lee Evey showed how alternative delivery systems can offer an advantage for union masonry contractors and craftworkers. Attendees also got to preview the latest Contractor College course, Quality Assurance, that can help union contractors outshine the competition.



..With New Masonry Tools

Training is the top BAC selling point, and The Flynn Center Brochure highlights the union commitment to it, with descriptions of all the programs available at the campus.

A new IMI ad campaign will show architects a fresh contemporary face of masonry and inspire them to use more. With the green building share of the market promising exponential growth, IMI's "green" ad will help position union products, contractors and craftworkers as environmentally friendly.

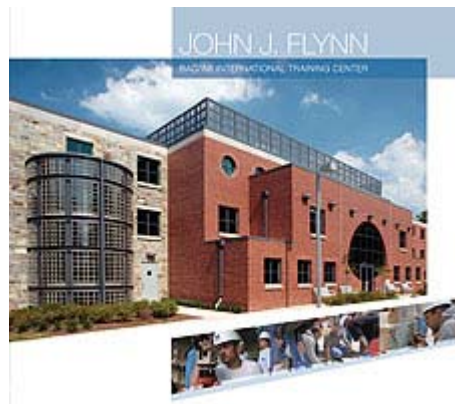


That fresh, contemporary look also appears in a new "IMI Toolkit" that will help sell the union masonry solution.

In a three-part series of inserts that can be customized for target audiences, the Toolkit addresses common issues like manpower, fire safety, and grout testing. The "IMI

Explains" series speaks to all the facets of the construction industry, while the "Masonry Attributes" series sells the advantages of masonry materials to designers and owners. The "Contractor Tools" series offers answers to common jobsite problems.

The "IMI TOOLKIT" collection is downloadable at www.imiweb.org.



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IMI Helps Prepare BAC Members in New York for New OSHA Rule

BAC members who go through IMI apprentice classes are in good shape for the deadline, because they get even more safety training already. For journey-level workers, IMI has worked closely with BAC locals to provide extra classes. Contractors are already calling to make sure their workers are trained, says Pat Tirino, Secretary-Treasurer and training coordinator for Local 2 NY, and some even send their own personnel. Having the training requirement "is going to be an advantage" over non-union competitors, he says.

In New York City, where some private firms are charging \$250 per class, IMI training resources save real money, as well as keep members working. "That's something that members and contractors can relate to," says Local 1 President Sid Lanzafame.



BAC Trainee Profiles | Local 1 CT Members Get Mud Tile Training

The group of brothers and friends made two smart decisions this year. They joined BAC, and they came to The Flynn Center to improve their tile skills. After working non-union for a while, the men wanted something better, including pensions and benefits. "We were looking for the full package," says Tom Donahue, 35, "and we got it with BAC."

All five had some tile experience, but they needed to brush up their mud skills, especially to be able to handle larger commercial scale work, so Local 1 CT tile field representative Eddie Hackett sent them to The Flynn Center for two weeks of specialized training.

There, they were impressed by, well, everything. "Everyone here was very professional and courteous," says David Cory, 36. The facility itself had all the tools, equipment and safety measures possible. "It was money well spent," says Ralph Dabrowski, 35. "It was above and beyond our expectations."

Cory also liked seeing other tile practitioners and different craftspeople. "It was great being here because you get to meet other members for all different areas," he says. The members left the center confident that it will "definitely help" them in their careers. They recommend The Flynn Center for all BAC members and would even like to come back themselves.

"It is a win-win situation for everyone when you come here for training," says Kelly.

