



**Construction Industry Service Corporation**



**I-294/I-90 Tri-Level Bridge**



**Rush University Medical Center**



**College of DuPage  
Homeland Security  
Education Center**



# 2012 Annual Report

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## About The Cover

Buildings symbolize growth and strength. The union construction industry builds with quality and a commitment to excellence. What our talented contractors and tradesmen and women accomplish from year to year is something to behold. The structures pictured on the front cover are just a few of their many achievements. These did not go unnoticed as CISCO awarded them with the prestigious Pride in Construction Awards in 2012.

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## CISCO's Mission Statement

CISCO's primary mission is to strengthen the unionized construction market in the greater Chicago area.

In support of this mission, CISCO performs three major roles. CISCO acts as:

- 1 - A forum to facilitate dialogue between contractors and building trades union leaders concerning mutual problems and concerns.
- 2 - A clearinghouse for information on the local construction industry.
- 3 - A promotional group to encourage union construction with the user community and the general public.

As a joint labor management organization, CISCO focuses on cooperative efforts to reduce problems and conflicts while enhancing the competitiveness of union construction. Through its activities, CISCO builds trust between the parties and fosters the joint commitment of local contractors and union labor to high quality, on - time, within budget delivery on all projects.



**David Henderson**  
*Board President*

I am pleased to present CISCO's 2012 Annual Report highlighting the past year's activities and achievements. This year, 2013, marks the 25th anniversary of the Construction Industry Service Corporation. That's a significant milestone for a labor-management organization that promotes union construction, builds trust and fosters the joint commitment of local contractors and union labor.

With political change hovering over collective bargaining rights and the recent recession still affecting our market, the union construction industry continues to pull together and reinvent itself.

Building coalitions has been a successful approach that CISCO has employed in many areas such as collectively bargained Workers Compensation legislation enacted in 2011. I believe the future growth of our industry will come from leveraging the strengths of both labor and management to help secure funding and authorization for construction work everywhere it is needed. This year the development of public/private partnerships will continue to gain momentum. The Illinois and Chicagoland communities will not be able to afford the cost of new and rebuilt infrastructure on their own; public/private partnerships will be an important method of securing project financing.

As we forge ahead with our mission to promote the union construction market, I would like to thank our members and supporters for their continued participation with CISCO, and their commitment to meaningful cooperation in the construction industry.



**John Brining**  
*Executive Director*

From cover to cover, this year's Annual Report demonstrates the strength and resiliency of the union construction industry. The key to our industry's success, as well as CISCO's achievements, is partnerships. As you will see and read, the accomplishments of 2012 were focused on forming coalitions in order to boost job creation and economic development.

And with CISCO poised to celebrate its 25th year of strengthening the unionized construction market in the greater Chicago area, we continue to see all economic indicators pointing toward further recovery.

You will read about some of the many initiatives that CISCO completed last year, as well as news events, legislation and government-approved projects that have impacted our industry. They all involve teams of organizations, community leaders and elected officials who rolled up their sleeves so that jobs and economic impact were the first priority.

Our many loyal members and supporters remain strong in their commitment to the union construction industry. With their support, we remain the largest labor-management association in the country with an unmatched union market share.

I must thank our members, Board of Directors and staff for all their hard work and dedication to our mutual goals. Without that commitment, CISCO would not have been able to achieve so much in 2012.

# 2012 Board of Directors



**David Henderson**  
J.J. Henderson & Sons  
*President*



**Mark Maher**  
Chi. Reg. Cncl. Carpenters  
*Vice-President*



**Michael Wiedmaier**  
Hayes Industries  
*Secretary*



**Frank Furco**  
IBEW #701  
*Treasurer*



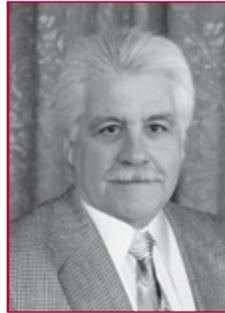
**Joseph Benson**  
Central Blacktop  
IRTBA



**John Boske**  
Sheet Metal  
Workers #265



**Steven Cisco**  
IUOE #150



**Jim Cronin, Jr.**  
Trinity Roofing  
Chi. Roofing Cncl.



**Frank Cunningham**  
IBEW #134



**Dan Divane**  
Divane Bros. Elect.  
ECA Chicago



**Dennis Fleming**  
Sprinkler Fitters  
#281 U.A.



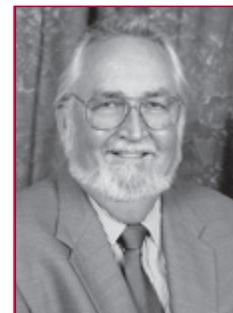
**Leon LaJeunesse**  
Custom Contracting  
(BA)



**Frank Lollino**  
Holiday Const.  
Co. UCA



**Rich Mathis**  
Roofers #11



**James McGlynn**  
McWilliams Elect.  
NECA-NEIL



**Tom McTavish**  
IBEW #117



**Loretta Molter**  
Molter Corporation  
(MCA)



**Joseph Pastorino**  
Chi. Reg. Council  
of Carpenters



**Michael Prate**  
Prate Installations  
RCEC

## Penny-Per-Hour Contributors

Builders' Association  
Cement Masons # 502  
Chicago Regional Council of Carpenters  
Chicago Outerbelt Contractors Association  
Chicagoland Roofing Council  
Concrete Contractors Assoc. of Greater Chicago  
Construction & General Laborers' District Council  
of Chicago & Vicinity  
Illinois Road & Transportation Builders Association

Lake County Contractors Association  
LMCC (IBEW # 117, # 150, # 461, & NECA-NEIL)  
LMCC of Chicago (IBEW 134 and ECA)  
NECA-IBEW # 701 LMCC  
Operating Engineers # 150  
Professional Flooring Installers Association  
Teamsters Joint Council No. 25  
Underground Contractors Association

## Member Organizations

Architectural & Ornamental  
Ironworkers # 63  
Associated Steel Erectors  
Association of Glazing Contractors  
Boilermakers # 1  
Bricklayers & Allied Craftsman  
District Council  
Builders' Association  
Cement Masons # 502  
Cement Masons # 803  
Ceramic Tile and Terrazzo # 67  
Chicago Reg. Council of Carpenters  
Chicago Outerbelt Contractors  
Association  
Chicago Painting & Decorating  
Contractors Industry Advancement &  
Promotional Fund  
Chicagoland Roofing Council  
Chicagoland Sheet Metal Contractors  
Association  
Concrete Contractors Association  
of Greater Chicago  
Construction & General Laborer's  
Dist. Council of Chicago & Vicinity  
Electrical Contractors Association of  
City of Chicago, Inc.

Electrical Workers # 117, # 134,  
# 150, # 461, & # 701  
Finishing Contractors Association  
of Chicago  
Glaziers Union # 27  
Illinois Regional Insulation  
Contractors Association  
Illinois Road & Transportation  
Builders Association  
Ironworkers # 1  
Insulators # 17  
Lake County Contractors Association  
LMCC (IBEW # 117, # 150, # 461, &  
NECA-NEIL)  
LMCC of Chicago (IBEW 134 and  
ECA)  
NECA-IBEW # 701 LMCC  
Machinery, Movers & Riggers # 136  
Mason Contractors Association  
of Greater Chicago  
Mechanical Contractors Association  
National Electrical Contractors  
Association Northeastern Illinois  
Chapter  
National Fire Sprinkler Association  
Northern Illinois Chapter

Northeastern Illinois Sheet Metal  
Contractors Association  
Northern Illinois Painting &  
Drywall Institute  
OP & CMIA # 11  
Operating Engineers #150  
Painters District Council # 30  
Plasterers # 5  
Plumbers & Pipefitters # 501  
Plumbing Contractors Association of  
Chicago & Cook County  
Plumbing & Mechanical Contractors  
Authority of Northern Illinois  
Professional Flooring Installers  
Association  
Residential Construction  
Employers Council  
Roofers Waterproofers & Allied  
Craftworkers # 11  
Sheet Metal Workers # 73  
Sheet Metal Workers # 265  
SMACNA Chicago  
Sprinkler Fitters # 281  
Teamsters Joint Council No. 25  
Underground Contractors Association

## Associate Members

AETNA Insurance Company  
AFL-CIO Building Investment Trust  
Amalgamated Bank of Chicago  
ASB Capital Management  
AthletiCo  
Benefits Management Group  
Blue Cross Blue Shield of Illinois  
Brandywine Global Investment Mgmt.  
Central DuPage Hospital  
Chicago & Cook County Building  
& Construction Trades Council  
Chicagoland Construction  
Safety Council  
CIGNA HealthCare  
Clark Hill PLC  
Construction Employers' Association  
Culloton Strategies, LLC  
Delta Dental  
DuPage County Building &  
Construction Trades Council

Fox Valley Construction Industry  
Advancement Program  
Humana Health Care Plans  
Hunt Insurance Group  
Illinois American Water  
Illinois Pipe Trades Council  
I.M.P.A.C.T.  
Labor Management Cooperation  
Committee of Chicago  
Labor Management Cooperative  
Committee of Northeast Illinois  
Lake County Building &  
Construction Trades Council  
M & I Trust Services  
Martin Salvino State Farm Agency  
Megent, Inc.  
Middle States Electrical Contractors  
Association  
Midland States Bank

Midwest Medix Surgery Center  
Missouri Valley Partners  
Multi-Employer Property Trust  
Navistar  
NECA-IBEW 701 LMCC  
PDM Bridge LLC  
Principal Financial Group  
Putnam Investments  
Russell Investments  
Sav-RX Pharmacy Benefit Mgmt.  
ScreenSafe  
Secure Services, Corp.  
Segall Bryant & Hamill Investment  
Counsel  
Ullico, Inc.  
UMB Asset Management  
Unimar Public Relations  
Union Plus Mortgage

# 2012 News & Notes



**W**ith employee collective bargaining rights coming under attack in several Midwestern states, CISCO fittingly featured Illinois Department of Labor Director Joe Costigan as its Keynote Speaker for its Annual Meeting on January 27 at Maggiano's in Schaumburg. Costigan has fought to save union jobs at various points during his career in the labor industry. He recognized the union construction workers and contractors in the room for their "day-to-day" efforts that go unnoticed, but whose contributions are critical and lead to better lives for many of us in the community."

Following Costigan's remarks, the 2011 Pride in Construction Awards were presented including Educator of the Year Ken Ross of York High School; Labor Conciliator of the Year Dale Conaway from IDOL; and the Illinois Tollway as Public Body of the Year, which was accepted by Executive Director Kristi Lafleur. Approximately 175 members and guests attended the event.

**T**he City of Des Plaines, under the leadership of then Mayor Marty Moylan, passed a Responsible Bidder Ordinance in January 2012. RBOs level the playing field, but more importantly, it insures that towns receive quality construction that's built correctly the first time. It also requires that contractors follow existing prevailing wage laws, provide for safe working conditions and for workers

who have been trained according to USDOL standards. Capping off a big year, Moylan was elected in November to the Illinois House of Representatives.

**C**ISCO coordinated the DuPage County Hands On Expo at the Laborer's Training Center on February 16-17. On March 2, CISCO was a presenter at the 10th Annual DuPage Counselor Institute Day. Attendees heard from a panel of experts on entry into the union building trades, aptitude testing, attendance policies and drug testing.



**E**xecutive Director John Brining was appointed to serve on the Illinois Advisory Committee for the Workers Compensation Research Institute, which will help guide the development of the workers' compensation studies and other WCRI benchmark initiatives.

**C**ontinuing its outreach workshops in collaboration with the Attorney Generals Office, the Department of Labor and the Indiana, Illinois and Iowa Foundation for Fair Contracting (III-FFC), CISCO coordinated a workshop hosted by the City of Naperville that focused on recent updates to the

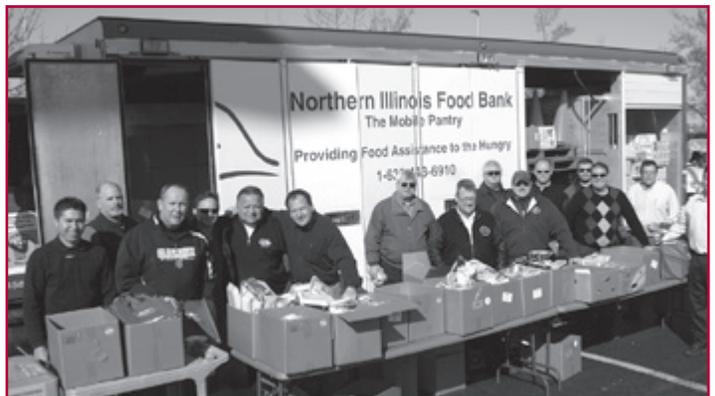
Open Meetings Act, Prevailing Wage Act and the benefits of Responsible Bidder Ordinances. Public body employees, and local building trades personnel were on hand.

**A**pril's Annual Luncheon was another tremendous success as CISCO welcomed Doug Widener, Executive Director of the U.S. Green Building Council's Illinois Chapter. Widener presented on the latest trends in new construction, the retrofitting market, a new LEED rating system, workforce and training issues, and importance of "green" building to the union construction industry. The April 27



IBEW Local 701 and the DuPage County Building Trades as their sponsored Mobile Food Pantry events were extremely successful in assisting needy families in the area. Both local unions partnered with the Aurora Area Interfaith Mobile Food Pantry as a truck from the Northern Illinois Food Bank arrived at both local union locations. The two events were the by-product of the 2011 Mark Breslin seminar, planned by the staffs of CISCO, PAMCANI and FCAC. Sponsorships from that event helped raise \$5,000 for local food banks.

**T**he entire union construction industry was saddened by the death of Mark H. Ayers, President of Building and Construction Trades Department for the AFL-CIO. CISCO was fortunate to have had Mark Ayers speak twice at our events, most recently as Keynote Speaker for the 2010 Luncheon.



luncheon drew more than 225 guests. In addition, CISCO announced its annual scholarship winners to four high school students entering college. Each received \$2,000 per year, renewable for all four years. Also awarded were two Continuing Education Scholarships that were presented to individuals who are currently working in the trades or for a union contractor and are returning to school for further education.

**M**arch for Dimes' March for Babies was once again on CISCO's radar as more than \$2,000 was raised for this worthy cause. In addition, approximately 350 families were the beneficiaries of the combined efforts of the Plumbers & Pipefitters Local 501,

*(continued on page 8)*

# 2012 News & Notes

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CISCO benefitted from a Workers' Compensation Seminar arranged by III-FFC on June 5 in Countryside. A panel of speakers presented information about the recent amendments to the Illinois Workers' Compensation Act (HB1698) and discussed the bill's impact on both the respondent and the petitioner.



Creating 300 construction and building trades jobs over the next two years, the Lisle Village Board granted approval to the Universal Technical Institute (UTI) for an education and training facility for automobile mechanics. CISCO and the DuPage County Building Trades had supported the project throughout the Public Hearing process.

CISCO also supported Monarch Landing, a 90,000 sf healthcare center that was approved by the City of Naperville and will create construction jobs for more than 200 building tradesmen.

The Illinois Tollway took another small, yet positive step, toward making the long sought Illinois Route 53 extension a reality by committing more resources toward studying the project. The Tollway board approved spending an unspecified amount to help pay for a land-use plan for the path the proposed extension would take through Lake County. CISCO and Lake County Contractors and Building Trades had supported this initiative.

New members to the CISCO Board of Directors were added: Dennis Fleming, a member of Sprinkler Fitters Local 281; Loretta Molter, President of Molter Corporation, representing the Mason Contractor's Association, and Frank Cunningham, a third generation member of IBEW Local 134.

This year's "Last Swing" Golf Outing was another huge success as the course was sold out, weather was perfect and the event enjoyed a record number of sponsors. The Chicago Food Depository and the Northern Illinois Food bank were designated to receive the funds that remained after financial obligations were met. Once again, \$3,000 was split evenly between the two charities.



The Illinois State Apprenticeship Committee hosted a Counselor Conference on September 28 and a total of 83 counselors from around the state attended the event. Many called it an "eye-opening" experience as they gained an understanding of the curriculum and physical tasks that are involved in a career in the building trades. The event was hosted at the Operating Engineers Apprenticeship School in Wilmington, Illinois.

CISCO's Annual Hands-on Expo on October 18 with the Chicago Public Schools (CPS) partnered with the Illinois Department of Transportation (IDOT) for the second time to bring in a mix of professionals that included 11 different building trades, Engineering schools and other companies. More than 300 students attended the event from CPS schools that also included two northwest suburban schools and Catholic High School Brother Rice. The one-day expo was hosted by the Laborer's Apprenticeship School in Chicago.



IDOT Secretary Ann Schneider attended and participated at the various hands-on training stations, and Gov. Quinn also made an appearance to applaud the efforts of union construction to raise awareness of careers in the trades.

CISCO scheduled three fall workshops aimed at bringing contractors and building trades personnel into the same room with Argonne & Fermi National Laboratories, and the Capital Development Board, which spent time detailing upcoming construction projects, as well as providing valuable information about how contractors could become pre-qualified to bid and perform work on these projects.

CISCO partnered with IBEW 701, NECA-IBEW 701 LMCC, the Fox Valley Building Trades, Fox Valley Associated General Contractors, and Choose DuPage for more than 175 people who attended.



Education to Careers Director Johnetta Ryan was named a recipient of the Daily Herald Business Ledger's Influential Women in Business Award for 2012 and was honored October 29. Ryan helped develop the Education to Careers program, which creates and promotes construction industry apprenticeship programs to introduce young people to the industry's opportunities. Johnetta has spoken to thousands of young people in the last decade raising awareness of the many opportunities offered within the union construction industry and the building trades.

CISCO's Board of Directors chose the top construction projects of 2012, and also announced individual recipients for Educator, Labor Conciliator, and Public Body of the Year. Winning projects were Rush University Medical Center - New Construction/Chicago; College of DuPage's Homeland Security Education Center - New Construction/Suburbs; and the Tollway's I-294/I-90 Tri-Level Bridge - Rehabilitation category (see cover).

Individual winners included: Educator of the Year Janice Stoettner, Executive Director at Career Development System; Labor Conciliator of the Year, John Tribble, Conciliation/Mediation Division Manager, IDOL; and Public Body of the Year – Chicago Department of Aviation/Commissioner Rosemarie Andolino.

# Education-to-Careers



**Johnetta Ryan**  
*Education-to-Careers  
Director*

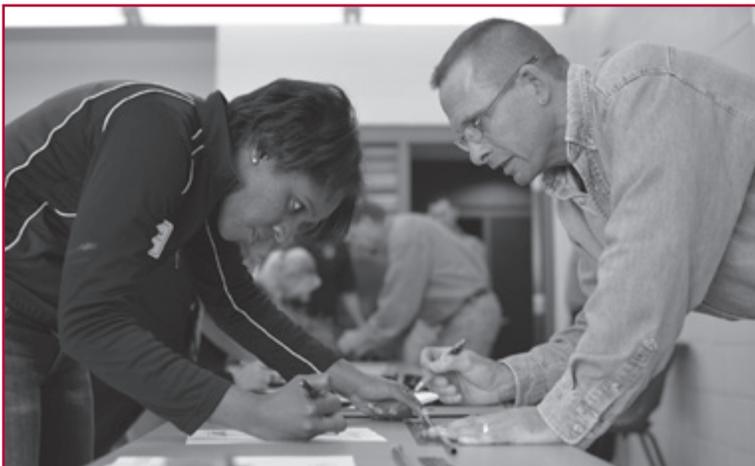
Students have historically been a challenging segment of the population to draw toward the union building trades. In addition to the information that Program Director Johnetta Ryan presents at school visits (see page 11), CISCO also partners with building trades, employer groups, and educators to coordinate multiple yearly Hands-on-Construction fairs where students and teachers learn about trades from the tradespeople themselves and have a chance to use tools and find out what they can expect from a career in union construction.

This past year featured two major events that enabled CISCO and its partners to provide state-wide counselors and high school age sophomores and juniors the opportunity to learn more about careers in both the construction industry and the Engineering field. The Illinois State Apprenticeship Committee (ISAC) Counselor Conference was hosted in September by

the Operating Engineers Apprenticeship School in Wilmington. A total of 83 Counselors from around the state attended the event, and based on comments received from post-event evaluation forms, many called it an “eye-opening” experience. In general, those who attended said that gaining an understanding of both the curriculum and the physical tasks that are involved in the building trades, was a true surprise, and changed their view regarding a career in the trades.



CISCO's Annual Hands-on Expo in October with the Chicago Public Schools (CPS) partnered with the Illinois Department of Transportation (IDOT) for the second time to bring in a mix of professionals that included 11 different building trades, Engineering schools and other companies. More than 300 students attended the event from CPS schools that also included two northwest suburban schools and Catholic High School Brother Rice. The one-day expo was hosted by the Laborer's Apprenticeship School in Chicago.



CISCO established the Education-to-Careers program in 1998 with the primary mission of promoting careers in the union construction apprentice programs through a variety of initiatives. Ryan delivers a comprehensive speaking and multimedia presentation that outlines the basics of the programs and spells out the requirements to enter each trade. CISCO also publishes “Build Your Future,” a guide to apprenticeships in our six-county service area.

## **Schools Visited**

Academy for Learning  
Addison Trail High School  
Alderman Lona Lane Career Fair  
ALOP DuPage Alternative School  
Argo High School  
Banner Academy  
Barrington High School  
Burlington High School  
Carl Sandburg High School  
Chalmers Middle School  
Chicago Vocational High School  
College of DuPage  
College of DuPage Career Fair  
Dawson Technical  
Dental Learning Center  
East Leyden High School  
Eisenhower High School  
Epic Academy  
Evergreen Park High School  
Grayslake High School  
Hillside Middle School  
Kerr Middle School  
LADSE Career Night  
Mac Arthur Middle School  
Mercy Home for Boys and Girls  
Maine East High School  
Niles Alternative High School  
North Wheaton High School  
Oak Lawn High School  
PACE High School  
Plano High School  
Richards High School  
Sawyer Middle School  
Sandburg High School  
Shepard High School  
South Suburban College  
South Side Community High School  
Summitt Learning Center  
Tech Center of DuPage  
West Leyden High School  
York High School



## **Hands-On-Construction Expos Held**

Chicago Public Schools/IDOT  
DuPage County  
ISAC Counselor Conference

## **Organizations Visited**

Black United Fund of Illinois  
Chicago Public Schools  
Coalition Black Building Trades  
Coalition for United Community Action  
Cook County Sheriff's Boot Camp  
Cook County Works  
Department of Labor Office Compliance  
Illinois Department of Employment Security  
Illinois Department of Transportation  
New Skill Builders  
OAI  
Project Pride  
Southwest Conference of Mayors  
Tom Dart Re-entry Program  
Walsh Construction

## **Meetings Attended**

Apprenticeship Information Committee  
Coalition of Black Trade Unions  
Illinois State Apprentice Conference Committee  
Irish American Labor Council  
Italian American Labor Council

# Legislative Committee

You will see by the initiatives listed below that CISCO's Legislative Committee was busy keeping representatives of labor and management involved in the process, and aware of current and pending legislation affecting the union construction industry.

At the top of that list was the effort to overturn the Cypress Creek decision and bring the Mechanics Lien Act back to the way it operated for the previous 100 years. HB 3636, as it has been known since 2011, has traveled a bumpy road. The bill passed the Senate in March 2012, and after several fall hearings and much debate, the House passed the bill during the January 2013 Lame Duck Session. Prior to Feb. 25, 2011, lenders were preferred in a foreclosure action based on the value of the land, while the various contractors and suppliers were preferred based on the value of the improvements built on the property. After this date, the decision called the "Cypress Creek Act" overturned this, giving the lenders/banks priority (ahead of the contractors) on both the value of the land and the value of the improvements.



The Illinois Mechanical & Specialty Contractors Association (IMSCA) made a legislative remedy a priority, and together with CISCO and many member associations, construction and trade coalitions; the group effort was instrumental in garnering enough support for approval. As of press time for this Annual Report, the Governor had not signed the bill into law, but the continued efforts of

this labor-management coalition was continuing to lobby the Governor's Office.

Pension Reform grabbed the most headlines throughout the year, as both sides of the aisle have continued to discuss many of the components of a comprehensive reform bill. However, the General Assembly did not enact any legislation in 2012, although the Senate did pass its own version of a reform bill.

Many other legislative issues were discussed (see box) throughout the year that will have an impact on the union construction industry.

CISCO's Legislative Committee was formed from the Fair Contracting Committee in 2005. CISCO's primary role in the Legislative Committee is to facilitate the meetings and encourage open discussion on all issues brought to the table. As an organization, CISCO does not take an official stance until it reaches a consensus agreement among its Board of Directors.

## Legislation Discussed in 2012:

- Mechanics Lien Act
- Prevailing Wage Act
- Gaming Expansion Bill
- Capital Spending Bill
- Project Labor Agreements
- Workers' Compensation Reform
- Clean Construction Demolition Debris
- Responsible Bidder - Procurement Code
- Leucadia Synthetic Natural Gas Facility
- Tenaska Clean Coal Generation Plant

# Fair Contracting Outreach

CISCO expanded its presence in 2012 as it worked with industry leaders to coordinated workshops in Fair Contracting, Prevailing Wage Law, and Responsible Bidder Ordinances (RBOs). CISCO also coordinated two seminars aimed at highlighting bidding opportunities for member contractors and the building trades.

In the Spring, CISCO continued its popular outreach workshops in collaboration with the Attorney's Generals Office, the Department of Labor and the Indiana, Illinois & Iowa Foundation for Fair Contracting (III-FFC) with a Public Construction Workshop hosted by the City of Naperville on Thursday, April 5. Naperville employees and other public body employees from local jurisdictions were on hand. The morning session included updates to the

Freedom of Information Act, Open Meetings Act, Prevailing Wage Act and the benefits of Responsible Bidder Ordinances. In addition to the public body employees in attendance, some members of the building trades in DuPage and Cook County were in attendance.



In October, CISCO scheduled a workshop with Argonne & Fermi National Laboratories aimed at informing

contractors

and building trades personnel about upcoming construction projects, as well as providing valuable information about how contractors could become pre-qualified to bid and perform work on these projects. CISCO partnered with IBEW 701 and NECA-IBEW 701 LMCC, which hosted the event in Warrenville.

In November, CISCO arranged two workshops with the Capital Development Board's leadership team, led by Executive Director Jim Underwood. The CDB presented a two-hour overview of the "Illinois Jobs Now" Capital program. In addition, the CDB team provided information regarding bid opportunities, new MBE/FBE requirements and prequalification/contract requirements. CISCO partnered with the Fox Valley Building Trades and Fox Valley Associated General Contractors

in one workshop

and followed that up by teaming with Choose DuPage, the economic development arm of DuPage County.



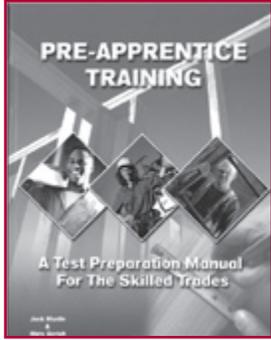
The success of the three events went beyond the nearly 175 people who attended as many contractors and building trades men and women built relationships that will keep them connected in the future.



# CISCO Materials

## **"Build Your Future with a Career in Construction: A Guide to Apprenticeship Programs in Northeastern Illinois"**

This comprehensive handbook details the apprenticeship programs in the counties of Cook, Kane, Kendall, DuPage, Lake, and McHenry.



### **Pre-Apprentice Basic Skills Training Manual**

This manual helps to prepare individuals for apprenticeship testing and is available at a cost of \$30. A supplemental math manual is also available at a cost of \$10.

### **CISCO Communicator**

CISCO's official member publication. This quarterly newsletter contains news about CISCO's activities, political updates, and information about the union construction industry



### **www.cisco.org**

Visit CISCO on the web for updated information on CISCO's activities, events, and products.

## Built Right™

In 2003, CISCO created a marketing campaign called Built Right to counter the misinformation being disseminated about union construction workers and contractors, and it continues to be an effective tool.

The Built Right campaign showcases the advantages of choosing union contractors over non-union. Benefits such as comprehensive federally-regulated apprenticeship programs, continuing education offerings, and state-of-the-art safety programs add up to a skilled workforce that can't be matched in the non-union industry.

The campaign is geared toward planners. Research has shown that these through increased awareness of what



architects, engineers, developers, and space professions would receive the most benefit union labor brings to the table.

Built Right is presented to construction users through a variety of outlets. Advertisements, editorials, and promotional appearances at trade shows and conferences are utilized to spread the message about the superior quality and value of union construction. Consistent with CISCO's mission to act as a clearinghouse of information, Built Right encourages its audiences to use CISCO as a resource for contractor references, prevailing wage information, wage and benefit rates, and workforce development initiatives.

When something is built union, it's Built Right. Through this campaign, CISCO intends to show the end user that when it comes to getting a job done right the first time, union construction is the obvious and best choice.

# The Year In Pictures



Scan this QR code with your smartphone reader for instant access to the CISCO web site to obtain additional information about CISCO programs and events.





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