New President Jack Knox: Focusing on integrity and quality

At the President’s Lunch, SMACNA’s incoming President Jack Knox shared his family business’s commitment to integrity, quality, reliability, and service.

“I cannot help but wonder what our industry, our association, our relationships would look like if we focused on two of these traits: integrity and quality.”

He urged contractors to be difference-makers. “What positive change can you make to be a difference-maker in your community and in your company?”

Read 2018 SMACNA President Knox’s entire speech in November SMACNews online.

Convention is on its game

SMACNA’s 74th Annual Convention opened to sunshine and classical Maui sunsets. So, a short island-wide power outage wasn’t in the original plans for the convention in Hawaii, but that didn’t stop this year’s program from being an outstanding example of what SMACNA offers.

As it turned out, a rare thunderstorm struck the main electrical transformer in Maui resulting in a full-island black out for the convention. Convention is on its game.

Julie Muller-Neff is Chapter Executive of the Year

Julie Muller-Neff (right), executive vice president of the SMACNA Western-Washington chapter, received the Chapter Executive of the Year award at the annual convention in Maui.

“Julie Muller-Neff has a stellar reputation. In fact, she elevates this award to a whole new level,” said 2017 President Lansdell. “Julie has actively addressed the industry’s issues.”

Milt Goodman honored as Contractor of the Year

Lauded for being a longtime—and selfless—industry champion, Milt Goodman (right), executive vice president of ACCO Engineered Systems, Glendale, Calif., was honored as SMACNA’s Contractor of the Year at the annual convention in Maui.

“A proud Army veteran, he attended college on the GI Bill,” noted 2017 SMACNA President Joseph Lansdell. “He took a personal interest in the education of his employees.”

President Lansdell passes gavel to incoming President Knox

“It is a great honor to transfer the responsibilities of the office to your new President Jack Knox,” said SMACNA 2017 President Joseph Lansdell (left) to incoming President Jack Knox.
In this issue:

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### Legislative award winners recognized

**Randy Buchter named Contractor Legislative Advocate**

For being a driving force in the SMACNA of Long Island chapter’s efforts to lead on national, state, and local legislative issues, **Randy Buchter**, president of Anron, Inc., North Babylon, N.Y., was recognized as SMACNA’s Contractor Legislative Advocate of the Year.

“Randy has targeted areas important to the Long Island area and New York state,” noted 2017 President **Joseph Lansdell**. “He has been a key player in efforts to reform public contracting payment, pension reform, infrastructure policies, and prevailing wage enforcement legislation from Long Island and Albany, N.Y. to Capitol Hill. A champion for apprenticeship training, workforce enhancement, and safety education, Randy is a strong advocate for tax initiatives boosting industrial, commercial, and institutional energy retrofits.”

**Sean O’Donoghue is Chapter Executive Legislative Advocate**

For his leadership on countless critical legislative and policy issues, **Sean O’Donoghue**, executive director of the SMACNA Bay Area chapter, Oakland, Calif., was named SMACNA’s Chapter Executive Legislative Advocate of the Year.

“Sean’s efforts to energize and engage his members in the political and legislative process escalated to new levels in 2017 with impressive results,” said 2017 SMACNA President Joseph Lansdell. “He is a coalition-builder with a distinguished record and an industry problem-solver for his members in the greater Bay Area and the HVAC industry.”

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### SMACNA CEO: Embracing new strategic initiatives

“SMACNA is undertaking an initiative to assist members with attracting and retaining critical human resources,” said SMACNA CEO **Vince Sandusky** of SMACNA’s strategic plan at the convention’s annual business meeting.

“We are already moving forward with identifying successful non-traditional craft recruitment strategies, so we can share those across our chapter network. We will establish a network of SMACNA student chapters to expose young people to the opportunities this industry provides and offer a path to pursue them.”

Read his entire speech in the November SMACNews online edition.

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### Holidays observed

The SMACNA National offices will be closed on Thanksgiving Day, Thursday, Nov. 23, and on Thanksgiving Friday, Nov. 24.
SMACNA’s new Executive Committee members are (left to right): Vice President Al LaBella, Blue Diamond Sheet Metal, Medford, N.Y.; Secretary/Treasurer Angela Simon, Western Allied Mechanical, Menlo Park, Calif.; President Jack Knox, R.F. Knox Company Inc., Smyrna, Ga.; President-Elect Nathan Dills, ACP Sheet Metal Co. Inc., Oklahoma City, Okla.; and Immediate Past President Joseph Lansdell, Poynter Sheet Metal Inc., Greenwood, Ind.

See the 74th Annual Convention photos on the Flickr website at www.flickr.com/photos/smacna

“Mentors give you perspective, whereas sponsors give you opportunities.”
— Jo Miller (on attracting the attention of influential sponsors)

SMACNA welcomes new members
Any Temp, Carol Stream, Ill. – SMACNA Greater Chicago
Envise, Garden Grove, Calif. – SMACNA Southern California
Fab-Rite Sheet Metal, Des Plaines, Ill. – SMACNA Greater Chicago
Hemingway Chimney, S. Holland, Ill.– SMACNA Greater Chicago
Metal Works of Chicago, Arlington Heights, Ill. – SMACNA Greater Chicago
Tri-State Roofing and Sheet Metal Co. of Pennsylvania, Morgantown, W.V. – West Virginia Sheet Metal Contractors Association Inc.

Forums feature sticky marketing, the next shock wave
SMACNA contractors packed the Market Sector Forums and learned bright new marketing tips, what general contractors need, what drives virtual design, and about profitable industrial markets at the Maui convention.

Residential Forum: Getting into people’s heads, hearts, homes
“What’s the first thing your technicians should do when they come to your house?” asked Dr. Kerry Webb, whose crowded session, “Profit Strategies for a Successful Future,” brimmed with smart marketing ideas. “Smile!”

“Second thing, look them in the eye and say, ‘Thank you for calling our company today.’ Because they could have called someone else.”

“Media marketing must be super sticky and highly targeted. It has to make it to the customer’s kitchen drawer. Media marketing gets you in people’s heads. It keeps you in people’s hearts. It puts you in people’s homes.”

HVAC Forum: “Accountability, trust, collaboration”
“Clients are demanding high-quality, schedule certainty, commitment to labor, and sophisticated technology,” explained Richard Henry, McCarthy Building Cos., during the HVAC Contractors Forum, “GCs to HVAC Mechanicals: In the Building Process Together.”

“High technology has taken us by storm and those who are not involved in technology are going to be left by the roadside,” added Mr. Henry. “Engineers and architects are being squeezed and forcing us as partners to step up and take a little more responsibility. It’s about accountability, trust, and collaboration.

“We want to have strong relationships. If you don’t have strong relationships to get you out of trouble, you’ll be in the penalty box forever.”

“Things will go wrong and people have a choice what they’re going to do with that,” agreed David Pometta, Peterson Mechanical Inc. “Are they going to work together to fix it? The key is working together, even on very difficult problems.”

Architectural Forum: Visualization, integration, automation
“Cloud computing is using remote networks and remote computers,” said Tom Zahner, A. Zahner Co. Inc., during the Architectural Contractors Forum, “Getting Out in Front of Virtual Design.” “Everyone is going to connect to it. Cloud computing is the next shock wave in construction.

“Three key drivers of virtual design are visualization, integration, and automation. Visualization results in better communication, more effective meetings, and stakeholder involvement. Integration ensures prompt decision-making. Automation means quicker to manufacturing.”

Industrial Forum: Market is attractive, profitable, robust
The Industrial Contractors Forum panel featuring Jim Page and Mike Harris of the International Training Institute shared how to make the most of new profitable industrial market opportunities.

Continued on page 6
Product Show shines light on new innovations

Everyone took a surprise island-wide power outage, triggered by a thunderstorm the night before, in good humor and cheered when the lights came back on for a successful—and memorable—Product Show.

“We’re in Hawaii, it can’t get much better than this!” exclaimed one exhibitor.

Forty-six exhibitors demonstrated some of the latest advances in technology during the show, which included six new technology sessions.

2017 President Lansdell: Delivering the resources to meet the future

As his year as SMACNA National President came to a close, SMACNA’s outgoing President Joseph Lansdell shared his thoughts on the year, the industry, the association’s strong leadership, services, and the future.

“What a wonderful year it has been,” he said. “We’ve experienced increased job opportunities for most of the country, a robust economy, a strong housing market, improving labor numbers, a growing stock market, and an improved working relationship with our labor partners. Congratulations to all of you for your part in making 2017 one of the finest.”

Read his entire speech in November SMACNews online.

Past President Gast receives appreciation plaque

SMACNA 2017 President Joseph Lansdell presents Past President Guy Gast (left) with a plaque of appreciation for his years of service to SMACNA. He has served on many committees and as chair of the New Horizons Foundation, guiding its research to make SMACNA firms more profitable and competitive.

New Horizons Foundation visionaries recognized

New Horizons Foundation Vice Chair Angela Simon recognized New Horizons Foundation Chair Guy Gast and three foundation members for creating a new fundraising effort, the Industry Mentors Group.

New Board of Directors

The newly elected members of SMACNA’s Board of Directors are (left to right): Thomas E. Martin, T.H. Martin Inc., Cleveland, Ohio; Gary G. Luthe Sr., Luthe Sheet Metal Inc., Cherry Hill, N.J.; and Kyle Bellmon, United Mechanical Inc., Oklahoma City, Okla. (James E. Hall, Systems Management and Balancing Inc., Waukee, Iowa, was not present.)

“What would be possible if we all worked together and all pulled on the same end of the rope?” — Nic Bittle (on the Six Million Dollar Foreman)
SMACNA recognizes safety achievers

Congratulations to SMACNA’s first-place 2017 Safety Excellence Award winners, who were recognized for their outstanding safety and health performance and chapter participation at the 74th Annual Convention in Maui. SMACNA is also proud to salute the overall winner of the Canadian safety excellence program.

College of Fellows welcomes new members

In recognition of their service, SMACNA’s College of Fellows inducted four individuals at this year’s convention in Maui. Election to the College is a high honor, recognizing years of dedication and service to the industry.

SMART General President: Attracting “the best of the best”

“How are we developing the workforce?” asked SMART General President Joseph Sellers at the convention Labor Forum. “What tools are necessary to get millennials into the pipeline? We’re trying to attract the best of the best and we’ve got to figure out how we’re going to do it.”

Retiring Board members

SMACNA 2017 President Joseph Lansdell recognized four retiring members of SMACNA’s Board of Directors for their excellent, dedicated work.

Castaways on SMAC PAC Isle

The first mate, skipper, Ginger, and Mary Ann joined the castaways on SMAC PAC isle to have fun and raise funds at a lively dinner and show featuring exciting drummers, treasure chests, and a silent auction.

“Being out of your comfort zone is a healthy thing. Being stretched is a good thing. When you get stretched it can fuel you. And that’s where the growth occurs.” — Michael Magnum (on effective use of board of directors)
Plan now for 2018 National Issues Conference, May 8-10

Congress needs to hear from you. At the National Issues Conference, May 8-10, 2018, you can help SMACNA speak up for the industry so the voice of union construction will be heard.

The annual Construction Employers of America National Issues Conference, May 8-10, 2018, in Washington, D.C., gives you a chance to talk directly to your members of Congress. As successful business people, only you can fill them in on key issues like the benefits of composite plans, regulatory issues, and energy efficient construction.

The conference will offer key information on federal legislation and policy, industry positions, and sessions with key members of Congress, staffers, and Washington policy-makers.

For more information contact SMACNA’s Capitol Hill office at (202) 547-8202. Watch for registration opening on the SMACNA website early next year.

Master essential skills

Sign up for 2018 Collective Bargaining Orientation—March 13

Acquire the must-have bargaining skills you need at SMACNA’s 2018 Collective Bargaining Orientation, March 13, 2018, in Dallas.

Packed with essential information for new negotiators and experienced bargainers, this one-day basic legal course will provide you with advice on preparing for bargaining, the legal framework for bargaining, and how to preserve the multiemployer unit at impasse.

You’ll polish your labor relations skills, learn how to develop relationships with your union counterparts, understand collective bargaining, and bring fresh ideas to the table. You’ll also be briefed on current industry trends and review the latest SMACNA employment share numbers.

This workshop is helpful for young contractors, chapter executives, and new negotiators. It also provides a good refresher for experienced bargaining committee members.

Sign up today and complete the online registration form on SMACNA’s Labor Relations webpage. Don’t wait! The registration deadline is Jan. 26, 2018.

Forums feature sticky marketing, the next shock wave

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They also discussed the attractive prospects in the rebounding automotive industry along with nuclear facility retrofits and rebuilds for energy efficiency during the session “Industrial Mix: Training Technical Resources and More.” SMACNA’s Technical Resources Department provided an update on new SMACNA industrial manuals and standards and a lively question and answer session followed.

Convention is on its game

Continued from page 1

out beginning at 3 a.m. on Tuesday, Oct. 24, the morning of SMACNA’s Product Show and Spouse Breakfast.

Undaunted, SMACNA’s Product Show opened its doors at 7 a.m. to a darkened show floor illuminated by lanterns on each table top, supplied by the hotel. In fact, the unique circumstances fostered a warm spirit of camaraderie.

Ben Schlinsog of Daikin Applied, a SMACNA Premier Partner and chair of SMACNA’s Associate Member Committee, noted it was the greenest SMACNA Product Show ever.

Attendees were amazed that the Marriott even served a hot breakfast buffet and, more importantly fresh, hot coffee. The lights came back on around 8 a.m. and the New Technology Sessions started with tips on the latest innovations.

Not to be outdone, the Grand Wailea served a hot breakfast buffet for the Spouse Breakfast right on time at 8 a.m. Emily Boll, the breakfast’s motivational speaker, remarked that perhaps the power outage was a sign we all need to slow down.

SMACNA always brings its A-game educational sessions to convention. This year was no exception. Many sessions were standing-room only—even when the sun was shining. Nic Bittle shared a new and innovative way to bring and gauge the interest level of young people entering the construction industry during the “Six Million Dollar Foreman” session.

“Being out of your comfort zone is a healthy thing. Being stretched is a good thing. When you get stretched it can fuel you. And that’s where the growth occurs,” noted Michael Magnum in the New Horizons Foundation session on the effective use of a board of directors.

From the business meeting elections and speeches, safety awards and College of Fellows inductions, to the passing of the gavel from Joseph Lansdell to Jack Knox, SMACNA’s new 2018 SMACNA President, all the traditional convention activities went off as planned.

To close on Wednesday night, approximately 1,400 people came together for a Hawaiian-style buffet dinner and spirited evening with Queen Extravaganza.

A lot of memories and friendships were made at SMACNA’s 74th Annual Convention in Maui. In fact, it may go down as one for the record books. Photos are available free on Flickr at www.flickr.com/photos/smacna.
SMACNA reminders

December 2017

January 2018
- Chapter Executive Institute – Jan. 28-30, San Diego

February 2018
- Partners in Progress Conference – Feb. 13-14, Orlando, Fla.
- Business Management University – Feb. 25-March 1, Tempe, Ariz.

March 2018
- Collective Bargaining Orientation – March 13, Dallas
- Association Leadership Conference – March 15-16, Irving, Texas
- Supervisor Training Academy – March 19-21, St. Louis

April 2018
- Project Managers Institute – April 22-25, Raleigh, N.C.

May 2018
- Financial Boot Camp – May 6-9, Tempe, Ariz.

Future SMACNA Conventions
- 76th Annual Convention – Oct. 20-23, 2019, JW Marriott, Austin, Texas