

OTHER ACCOMPLISHMENTS

- Hosted roundtable meetings with LIUNA signatory contractors throughout the state.
- Worked with Laborers' Local Unions 189, 1214, and 1392 to staff three \$350-million hydro-power projects on the Ohio River.
- Worked with Laborers' Local Union 576 to supply the workforce needs of a \$131-million Ohio River bridge project.
- Continued to alert Laborers' signatory contractors to upcoming project opportunities.



Kentucky LECET

Kentucky LECET Promotes Laborers, Contractors Throughout the State

In 2010, Kentucky LECET launched several marketing programs to increase Laborers' market share in the maintenance, manufacturing, and private construction markets. The fund created an electronic directory of signatory contractors and has been mailing it to owners and users of construction services throughout the state. Kentucky LECET also developed a newsletter aimed at the users of construction services that contains articles of interest to owners, developers, public procurement officials, and other decision makers. The newsletter also highlights the quality and value that Laborers and their signatory contractors can provide on any construction project.

Taking advantage of the proximity of Kentucky State University, Kentucky LECET worked with the school's marketing department to establish an internship for a senior marketing major. Working through Kentucky LECET, the marketing student will help Kentucky Laborers' Local Unions and their signatory contractors develop marketing materials and campaigns. The student will work closely with marketing representatives and professionals from signatory contractors and Laborers' Local Unions, gaining practical marketing experience while providing an additional marketing resource for Laborers and their employers.



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