

OTHER ACCOMPLISHMENTS

- Surveyed developers, owners, and construction buyers about the issues most important to them.
- Helped the Washington State Department of Labor and Industries compile data for an upcoming safety case study.
- Developed a new logo and branding materials.



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WALECET Promotes Laborers, Contractors Through Website, PR Campaign

In 2010, the Washington Laborers-Employers Cooperation and Education Team (WALECET) promoted Washington State Laborers and their signatory contractors through a comprehensive marketing and public relations campaign that included press relations, a new website, and marketing materials.

WALECET has been building relationships with reporters who cover the region's construction industry, alerting them to stories and topics of potential interest. In 2010, the fund's efforts helped generate important press coverage, including:

- Several stories about the Northwest Laborers' Training Center's new tunnel safety training program, and equipment donations it received from tunneling contractors
- Articles highlighting the cooperation between Laborers and their signatory contractors
- An expose on the true cost to private developers and public agencies of low-ball bidding
- Positive articles about LIUNA signatory contractors

In September, WALECET launched a new website that includes an online directory of signatory commercial contractors in 15 different construction categories and in dozens of subcategories. Each signatory contractor entry includes contact information, types of work, and a link to the contractor's website, if one exists. The directory gives LIUNA signatory contractors in central and western Washington State added exposure to owners, general contractors, construction managers, and other users of construction services.

Top: part of a tunnel boring machine donated by a signatory contractor to the Northwest Laborers' Training Center is loaded on to a flatbed truck for shipment. PHOTO COURTESY WASHINGTON LECET.