

# TALK IS CHEAP LEADERS DELIVER MORE MONEY

- \$19.80 TOTAL MASTER AGREEMENT INCREASES OVER 4 YEARS (MORE GAINS THAN THE 7 PRIOR YEARS)
- BENEFIT TRUSTEES FIRED OVERPRICED CONSULTANTS, SAVED \$200 MILLION (AND COUNTING!)
- SAVING MILLIONS BY HALTING PER CAPITA TAX PAYMENTS TO BUILDING TRADES COUNCILS
- PAYING MEMBERS FOR TRAINING AND ENGAGEMENT

## UNITY WITH PURPOSE

- AN INJURY TO ONE NOR CAL CARPENTERS MEMBER IS AN INJURY TO ALL
- LEAVE NO MEMBER OUT, REGARDLESS OF CRAFT, IDENTITY OR BACKGROUND
- AGGRESSIVE DEFENSE OF ALL OUR CRAFTS' JURISDICTION
- PRODUCTIVE COOPERATION WITH OTHER REGIONAL COUNCILS AND THE UBC

## STRENGTH

- BECAME THE PREEMINENT POLITICAL FORCE OF ANY TRADES UNION IN CALIFORNIA
- LAW ENFORCEMENT'S #1 PARTNER FIGHTING WAGE THEFT & TAX FRAUD
- AGGRESSIVE SUCCESSFUL ORGANIZING, INCLUDING SCHOOLS, MEDICAL, HOUSING AND TILT-UPS
- EDUCATED AND EMPOWERED STAFF TO EFFECTIVELY ENFORCE AGREEMENTS
- ENSURED OUR MEMBERS ARE TRAINED BY INSTRUCTORS FROM THEIR CRAFT

## INTEGRITY & TRANSPARENCY

- RANK & FILE INVOLVED IN ALL CONTRACT NEGOTIATIONS & ALLOCATION DECISIONS
- EXECUTIVE COMMITTEE, INCLUDING RANK & FILE MEMBERS, ETHICALLY ENGAGED AND DRIVEN BY MEMBERS' INTERESTS
- UNION BOOKS AND RESOURCES IN ORDER-COMPLIANCE WITH DEPARTMENT OF LABOR AND UBC CONSTITUTION
- BEST PRACTICES IMPLEMENTED AT NCCU AND LOCALS, PROTECTING AND SUPPORTING YOUR INTERESTS

## CARPENTERS UNION PRIDE

- RE-BRANDED AS "NOR CAL CARPENTERS UNION"
- "PROUDLY BUILT BY..." JOB SITE BANNERS; PROFESSIONAL MAGAZINE & SOCIAL MEDIA
- FULL APPRENTICESHIP GRADUATION CEREMONIES THAT DIGNIFY THE OCCASION AND HONOR THE GRADUATES AND THEIR FAMILIES
- RECOGNIZED AND RESPECTED BY THE UBC, POLITICIANS, CONTRACTORS AND INDUSTRY

**RE-ELECT JAY BRADSHAW**  
**EXECUTIVE SECRETARY-TREASURER**  
**CONTINUE WITH THE TEAM THAT DELIVERS**