



'Extreme Makeover' TV show features members of IBEW #280

Twenty-three members of IBEW Local 280, including Carmen Latella, (pictured below) were part of a recent episode of ABC's



"Extreme Makeover: Home Edition." The show uses all-volunteer labor to remodel or rebuild a home for one deserving family in each state. In June, the show came to Lewisburg, outside of Corvallis, and filmed a rebuild for the family of eight-year-old Jenessa "Boey" Byers, who is battling cancer. Legend Homes was the project manager, and M&W Electric agreed to do the wiring for the new house. The show aired Oct. 7.

New AFL-CIO Building Trades president says 'customer service' is a top priority

WASHINGTON, D.C. (PAI) — A new "customer service" orientation and new organizing initiatives will be centerpieces for new AFL-CIO Building and Construction Trades Department President Mark Ayers.

Ayers, director of the Electrical Workers Construction and Maintenance Division, business manager of IBEW Local 34 in Peoria, Ill., and secretary-treasurer of the West Central Illinois Building and Construction Trades Council, was unanimously elected to the presidency by the department's board. He took office Oct. 1, succeeding Edward Sullivan, who retired.

In his inaugural statement, Ayers pledged to work to get three unions — the Laborers, Carpenters and Operating Engineers — which have left the department to return. But he focused more on creating a more positive 21st century view of construction workers and ways to increase the use and number of union construction workers.

The activities all anticipate a huge increase in construction jobs in the next 10 years, as the U.S. tackles the task of rebuilding its aging infrastructure, Ayers explained. Meanwhile, millions of veteran construction work-

ers near retirement.

As a result of both trends, "The union construction industry, due to our leadership in providing safe, highly skilled and productive workforce, has the potential to be the source of a sustained middle-class revival" and increasing union numbers, Ayers said.

The department will explore development of a new multi-craft organizing approach that simultaneously targets both nonunion employers and workers in a given metropolitan area,

Ayers said.

"Through specialized training in market research and sales techniques, local representatives and organizers will have the necessary skills to conduct open, honest two-way conversations designed to remove any previously conceived notions about working union," he continued. "We have to structure a comprehensive marketing and public relations program that seeks to tell a new, authentic 21st century story of our industry."

Annual Labor Law Conference slated Feb. 1

Mark your calendars for Friday, Feb. 1, 2008 — the date for the 12th annual Oregon Labor Law Conference sponsored by the Oregon AFL-CIO, the Oregon State and Columbia-Pacific Building Trades Councils, IBEW Local 48 and the Center for Worker Rights.

The conference organizer is Norm Malbin, in-house attorney for Local 48.

The conference is for business managers, business agents and officers. The goal is to provide information that will help them do their job better and to help avoid legal liability.

More details will be published as the conference nears.



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