

SWACCA engages with federal authorities on actions impacting its public policy priorities.

Public Policy Team

SWACCA's public policy team is comprised of its Government Relations Committee and the Washington, D.C.-based team of Siff & Associates, PLLC: Andrew Siff, Chris Granberg, Robert Simpson, and Erik Burggraf.

Siff & Associates' public policy work has raised SWACCA's profile with Congress, federal regulators, and our labor partners (including the UBC, LIUNA, and IUPAT), as well as contractor groups and other business associations active in Washington, D.C.

Andrew Siff is the principal of Siff & Associates. His firm's public policy group represents SWACCA on Capitol Hill and before various federal agencies.

Mr. Siff spent almost a decade in public service, holding several senior positions, including Chief Counsel of the Senate Rules Committee for former Senate Majority Leader Mitch McConnell and as Counselor and Chief of Staff to Secretary of Labor Elaine L. Chao.

Chris Granberg is the Managing Director of Public Policy at Siff & Associates. Before joining the firm in 2006, he helped to lead the bipartisan legislative and regulatory advocacy efforts of the National Fraternal Order of Police. He has been involved in many of the most significant public policy debates in Washington over the last two decades, including efforts that led to landmark tax, employment, and national security laws.

Erik Burggraf has led Siff & Associates' regulatory monitoring for over a decade. He previously worked for the Administrative Law Division of the Office of General Counsel at the U.S. Department of Housing and Urban Development (HUD) where he handled agency matters related to the Davis-Bacon Act and many other issues. He reviews federal regulatory actions each day to ensure SWACCA has prompt and accurate

assessments of federal rulemakings impacting SWACCA policy priorities.

Robert Simpson is a Director of Public Policy at Siff & Associates. Prior to joining the firm, Robert served as an aide to Pennsylvania Senator Pat Toomey and then as Deputy Chief of Staff and Legislative Director to Representative Claudia Tenney of New York's 22nd Congressional District. Robert is in regular contact with congressional offices educating members of Congress and their staff on SWACCA priorities.

Public Policy Priorities

SWACCA's public policy priorities, as determined by the Government Relations Committee and SWACCA Board of Directors, and set forth in its strategic plan, include:

- Fighting against misclassification in the construction industry;
- Advocating for structural pension reform;
- Protecting and advancing registered apprenticeship programs; and
- Preserving Davis-Bacon prevailing wage rates on federal projects.

The Siff & Associates team works to advance these interests in numerous ways, including:

- Engaging with members of the U.S. House of Representatives and United States Senate, and with congressional committees and staff, to educate them on SWACCA's policy priorities and other issues impacting the wall and ceiling industry;
- Engaging with federal regulatory agencies and the White House on SWACCA's priorities and other issues that impact the wall and ceiling industry;
- Participating in the federal rulemaking process, including aiding SWACCA's General Counsel with the submission of substantive comments in response to proposed rules in the *Federal Register*;

GOVERNMENT RELATIONS



- Leading and participating in coalitions and joint lobbying efforts with other national contractor associations and national business associations, as well as SWACCA's labor partners, including the UBC, LIUNA, and IUPAT, to advance SWACCA's issues that impact the wall and ceiling industry;
- Disseminating a steady stream of timely updates and analysis to SWACCA members about public policy developments through updates on the SWACCA's Twitter account (@SWACCAInfo) and the SWACCA News Blog (<https://www.swacca.org/news-events/>); and
- Providing in-person and remote updates on national policy issues to SWACCA members and affiliates.

For More Information

SWACCA's government relations efforts are overseen by the SWACCA Government Relations Committee and the Board of Directors. SWACCA's public policy team provides detailed quarterly updates to members via SWACCA Membership Meetings, the Member Newsletter, and the Annual Report. SWACCA's Twitter feed and news blog contain up-to-the-minute updates on key issues. The public policy team is available to present to SWACCA Regional Affiliate meetings upon request. For more information, please contact Andrew Siff at (202) 457-7756.

SWACCA provides tools and resources to help members navigate their local collective bargaining relationships.

Collective Bargaining Guidebook

SWACCA published the first edition of its comprehensive wall and ceiling industry collective bargaining guidebook in Spring 2019. The Guidebook provides an overview of the collective bargaining process, specific tools for use by contractor bargaining committees in their local bargaining efforts, and negotiation advice for successful bargaining outcomes.

The Guidebook is broken into three chronological sections: The Introduction covers the pre-bargaining period. Preparing for Collective Bargaining covers the process of establishing and preparing the employers' bargaining committee to meet with the union. The Bargaining Process covers the process of meeting with the union, exchanging proposals, and reaching agreement.

Finally, the guidebook includes templates that may be helpful to the employer or employers' representative assigned to manage the bargaining process.

The Collective Bargaining Guidebook can be downloaded through the member-only section at SWACCA.org. It is available in hard copy upon request.

Collective Bargaining Workshops

SWACCA launched its collective bargaining workshop series in 2020. SWACCA General Counsel John Nesse developed the exclusive three-part series exclusively for SWACCA members, drawing from his experiences in negotiating labor agreements and teaching negotiations to law and graduate-level business students. Each workshop is available virtually or in-person.

WORKSHOP 1: CORE PROCESS AND STRATEGY

The first workshop in the series - Core Process and Strategy - is an overview of the collective bargaining process from start to finish, with practical advice for best practices. It is an excellent first meeting and launch point for an employer bargaining committee preparing to negotiate a particular agreement, or it can be adapted for presentation to a larger group. A SWACCA chapter executive offers the following comment: "The Core Process and Strategy workshop is the sort of course that every signatory group should hold annually for current and future leaders. New and seasoned negotiators alike gained tremendously."

WORKSHOP 2: ADVANCED NEGOTIATION TECHNIQUES

The Advanced Negotiation Techniques workshop builds on the concepts discussed in Core Process and Strategy, which is a prerequisite for this second part of the series.

Advanced Negotiation Techniques is a presentation of negotiation research applied to collective bargaining. It discusses strategy and techniques derived from the science of negotiation and persuasion, and offers insight into individuals' negotiation styles, strengths, and weaknesses. This workshop goes in-depth on the application to collective bargaining but is largely applicable to all types of negotiations.

WORKSHOP 3: CBA ISSUE ANALYSIS

The CBA Issue Analysis workshop is a discussion of local bargaining issues. It is designed for an employer bargaining committee preparing to negotiate a specific contract. A written survey is distributed in advance to identify key issues that may be discussed in the negotiation with the union. The collective bargaining agreement is then analyzed based on the results of that survey. The workshop itself is in-depth discussion with the committee, focusing on the committee's bargaining objectives, related contract language, and potential bargaining strategies.

Construction Labor Research Council (CLRC)

The Construction Labor Research Council (CLRC) produces quarterly wage and benefit research reports that cover most building trades across the country. SWACCA distributes these reports to members via the member newsletters, and they are also available in the members-only section at SWACCA.org. SWACCA is a full, voting member of the CLRC which offers discounts to SWACCA and SWACCA affiliates on custom CLRC research reports, including market share studies, union-nonunion wage and fringe comparisons, benchmark analysis that compares wage and fringe costs to indexes, contract costing, and more.

Advice, Counsel & Advocacy

SWACCA members benefit from our association's labor relations programming in a variety of additional

- National Labor Relations Board (NLRB) advocacy: SWACCA advocates for SWACCA members' collective interests by submitting *amicus curiae* ("friend of the court") briefs in NLRB cases of interest and submitting comments in NLRB rulemakings that will impact SWACCA members.
- Special Resources and Presentations: SWACCA's labor relations team developed extensive resources to help members navigate the COVID-19 pandemic, hosted a labor-management presentation regarding the conversion of a defined benefit pension plan to a variable benefit design, and regularly works with SWACCA's government relations team in national advocacy efforts involving international unions and other national employer associations.

- Access to expert advice: SWACCA General Counsel John Nesse of the law firm Management Guidance LLP has years of experience covering hundreds of collective bargaining agreements across the country. Any SWACCA member can contact him by phone or email to get answers to labor relations questions. He is additionally available to present to membership meetings upon request.

For More Information

SWACCA's labor relations programming is overseen by the SWACCA Labor Relations Committee and the Board of Directors.

For more information on any topic, please contact General Counsel John Nesse at (651) 253-4818 or jnesse@mguidance.com.

SWACCA partners with leading public relations and marketing professionals to promote our industry and provide tools and resources to our Regional Affiliates and Contractor Members.

News Blog

SWACCA maintains a robust industry news blog that focuses on public policy and government relations issues. Produced by our Government Relations team, you'll see key news items that affect our industry. Content is published on Twitter (@swaccainfo) and in the News & Events section at www.swacca.org. You can receive SWACCA's news blog entries directly by subscribing at <http://www.swacca.org/news-events/>.

Social Media

BK&Co. is SWACCA's social media agency, responsible for managing SWACCA's social media accounts and channels. They have extensive experience working in the construction industry and bring that knowledge to the SWACCA brand. Short term, BK&Co. has been working behind the scenes to maximize all our social media channels, ensuring we are using the right channel to reach the right audience. The SWACCA social media strategy is broken down into two major areas of focus: People and Policy. On the People side, the goal is to share stories about our members and projects. On the Policy side, we will focus on advocacy and education.

SWACCA's long term goal is to develop an engaged online community through its social media channels, consisting of SWACCA members, industry stakeholders, and those who may be interested in joining our industry. We strongly encourage all industry stakeholders to follow SWACCA on social media.

If you or your employees have any content you would like to share with SWACCA – including company awards or accomplishments, photos, or feature stories about employees – please contact BK&Co. directly at <https://airtable.com/shrvpC1TE8Fj8G31Z>.

Public Relations

SWACCA works to promote our industry's interests through thought leadership on key issues that affect our membership. A prime example of these efforts was an op-ed by SWACCA President Scott Casabona on the detrimental effect employee misclassification has on the construction industry, and especially on legitimate construction employers. The op-ed was published on Fortune.com and is available at <https://fortune.com/2020/10/31/independent-contractors-regulations-labor-department/>.

Special Projects

SWACCA's national structure allows us to work with marketing experts to develop tools and resources very efficiently, which are then made available for use by Regional Affiliate members. Two key examples are:

- The Regional Affiliate Marketing Program, developed to support Regional Affiliates in promoting their contractor members and recruiting the future workforce. Available in the members-only section of swacca.org, the program includes an Ad Builder tool that produces custom, print-ready ads, flyers, and banners for use in local markets.
- The Career Earnings Calculator compares the wages and benefits offered by SWACCA contractors to the industry average at the local level. The tool lets the user select from the regions represented by SWACCA and can be published on local websites. <http://www.swacca.org/wage-comparison/>.



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