



By Email

January 19, 2023

Re: Launch of the First BE4ALL Toolbox Talk – On Being a Good Crewmate

Dear SMACNA Members and Chapter Leadership,

As part of the BE4ALL Initiative, we are launching the first ever BE4ALL Toolbox Talk – On Being a Good Crewmate. We have enclosed two versions – one for workers on the jobsite and another for your non-bargaining unit staff as this is an important message that should resonate company-wide. This past Monday, we celebrated Dr. Martin Luther King, Jr. Day in the United States, and to honor his legacy this month, we ask that you support this important BE4ALL effort by doing the following:

- Read the Toolbox Talk at your next staff or chapter meeting
- Chapter executives, please encourage your contractors to use this toolbox talk with not only their bargaining staff employees but non-bargaining workforce as well
- Contractors, please distribute the Toolbox Talk to your superintendents and forepersons, ask them to give the Toolbox Talk at all your jobsites, and follow up to ensure it was done
- Incorporate the Toolbox Talk into your company newsletter with an endorsement from the company president or CEO and/or send it as an all-company email
- Take photographs of the Toolbox Talk being given and send them to [jblanscett@smacna.org](mailto:jblanscett@smacna.org)
- Complete a survey (<https://forms.office.com/r/YYsE4kk5jT>) to provide us with feedback on the BE4ALL Toolbox Talks, so we can ensure that future Toolbox Talks are effective and meet your needs

We plan to release a new BE4ALL Toolbox Talk every other month with the expectation that these Toolbox Talks will ensure increased worker productivity; reduce bullying, harassment, hazing, and discrimination on jobsites; and improve work culture to ensure we can attract and retain the best and most qualified workforce. BE4ALL is about creating a culture of excellence, fostering welcoming work environments, and retaining our skilled workforce, and your support of these Toolbox Talks will ensure that the entire unionized sheet metal industry has one consistent message – from our training centers, to our job sites, and in the union halls. It will demonstrate why owners and general contractors should pick you, our contractors, over the competition.



Sheet Metal and Air Conditioning  
Contractors' National Association, Inc.



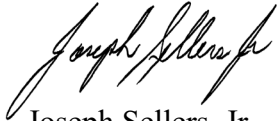
International Association of Sheet Metal,  
Air, Rail and Transportation Workers



International Training Institute<sub>®</sub>  
For the Sheet Metal and Air Conditioning Industry

Thank you for your participation and support of BE4ALL. If you have any questions, please contact Joye Blanscett, [jblanscett@smacna.org](mailto:jblanscett@smacna.org), (703) 803-2997.

In solidarity,



Joseph Sellers, Jr.  
General President  
SMART



Aaron Hilger  
Chief Executive Officer  
SMACNA



Dan McCallum  
Executive Director  
International Training Institute (ITI)

Enclosures

cc: SMACNA BE4ALL Committee