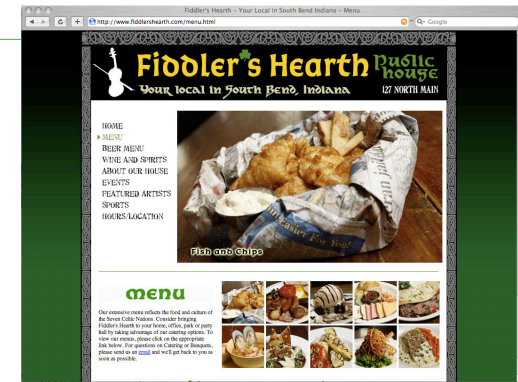


RESTAURANT COASTERS



These coasters are to be used in Fiddler's Hearth (www.fiddlershearth.com), a local restaurant in South Bend, Indiana owned by an Ironworker at Local 292. (A small amount will be used in Las Vegas for the IMPACT conference.) All coasters follow the campaign asking the campaign question, "What did you do today?" Followed by our answer and website, IronworkersDoMore.com.

Target Audiences

1. Local 292 Members: Designed as a morale booster for Ironworkers Local 292 to **take pride in the skill, hard work and dedication it takes to be a member of the Ironworkers Union.**
2. Other Building Trades: This establishment is not only frequented by members of Ironworkers Local 292, but also members of other trades in the South Bend area. **These coasters will help raise awareness of the Ironworking Trade our marketing campaign to all other unions in the area.**
3. General Public: These coasters can also be used as a recruiting tool for future apprentices. By highlighting aspects of the campaign (we do more than you may realize) **we'll be generating awareness to apprentice candidates in a cost-effective way.**

Results

These coasters are designed to be a pilot program for future Locals. If we reach success in South Bend, the hope is to continue to other Locals who wish to participate. It will be a success if these coasters are stolen from the establishment within a few months.

**WE BUILT
SOUTH BEND.**

WHAT DID YOU DO TODAY?

IronworkersDoMore.com



**WE BENT IRON
WITH OUR OWN
BARE HANDS.**

WHAT DID YOU DO TODAY?

IronworkersDoMore.com

**WE INSTALLED AN
MRI MACHINE,
BUILT A BRIDGE,
MAINTAINED THE
INDY MOTOR SPEEDWAY AND
WORKED AT NOTRE DAME.**

WHAT DID YOU DO TODAY?

IronworkersDoMore.com

**WE WORKED
OUR ASS OFF.**

WHAT DID YOU DO TODAY?

IronworkersDoMore.com