



Local 103 OF GREATER B O S T O N

International Brotherhood of Electrical Workers

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May 13, 2017

To whom it may concern,

Joe Manning works as Director of Research, but that is not the entire story. Joe and I were thrown together in a previously undefined capacity a few years ago, when I went from my role as the President, a political position not frequently involved with Joe's department, to the Business Manager of Local 103, where daily interaction with Joe about strategy became the norm. At first skeptical, Joe's perceptive skill as a researcher and brand ambassador were shown to me quickly in the consistency across all his department's activities.

Joe captures the excitement of our new apprentices, the strength, commitment, and success of our journeyman, and the rewarding experience of being a Local 103 retiree, in all his branding for the Union. And once tasked, Joe works independently, and with his team, delivering sound, well-thought-out solutions. Joe never shies away from hard work or the difficult meeting, and as a result, has driven greater inter-departmental dialogue to achieve our goals, always.

I have come to rely on Joe's work and have trusted that any projects crossing his desk would receive not only his preciseness, but would be turned around quickly and with careful consideration of the larger impact to the103advantage.com brand and the business manager's office specifically. Joe has always maintained his focus of how the Local Union wants to be seen and has helped to positively change and advance the public perception of Local 103, which has the daunting task of overcoming historic anti-Union stigmas on a daily basis. Joe's finished products reflect an aggressive commitment to that task and to a level of refinement apparent to all those who would consider hiring us – he gets it.

Joe and I have a great rapport and honest communications that I have been able to count on and trust for several years. I have come to value Joe not only for his talent, but for his friendship.

Sincerely,

John P. Dumas
Business Manager