Everyone Looks a little Different

- Each Jurisdiction has a unique Customer Base
 - Concentrated vs Diverse
 - Large vs Small,
 - Mfg vs GC's vs Govt
 - Public vs Private work
 - Industrial vs Commercial
 - Construction vs Service
- Within each local Members have different trades
 - Plumbers vs Fitters vs Service Techs
 - Sometimes they have different scales, licenses, and codes
- Employers are Different
 - Big Shops vs Small Shops
 - Lots of Employers vs Few Employers
 - Good Employers vs Bad Employers