



Council of Representatives Meeting

Marketing & Communications

Susannah Forde
Executive Director, Marketing & Communications

January 2025



TECHNICAL STANDARDS

EDUCATION & EVENTS

BUSINESS RESOURCES

GOVERNMENT AFFAIRS

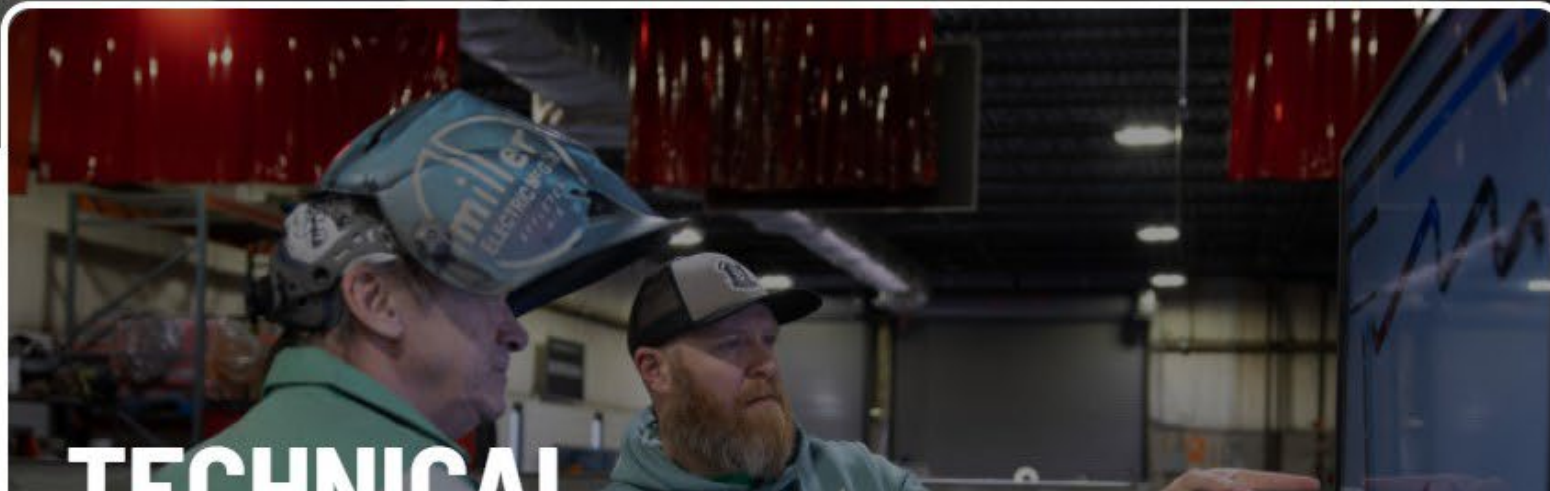
COMMUNITY

NEWS

WE SET THE STANDARDS

SMACNA creates a competitive advantage for members through industry education, labor relations, standards development, industry representation, and business studies.

[LEARN MORE](#)



Improvements Since Launch

PHASE TWO

- Education: Forms for Member Education Requests ➤
- Safety & Health page updates and organization
- Products & Services Guide
- PinP migration
- App issues temporarily resolved
- General old link/document updates
- Staff editor access
- Chapter website newsfeed updates
- Government Affairs and Labor page updates
- Feedback implemented from Chapter Exec Meeting and Task Force
- Updating content permissions



Business Education

On-Demand Local Business Education Request

SUBMIT NOW



Supervisor Education

On-Demand Local Supervisor Education Request

SUBMIT NOW

What's to Come

IMPROVEMENTS CURRENTLY IN-PROGRESS OR UPCOMING

- Working closely with staff to ensure pages are complete and up-to-date
- Safety Toolbox Talks Uploads
- Refining the chapter website offerings
- Integrating PinP site
- Interactive map showing our education
- Categorize content
- AMS integration

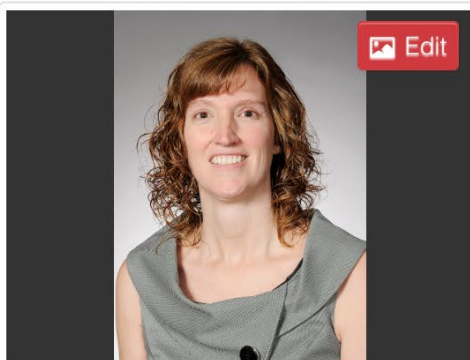






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📍 Orangevale, CA 95662

📞 (916) 260-8667

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Profile Details (Visible Online: Yes)

[✎ Edit Primary Info](#)

Name: Nadine Witchel, FCPA, FCGA
Title: Chief Financial Officer
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Orangevale, CA, 95662
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Fax:

Communication Preferences Setup

Check the checkbox next to each communication type to receive the communication. Uncheck it to opt out of the communication.

☐ Check All

General Newsletters

- ☐ Offers and Promotions
- ☐ Partners in Progress
- ☐ Products and Services Updates
- ☒ SMACNews

Primary[nwitchel@smacna ▾]

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My Committees

| Committee | Position | Start Date | End Date |
|---|---------------|------------|------------|
| Budget and Finance Committee | Staff Liaison | 03/01/2024 | 12/31/2050 |
| Investment Committee | Staff Liaison | 01/01/2024 | 12/31/2050 |
| SMACNA Employees' Pension Plan Trustees | Staff Liaison | 01/01/2024 | 10/31/2050 |
| SMACN-IFUS Trustees | Staff Liaison | 03/01/2024 | 01/01/2050 |

THANK YOU

Nadine Witchel
CFO

nwitchel@smacna.org





NATIONAL CAREERS IN TRADES WEEK

FIRST ANNUAL NATIONAL CAREERS IN TRADES WEEK

**89% OF PARENTS
OF TEENS**

**THINK IT'S SMART FOR YOUNG ADULTS
TO CONSIDER TRADE CAREERS.**

**47% OF PARENTS
OF TEENS**

**HAVE HAD THEIR CHILD MENTION
WANTING TO GO INTO A TRADE.**

**February 2025, Wakefield Research*

APRIL 7-11, 2025
BRINGING AWARENESS TO THE BENEFITS OF
CHOOSING CAREERS IN SKILLED TRADES

**NATIONAL
CAREERS
IN TRADES
WEEK**



NCITW Website Landing Page



“
It's time that we provide a fresh look at how trade careers have evolved technologically and financially. With approximately 35,000 sheet metal workers due to retire, the time to raise awareness of the opportunities and benefits among young workers is now.
”

—Aaron Hilger, SMACNA

Essential Trades Need Young Workers

SMACNA CEO Aaron Hilger discusses the projected industry needs: With 35,000 highly skilled workers due to retire, the trade needs to fill an even larger pipeline of workers who have completed registered apprenticeship programs accredited by the industry's standards-setting organization and the Department of Labor.

[READ THE ARTICLE](#)

Featured Media Mentions

Other Related News

- [The High-School Juniors With \\$70,000-a-Year Job Offers](#)
- [Aaron Hilger Careers in Trades Interview: KVLV-TV \(Fargo, ND\)](#)
- [Industry groups launch National Career In Trades Week](#)
- [Aaron Hilger Interviewed for National Careers in Trades Week!](#)

Why Careers in Trades?

With dozens of skilled trades to choose from and employment opportunities increasing faster than the average for all occupations, young workers are increasingly turning to the skilled trades as an alternative to college. GenZ has been called the **"toolbelt generation"** due to their growing interest in joining the trades. It's understandable considering the trades pay well, eliminate college debt, and meaningfully contribute to society. According to a recent survey that was published in **Higher Ed Dive**, about 9 in 10 Gen Z graduates said learning a skilled trade can be a better route to economic security than college (Thumbtack survey).

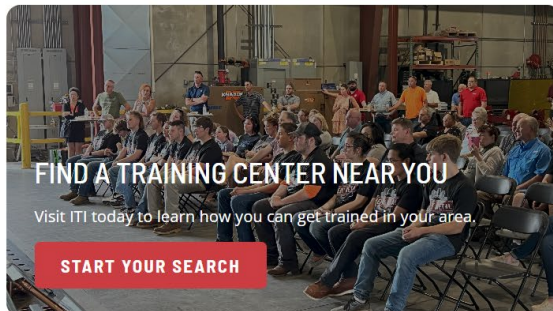
It's worth it. According to the Bureau of Labor (BLS) statistics, the median annual wage for the trades was \$55K in 2023, higher than the median wage of all occupations. High school students opting for a technical education career track can avoid college debt, which currently averages \$34,000 for a four-year bachelor's degree. Instead, students can get paid for apprenticeships and enter the workforce with money in the bank and no college debt.

The work is rewarding, too. Tradespeople are responsible for constructing, maintaining, and repairing homes, schools, hospitals, buildings, roads and other vital structures we use every day. The skilled trade professions work together to construct the buildings that are essential to fueling the economy, including chip factories, data centers, state-of-the-art healthcare facilities, and nuclear power plants.



[HMSE Photos](#)

GET TRAINED

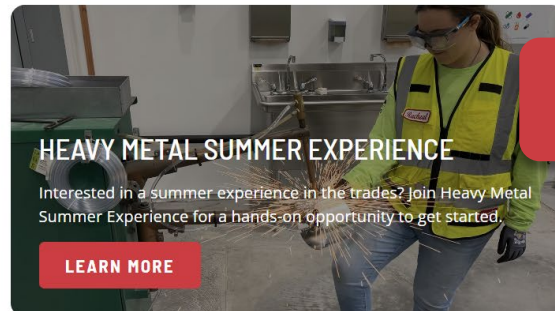


FIND A TRAINING CENTER NEAR YOU

Visit ITI today to learn how you can get trained in your area.

[START YOUR SEARCH](#)

EXPERIENCE THE TRADES



HEAVY METAL SUMMER EXPERIENCE

Interested in a summer experience in the trades? Join Heavy Metal Summer Experience for a hands-on opportunity to get started.

[LEARN MORE](#)

[Calls to Action](#)





National Careers in Trades Week

PR COVERAGE

- Timed to coincide with high school graduation season
- Press release placed on PR Newswire
- Conducted a TV/radio media tour, conducting 11 interviews that ran more than 50 times, including the top industry trade publications.
- Featured in the Wall Street Journal and on CNN
- Social media graphics and #TradeJobsWork promoted the campaign online

THE WALL STREET JOURNAL
WSJ

CNN

READER IMPRESSIONS

43M

AD VALUE

\$553,000

per Critical Mention

Plans for Year Two

PR CAMPAIGN

Expand to include:

- Chapter activities
 - Creating content for chapters to share regionally and locally with media
- PR opportunities
- Social media graphics
 - Social media campaign highlighting career paths



**NATIONAL
CAREERS
IN TRADES
WEEK**

THANK YOU

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Resources



Wall Street Journal: <https://www.smacna.org/business-resources/resource/the-high-school-juniors-with--70-000-a-year-job-offers>

CNN: <https://www.youtube.com/watch?v=MsYuC79YV68>

Construction Dive: <https://www.constructiondive.com/news/smacna-career-trades-gen-z-recruit/744583/>

SMACNA National Careers in Trades Week: <https://www.smacna.org/news/careers-in-trade>