



# ANNUAL REPORT

20  
23



Prepared by  
Franklin Advisory

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# PRESIDENT'S LETTER

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Welcome to the inaugural Annual Report for the Heavy Metal Summer Experience! These last three summers have been a wild ride, and we're eager to share the journey with you. To our sponsors, host camps, industry partners, volunteers and students — we're grateful for your continued support in helping make our dream a reality!

We've long thought of construction as a hidden gem; a "best-kept-secret" that deserved to be shared with the masses. Since its inception in 2021, Heavy Metal Summer Experience has continually been recognized on a national level as a worthwhile investment in the future of our industry.

The program's mission of empowering high school students with skills, knowledge and passion to better prepare them for a successful career in the trades has resonated with participants and host sites throughout the United States and Canada. What we're doing works.

Given the decline in shop and vocational training in high schools, many students have never been introduced to the opportunities within the construction industry:

- Over the next 5-7 years, 41% of U.S. construction workers are set to retire, creating a surge of job openings in nearly every corner of the country.
- The most pressing challenge confronting the construction industry today is recruitment.
- The gender pay gap in construction is one of the narrowest across all industries, with unionized women earning 98.5% of their male counterparts.
- Union apprentices earn while they learn their craft and graduate in 4-5 years with a debt-free education. They graduate to become full-time journeymen, shop foremen and other craft professionals who earn a great wage and excellent benefits.

This Annual Report chronicles the accomplishments of the past three years. Each year has seen exponential growth, with the number of students in our camps more than doubling. What began as a modest idea has blossomed into a full-fledged movement. We invite you to review the report and join us on our exciting journey!

Sincerely,



Angie Simon

**Angie Simon**  
President & Co-Founder,  
Heavy Metal Summer Experience



# INDUSTRY STATISTICS & GOALS

As today's teens look ahead to their future in the work world, the construction trades are often overlooked. One of the country's best-kept secrets is that the trades offer **impressive pay** and **benefits** in a variety of fields. Students who may not be positioned for 4+ years of college often don't know that the construction trades **will pay students while they learn**, an advantage that allows students from **traditionally under-represented areas** to **achieve their goals** without the resource strain and debilitating debt that can come with higher education.



## Retiring Workforce

In 2020, the construction industry represented **4.2%** of the national GDP (\$1.46T). With **41%** of industry workers scheduled to retire in the next **5-10 years** and projections for **3-5% YoY industry growth**, it represents a **great opportunity** and **growing need for future workers**.



## Recruitment Pains

The **#1 issue** facing the construction industry today is **recruiting new people** into the trades and **informing young and under-represented talent** about the opportunities throughout the nation.



## Industry Perception

The construction industry often faces challenges in **attracting workers** due to the perception of its **physical demands**, dangerous conditions, and lack of career growth opportunities. Research suggests **48%** of surveyed 18-25 year olds **want less physically demanding jobs**, citing this and flexibility as reasons to look elsewhere for employment.



## Gender Pay Equity

The **male-dominated** construction industry is **short 650,000 workers**, so it **needs women** (who make up **11%** of the industry). The US Bureau of Labor Statistics puts female construction workers' earnings in 2019 at **94.3%** of a male worker's weekly median pay. For all occupations, women made only **81.5%** of what a man does, making construction the highest occupation for gender pay equity. In the unionized trades it's even closer to **98.5%**!



# ABOUT HMSE

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The growth of the mechanical construction industry relies on the next generation of workers, but a sharp decline in vocational training and an emphasis on a college education has challenged the industry with a smaller talent pool. In 2021, **Western Allied Mechanical, Hermanson Company, SMACNA-Western Washington,** and **SMACNA National** teamed up to introduce high school students and recent graduates to careers in the building trades.

Through exposure to sheet metal, piping, electrical, and plumbing trades, HMSE students explore the trades and become part of a team that builds community. Every camp is unique, but all are built to offer students hands-on learning through projects and working alongside craft professionals. Students also tour active job sites and union training facilities for a glimpse at local apprenticeship programs to see first-hand what it takes to succeed. The experience ends with a graduation ceremony, where all participants receive a medal and certificate of completion, along with the projects they worked on during the camp. Often supporting students from under-represented communities, we hope to instill a sense of pride and accomplishment while opening a career path they may never have otherwise considered.

HMSE is a 501c(3) incorporated company made possible by a dedicated group of working professionals, vendors who donate tools and PPE, and contractors across the country who are eager to create workforce diversity and entice the next generation of skilled workers.



***We provide the spark  
that encourages  
young people to  
explore the career  
options that  
construction offers.***

# ABOUT HMSE

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## WHO participates?

HMSE targets underserved areas, diverse applicants, and applicants who are looking for alternatives to college. HMSE partners with schools, CTE programs, and non-profits to seek out candidates who are interested in the field of construction and those who are simply searching for new and interesting opportunities to learn.

## HOW does the program work?

HMSE operates in partnership with union signatory contractors, union contractor associations (SMACNA, MCAA, and NECA), and Joint Apprentice Training Centers (JATCs). In all scenarios, the HMSE host facility leverages talent from their own organizations. Training team leaders are predominantly union-skilled workers who are members of the sheet metal, piping, plumbing, and electrical unions. Project managers, engineers, safety officials, and office personnel volunteer as well, which created a ratio of **1 adult to every 2 students**. At the JATC camps, teachers were local JATC union teachers.

## WHEN does the program run?

Each camp chooses its specific schedule breakdown, but all follow this general timeline:

**November** | Student Recruitment Begins, All Camps Committed

**February-April** | Student Applications Ongoing

**May** | Applications Due & Camp Rosters Finalized

**June** | Camps Begin and Average 30 Hours of Instruction

**July-August** | Students Complete Program, Graduation Ceremonies

# STUDENT FINANCES

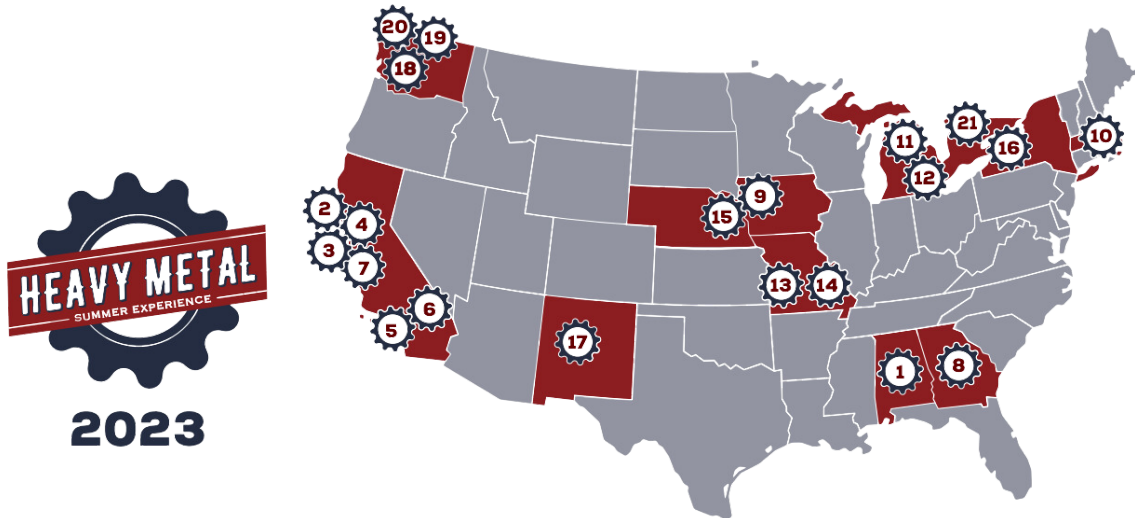
For students who aren't interested in attending college but still attend for lack of a different plan, going into the trades can save them from significant debt. Below is a side-by-side comparison of the financials of a college student versus a union trade apprentice.\*

PUBLIC UNIVERSITY	UNION TRADE APPRENTICESHIP
<b>FRESHMAN YEAR</b>	<b>1st YEAR - \$25.24 TAXABLE</b>
College Tuition (Local).....\$12,483	Taxable Earnings.....\$44,170
Books and Supplies.....\$1,439	Fringe Benefit Value.....\$26,584
Average Annual Cost..... <b>\$13,922</b>	*Base on 1750 hours at 45% of journeyman wage
	Total Yearly Earnings..... <b>\$70,754</b>
<b>SOPHOMORE YEAR</b>	<b>2nd YEAR - \$28.05 &amp; \$30.85</b>
College Tuition (Local).....\$12,733	Taxable Earnings.....\$51,583
Books and Supplies.....\$1,468	Fringe Benefit Value.....\$43,392
Average Annual Cost..... <b>\$14,201</b>	*Base on 1750 hours at 50% & 55% of journeyman wage
	Total Yearly Earnings..... <b>\$94,930</b>
<b>JUNIOR YEAR</b>	<b>3rd YEAR - \$33.65 &amp; \$36.46</b>
College Tuition (Local).....\$12,988	Taxable Earnings.....\$61,347
Books and Supplies.....\$1,498	Fringe Benefit Value.....\$44,135
Average Annual Cost..... <b>\$14,486</b>	*Base on 1750 hours at 60% & 65% of journeyman wage
	Total Yearly Earnings..... <b>\$105,482</b>
<b>SENIOR YEAR</b>	<b>3rd YEAR - \$39.26 &amp; \$42.07</b>
College Tuition (Local).....\$13,248	Taxable Earnings.....\$71,164
Books and Supplies.....\$1,528	Fringe Benefit Value.....\$44,879
Average Annual Cost..... <b>\$14,776</b>	*Base on 1750 hours at 70% & 75% of journeyman wage
	Total Yearly Earnings..... <b>\$116,043</b>
<b>COLLEGE GRADUATE WITH NO JOB RELATED EXPERIENCE</b>	<b>4 YEARS OF ON THE JOB EXPERIENCE WILL HAVE EARNED</b>
Will Owe Over..... <b>\$57,385</b>	Wages Earned.....\$228,219
	Fringe Benefits.....\$158,990
	Total..... <b>\$387,209</b>

\*Please note, all numbers are estimates. Every university and apprenticeship is different.

# WHERE WE ARE

The 2021 HMSE Pilot program operated in **2** locations. Between 2022 and 2023, we grew from **11** to **21** distinct camps.



## ALABAMA

**6/2 - 6/9**

1. HARDY CORPORATION  
*Birmingham, AL*

## CALIFORNIA

**6/27 - 7/20**

2. ACCO ENGINEERED SYSTEMS  
*San Leandro, CA*

**6/13 - 7/27**

3. SILICON VALLEY MECHANICAL  
*San Jose, CA*

**7/17 - 7/21**

4. SMACNA SACRAMENTO  
*Sacramento, CA*

**6/19 - 6/23**

5. SOUTHERN CALIFORNIA  
SHEET METAL JATC  
*City of Industry, CA*

**6/12 - 6/30**

6. SUPERIOR DUCT FABRICATION  
*Pomona, CA*

**6/13 - 7/28**

7. WESTERN ALLIED MECHANICAL  
*Union City, CA*

## GEORGIA

**6/6 - 7/20**

8. RF KNOX  
*Smyrna, GA*

## IOWA

**6/12 - 7/21**

9. THOMPSON SOLUTIONS  
GROUP  
*Sioux City, IA*

## MASSACHUSETTS

**7/24 - 7/28**

10. JC CANNISTRARO  
*Boston, MA*

## MICHIGAN

**6/26 - 7/26**

11. DEE CRAMER  
*Saginaw, MI*

**6/27 - 7/27**

12. DEE CRAMER  
*Wixom, MI*

## MISSOURI

**7/18 - 7/20**

13. SMACNA & MCA  
OF KANSAS CITY  
*Kansas City, MO*

**6/12 - 6/24**

14. ST. LOUIS SMACNA  
*St. Louis, MO*

## NEBRASKA

**6/3 - 6/23**

15. MMC CONTRACTORS  
*Omaha, NE*

## NEW YORK

**7/11 - 8/17**

16. JOHN W. DANFORTH  
*Tonawanda, NY*

## NEW MEXICO

**6/29 - 7/21**

17. SMACNA + MCA OF NM  
*Albuquerque, NM*

## WASHINGTON

**6/27 - 7/20**

18. HERMANSON COMPANY  
*Kent, WA*

**7/11 - 8/17**

19. JOHANSEN  
MECHANICAL INC.  
*Monroe, WA*

**6/27 - 8/10**

20. MCKINSTRY  
*Seattle, WA*

## ONTARIO, CANADA





**7/10 - 7/21**

21. LANCASTER GROUP, INC  
*Hamilton, ON, Canada*



# MEET THE BOARD

HMSE has a proven track record of recruiting advisors and board members that have changed the world of construction.

BOARD MEMBER	BACKGROUND
 <p><b>Angie Simon</b> President and Co-Founder</p>	<ul style="list-style-type: none"> <li>• Past President and CEO of Western Allied Mechanical</li> <li>• Past President of SMACNA</li> <li>• Member of Dean of Engineering Advisory Board at Cal Poly SLO and Elon University</li> </ul>
 <p><b>Rick Hermanson</b> Vice President and Co-Founder</p>	<ul style="list-style-type: none"> <li>• CEO at Hermanson Company</li> </ul>
 <p><b>Jana Burbank</b> Secretary</p>	<ul style="list-style-type: none"> <li>• Administration Manager at Hermanson Company since 2001</li> </ul>
 <p><b>Julie Muller</b> Treasurer</p>	<ul style="list-style-type: none"> <li>• Executive Vice President of SMACNA-Western Washington</li> </ul>

# OUR PARTNERS

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Heavy Metal Summer Experience is a 501c(3) incorporated company made possible by:

- **A dedicated group of working craft professionals**
- **Vendors who donate tools and PPE**
- **Contractors across the country who are eager to introduce students to the building trades by hosting camps**

**The success of the HMSE program relies heavily on collaborative and strategic industry partnerships.** Experts from Western Allied Mechanical, Hermanson Company, SMACNA-Western Washington, and Live in Peace all played a part in turning the HMSE concept into reality, and members from these partner organizations serve on our Board of Directors.



# STUDENT STORIES

## ALEJANDRA | Seattle, WA



Through HMSE, Alejandra found her way to the trades. "I didn't know exactly where I was going. I didn't have the funds to go to college or university, and I heard about this program, the Heavy Metal Summer Experience. I attended and they introduced me to the trades - more sheet metal focused - but they did touch on most

trades. They told me that they would pay me to learn, and I was sold." After completing the HMSE program, she applied to become an apprentice. Now an apprentice at Hermanson Company, LLP, Alejandra is aiming to encourage other women to join the industry.

Sources: [SNIPS](#), [SMART](#)

## JADEN | Bay Area, CA

Jaden always loved working with his hands, which he discovered as a bike mechanic in high school. After two summers with HMSE, he recognized the potential to do what he loves while earning an impressive salary through the trades. "I was weighing my options. I tried Junior College for two semesters and realized



that school wasn't for me, so I joined HMSE again after graduating. They gave us amazing equipment that I still have and use. I was able to do cool projects throughout the summer and enjoy the unique components of two different camps. It's all realistic scenarios that HMSE puts its students through. Now I get to do what I knew I loved, but with much better pay and significant benefits than I would have otherwise received. For this I am incredibly grateful. If it weren't for Angie and HMSE, I never would have known about this field or how to obtain jobs like these. It opened me up to a new world and put me in touch with all the right people to succeed in it."

# TESTIMONIALS

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“The amount of **hands-on exposure** to different parts of the trade that these kids got a chance to be a part of in such a short time frame was **amazing.**”

**Amy** | Parent

“Thank you so much for **opening my doors** in the sheet metal industry. **Thank you for everything.**”

**Juan Muñoz-Cortez** | Participant

“Thank you just doesn’t seem strong enough for my **gratitude.** What an amazing program and I **hope there are more to come** that benefit the youth in our area.”

**Rebecca** | Parent

“Thank you for creating this **amazing program.** I can honestly say running a Heavy Metal camp is the **most fulfilling thing I have ever done** career-wise!”

**Kim Gaffney** | Executive Director of Youth Leadership

“I didn’t know exactly where I was going. I **didn’t have the funds** to go to college or university, and I heard about this program... they told me that they would **pay me to learn** and **I was sold.**”

**Alejandra** | Participant



# 2023 STATISTICS

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**100%**

of 2023 camps requested to **host the HMSE program again** in 2024

**300**

students across  
all camps

**21**

individual camps  
nationwide

**73+**

students had graduated  
high school at the time  
of the program

**77+**

students of 2023 camps expressed **significant interest** in joining the trades, **applied** for an apprenticeship, or plan to work in construction

**130+**

minority students  
across all camps

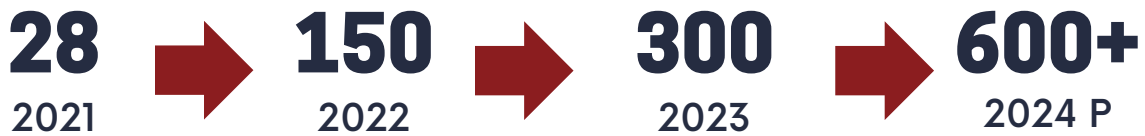
**48+**

female students  
across all camps

\*All actual data points are estimated to be higher than those shown here. Statistics were self-reported by each camp, and not every camp reported.

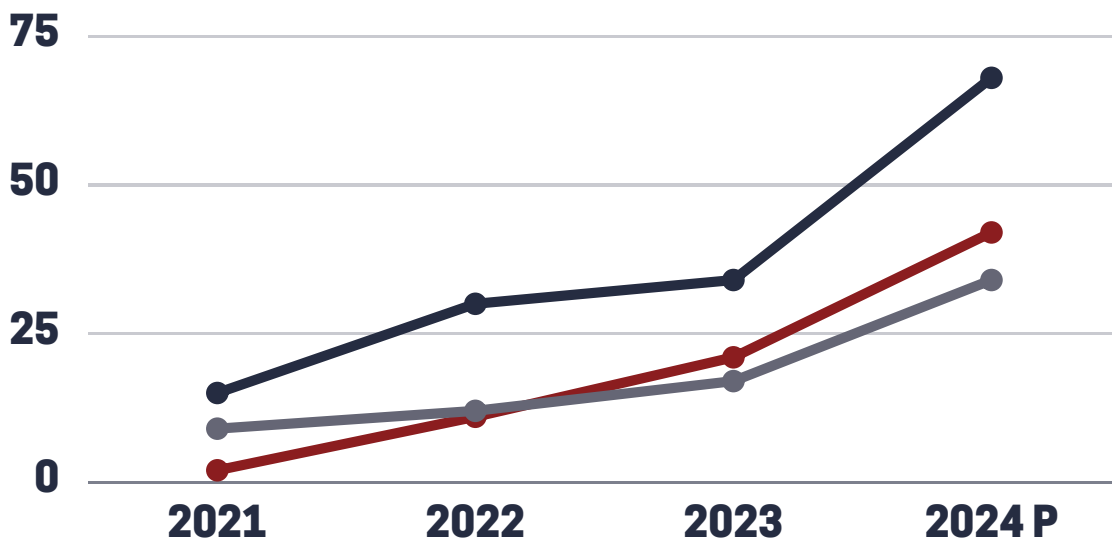
# HMSE GROWTH

## HMSE STUDENTS NATIONWIDE



## BY THE NUMBERS

Red - Number of Camps Nationwide\*  
 Blue - Number of Minorities Across all Camps\*  
 Gray - Number of Female Students Across all Camps\*



\*All actual data points are higher than those shown here. Statistics were self-reported by each camp, and not every camp reported.

P indicates that these numbers are projected based on interest and growth trajectories.

# OUR ASK

## \$2,000 SUPPORTS 1 STUDENT

# RAISE THE REBAR

HELP BUILD A FUTURE FOR YOUNG PEOPLE IN CONSTRUCTION

**YOUR DONATION WILL MAKE A DIFFERENCE**



**DONATE ONLINE**

Heavy Metal Summer Experience seeks to introduce young people to a variety of high-paying careers in the building trades. The summer camps give students exposure to all aspects of construction through hands-on projects and learning from some of the best craftspeople in the industry.

For every \$2,000 raised, we can show one student how a career in the trades can change their lives. With your help we can open new doors in an industry that has given us so much.

**HEAVY METAL**  
SUMMER EXPERIENCE

**2024 GOAL**  
**\$950K**

\$950,000

\$850,000

\$750,000

\$650,000

\$550,000

\$450,000

\$350,000

\$250,000

# 2024 DONOR TIERS

HELP US REACH OUR GOAL OF \$950K



TITANIUM SPONSOR



PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



STEEL SPONSOR



IRON SPONSOR

WHAT YOU'LL RECEIVE ...	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	STEEL	IRON
HMSE medal and donor listing on impact report							
Listing as a sponsor on graduation collateral							
HMSE website acknowledgment							
Social media acknowledgment							
HMSE national sponsor & collateral acknowledgment							
HMSE sponsorship jacket							
HMSE graduation and/or podcast speaking engagement							
Major signage at HMSE Tradeshows							

# OUR 2023 DONORS

## TITANIUM (\$50K+)



## PLATINUM (\$30K+)

**StanleyBlack&Decker**

## GOLD (\$20K+)



**TRANE**



**PROCORE**

## SILVER (\$10K+)

Bay Area SMACNA  
MCA of Western WA  
Michael & Angie Simon  
NorCal MCAA  
SMACNA-Western WA

## STEEL (\$5K+)

Air Filter Control  
American Scissor Lift  
MacArthur Company  
MCAA

Pace  
SoCal SMACNA  
Trimble  
West Coast ASM

## IRON (\$2.5K+)

Acosta SM  
Arlo Steel Foundation  
Barnhart Crane and Rigging  
Fluid Gauge Company  
Georgia SMACNA  
Grow  
Hestermann  
JE Dunn  
Kaup

Local 464 Steamfitters and Plumbers  
Lord and Sons  
MCA of Omaha  
McCarthy  
Michigan SMACNA  
MMC Contractors  
NECA  
OpenSpace  
Pacific Coast Sales

Plumbers Admin Training Fund of Omaha  
Promotion Fund  
Sheet Metal Employees  
Sheet Metal Industry  
Smart Local 3  
Sunstate  
United Rentals

# FAQ & CONTACT US

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## Where does donor funding go?

Donations made to HMSE help fund boots and supplies for all the camps, cover administrative costs, and supports marketing and promotion about a career in the construction industry. HMSE students go to camp for free and take home a tool bag, boots, projects, a medal, and new skills.

## How do camps select students?

Each host camp recruits in their area. Students fill out applications that are reviewed by the host camp and select the students that show the most interest and motivation to attend the camp.

## Can I donate to a specific camp?

Yes! Each host site also has costs, so if you would like to allocate your donation to a certain camp, all you need to do is indicate this in the donation sheet.

## How do I donate?

If you are interested in donating, please contact Angie Simon ([angie.simon@hmse.org](mailto:angie.simon@hmse.org)) or visit our website to learn more ([www.hmse.org/raise-the-rebar](http://www.hmse.org/raise-the-rebar)).

## Contact

### Heavy Metal Summer Experience

[www.hmse.org](http://www.hmse.org)

[angie.simon@hmse.org](mailto:angie.simon@hmse.org)





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