



GREATER PHOENIX CHAMBER
FOUNDATION

Build Your Future Build Arizona

Rubber Meets the Road

August 16, 2018

- 
- **Construction Workforce Collaborative Co-chairs**
 - Mike Bontrager, Adolfson & Peterson Construction
 - Mike Brewer, The Brewer Companies and Benjamin Franklin Plumbing
 - **3 Key Priorities**
 - Career Awareness
 - Educational Alignment
 - Earn and Learn

Problem



Pilot Program Aims To Build Arizona's Highway Construction Workforce

By **Christina Estes**
Published: Tuesday, May 15, 2018 - 5:00am
Updated: Tuesday, May 15, 2018 - 9:27am



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Labor shortage, steel-cost uncertainties halt work on highly anticipated Oro Valley senior community

By Gabriela Rico Arizona Daily Star

BUSINESS

Construction firms band with developers, schools to attract more workers

Builders struggle to replace aging employees and reverse the loss of "hands-on" classes in schools.

8 - 12:40AM

Workforce Shortages Threaten Our Nation's Economic Growth

by **Norman Adams** on July 19, 2018 at 3:02 PM

Six and a half months after the passage of the Tax Cuts & Jobs Act, Americans are paying less in taxes, companies are bringing back earnings from overseas and reinvesting in America, workers are getting raises and bonuses, and the job market and economy are booming.



Dallas Federal Reserve President Robert Kaplan recently forecasted

Solution: Build Career Awareness

Goal: Increase Number of Qualified Applicants in the Construction Trades

How:

- Increase awareness of construction trades as rewarding careers
- Increase number of individuals enrolling in trades programs
- Aggregate construction trades job openings

Why the Chamber?

- Independent Third Party
- Residential and Commercial
- Contractors and Subcontractors
- Wholesalers and Manufacturers
- Home Builders
- Heavy Civil

Career Awareness Campaign

- Website
- Digital Media
- Videos
- TV / Media
- Billboards
- Targeted Ad Space
- Construction Trades Advocate
- Strategic Event Partnership
- Counselor Toolkits
- Newsletter Highlighting Careers and Training

Target Audience

Short Game:

Individuals looking to transition to valuable long-term careers

Long Game:

Students, Counselors, Parents

Local Marketing Agency

IDEAS  COLLIDE



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WHERE'S
YOUR
OFFICE?

GO PRO IN CONSTRUCTION

BYF is all about connecting people like you
with a career in the construction industry
that fits your personality and lifestyle.

Choose Your Career Path



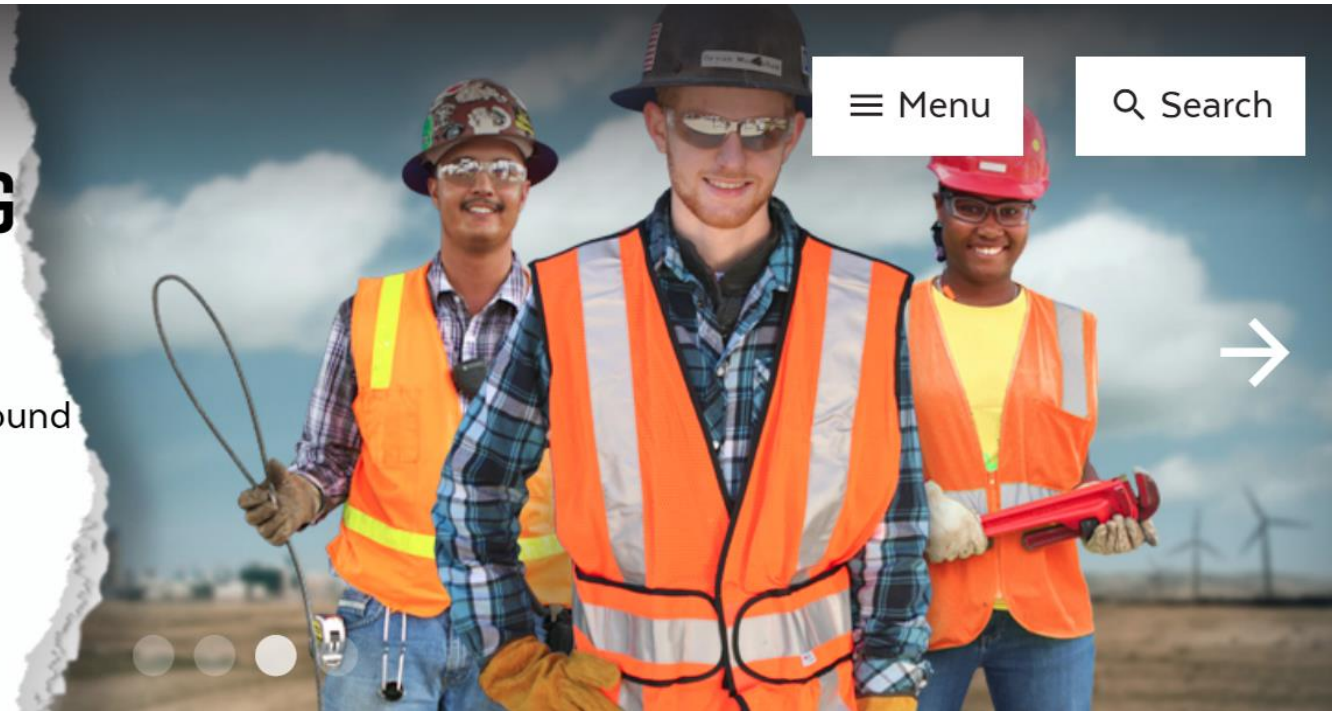
FIND A CRAFT TRAINING CENTER

Locate craft training centers available around
the state.

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Kayleen McCabe: BYF Spokesperson



Timeline

Fundraising

Minimum of \$500,000
per year

Creative Development

Audience Identification
& Focus Groups
Brand & Messaging
Website Design
Digital Strategy
Creative Content

Launch

Build Your Future /
Build Arizona

Creative Timeline

September

Hire Full-Time Person
Partnership with BYF
& AGC
Audience
Identification &
Focus Groups
Brand & Messaging

October & November

Website Design
Creative Content
Videos

December

Testing
Media Placements

January 2019

Launch



**“We are building Arizona’s underground infrastructure”
Marcia Veidmark – SSC Underground**



“I am building an innovative team to pioneer the revolution of residential construction.”

Rich Gallagher — Erickson Companies

Thank you!

Next Steps:

Be a Builder!

www.PhoenixChamberFoundation.com/Construction

Jennifer Mellor

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