



BAY AREA SMACNA'S

CUTTING EDGE

MEMBER NEWSLETTER | Third Edition | 2021



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PRESIDENT'S REMARKS

The reopening of California this summer brought with it a collective sigh of relief. Finally, the light at the end of the tunnel. A return to something resembling "normal." The chance to once again visit our favorite local restaurants and attractions.

Mask mandates, social distancing and vaccines have certainly done well to get us to this point, but we can't forget that clean indoor air is what will continue to keep us all healthy long after the pandemic is over. More and more building owners and homeowners have made the commitment to creating healthy buildings and maintaining good indoor air quality, which has worked in favor of the sheet metal and HVAC contracting industry. The opportunities for work in our industry are abundant as clean air continues to be top of mind throughout our communities. Now's the time to offer the best solutions we can by the most knowledgeable and well-trained workforce.

Speaking of which: We're proud to announce a new East Bay Training Center in the works in Livermore. The Construction Committee, which includes both SMACNA contractor representatives and Local 104 representatives, recently selected an architectural firm and general contractor and have begun the next phases of buildout for the training facility. Additionally, our trustees have adopted unified metrics to more effectively evaluate and measure project demographics, performance, program quality and more. This standardization should help drive continuous improvement among our members and throughout the industry.

With much of the threat of the pandemic behind us, we're excited for SMACNA to resume the highly anticipated 2021 Annual Convention in Maui, Hawaii! Although this year's event might look a little different than in the past, a full slate of networking and educational sessions is on the schedule. Hope to see many of you there!



John Bagot
PRESIDENT

john@aimsheetmetal.com
Tel: 650-592-1801

John Bagot
A.I.M. Sheet Metal



CHECK THE WEBSITE!

www.BayAreaSMACNA.org

Stay up to date on the latest news, events and classes. Access the member directory, webinars, internship, scholarship and safety training opportunities. Plus, catch up on past issues of The Cutting Edge!



RETIREMENT | Nancy Pirrone
**WISHING NANCY WELL
IN HER RETIREMENT**



Nancy Pirrone came to us in 1999 with a background in patient assistance and marketing at Kaiser Permanente but jumped into the challenges of the sheet metal industry with eagerness. She was tasked with building membership and educational programs. In her first two years alone, she

watched kids successfully take over their parents' businesses, and I've seen babies born and graduate from college. It's been an amazing ride that I've really enjoyed."

"Nancy has made a real difference serving the needs of the Bay Area SMACNA membership over the past 20-plus years," said Sean O'Donoghue, Executive Vice President. "You always knew that her commitment and dedication to each contractor was her main priority."

In her retirement, Nancy and her husband, John (who is also retiring this summer) look forward to long trips abroad. On their bucket list: Italy and the Mediterranean, England, Ireland, Scotland, Canada, Australia and New Zealand.

Nancy's easy-going personality and professionalism will be greatly missed. Congratulations and best wishes as you enjoy your next journey through retirement!

“To this date, Bay Area SMACNA continues to successfully run more educational programs and chapter events than any other chapter nationwide, and for that **I'm very proud.**”

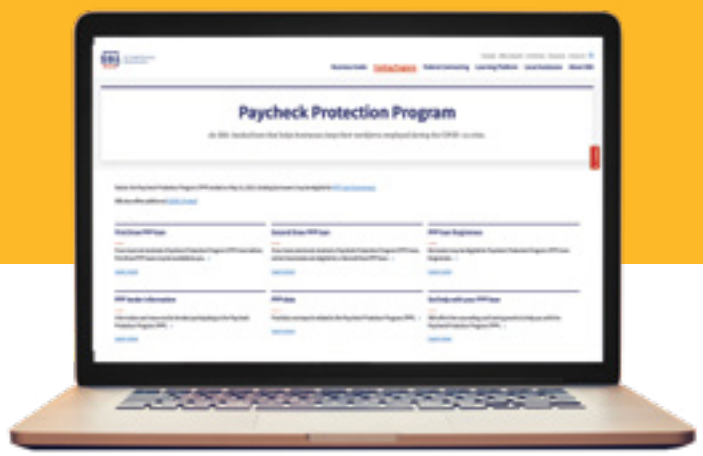
NANCY PIRRONE
Bay Area SMACNA Project Manager

grew our membership from 113 to 157, and by 2007 we had 173 contractor members! Nancy also revamped traditional membership gatherings to include 10 well-attended annual chapter events/networking functions.

"To this date, Bay Area SMACNA continues to successfully run more educational programs and chapter events than any other chapter nationwide, and for that I'm very proud," Nancy said.

Through the years, Nancy has formed a close bond with her Bay Area SMACNA team and members, calling them her "family by choice."

"We have such special members in the Bay Area and everyone is so kind and appreciative," she said. "I've



RESOURCES | Loan Forgiveness
**PAYCHECK
PROTECTION
PROGRAM (PPP)
LOAN FORGIVENESS**

The Paycheck Protection Program (PPP), designed to help businesses keep their workforce employed during the pandemic, ended as of May 31, 2021. Those who received relief loans through the PPP may be eligible for loan forgiveness.

A borrower can apply for forgiveness once all loan proceeds for which the borrower is requesting forgiveness have been used. Borrowers can apply for forgiveness any time up to the maturity date of the loan. If borrowers do not apply for forgiveness within 10 months after the last day of the covered period, then PPP loan payments are no longer deferred, and borrowers will begin making loan payments to their PPP lender.

TO APPLY FOR LOAN FORGIVENESS:

- 1 Contact your lender and complete the correct forms
- 2 Compile the necessary documentation
- 3 Submit forgiveness forms and documentation to your PPP lender

Information from SBA.gov



EVENTS | In-person Meetings
**IN-PERSON MEETINGS
AND EVENTS RESUME**

After more than a year of working from home and social distancing, we're excited to once again resume live, in-person meetings and events! We started off small with the June Board meeting and then expanded with our recent annual Golf Tournament. It's clear members are energized to network and socialize face-to-face. See page 12 for more upcoming events scheduled through the end of the year.

Keep in mind your own health and safety before attending any Bay Area events. Continue to follow CDC guidelines (even if you're fully vaccinated) and please stay home if you feel sick or someone in your household is sick.

UPCOMING EVENTS

Scan the QR code for the latest event information.



www.BayAreaSMACNA.org/Calendar



RECAP | 2021 Golf Tournament

SCHOLARSHIP TRUST GOLF TOURNAMENT RAISES \$170,500

After last year's hiatus, we were thrilled to once again host our annual Scholarship Trust Golf Tournament at The Club at Castlewood. The excitement was tangible, as this event was the first time many Bay Area SMACNA colleagues and friends have gotten together face-to-face since the start of the pandemic!

Breakfast burritos and coffee fueled our 190 participating golfers before they headed out to enjoy camaraderie on two championship-caliber courses, the Hill Course and Valley Course. Winners from both courses claimed awards in the following categories: Closest to the Pin, Longest Drive (Men), Longest Drive (Women) and Accurate Drive. Overall, foursomes from SMWIA Local 104 placed first and second with unbelievable scores of 55 and 56, respectively, followed by United Mechanical in third place with a score of 61. Congratulations to all winners!

Sixteen associate member vendors were also on hand to network and mingle with contractor members throughout the day. After a fun day in the July heat,

golfers were treated to a refreshing reception for the presentation of awards and door prizes, including a Louis Vuitton handbag, a Traeger grill and Yeti cooler. Of course, the main focus of our annual golf tournament is to raise funding to provide scholarships to deserving students. 2019's tournament raised \$168,000, with 49 scholarships awarded. The 2021 Scholarship Golf Tournament raised a whopping \$170,500, with Conner and Caleb Hardesty attending the event as recipients.

A big thank you to our sponsors and participants for making this another great year!

EAGLE SPONSORS

- ACCO
- AXIS MECHANICAL
- CRITCHFIELD MECHANICAL
- SMWIA LOCAL 104
- SOUTHLAND INDUSTRIES
- WESTERN ALLIED MECHANICAL
- WICA NOR CAL

2021 GOLF TOURNAMENT WINNERS

Members competed on one of two 18-hole courses at The Club at Castlewood: The Valley Course and The Hill Course. Congratulations to this year's golf tournament winners!

VALLEY COURSE

- Closest to the Pin – Hole #4**
KEVIN BRUMLEY, 4'0"
- Closest to the Pin – Hole #6**
ERIC BUTH, 3'2"
- Closest to the Pin – Hole #11**
NICK STACEY, 5'6"
- Closest to the Pin – Hole #14**
VICTOR GALVEZ, 2'6"
- Longest Drive (Men) – Hole #1**
BRETT FREIBERG
- Longest Drive (Women) – Hole #1**
LUCY CORONA
- Accurate Drive – Hole #9**
DAVID PERRIZO

HILL COURSE

- Closest to the Pin – Hole #4**
JON AUDE, 5'8"
- Closest to the Pin – Hole #6**
TOM BUSSE, 3'6"
- Closest to the Pin – Hole #12**
TONY DELUMEN, 11'4"
- Closest to the Pin – Hole #17**
ROBERT MARSH, 2'0"
- Longest Drive (Men) – Hole #1**
JON AUDE
- Longest Drive (Women) – Hole #1**
N/A
- Accurate Drive – Hole #11**
JEREMIAH NEWENS



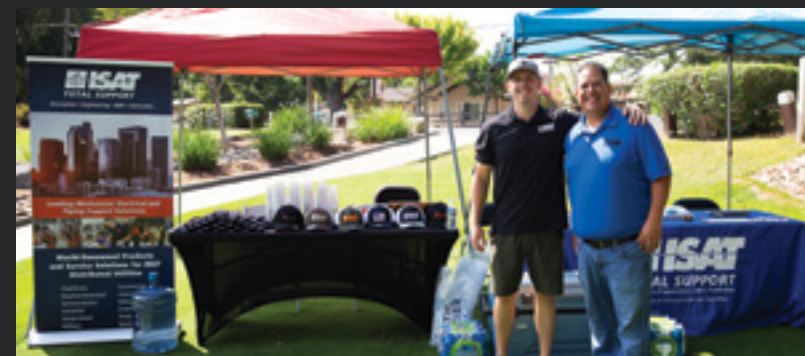
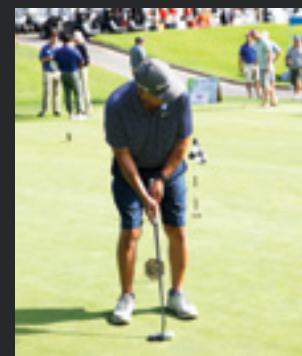
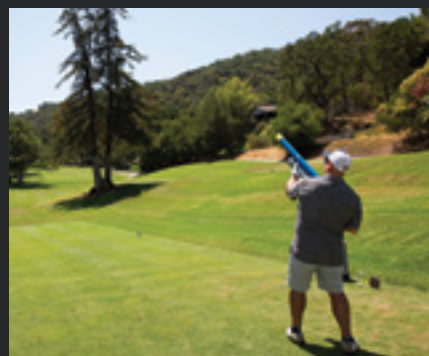
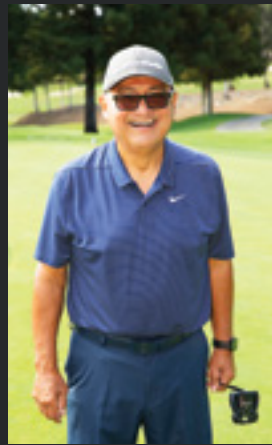
First Place Winners
SMWIA LOCAL 104



Second Place Winners
SMWIA LOCAL 104



Third Place Winners
UNITED MECHANICAL





2021 Scholarship Trust Golf Tournament recipients, Caleb and Conner Hardesty



SCHOLARSHIP | Scholarship Winners

2021 SCHOLARSHIP TRUST GOLF TOURNAMENT RECOGNITION

The mission of the Bay Area SMACNA Scholarship is to provide educational opportunities to students who have demonstrated exceptional excellence and commitment in academics, community service and extra-curricular activities. This year's 2021 Scholarship Trust Golf Tournament raised \$170,500, divided among 49 recipients. Caleb and Conner Hardesty, two of this year's recipients, briefly spoke during the golf outing. Conner is majoring in business at Cal Poly and Caleb is majoring in business at U of A. Congratulations to all scholarship winners!



Bay Area SMACNA is proud to announce the following
2021 SCHOLARSHIP WINNERS!

- | | | | |
|-------------------|------------------|---------------------|-------------------|
| ALLYSON ALCAYAGA | ALFONSO GONZALEZ | LISA LUHRS | KYLE RISTOW |
| ABIGAYLE ALCAYAGA | JOSEF HAND | KAIYA MADORIN | TODD RISTOW |
| JOSHUA AMICK | CALEB HARDESTY | CARNEY MORROW | LIAM SHORE |
| SEAN ANDERSON | CONNER HARDESTY | JACK NIELSON | ALLISON SOTO |
| MATTHEW BAGOT | COLE HEATHORN | GILLIAN O'LEARY | HALLE STECKEL |
| JACK BAGOT | JAROD HEISE | GABRIELLE PATEL | SARA THOMAS |
| MARINA BUCINI | KRISTEN HEISE | PETER PHAM | BRAELYNN WESTJOHN |
| MICHELLE CAZARIN | RYAN HEISE | EVAN PICKER | RYAN WILLIAMS |
| DANIELLE DENNEHY | BRANDON HILL | CHRISTOPHER PLOURDE | JOSEPHINA YANG |
| JORDAN FATEMI | JOSEPH KASTELIC | DYLAN POWELL | |
| TAYLOR FATEMI | CARSON KNUTSON | KYRA POWELL | |
| EDUARDO FUENTES | NATHAN LEE | COLLIN RIKKELMAN | |



EVENTS | 2021

SAVE THE DATES: UPCOMING EVENTS

AUGUST 28
WIC LEADERSHIP TEAM SUMMIT

SEPTEMBER 11
WIC HIKE AT SAN BRUNO MOUNTAIN
Brisbane

SEPTEMBER 13
GROWING AND DEVELOPING FOREMEN SEMINAR
Presented by Kevin Dougherty

SEPTEMBER 14 – OCTOBER 21
SHEET METAL & HVAC PROJECT MANAGEMENT
CERTIFICATE PROGRAM (6 WEEKS)

SEPTEMBER 19-21
BAY AREA BOARD GETAWAY MEETING
Napa

SEPTEMBER 27
CPR AND FIRST AID TRAINING

OCTOBER 1
ADVANCED SHEET METAL ESTIMATING
Presented by Kevin Dougherty

OCTOBER 8
SPORTING CLAY CHAPTER MEMBER EVENT
Birds Landing Hunting Preserve & Sporting Clays

OCTOBER 21
MANAGING THE LIFEBLOOD OF CONTRACTING
Presented by Stephane McShane

OCTOBER 24-27
SMACNA NATIONAL CONVENTION
Grand Wailea, Maui

NOVEMBER TBD
CRAB COMBO FISHING TRIP CHAPTER MEMBER EVENT
Emeryville Sport Fishing

NOVEMBER 13
BAY AREA SMACNA ANNUAL BUSINESS DINNER
San Francisco

DECEMBER 1
CAL SMACNA 2021 SAFETY SEMINAR

MARCH 1-2, 2022
PARTNERS IN PROGRESS CONFERENCE
Resorts World Las Vegas
Registration opens September 8!

MEMBER HIGHLIGHT | Cold Craft

COLD CRAFT PROVIDES CERTIFIED EXCELLENCE

Cold Craft team members ready to work

Cold Craft has one of the longest running Diamond Certified ratings (since 2002) of any HVAC/R dealer in Santa Clara County. The company prides itself on a 30-year legacy of excellence with trained and certified technicians in multiple disciplines. President Kent Penning has always focused on supporting energy efficiency and value for customers.

The team of approximately 21 employees in the office, shop and field work in a variety of sectors, including commercial and residential A/C, refrigeration and geothermal. Director of Operations Daryl Demanawa brings experience to help Cold Craft grow while maintaining the same quality. Demanawa is also focused on adding even more technology for the firm to stay competitive.

“ I like Cold Craft not only because of the diverse employees, but we also offer diverse HVAC/R products and services too. ”

DARYL DEMANAWA
Cold Craft Director of Operations

From wine cellars that are temperature and humidity controlled, to geothermal refrigeration systems that take years of training and focus to develop the required expertise, Cold Craft's projects are

unique, energy efficient and constantly evolving. The officer quarters at U.S. Army Fort Hunter Liggett is an example of a quality, sustainable geothermal system designed and built by the organization.

pursuits and lends her expertise to the industry as the Chair of the California Geothermal Heat Pump Association (CaliforniaGEO.org) and as a SMACNA member.

CEO Susan Nichol continues to drive the success of the company's geothermal



The finished custom wine cave project

According to Nichol, about 30% of their business is for high-end clients in the residential market, where aesthetically pleasing systems are installed – oftentimes using complex, commercial HVAC equipment on the large homes. In fact, this segment of their business grew significantly during the past year due to targeted marketing and referrals. Whether a client needed a custom wine cave, a complex system for a compound or a control room for fur coats, Cold Craft provided quality, customer-focused solutions in a confidential manner. High-end residential homes present a specific challenge as the ductwork space is often overlooked and engineering and sheet metal craftsmen are put in the position to accommodate the lack of space, aesthetics as well as function.

Cold Craft is excited about its prospects and path of pursuing continuous improvement in an environment where sustainability and energy efficiency is key. As Demanawa said, “I like Cold Craft not only because of the diverse employees, but we also offer diverse HVAC/R products and services too.”



Staci is a valued member of the Cold Craft team

LEGISLATION | CalSHAPE (AB 841)

SAFELY REOPENING SCHOOLS WITH CALSHAPE (AB 841)

Information provided by Emily Mills, CAL SMACNA Communications and Special Projects Coordinator, and Duane Davies, NABCO CEO

When school is in session, that's where most children spend a majority of their day. But the problem is that many schools don't have the proper ventilation to keep unhealthy pollutants out of their indoor air, reducing the cognitive ability for students to be successful learners. In fact, UC Davis reported in a 2019 study that 85% of 94 HVAC systems in California K-12 classrooms didn't provide adequate ventilation.

Even prior to COVID-19, CAL SMACNA recognized that carbon dioxide (CO₂) levels were too high and were working with UC Davis, the Lawrence Berkeley National Laboratory and others on a solution.

With the passage of AB 841 last September and funding that officially began in July, Bay Area and CAL SMACNA contractors are well poised to become partners in the California Schools Healthy Air, Plumbing, and Efficiency Program (CalSHAPE).

CalSHAPE is a three-year, \$500 million school HVAC facility

assessment and improvement program for more than 10,000 K-12 schools throughout the state. The first phase of grants will go to underserved and disadvantaged schools in areas impacted the most by poor quality air, such as near major highways.

"School districts can apply for a grant plus 20% to cover the assessment, which includes ensuring MERV 13 filters are installed and that all classrooms have the required CO₂ sensors," said Duane Davies, CAL SMACNA board member and NABCO CEO. "A certified technician will then measure the amount of outside air and determine if it's sufficient per ASHRAE guidelines and perform a

thorough inspection of the HVAC system. If it's not operating within design parameters, a licensed architect, engineer or contractor will put together a list of action items. Repair work must be done by a skilled and trained workforce which is predominantly our union contractors."

"School districts can apply for a grant plus 20% to cover the assessment, which includes ensuring MERV 13 filters are installed and that all classrooms have the required CO₂ sensors."

DUANE DAVIES
CAL SMACNA board member and NABCO CEO

The school ventilation program, in tandem with the new mechanical acceptance testing requirements for Title 24, has created a new urgency for sheet metal workers to quickly become certified as Mechanical Acceptance Testing Technicians (MATT) if they haven't already done so. In short, the technician certification requirements for participation in the school ventilation program are as follows:



QUALIFIED TESTING PERSONNEL

To participate in the ventilation testing and assessment portion of the program, contractors will be required to use technicians considered to be "Qualified Testing Personnel" defined as either a certified TAB technician, or a MATT Level 1 or Level 2 technician. All certifications required for "Qualified Testing Personnel" and "Qualified Adjusting Personnel" are provided for CAL SMACNA members through ICB and offered through your local JATC. Interested technicians should contact the local JATC Coordinator ASAP.



QUALIFIED ADJUSTING PERSONNEL

To participate in the adjustment portion of the program, contractors will be required to use technicians who are either a certified TAB Technician (TABB, AABC or NEBB) or a skilled and trained technician (graduate of a sheet metal apprenticeship program) operating under supervision of a TAB tech.



REPAIR/EQUIPMENT REPLACEMENT PERSONNEL

To perform repairs or replacements, contractors must use a "skilled and trained workforce," meaning 60% of the technicians on the job (or equivalent manhours) must be graduates of the Sheet Metal apprenticeship program.

CAL SMACNA is working with SMART and each of our JATCs to ensure all contractors have access to the MATT certification programs for their technicians. Remember, MATT certification isn't just required by AB 841 — it's also required for Title 24 mechanical acceptance testing. (See page 28 for more information.)



MEMBER RESOURCE | Total Track

GET TO KNOW: TOTAL TRACK AND ITS ADVANTAGES

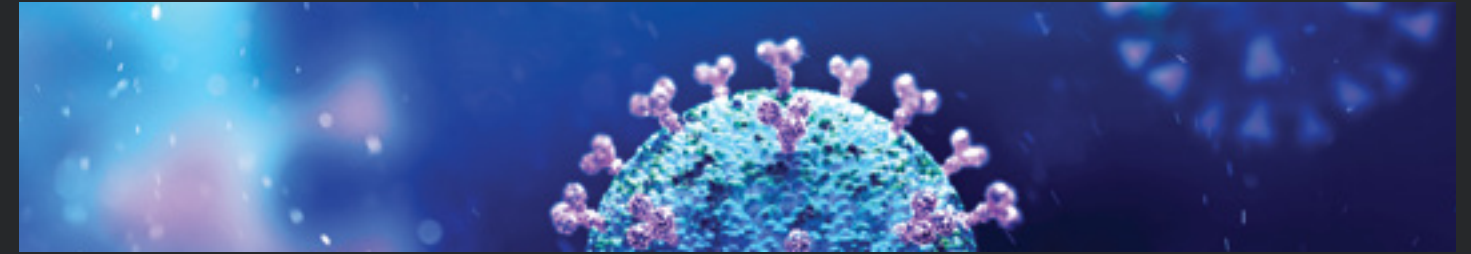
Total Track was developed by the International Training Institute (ITI) and provides critical information for managing and monitoring sheet metal apprentices, the apprenticeship program and contractors. On May 11, an online training session facilitated by apprenticeship co-administrator Tim Myres was held so that contractor representatives – from JATC trustees and committee members to superintendents and foremen – could learn how to better utilize this powerful software.

The program is designed to provide individuals with different permission levels within Total Track. For example, an apprentice might access course materials, information on their assigned class or their grades. An On-the-Job Training Representative (OJT) may want to access an apprentice's future and past classroom schedule and grades. For those responsible for work planning, being able to access a particular apprentice's rotation schedule is valuable information that can be obtained using the Total Track data. During tough recruiting times, the program allows employers to proactively reach out to top-notch apprentices who previously worked for them.

Pre-apprentices also have access to Total Track once they have fully registered and entered their information into the system. For many, this will include the opportunity to review classes they can take to receive additional points and improve their indentured ranking status.

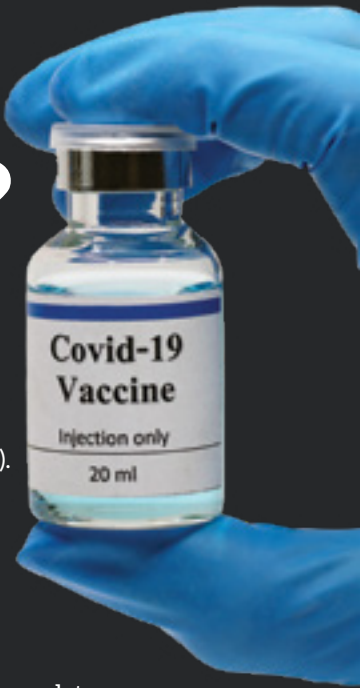
Following is a list of some of the information **a contractor can find on apprentices using Total Track:**

- ✓ **Certifications**
- ✓ **Classes taken**
- ✓ **Future class schedule**
- ✓ **Rotation schedule**
- ✓ **Next scheduled wage increase**
- ✓ **Veteran status**
- ✓ **And more!**



MEMBER RESOURCE | Vaccination Mandates

Q&A CAN EMPLOYERS MANDATE VACCINES?



According to updated guidance from the U.S. Equal Employment Opportunity Commission, contractors and other employers throughout the country are free to make the COVID-19 vaccination a job requirement without fear of violating federal laws. Still, reasonable accommodations for employees who choose not to get the vaccine due to religious beliefs or health conditions should be made (like wearing face masks and working remotely when possible).

The following vaccine FAQs were compiled from AGC of America and ENR.

- Q: What should employers consider before requiring employees to be vaccinated?**

First things first: Be sure you can clearly communicate the reasoning behind the mandate, specifically how the vaccine is job related and consistent with business necessity. Employers should also ensure that policies fully inform employees of applicable requirements and explain how they can seek an exemption as an accommodation, based on a medical condition or a sincerely held religious belief. If an employee seeks an exemption, employers must document an interactive exchange with the employee to determine whether a reasonable accommodation would enable them to perform their essential job functions without compromising workplace safety.
- Q: Can employers disclose which employees have or have not been vaccinated?**

Steer clear of disclosing any employee's vaccine status, as it could violate employee privacy laws. Instead, ensure to any involved parties with a legitimate need to know, that you won't send employees who have not been vaccinated to any jobsites.
- Q: What should union contractors consider when adopting a vaccine policy?**

For your union personnel (including any project labor agreement), you may be required to bargain with the union over adoption of a vaccination mandate or over the effects of any vaccination policy. You should consult the management rights, health and safety, and any other applicable provisions within such agreements that may permit or restrict your authority to unilaterally adopt or implement a vaccination policy, along with any analogous past practices in effect. Check with Bay Area SMACNA for specific guidance.

MARKETING | Growing Your Workforce

4 EFFECTIVE RECRUITING STRATEGIES TO GROW YOUR WORKFORCE

The longer the recruitment process takes, the more it'll cost you. According to Glassdoor, the average company in the United States spends about \$4,000 hiring a new employee (yes, one employee) and can take up to 52 days to fill a position.

Investing in your workforce and building an all-star team will help ensure the future success of your company. Here are four recruiting strategies that will help you reach your goals.

1 Build a talent pool.

A good place to start connecting with future prospects is through social media and professional networking sites like Facebook, Twitter and LinkedIn. Chances are good that you and your employees are already connected to hundreds (or more) of potential candidates, so spread the word about why your business is a good place to work. Drive potential candidates to a landing page on your website where they can submit their resume or learn more about your company. Don't forget to tap into previous applicants and employees. An unsuccessful applicant for one position might be the perfect fit for something in the future.

2 Promote your brand and company culture.

There's no denying that having a strong brand makes it easier to recruit good candidates. In fact, a LinkedIn Talent Solutions study reported 50% more qualified applicants applied to companies with a great brand presence, not to mention 75% of job seekers consider an employer's brand before even applying for a job. This includes your company culture! You want to attract people who embody your brand and share the same values you exhibit as a company, so promoting things like workplace flexibility, your office environment, perks and more can be an important piece in your overall recruitment strategy.

3 Prioritize internal hires and offer development opportunities.

Not only will hiring from within save your company time and money in finding a qualified candidate, it will help promote loyalty among employees and reduce turnover. These candidates already know what it takes to work for you, and they'll appreciate the opportunity to grow and develop their leadership experience. Consider implementing a mentorship program, professional development and continued training opportunities to keep your employees on top of their game (with competitive pay to match as they move through the ranks).

4 Network in niche groups and at industry-related trade shows.

In other words, fish where the fish are! You'll get better quality candidates from groups where you know the candidates are engaged and interested in the type of work you perform.

Recruiting isn't a "one size fits all" solution, but it's important to invest your time in boosting your company image and brand first and foremost. A great company image will work wonders to attract and retain the best talent while keeping you competitive in the job market.



MARKETING | Brand Audit

DOES YOUR BRAND STAND OUT?

Your brand is your company's identity, your foundation, the driving force behind connecting with your employees and audience. Understanding your company's brand will help make your organization stronger. Nehlsen Communications is here to help you do just that.

An industry leader in union construction marketing, and one of our newest associate members, Nehlsen Communications is offering a **FREE half-hour branding audit to all Bay Area SMACNA members!** This brand "checkup" will help evaluate the way you look to your customers, along with any weaknesses and strengths.

YOUR CUSTOMIZED BRAND AUDIT MIGHT COVER:

- Overall company messaging
- Logo and marketing collateral review
- Website assessment

If you're simply not getting the customers you need, or think it's time to refresh or rebrand, call the Nehlsen office at **309-736-1071** to set up your free branding audit.

nehlsen
www.ncpr.com



Northern California

“The better job we do, **the more efficient the building is** and the more money the end user can save.”

- Craig Rossi, Executive Director

ASSOCIATE MEMBER HIGHLIGHT | WICA Nor Cal

QUALITY AND EFFICIENCY ARE HALLMARKS OF WICA NOR CAL

Energy efficiency is becoming increasingly important to industrial, commercial and residential customers, and insulation is a critical part of delivering a healthier, superior building. As a leader in the mechanical insulation industry, Western Insulation Contractors Association Northern California (WICA Nor Cal) knows how valuable properly designed and installed insulation can be to a business' bottom line.

“A lot of our work is hidden in walls and ceilings where people don't see it, but it's still critical that we abide by industry standards and that the work is done right,” said Craig Rossi, Executive Director of WICA Nor Cal. “The better job we do, the more efficient the building is and the more money the end user can save.”

When insulated systems are maintained, facility managers and owners typically see the savings continue for the life of the system.

Recent projects involving WICA Nor Cal contractors include

the Apple Park corporate headquarters in Cupertino and some larger-scale projects with Chevron and Phillips 66 refineries. No matter how big or small, every project is different in scope and insulation needs are evaluated on a case-by-case basis. Fire protection, health impact, sustainability and sound insulation are just a few of the considerations when choosing the type of insulation, and often a cost benefit analysis is performed to see what makes the most sense for each application.

Rossi recognizes that the bulk of customers tend to focus on getting mechanical systems designed and installed, which pushes the insulation phase to the backburner during projects. But it's no less important in the overall function of a building.

“Our contractors are almost always up against a time crunch, but they're always able to accommodate. One was notified on a Friday afternoon to figure out a project and had 15 guys there on Saturday to knock it out,” Rossi said.

“Customers spend so much time and effort on the mechanical system that insulation becomes an afterthought, but some of these big systems on the roof simply aren't going to perform without the right insulation.”



Insulation and jacketing help systems maintain peak performance

WICA Nor Cal is affiliated with Heat and Frost Insulators Local 16, which gives them access to more than 600 highly-skilled union workers for projects throughout northern California. Each candidate in the heat and frost insulators apprenticeship program is trained

in quality and safety standards and exposed to all different facets of the industry to “equip them with the tools they need to become more well-rounded workers,” Rossi said.

“Our customers are nearly all mechanical contractors and when you look at the scope of work for SMACNA contractors, **our role as their subcontractor is to help them fulfill their obligations,**” Rossi said. “We share information and help promote the projects they're involved with, and they share with us the things that are happening in the industry. **It's mutually beneficial.**”

WICA Nor Cal membership includes access to support staff at the association's office, representation in labor negotiations and opportunities to attend professional educational seminars and social events throughout the year. A popular course is the WICA Foreman Training Program, a two-day class to help shape foremen into invaluable tools for your company (and bottom line). A Bay Area SMACNA associate member for the past two years, WICA Nor Cal is looking forward to once again attending in-person events and connecting with members to elevate our entire industry.



RECAP | Halibut & Rockfish Fishing Trip

JUNE 24 – A GREAT DAY FOR FISHING

The Bay Area SMACNA Fishing Trip participants loaded their boats with fishing gear to enjoy a beautiful day in the San Francisco Bay and the Farallon Islands in search of the “big catch.” Five boats and 77 anglers left Emeryville in hopes of catching their limit of halibut and rockfish. It's nice to report the fish were biting and most anglers caught their limit.





TECHNOLOGY | Looking ahead

FUTURE OF CONSTRUCTION TECHNOLOGY IS AT YOUR FINGERTIPS

For 20 years, JBKnowledge has been a leader in technology for the construction and insurance industries. After developing bid management software SmartBid in 2006, the company set out to navigate the obstacles that deter contractors from using construction technology in the first place.

From there, the annual Construction Technology Survey was born, created in partnership with SMACNA, NECA, MCAA, Texas A&M University Construction Science and the Construction Financial Management Association. Now in its 10th year, this FREE annual report compiles information submitted by more than 2,000 construction firms throughout the U.S. into one of the industry's most comprehensive and current construction technology reports.

In the company's efforts to make the latest tech tools available, CEO James Benham and his team of professionals created The ConTechCrew podcast. The weekly series delivers news and current trends in the construction industry, plus keynote presentations and engaging lectures on technology strategies, solutions and more. According to Benham, "a ludicrous amount of good content" spanning six years and more than 300 episodes

is available to watch or listen on JBKnowledge.com or by downloading Apple Podcasts (<https://apple.co/3hqC5Zr>).

The company also travels the country to host the ConTech Roadshow – a day-long series that includes networking, educational sessions and interactive tech demos.

"It's not a giant pitch-fest of what we do at JBK," Benham said. "It's about 6.5-7 hours of hands-on learning. We bring about 20 companies in and have them showcase their products. I bring in all my friends who are co-hosts and prominent guests on the show and we talk about estimating, project management technology, robotics, prefab and everything that's new in technology today."

With COVID restrictions, Benham said the Roadshow will miss the Bay Area this year – but you'll likely have the opportunity to connect with him at the 2022 CAL SMACNA Conference.

TECHNOLOGY PODCASTS

Scan the QR code for the latest technology podcasts.



www.JBKnowledge.com/TheContechCrew

Scholarship | Boots

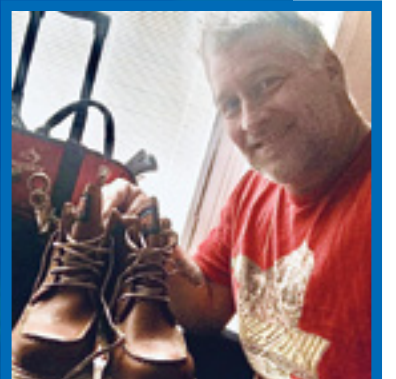
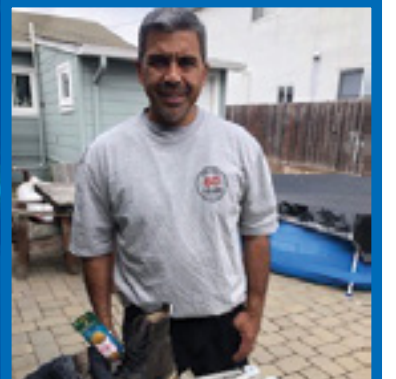
CONGRATULATIONS BOOTS SCHOLARSHIP WINNERS!

Fifteen Local 104 District 1 apprentices were each awarded \$200 gift cards to Work World to purchase new, comfortable steel toed boots. Piloted by the Bay Area SMACNA Women in Construction (WIC) group, this scholarship program was developed to supply important protective equipment to keep apprentices working safely in the field and the shop.

Apprentices often have other pressing financial needs that keep them from purchasing certain needed items or force them to wait to make a purchase for as long they can. Some apprentices continue to wear the work boots they started wearing as a pre-apprentice.

One winner stated on his application, "Everything I do and all the hard work I put in is for my family. My goal is to become a foreman someday and to buy a house for my kids to grow up in. Every day I lace up my boots I think of my one major priority, my family. Having comfortable boots makes a big difference when you're constantly walking back and forth. Thank you!"

Boots Scholarship applicants were required to submit an application to win – however, many found it well worth the effort to gain something so important!



FOLLOWING IS A LIST OF THE 2021 BOOTS SCHOLARSHIP WINNERS:

**YVES A.
ALLELEA C.
ANDREW H.
ARMANDO G.**

**CHRIS S.
DAVID U.
DEYVAN M.
JESUS L.**

**ROBERT S.
RONALD Z.
SCOTT E.
SIUTELEI T.**

**STEVEN M.
VICTOR P.
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SAFETY | 2021 CAL SMACNA Safety Awards

CAL SMACNA ANNOUNCES SAFETY AWARD WINNERS

Congratulations to the following companies that qualified for CAL SMACNA's Safety Awards with their excellent safety records! The top winners in each manhours worked category also received a check for \$250 in addition to their safety award.

MANHOURS WORKED CATEGORY

LESS THAN 25,000

BALANCE AMERICA, INC.
HAWAIIAN AIR CORP.

 **WINNER: AIR-EX AIR CONDITIONING**

25,001 – 50,000

 **WINNER: MAUCK SHEET METAL**

50,001 – 100,000

DDK MECHANICAL, INC.
KAMRAN METALWORKS, INC.
LOS ANGELES AIR CONDITIONING, INC.
PRECISION AIR BALANCE CO., INC.

 **WINNER: G.E.S. SHEET METAL, INC.**

MORE THAN 100,000

A.O. REED & CO.	EBERHARD
ABM BUILDING SOLUTIONS, LLC	GEORGE H. WILSON
ACCO ENGINEERED SYSTEMS	MARINA MECHANICAL
ACH MECHANICAL CONTRACTORS, INC.	MATRIX HG, INC.
AGC, INC.	MONTEREY MECHANICAL COMPANY
AIR SYSTEMS SERVICE & CONSTRUCTION	NEW ENGLAND SHEET METAL AND MECHANICAL CO.
AIRCO MECHANICAL	PAN-PACIFIC MECHANICAL
ANDERSON SYSTEMS	PETERSON MECHANICAL, INC.
ASSOCIATE MECHANICAL CONTRACTORS	RAM MECHANICAL, INC.
BROADWAY MECHANICAL CONTRACTORS, INC.	SILICON VALLEY MECHANICAL, INC.
CALIFORNIA SHEET METAL WORKS, INC.	SMITH ELECTRIC SERVICE
CHAMPION INDUSTRIAL CONTRACTORS, INC.	STRATEGIC MECHANICAL, INC.
CMF, INC.	UNIVERSITY MECHANICAL & ENGINEERING CONTRACTORS, INC.
CONTROL AIR ENTERPRISES LLC	WESTERN ALLIED MECHANICAL, INC.
CRITCHFIELD MECHANICAL, INC. OF SOUTHERN CA	XCEL MECHANICAL SYSTEMS, INC.

 **WINNER: SOUTHLAND INDUSTRIES SO-CAL DIVISION**

 CONGRATULATIONS TO **Frank M. Booth, Inc.** ON IMPROVING THEIR SAFETY RECORD!
THEY ARE THE WINNER OF **The Most Improved Safety Award.**



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WIC | 2021

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RECAP | SHEBuilds a Success

SHEBUILDS EVENT – ANOTHER SUCCESSFUL HOME MAKEOVER

Twenty volunteers gather to complete another SHEBuilds project



"Before" of this year's SHEBuilds project



Beautiful shot of the completed project



Two volunteers hard at work

The Women in Construction group partnered with Rebuilding Together Peninsula (RTP) for their second SHEBuilds event funded by WIC sponsorships/donations. In 2019, registration filled up quickly for this member favorite event, and this year more than 20 volunteers from numerous companies rolled up their sleeves to help make a difference.

WIC members and colleagues joined together to prep, paint and trim a home in East Palo Alto with wonderful results, and homeowner Juanita was thrilled with the final

outcome. Everyone had fun networking and sweating in the sun while working on this worthwhile project – seeing the fruits of their labor and the smile on the homeowner's face was icing on the cake!

Many thanks go to volunteer captains Sheri Learmonth, Sarah Sullivan and Vanessa O'Connor, along with RTP Captain Brooks Posegate, for helping direct the team's efforts. This great group of volunteers has a goal to continue fundraising so they can work on another home improvement project for a family in need in 2022.



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EDUCATION | Project Management Program

2021 SHEET METAL AND HVAC PROJECT MANAGEMENT CERTIFICATE PROGRAM

SEP 14 - OCT 21
SEPTEMBER 14 - OCTOBER 21
Tuesdays, Wednesdays & Thursdays
3-7 p.m.

Being a project manager isn't just a job – it's a career path that can lead to many opportunities in the construction industry.

The 2021 Sheet Metal and HVAC Project Management Certificate Program is designed specifically for the Bay Area SMACNA contractor to help participants develop skills that will benefit both them and their companies. Attendees will learn how to successfully orchestrate the people, resources and tasks it takes to execute projects on time and within budget while developing better relationships with internal and external customers.

This program is designed for students with a minimum of one year of Project Management experience and registration is limited to the first 25 students who submit their registration form and tuition.

As of this printing, the fall program registration filled up within 48 hours. Look for another PM certificate program to be offered in early 2022. Space is limited to the first 25 students – so register, or get on our waiting list early!

UPCOMING CLASSES

Scan the QR code for the latest education class information.



www.BayAreaSMACNA.org/Education

Following is a line-up of the 2021 Project Management schedule and classes

Completion of all classes is required to be awarded a Certificate of Completion.

- ✓ **September 14-15**
PROJECT MANAGEMENT INTRO & OVERVIEW
- ✓ **September 16**
TIME MANAGEMENT
- ✓ **September 21**
PRE-CONSTRUCTION COST MANAGEMENT
- ✓ **September 22**
JOB COST MANAGEMENT
- ✓ **September 23**
CHANGE ORDER MANAGEMENT AND DELAY DAMAGES
- ✓ **September 28**
CONFLICT MANAGEMENT
- ✓ **September 29**
COMMUNICATE WITH CHARISMA,
CLARITY & COMPASSION
- ✓ **September 30**
SHEET METAL ESTIMATING
- ✓ **October 5, 6 & 7**
(OR **October 5, 12 & 13**)
INFLUENCE OTHERS WITHOUT AUTHORITY
- ✓ **October 14**
CONSTRUCTION LAW
- ✓ **October 19**
NEGOTIATION SKILLS
- ✓ **October 20**
CONTRACT ADMINISTRATION:
CROSSING THE T'S AND DOTTING THE I'S
- ✓ **October 21**
PANEL DISCUSSION AND CERTIFICATE AWARDS

REGISTER TODAY

Register online at
[www.BayAreaSMACNA.org/Education/
PM-Certificate-Program](http://www.BayAreaSMACNA.org/Education/PM-Certificate-Program)
or email Donja at
DRobinson@BayAreaSMACNA.org



Chris Ruch of National Energy Management Institute Committee (NEMIC) makes a presentation and provides updates on MATT certifications to the Bay Area SMACNA board

APPRENTICES | MATE/MATT SEIZING OPPORTUNITIES

Congratulations to the following contractors who have completed the Mechanical Acceptance Training for Employers (MATE) certifications.

- ACCO
- AUTOMATED SOLUTIONS
- EXTREME AIR
- MESA3
- NATIONAL AIR BALANCE
- SILICON VALLEY MECHANICAL
- SUPERIOR MECHANICAL SERVICES
- WEST COAST TEST AND BALANCE
- UNITED MECHANICAL

These contractors will be able to take advantage of opportunities through CA AB 841 and Title 24 mechanical acceptance testing.

Local 104 is also proud to announce the following number of apprentices and journeypersons have achieved their Mechanical Acceptance Test Technician (MATT) Certifications as of June 2021:

- **MATT LEVEL 1: 102 MEMBERS**
- **MATT LEVEL 2: 127 MEMBERS**

Technicians who have successfully completed these tests are qualified to ensure that equipment, systems and controls operate as required by the 2005 Energy Standards.

For more information on having your employees or organization certified, please contact your local JATC Coordinator. For contractor certification for CAL SMACNA through ICB contact **Emily Mills** at Emily@CAL-SMACNA.org.



EDUCATION | Webcasts

ONLINE WEBCASTS AND RESOURCES DESIGNED FOR MEMBER DEVELOPMENT

With our new, updated website, we've made it even easier for you to hone your skills or learn something new. Did you know our online webcasts make it easier for our members to access the learning tools that help keep us up to date within in our industry? It's easy and convenient to take a class when and where it works best for you.

Follow these **three simple steps** to see the options available to you – then click and start learning something new!

- 1 Go to our website, www.BayAreaSMACNA.org and click on the **EDUCATION** tab at the top
- 2 Scroll down to **WEBCASTS** – enter your Email and Password*
- 3 Click on a webcast – it's that easy

*Don't have a password yet or something didn't work? Email Kelly at KAvila@BayAreaSMACNA.org and she'll be happy to help.

We have current content for professionals in accounting, safety, leadership, human resources and for those who simply want to learn more about our industry and take advantage of the free next-level development.

Check out the options on the next page and be sure to check back from time to time to see our newest educational offerings!



Payroll Compliance Testing for Sheet Metal Workers of Northern CA Trust Funds

Presented by Joe Thierman and Carl Coats of Linquist CPA, Auditors of SMW Contractors

- Identify the taxation of different wage and fringe components
- Understand common misconceptions
- Learn best practices for bookkeeping and finger reporting



Driving Productivity, Profitability and Safety through Diversity, Equity and Inclusion

Hilti is a DEI award-winning organization. Leaders Silvia Siqueira and Vanessa Jackson facilitate the importance of:

- Creating a DEI-friendly culture and the importance of executive sponsorship
- How everyone contributes to DEI, from senior leaders to team members
- How to measure success



Get Your Shift Together: Five Ways to Shift from Doing to Leading

Noted author and speaker Jo Miller of Be Leaderly presents an interactive webinar that provides key insights on how to:

- Identify five ways to shift from doing to leading
- Analyze your strategic output
- How setting boundaries provides you and the organization value



Financial Health and Wealth

Presented by Lindsay Capozza and Chris Bruneel at DFG Advisors

- Learn tips to define your financial objectives around your values
- Learn the success factors of effective portfolio performance
- Understand your tax triangle options: Pre, post and partial



Ascend Summit

Part 1: SMACNA National President Angie Simon and SMART President Joe Sellers have an engaging conversation on:

- How SMART and SMACNA are evolving to incorporate more DEI in our industry
- How allies and leadership are critical
- Why diverse recruiting is a business imperative in our industry

Part 2: Panelists Henry Nutt III of Southland Industries, Tauhira Ali of NECA and BJ Giri of Holladay-Parks Inc., share how to look at DEI through a practical lens in our industry

- Learn the DEI statistics of the construction the industry
- Identify how diverse hiring impacts project teams and the labor shortage
- Understand tips on how to start DEI conversations



APPRENTICES | Training Program Safely Continues

APPRENTICESHIP PROGRAM FLEXED FOR COVID-19

From the start of the pandemic in March 2020, it was clear SMW Local 104 and Bay Area Industry Training Trust Fund (JATC Training Trust Fund) had some decisions to make about safely continuing the apprenticeship training program while maintaining high industry standards. We caught up with JATC co-administrators Ben Rivera and Tim Myres to discuss how the program flexed and what changes might stay as we continue to move forward.

1. Several apprenticeship programs stopped classes for six months or more during the initial stages of COVID-19. The JATC Training Trust Fund chose to move forward.

What were the key factors driving that decision?

Our first step was to create an innovative solution that was realistic and would keep things on schedule. Students were onboard with attending class remotely. So, on to creating our plan.

Investing in the transition of curriculum development in our data base played a key role in maximizing

distance learning. Staff committed to and learned various software, web-based meeting platforms and became skilled and knowledgeable with these tools. Some apprentices didn't have necessary tools for remote learning, but the ITI and JATC Training Trust Fund helped bridge that gap by getting iPads to those apprentices who needed them.

We recognized that the apprenticeship program is a lifeline for many who choose this as their career path. These apprentices know that every six months they'll receive a financial increase that allows them to make purchases like a family home or car. The JATC Training Trust Fund know the importance of following through on their commitment to keep the program moving ahead and on schedule, because it's not just the apprentices who depend on that, but their families too.

2. What was the most challenging part of flexing the program?

At the beginning it was adjusting the curriculum to accommodate distance learning objectives and reviewing and adjusting the training schedule to accommodate the changing environment of state and county health mandates.

But there were also the logistical challenges and keeping abreast of governances that differed among counties and cities and understanding the variety of guidelines set forth by the CDC and OSHA. We needed to meet the challenges of accepting new behavior patterns and maintaining morale. Understanding, kindness, and empathy was the order of the day.

3. What changes implemented in the past year do you anticipate remaining with the program?

Distance learning isn't the best path for instruction for all things, but in some cases, it was very productive and well received. Going forward, it has a place in the training toolbox.

The training staff is excited and motivated to find new innovative solutions to help our apprentices become the best journey people they can be. This type of change is one of the positives to come from COVID forcing us to forge a new plan and it looks like it's here to stay!

4. What are some lessons you've learned over the past 14 months?

Plan early and have a contingency plan in place. You made not need it, but it's better to be prepared.

Lean on your team and make sure they have the tools and resources they need for an emergency; this will help create a positive team attitude for everyone.

Communicate, communicate then communicate some more. LISTEN, be respectful, kind, and understanding; this will go a long way! Don't be afraid to challenge yourself, peers and staff and celebrate when a particular challenge is successful. Our training team has the expertise, commitment, resilience and perseverance to keep the program moving forward regardless of what is thrown at them.

The program as a whole and the people who make up and support the team have displayed resilience perseverance and the ability to find solutions. From the instructors and administrative staff to the trustees and students, we have achieved accomplishments through collaboration and purpose.

We could not be prouder of our team. They have done an outstanding job!



WELCOME! | New Associate Member

NEW

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APPRENTICES | 5th Year Classes

APPRENTICES TO CALL THE SHOTS ON 5TH YEAR CLASSES

Later this year, all fifth-year apprentices will be able to customize their class selection for their final year of instruction. The Building Trade Sheet Metal curriculum committee – made up of management, labor and apprenticeship leadership and instructors – has already made significant improvements to the overall curriculum for the five-year program.

One key development is the addition of elective course offerings for apprentices to choose during the last leg of their journey. This will enable experienced apprentices to continue developing areas of specialty, take a deeper dive into topics that interest them or gain additional exposure or expertise in areas where their current employers need that specific training. Depending on availability, journeyworkers will also be able to take advantage of the additional skill development for select courses.

Curriculum options will include different learning methods, in-person labs or online learning, with course descriptions and registration available through the training program website. Fifth-year students can attend both required classes and their elective classes at the facility of their choice.

Below is a sampling of classes apprentices can choose from, with additional classes being developed:

- INTRODUCTION TO DETAILING
- AUTOCAD
- REVIT
- AUTODESK FABRICATION
- PROJECT MANAGEMENT
- HVAC ENERGY EFFICIENCY & ENERGY TECHNOLOGY
- GTAW WELDING
- GRINDING & POLISHING
- METAL ROOFING
- ADVANCED WALL PANEL SYSTEMS
- DDC CONTROLS
- INDOOR AIR QUALITY

FOR MORE INFORMATION

Look for the course descriptions and registration soon at www.SMWLocal104Training.org.

EDUCATION | Upcoming Classes

UPCOMING CLASSES

CLASS SCHEDULE

Scan the QR code for the latest class and registration information.



www.BayAreaSMACNA.org/Education/Upcoming-Events

GROWING AND DEVELOPING FOREMEN

Presented by Kevin Dougherty

This 8-hour training program is designed specifically for the construction foreman and supervisor and is a “must” for any foreman in today’s tough market. Learn how to take control of the job from the start, establish effective productivity habits and communication, understand the difference between leadership and management, learn how to coach and mentor for improved team performance and how to properly delegate. Participants will also learn how to deal with difficult people in a professional manner, motivate employees and get the most out of today’s workforce.

SEP 13 **MONDAY, SEPTEMBER 13, 2021**
Bay Area SMACNA Training Room
Oakland, CA

CPR AND FIRST AID TRAINING

Provided by Safety Training Seminars

The construction industry requires a high level of safety, and all workers and leaders must be prepared when an emergency strikes. This course offers basic training for some of the most common medical emergencies, plus participants will learn CPR and emergency cardiac care and treatments for burns, shock, diabetic emergencies and more.

SEP 27 **MONDAY, SEPTEMBER 27, 2021**
Bay Area SMACNA Training Room
Oakland, CA

ADVANCED SHEET METAL ESTIMATING

Presented by Kevin Dougherty

This course will help students think differently about the estimating process and how to approach each opportunity realistically. PMs will learn not to look at the estimate as a number, but more as a process from job inception to job completion. Topics covered will include customer types, what foremen and superintendents say about the best estimators, contracts, various project options, how to protect your company’s interest, internal communication, job kick-off meetings, scheduling and general conditions, traps, snares and opportunities.

OCT 1 **FRIDAY, OCTOBER 1, 2021**
Bay Area SMACNA Training Room
Oakland, CA

MANAGING THE LIFEBLOOD OF CONTRACTING – CASH FLOW AND CRACKING THE WIP

Presented by Stephane McShane

Many contractors struggle with building a robust cost project process that provides for consistency and predictability. Profit fade at 90% complete is no longer an option in today’s credit market. Banks and bonding companies are demanding contractors develop and implement robust cost controls. This half-day Cracking the WIP program combined with the half-day Managing the Lifeblood of Contracting Cash Flow program will have you explore a range of tools and techniques, from simple to complex, that allow firms to manage and control cash flow.

OCT 21 **THURSDAY, OCTOBER 21, 2021**
Bay Area SMACNA Training Room
Oakland, CA

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