

AK LEGISLATURE SPECIAL COMMITTEE FILES SCOMM 146 3136

CANNED/SHELF STABLE ALASKA SALMON PRODUCTS

Launched in April 2005, this \$2 million, two-pronged consumer campaign was aligned with the sales efforts of Alaska seafood suppliers. It included radio ads, consumer shows, point of

purchase materials in English and Spanish, demonstrations in grocery stores, a TV broadcast segment in Spanish starring a Hispanic celebrity

spokesperson, and a consumer sweepstakes with an Alaska cruise as the grand prize. The campaign was geared toward moving traditional canned salmon, and successfully extended the momentum of the annual spring sales season, while at the same time carving inroads into the growing Hispanic market in the U.S.

CONSUMER ADVERTISING CAMPAIGN

Fisheries Revitalization Strategy funds, combined with federal funding obtained from the Alaska Fisheries Marketing Board has enabled ASMI to field a national advertising campaign in food and lifestyle publications. The magazine ads focus on different species seasonally (salmon, canned salmon, black cod, crab, cod & pollock) or highlight previously frozen seafood. The campaign is aligned with industry marketing efforts. The ads appear in publications read by consumers matching the Alaska Seafood demographic, and by many chefs.





ASMI expenditure of funds received from Alaska Fisheries Marketing Board

The Alaska Seafood Marketing Institute, a public-private partnership between the State of Alaska and the Alaska seafood industry, received Saltonstall-Kennedy funding through the Alaska Fisheries Marketing Board.

The Saltonstall-Kennedy program was established by the U.S. Congress to provide financial assistance for projects to strengthen the U.S. fishing industry, and the fund source is duties and tariffs on imported fish and fish products.

Alaska Seafood Marketing Institute is using \$6.5 million in funding received through AFMB for a multi-year national consumer campaign that includes advertising, publicity, internet resources for consumers, retail grocery and foodservice promotions, trade education and research.

The attention focused on Alaska seafood marketing during the past three years has had a measurable effect. Millions of Americans have been exposed to favorable messages about Alaska Seafood. Demand for most products has increased markedly, new markets are being developed, and prices paid to the producers for a number of products are improving, thus strengthening the U.S. seafood industry in the face of a tide of cheap foreign imports.



HIGHLIGHTS

- Media coverage of Alaska seafood products, particularly salmon, has been favorable. Hundreds of favorable mentions have occurred in magazines, newspapers, radio, television, and on the internet.
- The consumer advertising campaign included ads in *Sunset*, *Cooking Light*, and *Bon Appetit* as well as some advertising in foodservice trade publications. The series of ads targeted American consumers and professional cooks, and stimulated further demand for Alaska seafood products.
- The Alaska Seafood brand became the second most popular food brand on menus of the top 500 restaurant chains – the result of ASMI programs to educate key corporate executive chefs and conduct promotions with high-profile foodservice operators and foodservice distributors.
- Sales of Alaska Seafood through retail grocery stores received additional lift from ASMI promotions. Support for the retail promotions includes merchandising guidance, special coupon offers, advertising, cooking demonstrations, cooperative partnerships with national brands, Alaska Seafood promotions at consumer shows and events, internet website enhancements catering to consumers, and development of emerging markets such as the U.S. Hispanic market.



Products promoted were wild Alaska seafood products:

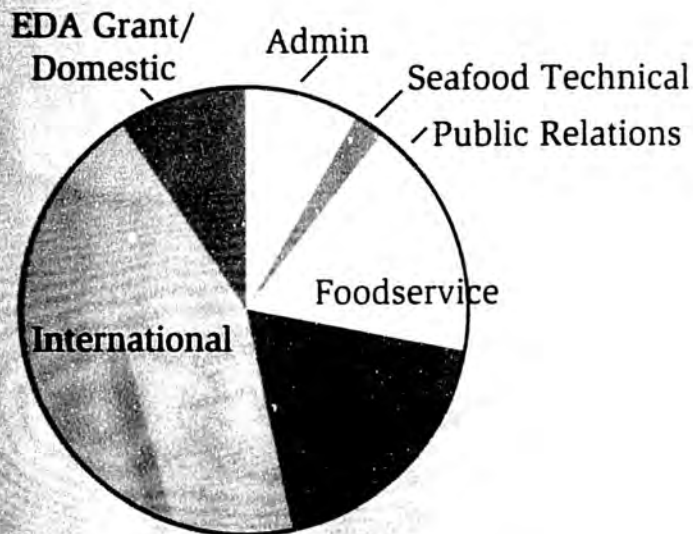
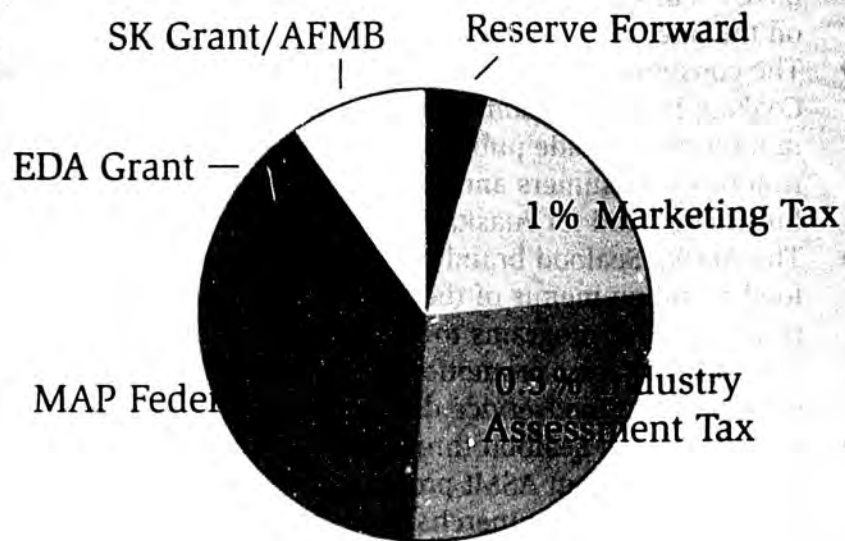
- salmon (fresh, frozen and canned)
- whitefish varieties (Alaska Pollock, sole, rockfish, halibut, black cod, Pacific cod) and surimi seafood.
- shellfish (three kinds of crab, other shellfish including scallops, shrimp)



Financials

FY 04 REVENUES (in \$000s)

Reserve forward	\$474
1% Marketing Tax	\$1,943
0.3% Industry Assessment Tax	\$2,875
MAP Federal Grant	\$3,221
EDA Grant	\$894
SK Grant/AFMB	\$1,000
Total	\$10,407

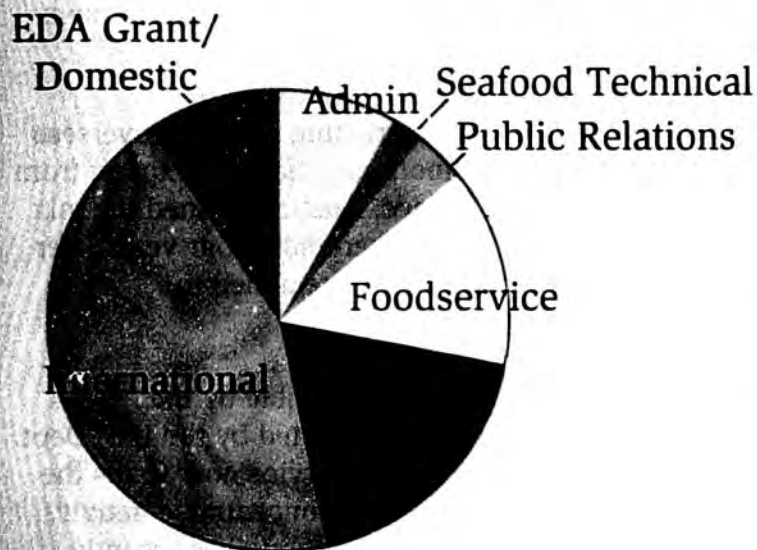
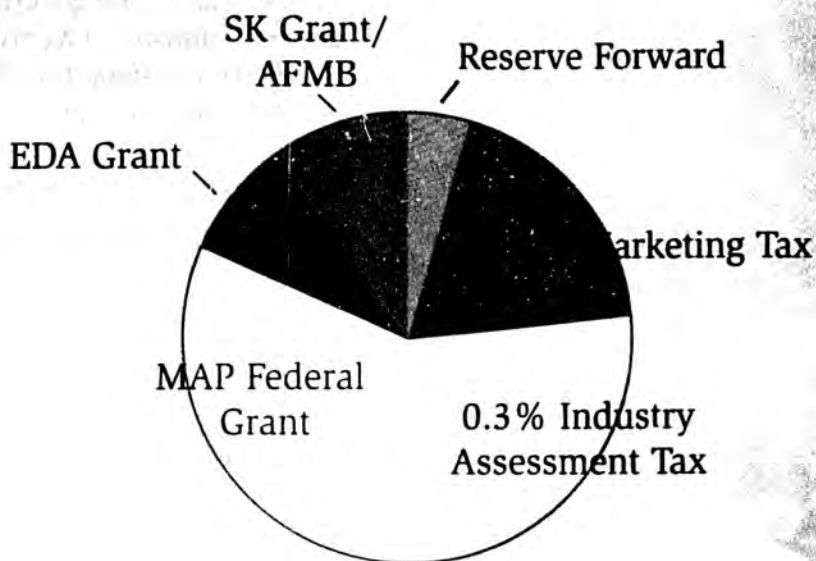


FY 04 EXPENDITURES (in \$000s)

Admin/Consolidated Costs	\$792
Seafood Technical	\$216
Public Relations	\$343
Foodservice	\$1,343
Retail	\$1,766
International	\$4,210
EDA Grant/Domestic	\$894
Total	\$9,564

FY 05 REVENUES (in \$000s)

Reserve forward	\$365
1% Marketing Tax	\$2,400
0.3% Industry Assessment Tax	\$3,400
MAP Federal Grant	\$3,741
SK Grant/AFMB	\$1,500
AK Fish Revit.-Canned Salmon	\$1,400
AK Fish Revit.-Cook it Frozen	\$1,400
Alaska Fish Marketing Board	\$2,200
Total	\$16,406



FY 05 EXPENDITURES (in \$000s)

Admin/Consolidated Costs	\$1,205
Seafood Technical	\$236
Public Relations	\$500
Foodservice	\$2,035
Retail	\$2,564
International	\$4,600
Canned Salmon Promo	\$1,600
Cook it Frozen Promo	\$1,400
Roe Herring Japan	\$5
Total	\$14,145

ASMI History

ASMI was established in 1981 as a cooperative endeavor of industry and state government to stabilize the economics of the seafood industry. Twenty-five years later it has successfully built the Alaska Seafood brand and works to increase the value of Alaska's seafood harvest.

ASMI HISTORY IN A NUTSHELL

ALASKA'S SEAFOOD INDUSTRY STEPS TO THE PLATE

When ASMI was created, seafood processing companies elected to tax themselves to fund the program; for many years, they paid an assessment of .3% of the value of all seafood species they processed. The board included members of both the fishing and processing sectors. In 1993, the legislature enacted a 1% salmon marketing tax to be paid by commercial fishermen. More fishermen were added to the board of directors, resulting in a 25-member board. The legislation establishing the salmon marketing tax paid by fishermen was up for renewal after five years, and was reinstated in 1998, thanks to support from commercial fishermen.

FEDERAL SUPPORT FOR INTERNATIONAL MARKETING

The first federal funds to support the marketing activities overseas were received in 1988, allowing promotional efforts to expand from the United Kingdom to Japan and France. Australia joined the mix in 1992, as did Italy, Korea, and The Netherlands. Four years later, Belgium, China, Taiwan, and Hong Kong were added to the program.

The international program, which is made possible by the assistance of the Market Access Program operated by the U.S. Dept. of Agriculture (USDA) Foreign Agricultural Service now spans the Japan, China and the European Union, with concentrated activity in Northern, Southern and Western Europe. Russia has recently been added to the list of emerging markets.

HELPING HANDS FROM WASHINGTON, D.C.

A new three-year campaign to promote Alaska salmon in the U.S. was begun in 2000; thanks to the guidance of U.S. Senator Ted Stevens, the U.S. Congress appropriated \$5 million in funding for this purpose under the Trade Adjustment Assistance Act to help the salmon industry in Alaska.

Thanks to the efforts of the Alaska Congressional delegation, and Senator Ted Stevens in particular, funds to assist the Alaska seafood industry were allocated to the State of Alaska and to a newly created Alaska Fisheries Marketing Board. During the last few years ASMI has received funds through both of these sources to aid its marketing efforts, successfully increasing the visibility of the Alaska Seafood brand in the U.S. (See pages 20-21.)

NEWLY STREAMLINED, ALIGNED WITH INDUSTRY, MOVING AHEAD

Following two years of work by a task force comprising members of the seafood industry and the Alaska State Legislature, a new law was enacted to restructure ASMI, trimming the board to seven members (five processors, one of them a small processor, and two commercial harvesters). The law eliminated the 1% salmon marketing tax paid by salmon harvesters. It also required processors to vote on whether to retain ASMI and on whether or not to increase their tax contribution for marketing. The processors voted in the fall of 2002 to continue the marketing program, and to raise their tax to the equivalent of .5% of the value of the catch.

The board of directors is invested in the marketing mission with renewed vigor, and works to ensure that ASMI promotional activities complement those of the seafood suppliers. The success achieved so far in building the Alaska Seafood brand is attributable to the guidance of many industry leaders over the past quarter century: harvesters and processors named by the governor to the board of directors, and many experts tapped by the board to serve on advisory committees. All have committed their intelligence and creativity to this effort, and have helped to advance the Alaska Seafood brand.



MEMBERS OF PAST BOARDS OF DIRECTORS

ALASKA SEAFOOD FOUNDATION - THE ASMI PIONEERS

The Alaska Seafood Foundation was established in anticipation of the law establishing ASMI. These people pioneered the ASMI effort, with a small staff headed by Eric Eckholm, the first executive director.

Jim Beaton, American Eagle Seafoods

Bob Blake, Cordova Aquatic Marketing Assoc.

Frederic Bolthouse, Pacific Pearl Seafoods

Alec Brindle, Ward's Cove Packing Co.-served continuously, resigning in 1999

Robert F. Brophy, Icicle Seafoods, Inc.

Jay S. Gage, Peter Pan Seafoods

Ron Jolin, United Fisherman's Marketing Assn.

John B. Martin, Alaska Food Company

Robert F. Morgan, Morpac, Inc.

Dan O'Hara, Bristol Bay Native Assn.

David Osterback, Peninsula Marketing Assn.

J. Richard Pace, Universal Seafoods, Ltd.

Darryl K. Pederson, Seawest Industries, Inc.

John G. Peterson, Ocean Beauty Alaska

Jake Phillips, Alaska Longline Fishermen's Assn.

Denton Sherry, Whitney Fidalgo Seafoods

John K. Sjong, Trans-Pacific Intl. Inds.

William Woods, Pan-Alaska Fisheries



4/15/2014

All of the individuals listed below were appointed by the Governor of Alaska to seats on past ASMI boards of directors. Their service to Alaska and the Alaska seafood industry established the foundation we build on today.

Jan Beaton
Bob Blake
Frederic Bolthouse
Alex Brindle
Robert F. Brophy
Jay S. Gage
Ron Jolin
John B. Martin
Ean O'Hara
David Osterback
J. Richard Pace
Darryl K. Pederson
John G. Peterson
John K. Sjong
William Woods
W. H. "Nick" Nichols
Dan Rear
Nels Anderson, Jr.
William G. Saletic
Jeffrey R. Stephan
Thomas E. Thompson
Victor W. Horgan, Sr.
Larry M. Kaner
Roseleen L. "Snooks" Moore
Bruce "JB" J. Crow
Bart Eaton
Duncan A. Fenton
Ronald E. Hegge
Charles H. Bundrant
Oscar Dyson
Terry Gardiner
Dexter Kyle
Tom Steinbach
George Sullivan
Eric Eckholm
Greg Favretto
Sandra Cesarini
Gary D. Ervin
Laurence Irving
Robert L. Scott
Connie Yoshimura
Bob Waldrop
Cheryl Sutton
Harold Thompson
Dore Harville

Bill King
Margaret Branson
Ronald Sparks
David Wilder
Gerold S. Gugel, Jr.
Rodger A. Painter
James Hemming
John R. Swanson
Ben A. Stevens
Robert D. Schell
James Kallander
Cecilia A. Angasan
Nels Alexie
Charles W. Treinen
Dennis Delaye
Larry Hill
Bill Terhar
Gordon Jackson
Jack Schultheis
Heather McCarty
Erik Breivik
John Sevier
James Shanigan
Sherry Tuttle
Doug Van Devanter
Justine Gunderson
Rose M. Heyano
Stephen P. Ivanoff
Patrick Burden
Jack Amon
Mitchell Seybert
Robert Nickinovich
Gloria Chythlook
Mike Cusack
Gig Decker
Jamie Ross
Jay Stinson
Gary Slaven
Sandro Lane
John Salle
Virgil Umphenour
James Shanigan
Michael VanNote
Steve Chartier
L. John Iani





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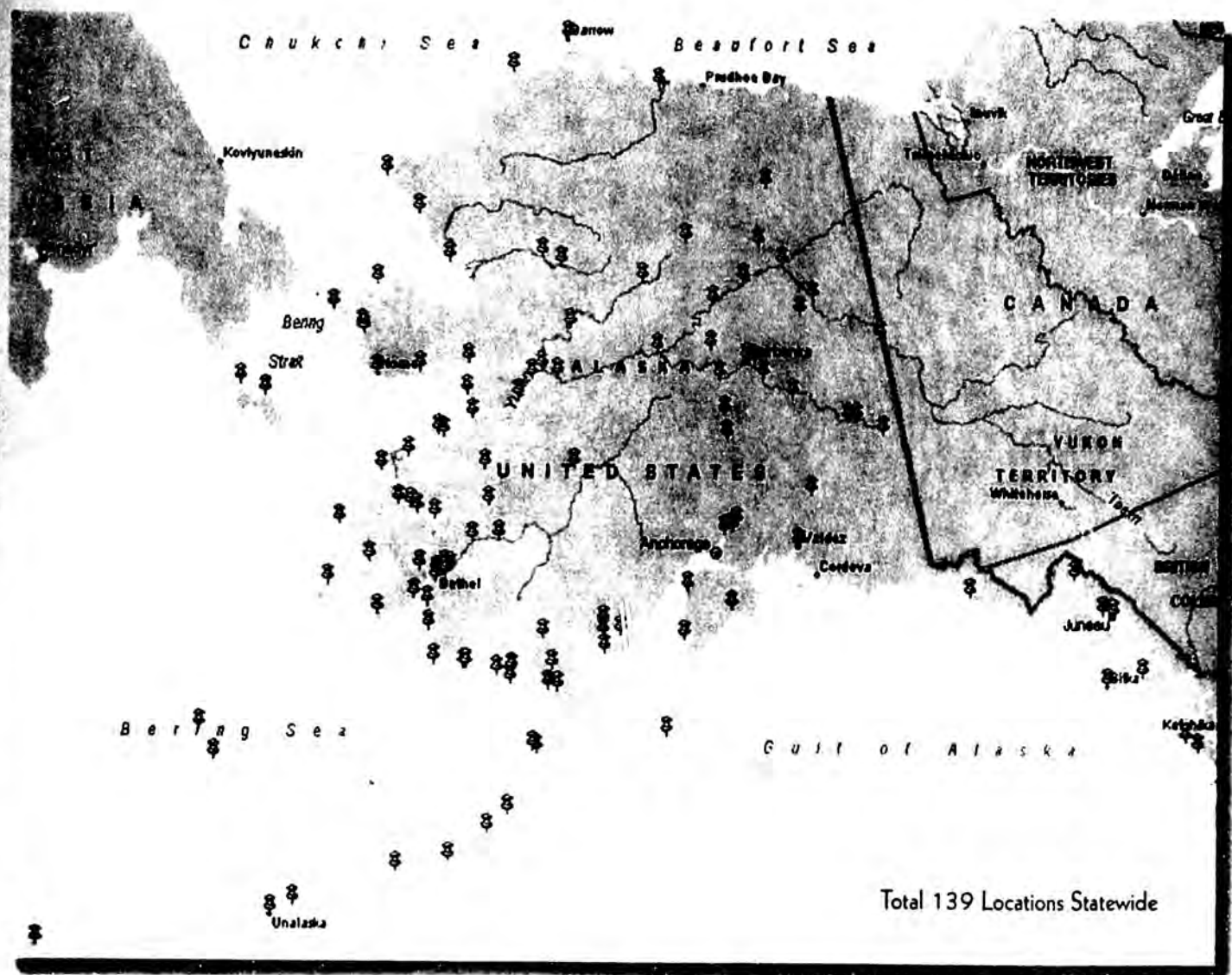
TCC: 800.770.4833

Toll free: 800.478.2903

www.alaskaseafood.org

SCOMM

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Cities and Villages for AWP Recruitment and Training

Aliachak	Chuathbaluk	Healy	Kongiganak	New Stuyakok	Saint Mary's	Tok
Aliak	Circle	Holy Cross	Kotlik	Newtok	Salcha	Tuntutuliak
Alutau	Clarks Point	Homer	Kotzebue	Nightmute	Sand Point	Tununak
Alakanuk	Coldfoot	Hooper Bay	Koyuk	Nome	Savoonga	Twin Hills
Alatna	Craig	Huslia	Koyukuk	Nondalton	Scammon Bay	Two Rivers
Allakaket	Crooked Creek	Hydaburg	Kwethluk	North Pole	Seward	Ugashik
Ambler	Delta Junction	Iliamna	kwigillingok	Northway	Shaktolik	Unalakleet
Anchorage	Dillingham	Juneau	Levelock	Nuiqsut	Shishmaref	Unalaska
Arctic Village	Douglas	Kake	Lower Kalskag	Nulato	Sitka	Valdez
Atka	Eagle	Kaltag	Manokotak	Nunam Iqua	Slana	Venetie
Auke Bay	Eek	Kasigluk	Marshall	Nunapitchuk	St. George Island	Wainwright
Barrow	Emmonak	Kenai	Mekoryuk	Palmet	St. Michaels	Wales
Beaver	Fairbanks	Ketchikan	Minto	Pedro Bay	St. Paul Island	Ward Cove
Bethel	Fort Yukon	King Cove	Mountain Village	Perryville	Stebbins	Wasilla
Brevig Mission	Galena	King Salmon	Naknek	Pilot Point	Sutton	White Mountain
Cantwell	Gambell	Kipnuk	Nanwalek	Pilot Station	Takotna	Wrangell
Central	Glenallen	Kivalina	Napakiaik	Pitkas Point	Tanacross	Yakutat
Cheformak	Goodnews Bay	Kobuk	Nelson Lagoon	Platinum	Tanana	
Chignik	Grayling	Kodiak	Nenana	Point Hope	Teller	
Chignik Lake	Haines	Kokhanok Koliganek	New Halen	Quinhagak	Togiak	

★ Working Together for Jobs

ALASKA WORKS PARTNERSHIP, Inc.

Alaska's Construction Unions & Jointly Administered Apprenticeship Programs

Building Alaska One Community at a Time

Partners Bring Jobs and Homes to Rural Alaska

(Aniak, AK) Salvatore Conrad said it was April Fools Day in 1992 when he and his wife, Carrie, moved with their two children into Carrie's father's house in Aniak, Alaska. Their living conditions, however, were no joke. The arrival of the Conrads pushed the number of family members residing in a one-bedroom home to eleven. The building was originally a 12' x 16' shed used by the Department of Transportation. It had no shower and only a small pump to draw water. A tiny trailer was attached to the structure bringing the total living space to roughly 600 square feet.

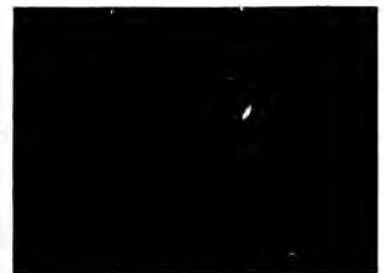
The following year Conrad converted his father-in-law's nearby garage-size building into more private quarters for his family. "It had been one of the first homes ever built in Aniak in the 1950s with sawdust and shavings for insulation." Winter temperatures in Aniak often dip well below zero.

The Conrad's plight is common for countless Alaskans who find themselves at the mercy of a critical housing shortage in rural Alaska. According to the Association of Village Council Presidents (AVCP) Regional Housing Authority, the cost for a new home in rural Alaska is around \$300,000. However, annual income for the average household in the region is less than \$30,000. Because of the shortage and expense of available housing, several generations of a family are often forced to live under one small roof.

Today, thanks to a partnership with Alaska Works Partnership, the AVCP Regional Housing Authority recently marked the completion of its 250th house using local workers trained by Alaska Works Partnership. The partnership resulted in an innovative training program that allows rural residents to train and work close to home – and the Conrad family now lives in a three bedroom

house with modern plumbing and heating, a full kitchen and a living room.

AVCP's CEO Ron Hoffman says that before teaming with Alaska Works Partnership, there simply were no vocational opportunities in the villages. "This program wouldn't be successful without our partnerships," Hoffman said. "It's the only way we can address the needs of our region."



Daniel Lupie and his family lived in this 480 square foot space without running water (above) before moving into their new AVCP home in Bethel (left).



(Continued on page 2)

Mike Andrews, Director of AWP agreed. "We're happy to help AVCP and other builders of affordable housing. Alaska needs the housing and the jobs. It's simply the right thing to do."

Partnership Success

The AVCP region in the Yukon-Kuskokwim Delta is an area the size of Oregon encompassing 56 native villages. It is also one of Alaska's most economically depressed areas.

Ten years ago, rural housing was contracted to builders in Washington who constructed homes, disassembled them, and then shipped them to Alaska. Workers from the Lower 48 were sent to Alaska to reassemble the homes in the villages. The tremendous cost in labor and materials was nothing compared to the lost employment opportunities for the residents of rural Alaska. Unemployment in villages was rampant in large part because rural Alaskans had no way to gain training, job skills, or experience.

AVCP's Ron Hoffmann knew there had to be a better way. In 2001, he approached Mike Andrews, Director of Alaska Works Partnership about the possibility of training village residents to build and maintain their own homes and communities.

"Ron Hoffman wanted the best construction training for his workers. He knew our training is done by union apprenticeship instructors," said Andrews. "The unions created Alaska Works to train rural Alaskans."

AWP's union instructors are highly skilled, experienced journeymen from around the state. "We bring our training and knowledge with us to the villages," said Mike Tucker, a carpentry instructor from the Southern Alaska Carpenter Joint Apprenticeship and Training center in Anchorage. "The partnership was a good fit. AVCP had a big need to raise the skill level of their workers and they've been going gangbusters ever since the program started."

Not only are homes being built, but families are being lifted out of poverty. A recent study cited that 85 percent of AWP participants entered the training program as low income workers, with more than half earning a living at or below the poverty level. AWP's training has provided these workers entry into high paying construction jobs. To date, AWP-trained apprentices in the AVCP region have received over 86,546 hours of paid on-the-job training. With benefits, apprentices earn between \$15-20 an hour. This translates not only into hundreds of newly built and remodeled homes in the region – but an influx of \$1.6 million in wages into the local economy.

Reaching High

Not only are families like the Conrads from Aniak living in safe comfortable housing. AWP's construction training has helped change the lives of many others in the region. Jeff Evon, now a third year apprentice, said he spent a lot of time during high school getting into trouble and eventually he dropped out.

The birth of his son snapped his life into focus and AWP's construction training program helped him turn his life around. "It gave me another chance to make something out of my life," he said.

Evon now has 3,000 hours of paid on-the-job training. He recently helped wire three new homes in the village of Mekoryuk. "It's an awesome feeling to

"We are encouraged by the ongoing success of training rural residents. Alaska Works apprenticeship training program provides a whole new model for training to develop a long-term career."

— Krag Johnsen,
Chief Operating
Officer Denali
Commission

Jeff Evon



point out something you've built, something you can be proud of." He likes the travel that his job entails as he connects with other rural Alaskans in their villages. And he especially enjoys the respect he receives from his family and peers.

"One advantage of this program is that you learn to do things correctly," he said. He appreciates the trade union instructors for their depth of knowledge. "Knowing how to do things right earns the respect of the superintendents."

He says he wants to continue living in rural Alaska – city life in Anchorage doesn't hold much appeal. "I want to raise my kids out here around a subsistence lifestyle," Evon said. Someday he'd like to own his own business. Meanwhile he's getting certified in as many skills as he can. "There's good money in the trades, and already I feel like my own boss."

In some cases, job training is not only an individual endeavor, but a family affair. One graduate of the program, Stanley Berlin, has already become a Project Supervisor for the AVCP Regional Housing Authority. He works alongside his son Michael Berlin and his brother Wilson Berlin. All three Berlins have received construction training through programs provided by Alaska Works Partnership. Last year they helped build seven new homes in Kasigluk.

"We're building a neighborhood," Stanley said. "My son is working right alongside me."

Evon, the Berlin family, and others like them are the reason that the Denali Commission continues to support job training in rural Alaska. The Denali Commission provides grants and other economic development services to rural Alaska, especially economically distressed communities with high rates of unemployment.

"We are encouraged by the ongoing success of training rural residents," said Krag Johnsen, Chief Operating Officer of the Denali Commission. "[Alaska Works] apprenticeship training program provides a whole new model for training to develop a long-term career. Local residents are working on public works projects and housing not just for a season or two, but for skills and experience that will last a career."

A New Training Center

The need for trained workers in the region is acute not only in the construction trades, but in health care and education. Professional health care workers and teachers often do not stay in the region because of the lack of adequate housing.

Community leaders, including Hoffman, acknowledge the need for additional local vocational training. The vision for Yuut Elitnaurviat—The People's Learning Center – is to provide both secondary and post-secondary career learning under one roof so that the region can continue to train local workers for local jobs.

Yuut Elitnaurviat's Executive Director, LaMont Albertson said, "We want this to be the training institute for western Alaska so we can become a net exporter of workers rather than a net importer."

Yuut Elitnaurviat is a work-in-progress. Alaska Works Partnership conducts



Stanley Berlin

"We want this to be the training institute for western Alaska so we can become a net exporter of workers rather than a net importer."

**--LaMont Albertson,
Executive Director
Yuut Elitnaurviat**

(Continued on page 4)



son Berlin

it classroom instruction and hands-on construction training at the newly constructed vocational education building. Currently under construction are dormitories for 80 resident students and a day care center that will provide Early Childhood Education courses while providing childcare for the community. Once completed, the 10-acre campus will be a place for local agencies to pool their educational programs and resources. Students will then have the opportunity to receive industry-specific training without ever leaving the Yukon-Kuskokwim region.

"YUUT came about because of the need for a trained work force. From the school side it was a way to engage students to where they could see an immediate connection between learning and the job side," said Janelle Vanasse, Yuut Elitnaurviat's first Executive

Director and current principal of Bethel High School. "Alaska Works was integral in setting the vision of what organizations and agencies could do if they combined their resources. It's been six years now since we envisioned a campus, but we couldn't afford to wait for the brick and mortar. Programs and training began long before the buildings were in place."

The Vision Continues

Although some progress has been made to resolve the rural housing shortage and provide training and jobs for local residents, a recent study cited that the AVCP region still needs an estimated 3500 new homes due to poor living conditions and overcrowding. According to AVCP, the size of the average home in the region is 1,048 square feet and houses five residents. That's twice as many residents, living in half the size home, as the average American household. Many existing homes have inadequate heating and plumbing systems. Mold and mildew problems plague more than half of these homes.

Along with providing affordable housing to meet the growing demand, Hoffman also has a vision for a time when the region's skilled workers will not only build and maintain their own communities, but will also be sought after to work on Alaska's gas pipeline project and other ventures.

"There's major development going on throughout Alaska," Hoffman said. "We need to accommodate employers with a good workforce and provide rural Alaskans with an opportunity to feed their families."

Studies Cited:

FOF Communications, September 2005 "Evaluation of Construction Job Training and Placement in Alaska"

Information Insights 2005 AVCP Regional Housing Authority



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ALASKA WORKS PARTNERSHIP, Inc.

Alaska's Construction Unions & Jointly Administered Apprenticeship Programs

Building Alaska One Community at a Time

Home Run for Building Careers

Little Leaguers and other ball players have new dug-outs at the Harmon Baseball fields thanks to some all-star students of a construction academy that took place in Anchorage this summer.

Fourteen Anchorage high school graduates attended Alaska Works Partnership's Youth Construction Academy to train for an industry that is clamoring for skilled workers. The Anchorage School District provided the King Career Center as a training facility and the Anchorage Home Builders Association had contractors lined up to hire the academy's graduates.



Alaska Works Partnership pioneered Youth Construction Academies to help meet the rising shortage of construction workers across the state.

"I'm just thrilled we've finally put this partnership together," said Carol Comeau, Anchorage School District Superintendent. "We need to show students and families that these are wonderful jobs to build Alaska. These are lifetime careers."

Industry experts around Alaska agree this kind of training is long overdue.

"Our construction workforce issues are huge. The average age of our carpenters is 52. We need to train the next generation," says Vicki Portwood, Executive Officer for the Anchorage Home Builders Association and the Alaska State Home Building Association. The association identified 90 positions in Anchorage alone that could not be filled during the summer construction season due to the lack of trained workers. "The construction academy will help get us started in bridging the gap."

Ed Pico, one of the academy's 14 graduates, said that

the instruction and certifications he received will help him build a future. "A job and a career are two different things," Pico said. "This helped us look at carpentry as a serious career."

Pico said that one of the highlights of the course was the opportunity to talk to journeymen. "They brought in some awesome journeymen. We're the next generation coming up and they were willing to make our lives easier by showing us what to do."

Alaska needs an estimated

(Continued on page 2)



Lee Grohs, graduate of Chugiak High School, measures before installing trim on the baseball dugout he helped to build.



Graduates of the Anchorage academy and their instructors. L to R, (standing on roof) Sean McGinnis, Lee Grohs, Justin Green, (sitting on roof) Santino Lazzarotto, Kyle Huntsman, Kevin Ambro, Harry Wilde, Blake Hoerdelmai, Javaghn Moore, Tim Rodamaker, Edward Pico, (in windows) Chas Shelley and John Tyler. (standing) Instructors Bruce Muse and Mike Tucker. (Not pictured — Dean Musliu)

Beyond the Academy: Success Story



"For people thinking about going to the Academy, I'd tell them you're doing the right thing. It opened a career field for me for the rest of my life."

—Simeon Williams,
Hooper Bay

Simeon Williams of Hooper Bay is building a school for his young son. By the time seven-month-old Nathan enters kindergarten, Williams will also have built a career for himself as a journey carpenter. A 2005 graduate of Alaska Works Partnership's Youth Construction Academy, Williams currently works as an apprentice on all phases of the Hooper Bay K-12 School.

Williams is an example of how a AWP's Youth Construction Academies help youth people decide on and train for lifelong careers.

"I didn't think about going into construction work but I wanted a job in the village," Williams said. So last summer he attended AWP's Youth Construction Academy in Bethel where he learned skills he could put to work in his own community.

His proficiency and can-do attitude landed him a job with Neeser Construction to help build the Hooper Bay school.

Superintendent Chuck Holbrook recommended Williams for a carpentry apprenticeship where Williams could refine his skills through classroom instruction and on-the-job training.

"He's done really well," says Holbrook said. "I've worked with him in every phase of the job."

Williams says the hours are long but the pay is good and the benefits of becoming a journeyworker will provide a good living for his family. Although Williams at first thought he wanted to stay in Hooper Bay, he now says he's willing to go where ever there is work. That's good news for his current boss. Already, Williams is considered a "Neeser Hand."

Along with the training at the Youth Construction Academy at Bethel, Alaska Works Partnership helped Williams with travel expenses to attend additional training in Anchorage. AWP also provided books for classroom instruction and carpentry tools for his apprenticeship.

AWP's Youth Construction Academy Comes to Anchorage

(Continued from page 1)

1,000 new construction workers a year for the next several years and 6,000 new workers to keep pace with job growth and worker retirement through 2012.

Alaska Works Partnership pioneered youth construction academies to meet

Summer Youth Construction Academies also took place at St. Mary's, King Salmon, Klawock, Ninilchik, and Delta Junction.

the rising shortage of construction workers across the state. The academies are the result of partnerships with industry, labor, community leaders, and education to train workers from Ambler to Anchorage. Training is provided by Union apprenticeship programs that have long provided the industry standard for quality, hands-on instruction. Carpenter training for many of the Academies including Anchorage was provided by the Southern Alaska Carpenters Apprenticeship Training Program.

The construction academy concept may have been new to Anchorage this summer,

but AWP's training has been an ongoing enterprise in rural Alaska for several years. By bringing construction training to villages across the state, rural residents have been able to train and work in their own communities. This summer's youth construction academies took place at St. Mary's, King Salmon, Klawock, Ninilchik, and Delta Junction.

Alaska State Home Building Association's Vicki Portwood couldn't be happier with the collaborative efforts that are underway. "Alaska Works Partnership already had the training programs up and running. They helped us to understand the essential day-to-day mechanics of what it takes to train the worker," she says. "We just know that we need the workers."



Justin Green and Santino Lazzarotto



Mike Andrews, Director
Alaska Works Partnership

SHOPTALK

Construction Academy training is helping young Alaskans get construction jobs.

Our first Construction Academy was held in June, 2004, at St. Mary's. Students were recruited from Lower Yukon School District high schools. The Yukon Delta Fisheries Development Association provided major funding.

Regional employers attended training to encourage youth. This summer we completed our third Yukon Delta Academy. This partnership is stronger than ever.

In 2005 we transported the model to Bethel with the regional partners of Yuut Elitnaurviat - The People's Learning Center. In 2006 we added academies in King Salmon, Klawock, Delta and Anchorage. Academies are designed locally by a committee involving school district administrators, teachers, employers, and regional organizations. Trade training is based on the regional outlook for construction jobs in those trades.

For example, in Bristol Bay local organizers chose

construction truck driver training to attract graduates to road, airport, mining and other civil construction projects. In Delta they chose heavy equipment training for similar jobs. In Prince of Wales they chose carpentry to help local contractors build homes and community buildings. In Anchorage students received forklift training and carpentry to assist area homebuilders and building supply companies.

Major funding for 2006 academies was provided through grants from the Denali Commission Training Fund and Alaska Department of Labor and Workforce Development - USDOL High Growth Jobs Initiative, along with regional organization contributions.

Our Academies are good examples of how government, educators, elected officials, regional leadership, employers and trade unions can work together to move our high school graduates into good jobs and careers in Alaska's construction industry. On behalf of all of those involved in our Academies, we welcome our graduates into the construction workforce and a future building Alaska.

EMPLOYER PROFILE: ALASKA DECKS & MORE

In 2001 Levi and Nathan Smith established Alaska Decks & More and in just five years their business has become Alaska's largest custom deck building enterprise. Quality construction for the 100 decks they build per season requires trained, quality workers. So after Levi Smith let two of his workers go this summer, he needed some good crewmembers to take their place. Smith decided to interview two of the Anchorage construction academy graduates and in the end, he hired Harry Wilde and Edward Pico. Later, he hired Santino Lazzarotto and Blake Hoerdemai.

"They interviewed professionally, had resumes and good attitudes," Smith said. "They were well trained for what we needed."

Wilde, Pico and 14 other AWP Youth Construction Academy graduates learned basic carpentry skills and received certification to operate a forklift. Their coursework also included OSHA 10, and HILTI certifications.

"They had good head knowledge which is a good first step - all they need now is some experience," said Smith.

Alaska Decks & More are providing the important on-

the-job training that academy graduates will need for successful careers in the construction industry. Following the deck-building season, the company spends the winter months remodeling homes. Their slogan is "You dream it, we build it."

For more information about Alaska Decks & More, visit their website at www.akdecks.com or call 748-5938.



Construction Academy graduate, Ed Pico and co-founder of Alaska Decks & More, Levi Smith.

Employers Rally to Hire Graduates

Anchorage contractors and building suppliers found what they were looking for in their new hires from Anchorage Youth Construction Academy. Graduates had the skills, work ethic, and certifications needed to become valuable members of the following employers construction teams and staff.

Davis Construction
Nugget Construction
Spenard Builders Supply
Alaska Decks & More
Pepco Cedar Homes



Mike Andrews, Alaska Works Partnership

100 Percent Success

All 14 graduates of Anchorage's first Youth Construction Academy who wanted jobs in construction after their academy training went to work.

Eleven went to work on construction jobs in the Anchorage area. One graduate entered the National Guard shortly after the academy, but plans to return from Basic Training and continue his construction career. One graduate left for college, and another went to work at the family business.

Congratulations Graduates!



Blaine Hoerdelmal and Santino Lazzarotto work together to build a baseball dugout.

AWP PROGRAMS

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- ◆ WOMEN IN THE TRADES
- ◆ HELMETS TO HARDHATS
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Funded in part by AK-DOI, WD Grant US-DOI, High Growth Job Initiative

Alaska Job Center Network

Jobs are Alaska's Future



Newsletter written & produced by K. Johnson Writing, Research, & Graphics
 Logomasthead by FOF

ALASKA WORKS PARTNERSHIP, Inc.

Alaska's Construction Unions & Jointly Administered Apprenticeship Programs

Building Alaska One Community at a Time

Kotzebue Training Leads to Pipeline Jobs

When Oliver Reed returned from the war in Iraq to his Native village of Kiana, he knew he wanted to settle down. He wanted to gain skills and go to work at a job with good pay and benefits. Yet training and jobs are hard to come by in the NANA region, a 38,000 square mile area north of the Arctic Circle. So when Reed learned about Alaska Works Partnership's welder helper training taking place in Kotzebue in September, he applied.

Anthony Tickett of Ambler also applied with hopes of someday entering a trade apprenticeship. The welder helper training provided instruction and hands-on experience in rigging, soldering, cutting and other welding skills.

Alaska Works Partnership partnered with the NANA Regional Corporation, Alaska Technical Center, and Plumbers & Pipefitters Local 375 to provide the training and introduce students to this career field in the trades.

"This training was directly related to pipeline work," said John Plutt instructor from the Fairbanks



Emil Henry, Jr. practices end-prepping a pipe.

The welder helper training held in Kotzebue in September is one of the ways that Alaska Works Partnership is helping to meet the state's growing workforce needs.

Plumbers and Pipefitters JATC apprenticeship program. "All the students were very enthusiastic; it was a great class with great participation."

Cheryl Edenshaw, Director of the Alaska Technical center in Kotzebue said that AWP's welder helper training is what people of rural communities have been asking for. She added that it was a great fit with training already offered by the Center.

Kristin Patrick, Shareholder Development Manager for NANA said, "We love to be able to offer training opportunities to our shareholders. Our region has a need for job skills in the villages. It's so valuable to be able to earn an income in places where gasoline is as high as eight dollars a gallon."

After being accepted and attending the training in



Plumbers and Pipefitters and ATC Welders Helpers Training Class
Back Row: Vincent Thomas, Buckland, Oliver Reed, Kiana, Fred Davis Selawik, Mark Cruthers, Kotzebue. Second Row: Tony Tickett, Shungnak, Gerald Griest, Kotzebue, Nora Hadley, Buckland, Tommy Ballot, Buckland, John Plutt, Instructor. Kneeling: Emil Henry, Jr., Kiana, Jackson Harvey, Kobuk

(Continued on page 2)

Success Story: Shane Wright



Before Shane Wright attended pipeline training in Fairbanks last year, he had no experience with pipefitting work. He earned about \$6,000 a year working in his village of Rampart.

After attending last year's pipeline training, Wright was offered a job as a pipe welders helper with Flowline Alaska. Wright's wages and benefits now equal \$25.00 an hour; with overtime he has already earned over \$42,000 in 2006.

He is gaining experience on a variety of phases of Flowline Alaska's production. The company provides insulation,

fabrication and coating for industrial pipelines at work in Alaska's oilfields.

"He's been doing about everything here," said Wright's foreman, Jim Gower. "He's surely a capable helper."

Now that Wright has some experience and training, he has decided to apply to the pipefitters apprenticeship program.

"Alaska Works has helped me out a lot," Wright said. "Nelle (AWP's Apprenticeship Outreach Coordinator) helped me get my diploma and driver's license so I could qualify for an apprenticeship."

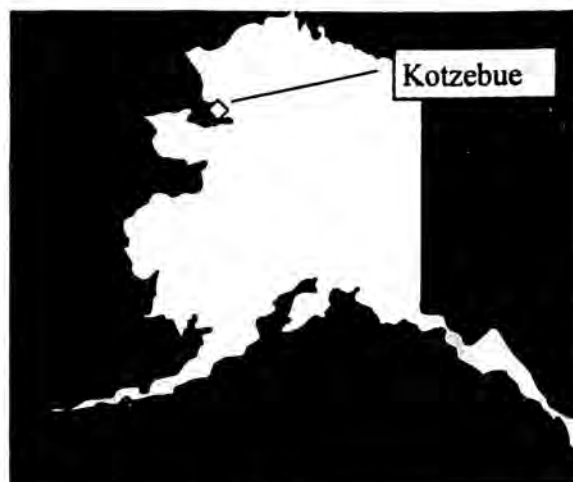
Kotzebue Training Leads to Pipeline Jobs (continued from page 1)

Kotzebue, Reed and Tickett, were selected from ten graduates to participate in the annual pipeline training event in Fairbanks in October. From there they hope not only to build their own careers, but to help build Alaska.

Reed said he looks forward to going to work. "I know someone who finished an apprenticeship a couple of years ago and he's making a good living," he said.

Likewise, Tickett hopes to learn the skills that will earn him a job at Prudhoe Bay. "What I liked most about the welder helper class was the opportunity to go to work afterward," he said.

Last year Alaska's Legislature approved several hundred million dollars for schools, roads and other infrastructure projects. Private sector construction is growing and federal investment in rural and military construction remains steady. Meanwhile North Slope oil producers are investing hundreds of millions in pipeline and oilfield service projects.



Randy Cheap, Field Representative for Alaska Works Partnership said, "This training represents AWP's primary mission to link people in rural Alaska to opportunities in the construction trades. We prepare people for work in their communities and throughout Alaska"



Mike Andrews, Director
Alaska Works Partnership

The number of construction and pipeline trade jobs in Alaska's oil patch grows every year. The price of oil, new development and oil pipeline repairs are the main reasons for job growth. Most of the workers are employed by oilfield service contractors. Oilfield service contractors hire heavy equipment operators, truck drivers, pipe fitters, welders and electricians, for example. But who gets hired?

The most recent *nonresident* hire report issued in September from the Alaska Department of Labor shows that in 2004 there were 11,293 oilfield service workers employed in Alaska. Thirty percent of those oilfield service workers were nonresidents earning \$226 million in wages. Of the 323 new oil field service jobs, 253 were filled by nonresidents – with only 70 going to Alaskans.

In contrast, Alaska's construction industry has turned a corner on resident hire. In 2003, after years of increasing nonresident hire in construction trades work, resident hire stood at 80%. In 2004 resident hire gained 1%. A one percent gain represents about 300 jobs and about \$70

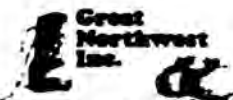
million more in payroll for Alaskan construction workers.

ADOL attributes part of the progress in construction local hire to "new training and apprenticeship programs and an effective campaign to acquaint Alaska's youth with opportunities in the construction industry."

AWP is paying attention. Like construction, the oilfield service sector needs Alaskans who are trained and prepared to go to work in the industry. In October we trained 100 apprentices and entry-level workers in Fairbanks to prepare them for building a new oil pipeline for Pioneer Natural Resources on the North Slope and for repairing the Trans-Alaska oil pipeline. In the past three years 270 residents have taken this training.

The annual pipeline training event in Fairbanks is a start, but it's going to take a lot of training and a significant change in the hiring practices of oilfield service contractors if Alaskans are going to get the jobs. Reading 2004 nonresident hire data is informative but it's like looking in a rearview mirror. Alaska Works is helping navigate the road ahead by training Alaskans for the jobs of the future.

SHOPTALK



EMPLOYER PROFILE: GREAT NORTHWEST INC.

October's annual pipeline training reflects the commitment of employers and unions to put Alaskans to work in Alaskan jobs. For the past three years Great Northwest Inc. has donated 20 acres of its Fairbanks yard and needed equipment for the statewide training event.

"In our business we have a lot of expensive equipment and we want trained, qualified people to operate that equipment," said company Vice President Tony Johansen.

Great Northwest's contribution to the pipeline training event has been worthwhile not just for the company but for the workers and employers statewide. "We're big supporters not only of this training but we strongly believe in the value that apprenticeship programs bring to the industry."

Great Northwest Inc. was established in 1975 as a

small residential landscaping contractor. Over the years the company has evolved into a major general construction company specializing in road/airport construction, ice road and oil field support, site development, site reclamation, and underground utilities.

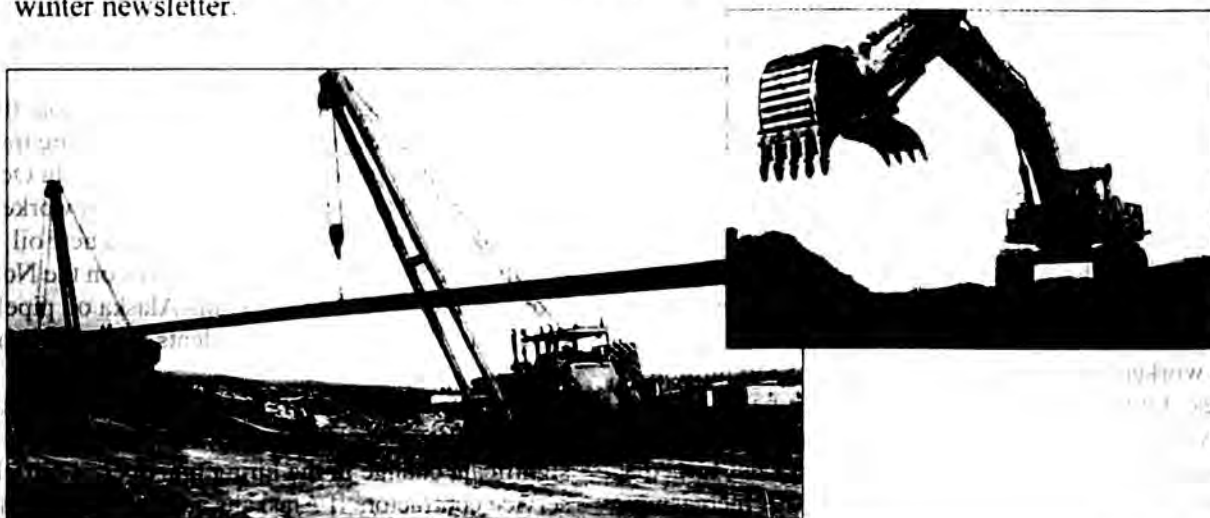
The firm employs between 50 and 250 employees depending on workload with most work performed under union labor agreements. Specialty subcontractors are added for items requiring welded steel piping, mechanical construction, electrical construction, concrete construction, vertical construction and other specialties.

For more information about Great Northwest Inc., visit their website at:

<http://grtnw.com/>

Preparing for Pipeline Work

The annual Pipeline Construction Skills training program is being held in Fairbanks October 23 through November 3, 2006. One hundred apprentices and beginning pipeline workers will be trained to prepare them to go to work this winter on Alaska's North Slope. Two major projects are building a new pipeline for Pioneer Natural Resource's Oooguruk Project and replacing seventeen miles of the Trans-Alaska Pipeline. Watch for details in AWP's upcoming winter newsletter.



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High Growth Job Training Initiative as implemented by
the U.S. Department of Labor's Employment and Training
Administration*

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JOHN AND ALASKA'S FUTURE



Newsletter written & produced by K. Johnson Writing, Research, & Graphics
Logo/masthead by FOF

ALASKA WORKS PARTNERSHIP, Inc.

Alaska's Construction Unions & Jointly Administered Apprenticeship Programs

Building Alaska One Community at a Time

PIPELINE PROJECT: BUILDING ALASKA'S FUTURE

The stories are all true.

How average daily temperatures of minus 45 degrees can steal your breath away. How you can't see your hand in front of your face when howling winds whip snow off the ground. How quickly a person can freeze to death.

The stories are all true, and that's why there's no room for mistakes, says Isaac Jackson, journeyman for Laborers Local 942. He was one of 97 trainees who recently participated in realistic hands-on training on how to build a pipeline in arctic conditions. Safety in such a harsh environment is paramount. And so is teamwork.

In October, Alaska Works Partnership, the Alaska Department of Labor and Workforce Development, Alaska's four pipeline unions – Operating Engineers Local 302, Laborers Local 942 and 341, Plumbers

and Pipefitters Local 375, and Teamsters Local 959 – along with Alaska contractors hosted the fourth annual Alaska Joint Pipeline training event in Fairbanks.

"The only way we could build a pipeline is through this kind of training," says Danny Rurup, apprentice for Laborers Local 942. "We had nineteen instructors and so much experience at our disposal. We pumped these guys with so many questions."

"That was the whole idea," said Mike Andrews, Director of Alaska Works Partnership; to give trainees an opportunity not only to hone skills in their particular craft, but to coordinate their efforts with other workers on the pipeline. According to Click Bishop, Operating Engineers Apprentice Training Administrator and Pipeline Training Coordinator, trainees practiced all phases of pipeline construction as a combined workforce.

Dave Matthews of H.C. Price and President of the North Slope Contractors Association said, "The pipeline is a highly orchestrated, highly skilled construction project requiring specialized equipment, specialized skills and teamwork. The joint pipeline training event was important both practically and symbolically," as a way of training Alaskan workers for Alaskan jobs.

Industry experts estimate that

"We are going to build a gas pipeline and these young people are going to build it,"
— Labor Commissioner
Greg O'Clary.



Jason Hockin and Daniel Larranaga from Operators Local 302

(Continued on page 2)

PIPELINE PROJECT

BUILDING ALASKA'S FUTURE



Crystal Ewan, Laborers Local 942

(Continued from page 1)

Alaska will need 1,000 new construction workers each year to fill new jobs and those left by an aging workforce – that's *before* the demands of building a natural gas pipeline or the possible development of ANWR.

While the pipeline training helps assure a workforce for Alaska's future, participants in this year's program will be able to go to work almost immediately building 60 miles of cross-country pipeline for ConocoPhillips in the Alpine field on the North Slope.

In 2005 the Alaska Legislature provided a grant to purchase pipeline training equipment.

"The success of the program will build on itself. This training will prepare us for the future," said State Sen. Gen Therriault, R-North Pole at October's graduation ceremony.

Alaska Works Partnership was instrumental in making this year's pipeline training event the most diverse it has been to date. Over 35 percent of this year's participants were from rural Alaska. Over 13 percent of the class was made up of women.

Crystal Ewan, an up and coming apprentice, worked on water and sewer projects in her home village of Mentasta before coming to Fairbanks for a taste of pipeline construction on the North Slope. She has a son to support and looks forward to the possibility of earning a good income. Besides, she says she's having fun.

"I'd never touched a drill before and once I started they couldn't take it away from me," she laughs. "I went and found a Craftsman on sale for myself at Sears."

The enthusiasm among workers in the training program was infectious. Even with below-zero wind-chill, instructors and trainees worked with zeal and good humor. Amidst the roar of equipment and the crackle of welding torches, workers were not just building a pipeline. They were building a path to successful careers and Alaska's future.

Training Highlights

35% of the 2005 class were from rural Alaska.

13% of the 2005 class were women.

Training included 97 trainees and 19 instructors from four trade unions.

Most trainees will go to work immediately on a pipeline project.

"I couldn't have been here and done this without Alaska Works. We sure appreciate what they've done for us."

—Timothy Koerber, Apprentice, Teamsters Local 939.





Mike Andrews, Director
Alaska Works Partnership

2006 is shaping up to be an extremely busy year for construction. Last year the

Alaska Legislature approved a budget of several hundred million for construction projects that includes schools, roads and other infrastructure. Federal investment in rural and military construction projects will continue at a steady pace. Private businesses and homebuilders will continue to hire more construction workers. North Slope oil producers are investing hundreds of millions in pipeline and oilfield service projects.

The recent pipeline training held in Fairbanks, where 97 apprentices

completed orientation and hands-on exercises to construct pipelines, is a sign of the times. Each person who completed training is expected to go to work on the North Slope or along the Alyeska Pipeline very soon. Many are already dispatched. AWP, the pipeline unions and apprenticeship programs and the Alaska Department of Labor have already begun planning the next pipeline training event.

The construction industry, oil and gas industry, unions, apprenticeship programs and the government are working together to make sure Alaska residents get these good paying jobs building Alaska. We are pleased to be part of it. We wish you a happy, healthy and prosperous new year.

EMPLOYER PROFILE: H.C. PRICE COMPANY

Editor's Note: In each issue, Alaska Works Partnership features an employer whose partnership with labor, industry and Alaska Works reflects innovative ways Alaskan jobs are created for Alaskan workers.

H.C. Price has been a leading participant in some of Alaska's largest construction projects, receiving high acclaims for its construction of pipelines, process facilities, power plants, utilities, design and engineering. A top contractor in the state, the Alaska division of H.C. Price has at times had more than 1500 workers on its payroll. The company taps local union halls for its project labor force.

"A lot of pipeline companies have come and gone, but we've remained," said Dave Mathews, H.C. Price vice

president and Alaska general manager. "Our core business is pipeline construction but in Alaska, we've branched into heavy industrial building and trades construction."

The company first established an Alaska division in 1975 to complete construction of a 144-mile section of the Trans-Alaska Pipeline stretching from the Yukon River to Fairbanks. Throughout its nearly three decades in Alaska, H.C. Price has diversified to become a major constructor of infrastructure projects and electrical generating utilities. H.C. Price is proud to promote its diverse abilities and looks forward to continuing to provide its clients with a reliable source for its contracting needs.

AWP PROGRAMS

- ◆ APPRENTICESHIP OUTREACH
- ◆ BMR APPRENTICESHIP
- ◆ WOMEN IN THE TRADES
- ◆ HELMETS TO HARDHATS
- ◆ SUMMER CONSTRUCTION ACADEMIES



Dave Mathews

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Blvd. #300 Anchorage,
AK 99503
907-278-4400

Help Wanted

Alaska needs at least 1,000 new construction workers each year to fill new jobs and those left by an aging workforce. Registered apprenticeships offer training and work experience in the building and construction trades – career paths that offer a great future with wages and benefits that are the best in the industry.

Alaska Apprenticeship Programs Currently Taking Applications

Asbestos Workers - Heat & Frost Insulators
Boilermakers
Carpenters (Anchorage)
Electrical Lineman, Wireman, Telephone
Iron Workers
Laborers
Piledrivers & Commercial Divers
Plumbers and Pipe Fitters (Anchorage)
Roofers/Water Proofers
Sheet Metal Workers (Fairbanks)
Teamster Construction Driver

Coming Soon...

Painter/ Glazier/ Floor Coverers (Anchorage)
Bricklayers
Cement Mason/ Plasterer
Painter/ Glazier/ Floor Coverers (Fairbanks)
Plumbers and Pipe Fitters (Juneau)
Sheet Metal Workers (Anchorage)

For more information call
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Apprentice Outreach

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Jobs are Alaska's Future



Newsletter written & produced by K. Johnson Writing, Research, & Graphics
Logo designed by FOF



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If you are looking for a career, you are in the right place. Helmets to Hardhats helps to place quality men and women from the Armed Forces into promising building and construction careers.

Acceptance into the building and construction trades is your first step to a great future. Careers in these trades enable you to earn while you learn and get rewarded for hard work. Membership in the building and construction trades entitles you to competitive salaries with consistent raises, pension plans, excellent medical benefits and flexibility.

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International Union of Elevator Constructors
International Association of Bridge, Structural, Ornamental and
Reinforcing Iron Workers
Laborers' International Union of North America
International Union of Operating Engineers
Operative Plasterers and Cement Masons International
Association of the United States and Canada
International Union of Painters and Allied Trades
United Union of Roofers, Waterproofers and Allied Workers
Sheet Metal Workers International Association
International Brotherhood of Teamsters
United Association of Journeymen and Apprentices of the
Plumbing and Pipe Fitting Industry of the United States and
Canada

Finishing Contractors Association
International Council of Employers of Bricklayers
Mechanical Contractors Association of America
National Association of Construction Boilermakers Employers
National Electrical Contractors Association
National Erectors Association
North American Contractors Association
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YOUR ONE-STOP SHOP

The Center for Military Recruitment, Assessment and Veterans Employment, which administers Helmets to Hardhats, is your free one-stop shop for the best construction industry jobs nationwide. America's best employers and trade organizations come to the Center looking for America's best workers.

The Center accepts active military, those in the National Guard and Reserves and veterans who have a sincere desire to join the building and construction trades. Helmets to Hardhats provides you with a personalized and logical way to access the best that America's building and construction industries have to offer.

GETTING STARTED

The first step in finding a great career in building and construction is to register with us for free at www.helmetstohardhats.org. Once you have done that, complete your profile and learn about the different trades and what it means to be a part of them. When you find a trade that interests you, begin your search for opportunities online.

"When I was looking for a job, I signed up at many jobsites. Most of them just used my email address as a way to send spam or sell me something. If it weren't for the diligent efforts of Helmets to Hardhats, I probably would have forgotten about the entire thing. I credit Helmets to Hardhats for helping me find a good career with a future!"

—Bryan Smith,
Candidate placed in the California UA (Pipe Fitters)

"What cannot be measured is the camaraderie and the friendships of the people fighting for a common cause: the building of America's future. That's what military life is all about, and it's the reason these jobs feel just like coming home."

—Major General Matthew P. Caulfield,
USMC (Ret.)
Helmets to Hardhats Executive Director

SMOOTH TRANSITION

If your military skills make you an expert in a construction trade, you can enter the industry at a high level, with full credit for your experience. If you need to learn a building or construction trade, you can be trained at no cost, earn a good wage and benefits while you're learning and you may be eligible for GI Bill funds that will boost your training income above the average wage for that field. If you can pass the classes and do a good job on the work site, you are on your way to a promising future.

YOUR COMMITMENT

The Helmets to Hardhats program is unique in the fact that we have special relationships with hiring managers in building and construction trades. These hiring managers know that we will provide them with a consistent source of disciplined, serious and hard workers from the military who are looking for careers, not just jobs. Each trade invests a lot of time, money and energy into each apprentice — so they want to make sure you are serious.

EDUCATIONAL FUNDING

The apprenticeship programs we recommend to candidates are high quality, well-resourced training centers and projects. With many apprenticeship programs, you can utilize the Montgomery G.I. Bill or various state, National Guard or Reserve educational funding. Rates will vary depending on type of service, trade program and length of training. For more information visit <http://www.gibill.va.gov>.

APPRENTICESHIP

Most candidates will enter an apprenticeship program that lasts around four years. During that time, you will be paid to become an expert in your trade, taking classes and going to work at job sites. You will also receive a great benefits plan. While working, your average wage will be around half of a journeyman's wage, with regular increases.

BEST BENEFITS

Helmets to Hardhats works only with trade organizations and industry contractors who provide the best benefits in the marketplace. If you stick with it, you will be entitled to a future with high pay, great medical insurance and rewarding pension plans.

HELMETS TO HARDHATS

BUILD YOUR FUTURE

HELMETS TO HARDHATS

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The center accepts active military, those in the National Guard and Reserve, and veterans who have a sincere desire to join the building and construction trades. Helmets to Hardhats provides you with the personal and logical way to access the best that America's building and construction industries have to offer.

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The first step in finding a great career in building and construction is to register with us for free at www.helmetstohardhats.org. Once you have done that, complete your profile and learn about the different trades and what it means to be a part of them. Simply select a trade that interests you, then just search for the jobs in that

trade. When I was looking for a job, I signed up at many places. Most of them were asking for my email address and saying they would get back to me in a month or so. It is never in the mail, so you wait months at a time. At Helmets to Hardhats, I got a job in 10 days. I got together about the building and construction trades and what it means to be a part of them.

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“What cannot be measured is the camaraderie and the friendships of the people fighting for a common cause: the building of America's future. That's what military life is all about, and it's the reason these jobs feel just like coming home.”

Matthew C. Lee, Matthew P. and
Sue Lee
Helmets to Hardhats Executive Director

SMOOTH TRANSITION

If your military skills make you an expert in a construction trade, you can enter the industry at a high level, with full credit for your experience. If you need to learn a building or construction trade, you can be trained at no cost, earn a good wage and benefits while you're learning and you may be eligible for GI Bill funds that will boost your training income above the average wage for that field. If you can pass the classes and do a good job on the work site, you are off your way to a promising future.

YOUR COMMITMENT

The Helmets to Hardhats program is unique in the fact that we have special relationships with hiring managers in building and construction trades. These hiring managers know that we have a lot of military veterans with a confident, positive attitude and a lot of hard workers. From the military, they are looking for people who can do the job. They are looking for people who can do the job. They are looking for people who can do the job. They are looking for people who can do the job.

EDUCATIONAL FUNDING

The apprenticeship programs we recommend to candidates are high quality, well-resourced training centers and projects. With many apprenticeship programs, you can use the Montgomery G.I. Bill or various state, National Guard, Reserve educational funding. Rates will vary depending on type of service, trade program and length of training. For more information visit <http://www.dibill.va.gov>.

APPRENTICESHIP

Most candidates will enter an apprenticeship program that lasts around four years. During that time, you will be paid, become an expert in your trade, taking classes and going to work at job sites. You will also receive a great benefits plan. While working, your average wage will be around half of journeyman's wage, with regular increases.

BEST BENEFITS

Helmets to Hardhats works only with trades unions and industry organizations that provide the best training and marketplace. If you do well, you will be able to earn a good wage with high pay, excellent benefits and a secure future.

HELMETS TO HARDHATS

www.helmetstohardhats.org



Apprenticeship Outreach



Alaska Works can assist you in applying for and gaining entry to Alaska's construction trade apprenticeships through our Apprenticeship Outreach program.

Apprenticeship Outreach can provide you with:

- Information on construction trades
- Referral to apprenticeship
- Assistance gathering documents
- Interview skills
- Travel reimbursement for interview and application
- Referral to community resource agencies

To qualify for Alaska Works services, you must be able to make a commitment, work as part of a team, be drug free, and—most important—have a good attitude and a serious desire to start a construction career.

Contact Us. The next step is to contact Alaska Works. You may qualify for Apprenticeship Outreach services or for services through one of our other special focus programs.

1-866-457-2597

**"Working Together
for Jobs"**



MORE SERVICES FROM ALASKA WORKS PARTNERSHIP

Apprenticeship Preparation You may be eligible for these services to prepare you for application to apprenticeship or employment:



- Career counseling
- Training and education
- Interview skills
- Completing application
- Other assistance

Women in the Trades If you are interested in construction, Alaska Works may be able to help you prepare and connect with high paying construction careers through union apprenticeship.



Jobs That Pay
**Women in the
Trades**



Helmets to Hardhats If you are interested in construction and you are a veteran or are transitioning from the military or the Guard/Reserve, we can help you start a construction career.

Toll Free 1-866-993-8181

Call Toll Free to learn more:

**Northern & Interior
1-866-457-2597**

**Southeast
1-866-993-8181**

**SouthCentral & Western
1-866-297-9566**

Support Services If you are accepted into a Construction Trades Apprenticeship program with one of our 20 Building Trades union partners, Alaska Works may be able to provide financial support while you complete your first year classes and on-the-job training.



You may qualify for assistance with:

- Lodging
- Per diem
- Ground transportation
- Child care
- Airfare from rural areas
- Book and class fees
- Necessary work clothing
- Necessary tools of the trade



Alaska Works Partnership can work for you.



What Is Alaska Works Partnership?

Alaska Works is your gateway to careers in construction. As a statewide non-profit corporation, Alaska Works can assist you with connections to education, training, apprenticeship, and careers in Alaska's construction industry.

We deliver services in partnership with Alaska's Building Trades unions, the Alaska Department of Labor & Workforce Development, the U.S. Department of Labor, and the Denali Training Fund.

Our Building Trades partners provide registered apprenticeships and pathways to the best jobs in Alaska's construction trades:

- Boilermaker
- Bricklayer
- Carpenter
- Cement Mason
- Electrician
- Insulation Worker
- Ironworker
- Laborer
- Operating Engineer
- Painter/Floorcoverer
- Piledriver
- Plumber/Pipefitter
- Roofer
- Sheet Metal Worker
- Surveyor
- Teamster Driver

What Is Apprenticeship?

Apprenticeship combines on-the-job training with formal classroom and hands-on instruction. You earn while you learn.

Apprenticeships provided by our Building Trades partners are registered with the U.S. Department of Labor.

Programs funded through
U.S. Department of Labor
Denali Training Fund



**ALASKA DEPARTMENT OF LABOR
& WORKFORCE DEVELOPMENT**

Alaska Works Partnership, Inc.

SouthCentral and Western

1413 Hyder Street
Anchorage, AK 99501
907-569-4711
Fax 907-569-4716
Toll Free 1-866-297-9566

Northern and Interior

P.O. Box 74313
Fairbanks, AK 99707
907-457-2597
Fax 907-457-2591
Toll Free 1-866-457-2597

Southeast

Juneau, AK
Toll Free 1-866-993-8181

www.alaskaworks.org
www.helmetstohardhats.org



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Alaska Works Partnership, Inc. is a 501(c) non profit with a mission to increase local hire and to provide Alaska residents with jobs and career opportunities in construction. [00]

Interested in Construction?



If you like ...

- Working outdoors
- Teamwork
- Learning new skills
- Physical work
- High wages
- Excellent benefits



Then Alaska Works
Partnership
can help you ...



Earn While You Learn.





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907-457-2597
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Toll Free 1-866-457-2597

Southeast

Juneau, AK
Toll Free 1-866-993-8181

www.alaskaworks.org
www.helmetstohdhats.org



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1-866-457-2597

**"Working Together
for Jobs"**



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Women
in the
Trades



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Alaska Works Partnership can work for you.



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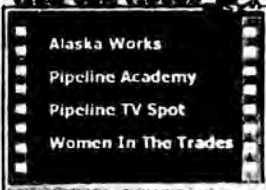
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Working Together for Jobs



Photo courtesy of Local 375 JATC

Alaska Works Partnership is the gateway to successful careers in construction. AWP's construction training and placement system reaches across Alaska and is open to everyone.

AWP delivers services in partnership with Alaska's Building Trades unions, the Alaska Department of Labor & Workforce Development, the U.S. Department of Labor, and the Denali Training Fund.

We also team with employers, communities, and regional organizations on targeted projects. We find motivated applicants, provide the best training, and match qualified individuals with specific job opportunities.

Are you interested in construction?

- Are you a man or woman who would like great wages and benefits?
- Would you like to learn a career and be paid on the job while training?
- Are you a Veteran or serving in the National Guard and Reserves and want an exciting second career?
- Are you a student or young Alaskan who wants to get a construction job and explore the many good careers construction has to offer?

If you answered "yes" to any of these questions, then AWP can help you connect to training, education, apprenticeship, and careers in Alaska's construction industry.

Through AWP you gain access to 22 construction trade training and placement partners. Through our partners, you can train in specialized skills for all types of construction from houses, to hospitals, to pipelines and everything in-between.



Alaska Job Center Network
Jobs are Alaska's Future



Alaska Works Partnerships puts Alaskans in Alaska jobs first.

About our Partners

AWP was formed by Alaska's construction trade unions to build an Alaska construction workforce. Our jointly administered trade apprenticeship program partners represent the largest private sector training enterprise in Alaska. They own and operate 15 trade schools with millions of dollars in training equipment and provide qualified instructors to train our recruits.

Together we're building Alaska one community at a time.



Read how we do it here.

About Us | Contact Us | © 2003 Alaska Works Partnership, Inc.



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The best way to learn a construction trade is through apprenticeship. Apprenticeship combines on-the-job training with formal classroom and hands on instruction. Apprentices earn while they learn.

Alaska Works can help applicants gain entry into Alaska's construction trade apprenticeships through our Apprenticeship Outreach program.



Apprenticeship Outreach can provide:

- Information on construction trades
- Referral to apprenticeship
- Assistance gathering documents
- Interview skills
- Travel reimbursement for interview and application
- Referral to community resource agencies

Alaska Job Center Network
Jobs are Alaska's Future



Apprenticeship Preparation

Applicants may be eligible for these services to help prepare them for apprenticeship or employment:

- Career Counseling
- Training and education
- Interview skills
- Completing application
- Other assistance

[Click here to view and print our booklet "Guide to Successful Apprenticeship".](#)

[Click here for a flyer about Apprenticeship Outreach services.](#)

Alaska Works helps women prepare and connect with high paying construction careers through apprenticeship.

**Jobs That Pay
Women in the
Trades**

Women are the answer!

There has been no time like the present for women to pursue careers in construction. There is a need for 1,000 new construction related workers in Alaska every year to keep up with project workloads and a retiring work force. With a Gas pipeline looming, the demand will only increase. The role of women is critical as the construction industry expands to meet the projects for now and the future.

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TOP

Talented people are needed for these high wage careers. With the advent of technology in construction, construction careers are more accessible to women than ever before. Alaska Works Partnership – Women in the Trades can serve as a vital link for women looking for non traditional careers.

Women in the Trades program supports women – even those with little or no experience – by offering Construction Apprenticeship Preparation, Basic Trade Skills, Apprenticeship Outreach and Support Services.

[Click here for more information on: Women in the Trades.](#)

Helmets to Hardhats

We can help Veterans or military members transitioning to civilian life start a construction career. Toll Free 1-866-993-8181

[Click here for more information about Helmets to Hardhats.](#)

For more information contact:

Apprenticeship Outreach
Alaska Works Partnership
P.O. Box 74313
Fairbanks, AK 99707
Attention: Nelle Andrews

(907) 457-2597
(866) 457-2597



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Building Maintenance and Repair

Alaska Works Partnership can help Housing Authorities and other community builders who want to hire a local workforce to build, maintain, repair, and renovate housing and public buildings in rural Alaska.

The Building Maintenance Repairer (BMR) Apprenticeship was developed by Alaska Works to train apprentices in a wide range of construction tasks such as carpentry, painting, plumbing, and electrical.



BMRs may also be trained in other areas such as welding, sheet metal work, roofing, masonry, and the use of heavy equipment. A BMR apprenticeship can lead to a lifetime career with employment by regional housing authorities, village councils, local governments, school districts, and private sector employers.

STEP-UP

BMR apprentices have a unique opportunity to explore a number of different construction trades. If, during the first 2000 hours of work, a BMR apprentice decides to specialize in a specific Union-sponsored trade, STEP-UP allows BMR apprentices to apply for and directly enter an apprenticeship in another trade. [Learn More]

View Success Stories

LATEST NEWS: 4/02/07 Partners Bring Jobs and Homes to Rural Alaska

If you are an employer interested in partnering with Alaska Works to hire BMR apprentices please call: Tom Hooks BMR Apprenticeship Toll Free 1-866-296-9566

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Jobs are Alaska's Future**Construction Academies**

Construction Academies offer hands-on training and classroom instruction preparing high school age youth for entry level jobs in the construction industry and to help them be more successful when applying for a trade apprenticeship positions. Academies start with local school districts, vocational educators and local employers committed to forming a path for young Alaskans from school to work in construction. They serve in-school and out of school youth, ranging from 17 to 24 years old.

Our Academies offer students and young Alaskans a pathway and opportunity to see if they really want to pursue a career in construction. Students attend a two-three week intensive training session that increase basic academic skills in math and technical reading, and basic work skills for entry level jobs as carpenters, truck drivers or heavy equipment operators, for example.

Alaska Works started offering Construction Academies in 2004 at St. Mary's in partnership with the Lower Yukon School District, Yukon Delta Fisheries Development Authority, regional construction employers and the Denali commission. Today AWP works with ten school districts to offer academies. To learn more about Construction Academies read our booklet.

Click to view >

**Anchorage Construction Academy Construction & Trades Workshops**

If you are 18 years of age or older, don't miss this great learning opportunity

Workshops will be held from January to May
Anchorage Construction Academy (ACA)
King Career Center
2650 East Northern Lights Blvd.
Anchorage, AK

Workshops will provide information about construction trades and apprenticeship opportunities. Learn how the Anchorage Construction Academy courses may help you get a great paying job in Construction.

[Click here to view our flyer.](#)

ACA Partners:

Anchorage School District
Alaska Works Partnership, Inc.
Cook Inlet Tribal Council
Associated General Contractors, Inc.
AnchorageHome Builders Association
Alaska Department of Labor & Workforce Development
Alaska Apprenticeship and Training Coordinators Association

For more information, please call 907.569.4729, or [click to view our full class schedule.](#)

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HELMETS TO HARDHATS

THE BEST JOBS IN CONSTRUCTION

Alaska Works Partnership's Helmets to Hardhats program offers veterans and active duty personnel thinking about leaving the military the opportunity to use their hard-earned military experience to transition into a career in the building trades. By streamlining the application process and helping applicants who need training become registered apprentices in a construction trade, Helmets to Hardhats gives veterans the opportunity for life-long competitive wages, outstanding benefits, and a rewarding career.

Alaska's Helmets to Hardhats prospects have the added advantage of access to the many other services that Alaska Works Partnerships offers including financial aid for travel costs to training events, interview skills classes, OSHA training, First Aid certification, and other job support services.

For more information about Helmets to Hardhats, contact Ed Flanagan 907-790-8883 or toll free 1-866-993-8181.



Alaska Job Center Network

Jobs are Alaska's Future



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Jobs are Alaska's Future



Pipeline Training

Work in Alaska's oil patch is increasing as companies invest in bringing more oil to market. New projects are providing hundreds of new construction and oil field support jobs and the industry needs workers trained to fill those positions. Each year Alaska Works Partnership and Alaska's four pipeline unions—



Operating Engineers Local 302, Laborers Local 942 and 341, Plumbers and Pipefitters Local 375, and Teamsters Local 959 – along with the Alaska Department of Labor and Workforce Development and Alaska contractors host a Joint Pipeline Training event in Fairbanks.

The event gives trainees an opportunity to hone specific skills and coordinate efforts with other workers on the pipeline.

By training apprentices, unions are preparing a new generation of pipeline workers. The Alaska Gas Pipeline project alone will need 7,000 skilled pipeline trade workers during an estimated three-year construction period.

To learn more about the 2006 pipeline training click [here](#).

2005 Training Highlights

35% of participants were from rural Alaska

13 % of participants were women

Training included 97 trainees and 19 instructors from four trade unions.

Most trainees went to work immediately following their pipeline training.

Participants from 29 Alaska Communities

Anchorage	Eagle River	Kotzebue	Nulato	St. Michael
Anderson	Fort Yukon	Mentasta	Rampart	Tanacross
Big Lake	Girdwood	Nenana	Ruby	Thorne Bay
Chalkyitsik	Glennallen	Nome	Selawik	Wasilla
Copper Center	Juneau	North Pole	Sitka	Willow
Delta Junction	Kalga	Northway	St. Mary	

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[Click here to read more about 2005 Pipeline Training](#)

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Women are the answer!

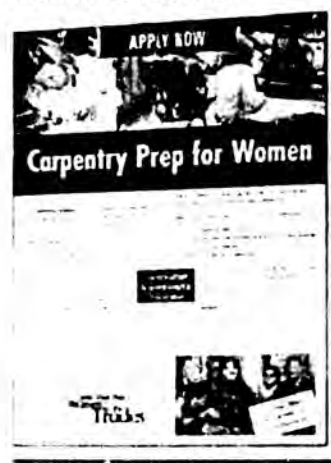
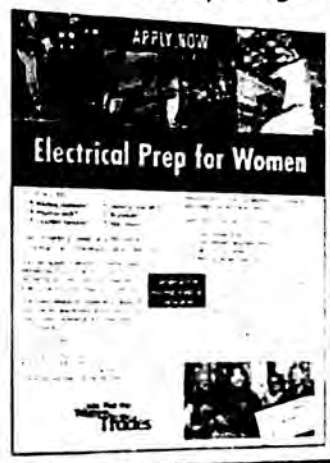
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New Openings for Women in Fairbanks!



Click a flyer to learn more.

Apply Now

Application Deadline is March 19 at 5:00 pm

Construction Apprenticeship Preparation

These courses offer women an opportunity to explore different construction trades such as carpentry, electrical, plumbing, sheet metal, pile driving and ironwork. During the course, women prepare to apply



**2006 ASK A
WORKING
WOMAN
SURVEY** **GO**



for apprenticeship through construction math, job readiness, certificates in first aid/CPR and occupational safety (OSHA 10) and physical conditioning.

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We would like to thank the Chicago Women in the Trades, Oregon Women in the Trades and Washington Women in the Trades for their support in helping us to establish this program.

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Working Together For Jobs – Alaska's Construction Industry



Alaska House of Representatives
Special Committee on Economic
Development, Trade and Tourism
April 10, 2007

Rural Apprenticeship Outreach

- Began mid 2000 - six + years of progress major funding by the Denali Commission
- 50-60 accepted each year, >350 to date
- Million's paid to apprentices in on-the-job training wages
- Technical trade courses are paid for by private sector



Building Maintenance & Repair Apprenticeship

- 6 years of active effort in Western Alaska – over 350 homes built in remote communities
- Apprentices also work on schools, clinics, roads, village safe water projects
- 9 major employers – AVCP, Bristol Bay, Cook Inlet, North Pacific Rim, Interior Regional, Tlingit-Haida, Yukon-Kuskokwim Health Corp, Alaska Native Tribal Health Consortium, North Slope Public Works Department
- Millions in on-the-job training wages paid to rural Alaskans

Women in the Trades

- Purpose is to increase the % of Women working in construction
- Program created in 2003
- Construction Apprenticeship Preparation Courses; Fairbanks, Anchorage, statewide recruitment
- 40 accepted into apprenticeship so far



Helmets to Hardhats

- Began in 2004
- Over 100 H2H assisted vets in JATCs
- 37 H2H apprentices in 2006
- MOU with State to provide H2H apprentices support while in training
- Contract with National Building Trades and National H2H



Pipeline Training



■ 297 apprentices and rural workers trained by pipeline trades in Fairbanks in 3 annual courses

2004-2006

- 95% employed on North Slope as result of training
- Legislature provided \$1.5M for pipeline training equipment & \$3 M for construction of training facility in Fairbanks

Pipeline Training

- Pre-pipeline training offered at rural regional training centers (Kotzebue, Bethel, Delta, King Salmon)
- Fairbanks North Star Borough is working closely with AWP to site the facility – design & engineering firm negotiations underway
- Need estimated \$3 M to complete facility

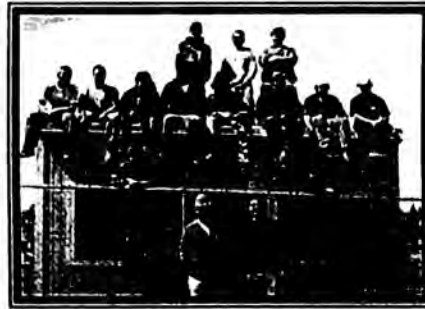
Construction Academies

- AWP pioneered mobile Construction Academies for young Alaskans 2-3 weeks intensive training (academy)
- St. Mary's, Bethel, King Salmon, Klawock, Anchorage, Delta, Nome, Ninilchik, Prince of Wales, Anchorage
- >150 Youth age 17 to 24 served



Anchorage Construction Academy

- Pilot funded with \$1M grant from Legislature in 2006
- Started October 2006 by Associated General Contractors, Anchorage Home Builders, Anchorage School District, AWP and JATCs
- Afternoon courses for high school students at King Career Center,
Adult courses through AWP



Anchorage Construction Academy

- >700 students take voc-ed courses as electives
- >150 adults get basic skills training for entry jobs
and/or career training through apprenticeship
- Model to Fairbanks in fall 2007, may expand to
Mat-Su & Kenai as well, depending upon funding

Overall

- Industry, labor unions and education partnerships are closing the construction skills gap preparing a new generation of Alaska workers to build the gas pipeline
- AWP has the support of industry associations, hundreds of employers and a proven track record
- AWP has created a cost-effective and non-duplicated training system that reaches across the state

FOR AN ACT ENTITLED

"An Act relating to required onboard disclosures and displays about tours, flightseeing operations, other shoreside activities, and visitors bureaus; and providing for an effective date."

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

Section 1. AS 45.50.474(b) is amended to read:

(b) A person or other entity aboard a cruise ship conducting or making **or attempting to make** a sale of tours, flightseeing operations, or other shoreside activities to be delivered by a vendor or other entity at a future port of call shall **make the following disclosures** [DISCLOSE], both orally and in writing: **that the onboard sale is a paid promotion by a shoreside vendor; that other alternatives may be available for a lower price at a port of call; the address, Internet website address, and telephone number of any existing visitors bureaus at all future ports of call and a list of tours, flightseeing operations, or other shoreside activities listed with those visitors bureaus; and, if the amount of commission or percentage of the total sale retained or returned to the person making the sale exceeds 25% of the total cost of the services or goods provided by a shoreside vendor, that more than 25% of the total sale price is being retained as a commission by the person or entity making the sale** [THE AMOUNT OF COMMISSION OR PERCENTAGE OF THE TOTAL SALE RETAINED OR RETURNED TO THE PERSON MAKING THE SALE. THE PERSON OR ENTITY ABOARD A CRUISE SHIP MAKING OR ATTEMPTING TO MAKE A SALE OF SERVICES OR GOODS PROVIDED BY A SHORESIDE VENDOR SHALL DISCLOSE THE ADDRESS AND TELEPHONE NUMBER OF THE SHORESIDE VENDOR IF ASKED BY A CONSUMER. ALL SUCH WRITTEN NOTICE OF DISCLOSURE SHALL BE IN A TYPE NOT LESS THAN 14-POINT TYPEFACE AND IN A CONTRASTING COLOR CALCULATED TO DRAW ATTENTION TO THE DISCLOSURE].

Sec. 2. Delete AS 45.50.474(c)

[(C) EACH VIOLATION OF THIS SECTION CONSTITUTES AN UNFAIR TRADE PRACTICE UNDER AS 45.50.471, AND SHALL RESULT IN A PENALTY OF NOT MORE THAN \$100 FOR EACH VIOLATION.]

Sec. 3. AS 45.50.474 is amended by adding a new subsection to read: (e) A written notice of disclosure under (b)(1) or (2) of this section or a written display under (b)(2) of this section must be in a type that is not less than 14-point typeface and in a contrasting color calculated to draw attention to the disclosure.

Sec. 4. This Act takes effect immediately under AS 01.10.070(c).