



# Oregon Tradeswomen

**Building Women's Economic Independence Since 1989**

## **2017 Annual Report**







Oregon Tradeswomen

# From Our Executive Director

Dear Friends,

Oregon Tradeswomen thanks you for your tremendous support! While 2017 was a year of transition for us – our founder Connie Ashbrook retired, shepherding new leadership to the helm – your dedication to our mission stayed focused, strong, and unwavering. For that, we thank you.

Because of your support we are able to celebrate the many successes of 2017! Through your generosity, we have built our capacity to reach and serve more women each day. In 2017, we provided more than 1,000 women with career education and the support to pursue a future career in the skilled trades in construction and manufacturing. 159 women received training, with 78% placed in jobs and apprenticeships making living wages, and offered countless hours of career counseling, supportive services, advocacy, and leadership development.

Through many hours of volunteering, in-kind giving, and financial support, your commitment to the mission of Oregon Tradeswomen translated to more women having access, opportunity and equity in the skilled trades, and more women achieving financial security and economic independence. These women were able to move themselves and their families out of poverty and into prosperity. They gained skills, confidence, and community. They built careers, a future, and a sisterhood. Your support has changed lives.

We invite you to work with us and join us as we think and dream and do – bigger and bolder. We have great changes underway – including the development of a three-year strategic plan, revamping our decade old training program, and expanding our services. We are raising money to purchase our own building where we will house a

workshop, community space, on-site childcare, and low-income housing. We are building an advocacy platform to ensure positive changes for women and industry at the local, state, and national level are realized. We are developing a mentoring program, expanding our services to rural communities, and engaging new partners.

Each of you contribute to changing the lives of the women we serve and we are grateful for all you do. We invite you to join us as we build this vision and our future for the women, industry and community we serve.

With gratitude,



Kelly

Kelly Kupcak, Executive Director

# Pathways to Success / Industrial Fabrication

**D**espite efforts nationally to shift the makeup of the skilled trades workforce, women's representation in the industry remains at 3%. Here in Oregon, women's participation in registered apprenticeship is close to 7% – more than double the national rate. We attribute

Oregon's leadership to the programs and advocacy work that Oregon Tradeswomen has been able to do with the support of industry and community partners, as well as the incredibly powerful voices of tradeswomen themselves, who work tirelessly to shift the needle. Hundreds of women and their families have a path to economic independence thanks to your support.

The **Pathways to Success** program offers the **Trades and Apprenticeship Career Class** (TACC) four times a year, providing both the “soft skills” employers demand, and

the technical skills tradeswomen need to enter and be successful in high-skilled industries. TACC is a career readiness training program recognized by the Oregon Bureau of Labor and Industry as meeting quality standards, which prepares women for the next steps to achieve success in the skilled trades. In addition to the training, our program provides supportive services, job placement, and retention services to ensure women not only get in, but stay in, their new careers. Our career counselors assist graduates with employment or



**“ I am eternally grateful for the opportunities and the chance for change Oregon Tradeswomen offered me. There are no words to describe the empowerment and the confidence one gains when placed on a path of success, self-sustainability, and challenge; or the pride that wells up inside knowing I am making a difference in my city, in my community, and in my children's lives by giving them financial stability and greater opportunities.”**

– Courtnee Holm, Electrical Apprentice



entering a formal apprenticeship. We are able to offer the training at no cost thanks to the generous support of our individual donors, foundation partners, and industry stakeholders.

Thanks to investments from our foundation partners, including Bank of America's Neighborhood Builder award in 2015, Oregon Tradeswomen was able to launch an **Industrial Fabrication** component to our training program. We are excited that we were able to expand our work in the manufacturing sector through a partnership with Portland Community College and Impact Northwest, which has allowed for more women to have access to high-wage, high-skilled employment.

Our daily work focuses on supporting women to achieve economic independence. In 2017, 226 women received career education through our information sessions. Of those, 159 entered training and 78% were placed into trades-related employment or registered

apprenticeship. Oregon Tradeswomen increased our capacity to serve more women in the second half of 2017 to meet our regional labor market demand for more skilled, qualified, and diverse workforce. We are proud and honored to work with the many tradeswomen who continue to awe us with their strength, their perseverance, and their grit.

Oregon Tradeswomen's  
pre-apprenticeship students  
contributed

to **3,220** hours  
**11** local nonprofit organizations

to help with building projects  
such as Kagyu Changchub Chalig  
Buddhist Temple, Living Cully, and  
Habitat for Humanity.



# TOOLS

Oregon Tradeswomen is driven by the incredible passion and determination of the tradeswomen in our community of practice. Through our TOOLS Program (Tradeswomen Organized for Outreach, Leadership, and Support), we foster leadership and activism for tradeswomen, and empower them to advocate for quality, safe, and equitable workplaces and communities. The **TOOLS** program represents the interests of tradeswomen through participation in coalitions, industry and community partnerships, and advocating for specific issues important to tradeswomen, including:



**2017 Woman on the Rise Award Winners** (from left): Katie Kuchta, *Laborer Apprentice*; Isis Harris, *Electrical Apprentice*; Heather Mayther, *Carpenter Apprentice*; and Carly Rush, *Sheet Metal Apprentice*

## Community Advocacy

Oregon Tradeswomen actively participated in 18 coalition and community groups to ensure that tradeswomen are represented around issues impacting their work, education, training, and leadership throughout the year. In September, the City of Portland passed a resolution to apply Community Benefits Agreements on all city projects over \$25 million dollars – supporting employment for diverse construction workers. The Respectful Workplaces Pilot Project has been implemented on the Multnomah County Courthouse and research on its effectiveness is expected in 2018.

Oregon Tradeswomen took the lead in our national tradeswomen coalition, the National Taskforce for Tradeswomen Issues, to ensure that funding was restored for the Women in Apprenticeship and Non-Traditional Occupations program. Our team worked closely with Oregon Senators Jeff Merkley and Ron Wyden to keep a key funding source to ensure access, opportunity, and equity for women nationally. Oregon Tradeswomen supported Representative Bonamici on the PARTNERS Act to expand worker access to pre-apprenticeship programs and supportive services.



“ As a woman of color, working in the Trades, I often feel like a black unicorn from lack of seeing other women and African Americans on a worksite. Attending the Women Build Nations conference provided me with the platform to reinforce my own purpose as a woman, apprentice and emerging labor leader/activist.”

– Isis Harris, Electrical Apprentice

## Tradeswomen Leadership

In 2017, Oregon Tradeswomen provided 62 diverse tradeswomen with leadership building opportunities. An additional 173 pre-apprenticeship students learned about civic engagement. Monthly social hours, which provide informal networking, were attended by 298 people representing 24 trades. External leadership development opportunities were provided to tradeswomen, including the Women Build Nations conference, AFL-CIO & LERC Summer Schools, Activists Mobilized for Power, and opportunities to present testimony on public policy. Oregon Tradeswomen hosted the **10th Tradeswomen Leadership Institute** on September 9. These opportunities build tradeswomen's leadership skills, professional and personal development, promote greater involvement in the industry, and drive our tradeswomen movement.

## Training and Consulting

Oregon Tradeswomen and Constructing Hope co-hosted the **3rd Annual Diversity in the Construction Trades Summit**, which was attended by 94 industry and community stakeholders committed to diversity, equity and inclusion. Tradeswomen provided 42 trainings and technical assistance during the year. Topics included: recruiting and retaining diverse apprentices, providing mentorship, and complying with new Equal Employment Opportunity regulations in registered apprenticeship. Through these services, industry partners and stakeholders are given tools, best practices, and the support needed to develop and retain a diverse construction workforce.





# Oregon Tradeswomen's Annual Career Fair



One of the biggest barriers to having more women in the trades is a traditional lack of knowledge and awareness that such careers are available, attainable, and provide a great living. **Oregon Tradeswomen's Career Fair** offers not only exposure to these careers, but hands-on interactive experiences where students and adult women can try their hand at welding, wiring a light, using a jackhammer, and much, much more.

Over two days in 2017, our 25th annual Career Fair welcomed 923 middle and high school girls from far and wide. This one day is dedicated to opening the minds of students to careers in the trades as well as providing information for their teachers and school counselors. The second day of the Fair was open to the public providing the same opportunities to use tools, talk directly with tradeswomen working in the industry, and access dozens of training and

## 2017 CAREER FAIR NUMBERS

**923**

Students  
attended on  
Girls' Day

**146**

Teachers  
brought groups  
of students

**60**

School  
groups  
attended

**676**

Women and their  
families attended  
on Saturday

**21**

People  
toured the  
Fair as VIPs

**107**

Volunteers  
contributed

**426**

hours

**40**

Hands-on  
Workshops

**64**

Exhibitors

**25**

Attended a seminar on recruiting girls  
for career and technical education

**18**

Dads and their Daughters  
participated in a unique workshop



**“ I loved being able to experience the jobs the men are supposed to do but seeing women being powerful.”**

— Middle School Student at Harvey Scott

employment opportunities all in one place. Oregon Tradeswomen is proud to provide girls and women with a fun, engaging and exciting way to explore new options for their future, all while doing our part to address the skilled worker shortage facing Oregon by offering our industry partners an opportunity to showcase their organizations and increase the diversity of their workforce.

## Build With Us!

Building on the success of our previous storytelling and fashion show events, Oregon Tradeswomen wanted to celebrate tradeswomen in a bigger way. In 2017, we launched a “Blue Collar Gala” **Build with Us!**, to bring tradeswomen and industry together to celebrate, have fun, and raise funds for our work in the community. A creative auction was made possible by incredible handmade items donated by tradeswomen, their families and friends, and community allies. Guests bid on a live-edge coffee table, a hall rack with storage made from old doors, a 3-D chess set, a giant bell, original artwork, and more.

The evening included lots of great food, storytelling by three tradeswomen, a raucous fashion show fueled by music from DJ Jokedo, and lots of mingling with old friends and new.

## Woman on the Rise Awards

Oregon Tradeswomen launched our first annual **Woman on the Rise** awards dinner to honor exceptional women in apprenticeship, which we hosted on National Women in Apprenticeship Day during the U.S. Department of Labor’s National Apprenticeship Week. As women comprise only 3% of the skilled construction trades nationally, we wanted to acknowledge their perseverance and fortitude.

Honorees were nominated by industry for their leadership and contributions to our industry and community.

# Membership

Did you know Oregon Tradeswomen is a membership organization? It's because of your support that we can continue to offer trades career training and placement assistance at no cost to students!

**“ I love Oregon Tradeswomen because you are not just giving opportunity to women in a trade but also empowering them to become leaders on job-sites, within the union and communities. Both the Business manager Gary Young and myself share the same cause as allies in clearing the path of struggles and promoting equity with all the tools possible.”**

– Wayne Chow, Membership Development at IBEW Local 48



## Business Membership

With a long history of working hand in hand with local industry to improve diversity in their workforce, these employers are showing their support with Business Membership. With plans ranging from \$500 per year to our Power Partners at \$30,000+ per year, these local organizations are stepping up to build their workforce while making a commitment to offering new career opportunities to local women.

Apparatus Contractor Services, LLC  
Dannon  
KEEN Utility  
Lovett Deconstruction  
NECA-IBEW Electrical Training Center  
O'Neill Construction Group  
Roloff Construction  
Signatory Painting Contractors Organization  
Sunstead Homes  
Waterleaf Architecture

## Individual Members

Membership is such a great way to let us know you stand with us in providing opportunities for economic strength for women. Starting at just \$30/year, your membership supports all the work we do to build women's economic independence.



## Member Benefit Providers

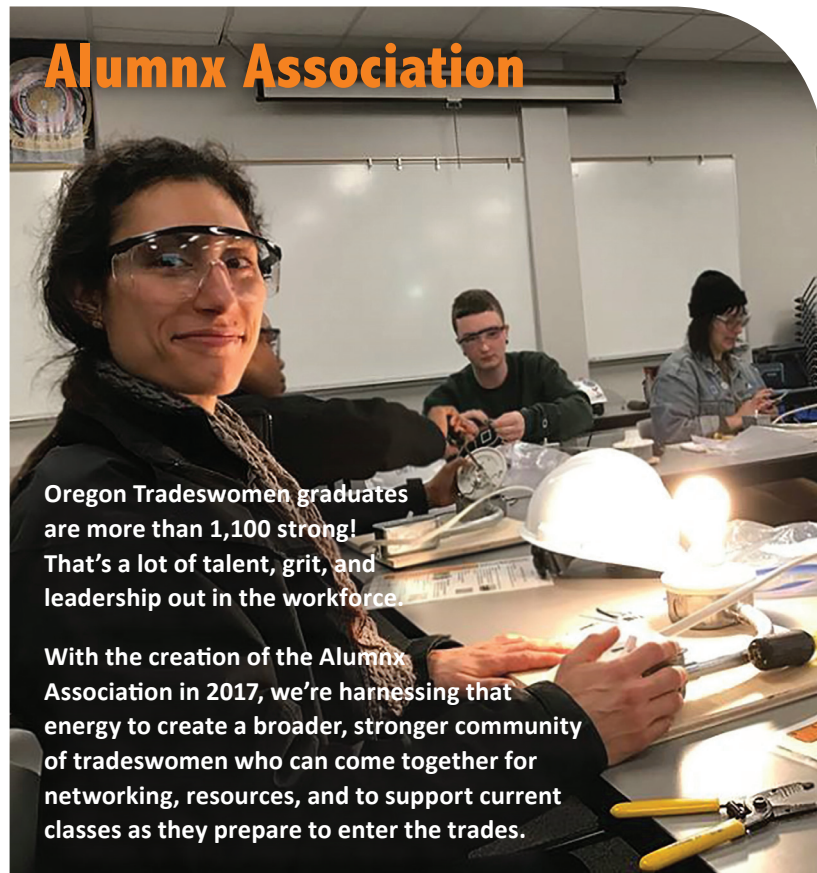
In 2017, we worked with local companies to offer special discounts as a way to thank our members. Companies like **Moxie & Moss**, **TOUGHER**, **Gladys Bikes**, **Fulcrum Fitness**, **Footwear Specialties**, and **KEEN Utility** all came on board to offer membership rewards to Oregon Tradeswomen's donors.

### Moxie & Moss Maven Scholarship Fund

When innovation, creativity and a lot of grit come together, great things are born. For years, women have been wearing men's clothing to do work in the trades. Enter Kate Day, Kyle Begley, and Sara DeLuca, and now tradeswomen, and all of us, can get work clothes built for our bodies. From day one, Moxie & Moss worked closely with Oregon Tradeswomen to ensure authenticity and they've repaid us by creating the Maven Scholarship Fund.

**MOXIE & MOSS**  
**WORKWEAR**

Five percent of their sales are donated back to Oregon Tradeswomen.



## Alumnx Association

Oregon Tradeswomen graduates are more than 1,100 strong! That's a lot of talent, grit, and leadership out in the workforce.

With the creation of the Alumnx Association in 2017, we're harnessing that energy to create a broader, stronger community of tradeswomen who can come together for networking, resources, and to support current classes as they prepare to enter the trades.

# Donors

## Foundations

Associated General Contractors of  
America, Inc., Oregon-Columbia Chapter  
The Autzen Foundation  
DeArmond Public Foundation  
The Doll Family Foundation  
Joseph E. Weston Foundation  
McKinstry Charitable Foundation  
Meyer Memorial Trust  
Multnomah Bar Foundation  
The Slayden Community Fund  
Safebuild Alliance Foundation  
Portlandia Club  
Spirit Mountain Community Fund  
Trio Foundation of St. Louis  
US Bank



## Individual Donors

Ruby Apsler  
Sarah Bell  
Tricia Bull & Gary Olsen  
Joseph Callahan  
Joan Childs  
Susan Clothier Haley  
Katie Condon  
Sara DeLuca  
Amy Eaton

Madelyn Elder  
Charlene Getchell  
Sara Goodwin  
Joleen Hess  
Leigh Jenkins  
Molly Kim  
Scott Korn  
Jill Kuehler  
Kelly Kupcak

Kathryn Lust  
Alison Mitchell  
Sharon Mork  
Meghan Moyer  
Linda Neel  
Maureen O'Hagan  
Jerry Palmer  
Bobbie Regan

Neil Riordan  
Angela Roach  
Rebecca Schulze  
Susan Shanks  
Ana Spain  
Jennifer Waters  
Curran Wedner  
Meg Willison

**Grit =** passion and  
perseverance

# Sponsors & Business Members



## Business Members

Apparatus Contractor  
Services, LLC

Dannon

IBEW Local 48

KEEN Utility

Lovett Deconstruction

Minority Abatement  
Contractors Inc.

NECA Oregon Columbia  
Chapter

NECA IBEW Electrical  
Training Center

O'Neill Construction Group

Sunstead Homes

Signatory Painting  
Contractors Organization

## Sponsors

Area 1 Plumbers JATC

Bonneville Power Administration

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City of Portland Fire & Rescue

The Dannon Company

Daily Journal of Commerce

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Hampton Lumber

Hoffman Structures, Inc.

Howard S. Wright Construction Co.

IBEW Local 48

KGW NW NewsChannel 8

Lovett Deconstruction

Metro

Moxie & Moss

NECA-IBEW Electrical Training Center

NW Line Construction JATC

NW Natural

O'Neill Construction Group, Inc

On Electric Group

Oregon & Southern Idaho Laborers-  
Employers Training Trust

Oregon Department of Transportation

Pacific Northwest Carpenters Institute (PNCI)

Plumbing & Mechanical Contractors  
Association (PMCA)

Portland General Electric (PGE)

Prosper Portland

R & H Construction Company

Ramsay Signs

Sheet Metal Institute Local 16 JATC

Skanska USA Building Inc.

Slayden Construction Group, Inc.

TriMet

Tualatin Valley Fire & Rescue

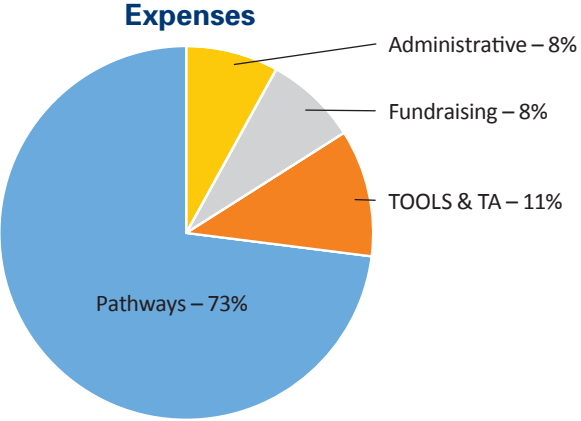
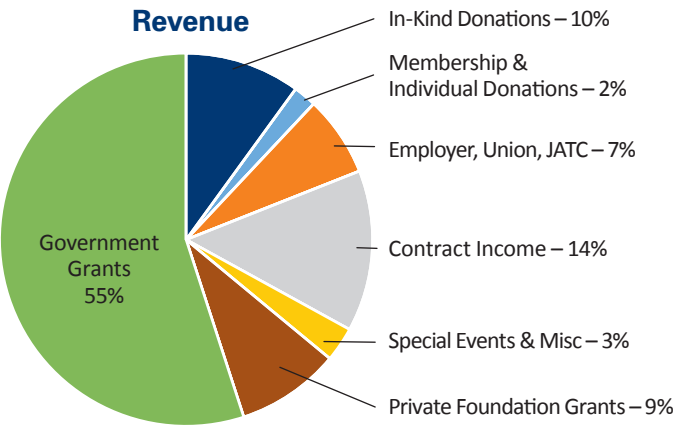
UA Local 290 Plumbers & Steamfitters  
Training Center

Vigor Industrial

Washington County Sheriff's Office



# Financials



## 2017 Revenue by Source

Membership & Indiv donations	\$56,192
Employer, Union, JATC	\$152,873
Contract Income	\$313,707
Special Events & Misc	\$70,298
Private Foundation Grants	\$211,750
Government Grants	\$1,258,990
In-Kind Donations	\$239,424
<b>Total</b>	<b>\$2,303,237</b>

## 2017 Expenses by Department

Pathways	\$1,674,883
TOOLS & TA	\$257,374
Fundraising	\$189,011
Administrative	\$188,276
<b>Total</b>	<b>\$2,309,544</b>

Full audited financials available by request.

## Board of Directors

### **Lori Baumann**

Journeyman Laborer, Liuna Field Representative, Local 737

### **Amy Eaton**

Director of Development, University of Portland

### **Irais Gandarilla**

Apprentice Steamfitter

### **Monica Gauthier**

Journey-level Pile Driver

### **Sue Haley**

Executive Vice President of Human Resources and Administration, Vigor Industrial

### **Leigh Jenkins**

Journey-level Sheet Metal Worker

### **Meghan W. Moyer**

Owner/Managing Member of M.W. Moyer Construction

### **Ali O'Neill**

O'Neill Construction Group, Inc.

### **Ana Spain**

Integrated Media Specialist, Sinclair Broadcast Group

### **Tia Vonil**

Journey Woman Electrician, EC Electrical

## Staff Members

### **Abby Bandurraga**

Pathways Program Manager

### **Emma Brennan**

Workforce Project Manager

### **Anjeanette Brown**

Outreach Coordinator

### **Madelyn Elder**

Chief Financial Officer

### **Joyce Green**

Admissions Coordinator

### **Brynn Hall**

Career Counselor

### **Rachel Hunter**

Development Associate

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Office Manager

### **Kelly Kupcak**

Executive Director

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### **Amy James Neel**

Training Director

### **Kim Neel**

Career Counselor

### **Lisa Palermo**

Development Director

### **Trytten Tehrani**

Communications & Marketing Coordinator

### **Tiffny Thompson**

Director of Advocacy Programs

### **Adriane Wilson**

Program Assistant





# Oregon Tradeswomen

3934 NE MLK Jr. Blvd. #101, Portland, OR 97212

## Our Mission

Oregon Tradeswomen is a nonprofit community-based organization that prepares women for careers in the construction, manufacturing, utility, and highway trades through education, leadership, and mentorship. Oregon Tradeswomen was founded in 1989 on the principle that women deserve and can attain economic self-sufficiency through pursuing high wage careers in the construction trades.



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[tradeswomen.net](https://tradeswomen.net)



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