Message from
Chris Haslinger
Director of Training

For the first time in more than a generation, apprenticeship is being recognized for what it is—a pathway to a lucrative, secure and rewarding career. As more and more college graduates search in vain for any job in their degree field, let alone a good job—even as they are faced with a mountain of debt in the form of college loans—parents, teachers, guidance counselors, lawmakers and the general public are viewing apprenticeship with new respect.

This provides us with an opportunity to recruit candidates who are motivated and talented—and who want an opportunity to learn a trade and have a career without spending tens, or even hundreds of thousands of dollars to get it. In the past, parents put their children into apprenticeship because they “couldn’t go to college.” All that is changing as the construction trades and other skilled trades are being recognized for what they are—professions for hardworking, bright and motivated young people.

Lately the news has been full of stories about how much an apprentice can make upon completing his or her training. Young people in their twenties are making more than their parents

mission statement

The mission of the UA Training Department is to equip United Association locals with educational resources for developing the skills of their apprentices and journeypersons. By thus facilitating the training needs of the membership, we maximize their employability and prepare them for changes in the industry. We are committed to making training opportunities available across North America, allowing members to acquire new skills and remain competitive in the industry regardless of geography. In this way, we are determined to meet the needs of the piping industry and enhance employment opportunities for our members, while remaining fiscally responsible to the beneficiaries of the fund.
in some cases. They are also enjoying good benefits, not the least of which is strong union representation. Even as people begin to view apprenticeship in a more positive and open-minded way, polls show that the overall attitudes towards unions are on the upswing too. A recent Gallup Poll showed that in 2008, 48 percent of Americans approved of unions; today that number is 58 percent.

All of this should help our local joint apprenticeship committees in their efforts to recruit apprentice candidates who are great journeyworker prospects. It is still a challenge, but one made easier now by this change in attitude. That’s why we are devoting this issue of the Training Newsletter to recruiting. In the pages of this issue you will find information about all the tools the Training Department has created to help in recruiting.

General President Hite has stated that we need to dramatically expand apprenticeship. He has mandated that all local collective bargaining agreements should include a provision of at least 20 percent of the workforce as apprentices. It is essential that we reach or exceed that number, especially in light of the ongoing exit of baby boomers from the workforce.

November 2-8 is National Apprenticeship Week. This week is the perfect time to intensify your efforts to recruit the best possible candidates. I know that many of our local unions are already doing that, and that many of them have far more applicants than they do available slots for apprentices. These locals can be very selective in who is accepted into their programs. But there are other locals that are struggling to find sufficient numbers of good candidates. They will need to make full use of the tools we are providing so that this challenge becomes easier.

It’s gratifying to watch the evolution in the way the general public views apprenticeship. Now, when we go out to tell the story of the UA and the apprenticeship opportunities that exist and what that means to young people who have the talent and determination to become journeyworkers, we will be heard. We don’t want to miss this opportunity to bring the best and the brightest into the UA family.

Your Recruiting Toolbox

The Training Department has created several tools that you can use to help in recruiting apprentices, including videos and television advertisements.

There is no better time than now to step up your recruiting efforts. The economy is improving and there is a growing demand for skilled workers. The tools in your recruiting toolbox will make a challenging job easier and help you attract the quality of candidates that will be beneficial to your local union.

VIDEOS

There is a whole host of videos that can be found on the UA’s YouTube channel. All of these are appropriate for use at job fairs at schools and in communities, and for spreading the word about what apprenticeship is and how it can lead to a secure future. Information about the videos can be found at http://uauniversity.org/download/e-Resource_Training_Guide.pdf.

The videos include:

General Recruitment Videos
- UA: The Best Training, The Best Jobs
- UA: The Right Fit
- You See More: HVACR Trailer
- You See More: HVACR Recruitment

General Recruitment Trades Videos
- Pipe Fitters
- Plumbers
- Sprinkler Fitters
- Welders
- HVACR Technicians

Recruitment Videos for Parents and Counselors
- UA: The Right Fit (for counselors)
- UA: The Right Fit (for parents)
- You See More-HVACR (information for parents/teachers/counselors)

E-NEWS
(Short bi-monthly videos featuring conferences on aspects of our industry)
- Medical Gas (December 2014)
- Trends in Training Welders (February 2015)
- Auto Desk (March 2015)
• MCAA Safety Directors Conference (June 2015)
• HVACR Conferences (August 2015)

All of these are appropriate for use at job fairs at schools and in communities, and for spreading the word about what apprenticeship offers. The newest videos are television spots designed to appeal to young people and to provide an underlying message that apprenticeship is like a college education, with opportunities to move up the ladder to more rewarding and exciting jobs. See the accompanying article on our “Class of” television spots in this issue of the Training Newsletter.

FLYERS, HANDOUTS AND MORE
Additionally, we will soon have a print-on-demand capability (JOIN) that allows local JATCs to order customized brochures and other printed material with just a few clicks of your computer mouse. That way, you can produce exactly what you need—the right quantity and content for your local program. Through JOIN, you’ll be able to log in online and choose what materials you want and customize brochures and push cards, as you need them. In the next few weeks, we’ll be setting up webinars to assist you in accessing this material, and we will also be providing an instructional manual on how to utilize this system and make it effective for your unique JATC needs and requirements. The process will be simple and straightforward. We will share this info with you very soon. We know you will find it useful and easy to use.

“You See More” Video Wins Prestigious Telly Award

The Telly Awards honor the very best film and video productions, groundbreaking online video content, and outstanding local, regional, and cable television commercials and programs. We are pleased to announce that the Training Department’s “You See More-HVACR” video has won a Telly—the equivalent to an Oscar or an Emmy in the world of advertising and promotion.

“You See More-HVACR” was produced by BMA Media, which also produced our other “You See More” video. This video was recognized for its quality, production values and messaging.

We were proud to work with BMA Media in producing this award-winning video.

What Others Are Saying About the Tellys

“The Telly Awards is the go-to authority recognizing the best web videos and online video content.” —Ricky Van Veen, Co-Founder, CollegeHumor

“The Telly Award represents the very best in cable and local television. Being recognized by an organization of such high stature within the television and film industry is a great achievement.” —Chris Hannan, Senior Vice President of Marketing, FOX Sports Network 2011 Telly Hall of Fame Inductee

“Winning means so much to our team and we are honored to be a part of a Telly-award winning show!” —Brooke Stelzer, Producer, Harpo Studios
We’ll See You On TV: New Recruiting Ads Promote Apprenticeship

The Training Department has created two new TV spots that promote the opportunities that come with apprenticeship—and local JATCs can customize these spots with their information, free of charge!

These “Join Our Alumni” spots can be previewed online at https://youtu.be/NTyczWfa12c for the 30-second spot, and https://youtu.be/20q_XqDx0wk for the 60-second ad. They have been designed to appeal to younger viewers by introducing them to UA members who have a variety of jobs, from steward to foreman, journeyman to contractor. Each individual identifies himself or herself as “Class of,” thus reinforcing the message that a UA apprenticeship can lead down many different paths.

The spots can be used as TV ads on local channels, as well as at job fairs or other events. They are also great as “pop-ups” visitors will see before entering a local website. The cost of customizing the spots with a local JATC’s name, phone number and web address is covered entirely by the International Training Fund.

Go to http://www.123contactform.com/form-1606276/TVWeb-Spot-Request-Form to complete the form and order the TV spots for your local JATC.

Important message

A Special Message from the Department of Labor:

Why is Apprenticeship Important to the President and the Nation?

The President’s lifting up of apprenticeship in the 2014 State of the Union address launched a national effort to expand apprenticeships in the U.S. because the results are clear: Apprenticeship works! Apprenticeship leads to a highly skilled workforce for industries and employers! And...leads to higher wages and long-term successful careers for U.S. workers!

We’ve seen a historic increase in the number of apprenticeships; from 375,000 in 2013 to 430,000 today. But we still have much more to accomplish. Consider that per capita the U.S. still lags behind other countries like Germany, Switzerland, and the UK in terms of industries’ utilization of the apprenticeship training model. Also, consider that it is anticipated that nearly 30% of all jobs by 2020 will require a post-secondary degree or credential. Experts also project a shortfall of nearly 3 million Americans lacking the post-secondary education required to fill these jobs. Now consider these Apprenticeship facts:

- Apprentices on average earn more than $50,000 upon program completion, and have been shown to increase their compensation by approximately $300,000 over their lifetime.
- 90% of apprenticeship completers enter and sustain employment.
- Studies show that apprenticeships provide a good return on investment for workers, and employers. Canadian studies estimate a return on investment of $1.47 for every $1 invested in apprenticeship.
- Apprenticeship is also good for the nation. For every $1 invested in Apprenticeship, the public returns approximately $28 in benefits.

With a renewed national focus on expanding apprenticeships, the National Registered Apprenticeship System is at-the-ready to meet our nation’s talent needs.
National Apprenticeship Week: Celebrate With Us, November 2-8

Once a year, the Department of Labor shines a national spotlight on something we focus on all year throughout North America: apprenticeship. National Apprenticeship Week is November 2-8 this year, and businesses and organizations are being encouraged to use this week as a way to aggressively promote and educate people about the most successful education efforts in history.

Secretary of Labor Thomas Perez has called apprenticeship “the other college, except without the debt.” This is an important message, but only part of the truth about apprenticeship.

Apprenticeship gives a clear economic advantage, besides earning while learning. The DOL has stated that an apprentice will earn an average of $300,000 more in wages and benefits over his or her career than those who have not completed an apprenticeship. The Labor Department also reports that the average starting salary for an apprentice graduate is $50,000.

To highlight the many advantages of apprenticeship, the Department of Labor is encouraging organizations, schools and businesses to hold events during the week. The DOL provides material to help promote and manage these events, including a checklist of what to do and when, and suggestions about who to invite.

This is a good opportunity to promote your local apprenticeship program, while national attention is focused on apprenticeship. With the DOL reporting that there are 5.8 million job openings in the United States, now is the time to publicize the UA’s apprenticeship programs, as we compete with other industries for the best candidates.

Apprenticeship has taken on new importance within the halls of government, as it is becoming more and more apparent that manpower demands are rising rapidly. According to the Bureau of Labor Statistics, pipefitter, steamfitter and plumber employment numbers are expected to increase 21 percent in the next 10 years, which is faster than the average for all other occupations.

This puts the UA in a strong position to make the case that apprenticeships are not only a path to secure careers with good wages and benefits, but are good for the economic health of the nation.

For more information on National Apprenticeship Week and what your local JATC can do, go to http://doleta.gov/oa/naw/.

“A apprenticeship is the other college, except without the debt.”

–Secretary of Labor

AUGUST CROSSWORD PUZZLE SOLUTION

1. **SADDLE**
2. **COOL**
3. **EGL**
4. **TAT**
5. **ALLOY**
6. **LI**
7. **CONDENSER**
8. **M**
9. **D**
10. **ED**
11. **N**
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16. **H**
test your knowledge

ACROSS
3. A type of fitting which attaches around the pipe.
7. A component in the basic refrigeration cycle that ejects or removes heat from the system.
8. The condition where liquid refrigerant is colder than the minimum temperature required to keep it from boiling which would change it from a liquid to a gas.
11. A substance composed of two or more metals or a metal and a compound.
12. The opening in a burner head that allows gas or air-gas mixture to escape for ignition.
13. Blades in a rectangular frames placed in doors or walls to permit the movement of air.
14. Pressurized pipe running from the point of connection to the zone control valves.
16. Pipe immersed into an acid bath for removal of scale, oil, dirt, etc.

DOWN
1. A process of filling a void in a pipe joint with a filler metal to join pieces of pipe or fittings.
2. A sequence in which weld bead increments are deposited in a direction opposite to the direction of progress.
4. A localized gaseous condition that is found within a liquid stream.
5. A highly combustible gas used as a fuel gas in the oxyacetylene welding process.
6. An assembly whose component parts are formed by welding.
9. The process of draining a pipe, tube, or hose of excess air.
10. A process where the surface of iron or steel piping or fittings are covered with a layer of zinc.
15. The degree of coverage of a sprinkler from one side of a pattern to the other.