

THE SPEC SHEET

SMCA
Quarterly



SEPTEMBER 2025 | VOLUME 7 ISSUE 1

THE EDUCATION ISSUE

BLUEPRINT FOR GROWTH: EXPANDING OPPORTUNITIES ACROSS THE TRADE



SMACNA Visits SMCA Pre Apprenticeship & Education Updates Events Season

SMCA BOARD OF DIRECTORS 2025-2026



PRESIDENT

GARY LUTHE Luthe Sheet Metal, Inc.

VICE PRESIDENT

ROBERT JOHNSTON SSM Industries, Inc.

SECRETARY/TREASURER

DOMINIC BONITATIS Prime Sheet Metal, Inc.

PAST PRESIDENT

MATTHEW SANO Fisher Balancing Company

EXECUTIVE DIRECTOR

PETER JENKINS, ESQ.

DIRECTORS

GLEN ARMSTRONG

Restaurant Ventilation Design, Inc.

ERNEST J. MENOLD, P.E.

Ernest D, Menold, Inc.

MATT MITCHELL

Bonland Industries, Inc.

JACK TITLOW

Hunter Mechanical, Inc.

KEN WURST

Air Concepts, Inc.

SMCA STAFF

EXECUTIVE DIRECTOR / CEO

PETER JENKINS ESQ.

BOOKKEEPER / OFFICE MANAGER

RUSSELL SMITH

SAFETY PROFESSIONAL / PROGRAM DIRECTOR

GREGORY WHARTON

COMMUNICATIONS DIRECTOR

JULIE FRIESWYK

EVENTS DIRECTOR

TRISH CASEY

SMCA MEMBER FIRMS



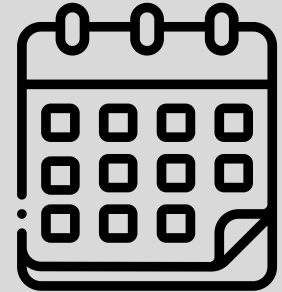
Accu-Flow Balancing Co., LLC, 267-483-5490, Warrington, PA
Advanced Air Service Group., 610-494-0100, Aston, PA
Air Distribution Systems Inc., 856-874-1100, Cherry Hill, NJ
AerDux, Inc., 856-933-2400, Bellmawr, NJ
Air Concepts, Inc., 215-788-2880, Bristol, PA
ASC Sheet Metal, Inc., 215-355-2672, Ivyland, PA
Bonland Industries, Inc., 267-720-9000, Bensalem, PA
Dynamic Balancing Co., 610-337-2757, King of Prussia, PA
Eastern Air Balance Corp., 717-492-1846, Manheim, PA
Environmental Construction Svcs., 215-904-5097, Philadelphia, PA
Ernest D. Menold, Inc., 610-521-4700, Lester, PA
Fisher Balancing Company, 856-740-9134, Williamstown, NJ
G.B.I. Inc. T/A Thermal Piping, 609-724-0006, Wrightstown, NJ
Hays Sheet Metal, Inc., 856-662-7722, Pennsauken, NJ
Hunter Mechanical, Inc., 610-344-9777, West Chester, PA
Lor-Mar Mechanical Services, Inc., 856-662-515, Pennsauken, NJ
Luthe Sheet Metal, Inc., 856-910-7000, Cherry Hill, NJ
Modern Controls, Inc., 302-325-6800, New Castle, DE
Optimum Performance Balancing, LLC, 610-568-8751, Birdsboro, PA
Precision Air Design, LLC, 484-461-7500, Clifton Heights, PA
Prime Sheet Metal, Inc., 215-672-9191, Warminster, PA
Progressive Sheet Metal, Inc., 215-322-1816, Southampton, PA
Restaurant Ventilation Design, Inc., 856-848-7411, Wenonah, NJ
Sanks Mechanical, 215-709-9176, Philadelphia, PA
South Philly Sheet Metal, 267-716-0131, Depford, NJ
Southland Industries, 267-315-6906, Horsham, PA
SSM Industries, Inc., 856-345-2525, Wilmington, DE
Tab Systems, Inc., 856-809-0395, West Berlin, NJ
Thomas Company, Inc., 856-432-6373, Brooklawn, NJ
Total Comfort Solutions, 215-671-8375, Philadelphia, PA
W. F. Smith, Inc., 215-624-1313, Philadelphia, PA
Wm. J. Donovan Co., Inc., 215-225-3677, Philadelphia, PA

THIS ISSUE



03	MEMBER DIRECTORY
05	CALENDAR
06	LEADERSHIP LETTERS
08	BLUEPRINT FOR GROWTH
12	LEGISLATIVE WATCH
14	PROJECT SPOTLIGHT
16	COMMUNITY & CONNECTION
21	EDGE OF THE TRADE

SCHEDULE OF events



Oct 15	SEMINAR: ENABLING SUCCESS	SMCA HQ
Oct 26-29	SMACNA ANNUAL CONVENTION	Maui, HI
Nov 7	SMCA INDUSTRY NIGHT THE HILTON @ PENN'S LANDING	Philadelphia, PA
Dec 9	SEMINAR: CHANGE ORDER MANAGENNT & PROJECT MANAGEMENT	SMCA HQ
Dec. 12	HOLIDAY PARTY @ FRANKLIN INSTITUTE (KIDS WELCOME)	Philadelphia, PA
Jan. 20	SAFETY AWARDS DINNER @ LIVE!	Philadelphia, PA
April 12-14	NORTHEAST STATES CONFERENCE @ OPAL SOL LUXURY RESORT	Clearwater, FL

FROM THE EXEC'S DESK



I hope everyone had a great summer and is enjoying the start of fall and the kids returning to school.

Most years, I like to think of the summer as our “quiet season” at SMCA — a break from traveling to conferences, our Member Firms busy with retrofits and upgrades to many of our area schools, and some time spent with family at home and on vacation. This year has been anything but quiet, however, as we spent much of the summer working on several exciting projects for our Members and Industry Partners. We also spent time with our friends at SMACNA (our national association), getting to know new members of the staff, sharing some of SMCA’s 100+ year history, and exchanging ideas for how to move our industry and our association forward.

**“A BETTER-TRAINED WORKFORCE IS
A MORE PROFITABLE, MORE
COMPETITIVE ONE”**

Two “Big Ticket” items I’m excited to talk about come from the JATC. In late August, the inaugural class of Local 19 Pre-Apprentices took their first foray into the sheet metal industry. You’ll read more about it in this issue, but this new program will enable more people to learn about the trade and whether it’s a fit for them, give employers a chance to seek out and evaluate new talent for their companies, and offer the JATC a “real world” evaluation of potential apprentices. As I write this, work is well underway on the Training Center’s renovation of its Testing and Balancing lab. Decades ago, Philadelphia proudly became the first union training facility in the country to build and install one of these labs. While it served our union members and contractors well, it was definitely time for an upgrade. Training Coordinator Donny Smith and his team spent many hours this summer self-performing demolition, flooring, painting, and lighting. With the leaves turning, it’s now time to bring in the major equipment — ductwork, mechanical controls, air handlers, the works! Several of our Member Firms (Fisher Balancing Company, Luthe Sheet Metal, Modern Controls, and SSM Industries) have graciously given their time, expertise, and equipment to this project, and we’re looking forward to a ribbon-cutting in early 2026.

At the SMCA office, we’ve also been making some of our own upgrades. In 2024, we launched the Education Credit Program for our contractors, recognizing that there isn’t always a one-size-fits-all solution for training sheet metal workers or administrative staff. So in addition to our traditional Education and Safety programs, we added the ECP to give contractors the flexibility to send their people to trainings unique to their businesses. In 2025 and beyond, we’re looking to build on what we learned from that first year and encourage contractors to participate in the ECP — because a better-trained workforce is a more profitable, more competitive one.

Peter Jenkins

Executive Director

PRESIDENT'S COLUMN



**“IF SMCA AND LOCAL 19
CAN COMMIT TO A
DEEPER PARTNERSHIP,
THERE IS NO LIMIT TO
WHAT WE CAN
ACCOMPLISH.”**

Last month I had the privilege of attending the September meeting of SMACNA and SMART's Best Practices Task Force here in Philadelphia. Contractors and union officials from across the country came together to share ideas on how labor and management can strengthen our industry, regain market share, and expand family supporting career opportunities. Whether it is advocating for legislation like prevailing wage, improving JATC training, or building opportunities in service and residential work, we are aligned most of the time. If we can set aside the few issues where compromise is harder, we can achieve great things together.

One takeaway that stood out was how many areas across the country have active labor management committees. Here in Philadelphia, SMCA and Local 19 have worked together in the past through the Sheet Metal Industry Advancement Committee on efforts such as mobile device policies for employers and promoting indoor air quality. Looking ahead, I believe there are new opportunities for collaboration, and I look forward to working with Local 19's leadership team and the SMCA Board of Directors to pursue them.

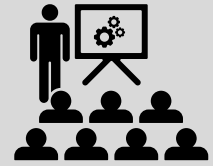
Cooperation between labor and management is essential to the success of our industry. Like any relationship, it takes time, trust, and communication to build. The Partners in Progress Conference in February 2026 will give us an excellent chance to continue strengthening these ties. If SMCA and Local 19 can identify more opportunities to represent the sheet metal industry together and commit to a deeper partnership, there is no limit to what we can accomplish.

Respectfully,

A handwritten signature in black ink that reads "Gary Schutte". The signature is fluid and cursive.

President

BLUEPRINT FOR GROWTH: EXPANDING OPPORTUNITIES ACROSS THE TRADE



At SMCA, we believe education is one of the most powerful investments our industry can make. Continuing education and professional development are critical to strengthening our workforce, building leadership, and ensuring the long-term health of the sheet metal trade. That's why SMCA has dedicated significant time and resources to support two new initiatives: the Local 19 JATC Pre-Apprenticeship Program and the SMCA Education Credit Program. Together, these programs are shaping opportunities for both the next generation of sheet metal workers and the professionals leading our firms today.

Local 19 JATC Pre-Apprenticeship Program

This summer, the Sheet Metal Workers Local 19 Joint Apprenticeship Training Fund (JATF) achieved official certification from the Commonwealth of Pennsylvania for its new Pre-Apprenticeship Program. This milestone represents a new model for the Philadelphia region, where demand to enter the trades already exceeds available apprenticeship slots.

Why It Matters

Unlike many programs elsewhere that focus primarily on recruitment, Local 19's Pre-Apprenticeship serves as a structured tryout that prepares and vets promising candidates for apprenticeship. By providing real-world experience and clear expectations, the program raises the bar for workforce readiness while broadening access to underrepresented communities.

Next Steps

For the inaugural year, with support from a Pennsylvania Department of Labor grant, the program is structured around two cohorts and approximately twenty participants in total. As the program matures, cohort frequency and size may expand based on demand and capacity. Contractors, educators, and community organizations are encouraged to connect with Apprenticeship Director Donald Smith (dsmith@lu19.com (215-952-1999) for more information.

Top photo: Jennifer Lohr, Vice President of Fisher Balancing Company and Industry Fund Trustee, explains how the new TAB Lab will work to SMACNA's Laurie Green and Seth Lennon during their visit.

Bottom Photo: Donald J. Smith Jr., JATC Training Coordinator explains the TAB Lab buildout to Pete Jenkins, Laurie Green, Gary Luthe, and Seth Lennon.



Program Highlights

- **Six-month, 1,000-hour** program combining classroom instruction and hands-on training
- **Paid program** with industry-recognized certifications (OSHA 10, First Aid/CPR, Aerial Lift Awareness)
- **Open to** high school students, women, veterans, and other underrepresented groups
- Tools, PPE, and transportation **provided at no cost**
- Successful participants earn **advanced standing and waived application fees for entry into Local 19's Registered Apprenticeship**

SMCA Education Credit Program (ECP)

While Local 19's Pre-Apprenticeship prepares the next generation, SMCA is also investing in today's workforce through the Education Credit Program, launched in 2024. Funded by the Industry Fund, the program provides employers with annual credits—ranging from \$800 to \$15,000—to support training and professional development across their organizations.

For the 2025–26 fiscal year, letters have already gone out to contractors outlining their available credits. To streamline the process, SMCA has invested in a new submission management platform, Submit.com, which will be used for both approval and reimbursement requests. Fund contributors should expect additional communications in the coming weeks with further instructions on using the system.

Contractors may have also noticed a new monthly email—Blueprint for Growth—designed to keep educational and professional development opportunities at the forefront. By highlighting upcoming courses and timely reminders, this communication is meant to ensure members take full advantage of the credits available to them.

Next Steps

Contractors can prepare to submit their training programs for approval as soon as the Submit.com system opens. This streamlined platform, together with Blueprint for Growth reminders, is designed to make participation easier and more efficient than ever.

Submit.com

Conclusion

From preparing the next generation of apprentices to equipping today's professionals with ongoing training, these two programs reflect SMCA's commitment to building a stronger, more skilled, and future-ready workforce. Education is a cornerstone of our industry's success.



Why it Matters

As SMCA Executive Director Pete Jenkins explains, “Our reserves are in excellent shape and investments are growing steadily. This has given us the flexibility to improve the quality of our events and expand services—including launching the Education Credit Program, which provides contractors with the tools to invest in both their field and office staff.”

Quick Facts

Eligibility

- Contractors must contribute to the Industry Fund for all hours worked under the CBA
- Minimum of 533 hours worked in the prior fiscal year
- No delinquent Industry Fund payments
- Training must be industry-related and pre-approved

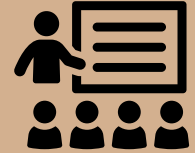
How it Works

- SMCA notifies contractors of their credit allotment each year
- Employers submit programs for pre-approval
- Employees attend and complete training
- Employers submit proof for reimbursement.

What's Covered

- Registration fees and course materials
- Training for both field and office staff, including administrative personnel.

SMCA Fall Seminar Series



Enabling Success

Wednesday, October 15, 2025

7:30 a.m. – Breakfast

8:00 a.m. – 12:00 p.m.

Lunch will be provided

Shaabini Alford from Maxim Consulting Group will be presenting on the topic – “Enabling Success – Creating Alignment Between Field & Office.” Shaabini has been in the construction industry for over 20 years training and inspiring future leaders to navigate through difficult situations that end successfully.

This half-day session will discuss why the processes of preconstruction planning, short interval planning, production tracking, daily project reports, exit strategy, and lessons learned are critical to the organization. Shaabini will lastly review with attendees the benefits for each member of their team, and how these processes can be properly implemented.



**Registration is now open! Visit
smca.org/events**



Change Order Management & Project Management

December 9, 2025

7:30 a.m. – Breakfast

Morning Session: 8:00 a.m. – 12:00 p.m.

Afternoon Session: 12:30 p.m. - 4:00 p.m.

Lunch will be provided

Join us for a full-day professional development program with Stephanie McShane of Maxim Consulting Group, concluding SMCA's 2025 seminar series with two high-impact sessions on project management and financial performance.

Morning Session – Change Order Management
Learn how to control the financial impact of change orders with strategies to protect profitability and ensure smoother project execution.

Afternoon Session – Project Management: Driving Predictable Cost Projections
Gain tools to set accurate job budgets, track progress, and identify red flags early to deliver reliable, profitable results.

This program is designed for contractors, project managers, supervisors, and office staff looking to sharpen their skills and close out the year with actionable strategies for success.

LEGISLATIVE AND POLICY WATCH

TARIFFS: WHAT'S HITTING NOW—AND HOW CONTRACTORS SHOULD RESPOND

Source: SMACNA webinar, Tariff Update & Contractual Response featuring Stan E. Kolbe, Jr. of SMACNA, Stephen E. Yoch of Felhaber Larson, and Alexandra E. Diwik of Felhaber Larson,

A SMACNA webinar on “Tariff Update & Contractual Response” made one point crystal clear: the current tariff wave is broad, fast-moving, and already priced into many supply chains. According to SMACNA’s Stan Kolbe, the White House has leaned on tariff authorities outside of formal trade agreements, with an emphasis on Section 232 (national-security/anti-dumping) actions that are harder to unwind. After months of stop-start announcements, contractors are now seeing real costs at the job level—first on steel, aluminum and equipment (with Canada disproportionately hit), and now spreading to corrosion-resistant steel from a wide set of countries. Additional tranches are under study (including copper “all items” coverage and even pharmaceuticals), creating upside risk to material budgets and schedules. Bottom line: even firms that stocked up last winter are burning through inventory and beginning to pay tariff-inflated prices.

“We’re moving from talk to invoices—tariffs are now embedded in real job costs.” —Stan Kolbe, SMACNA

Congress, caught flat-footed early, is moving to reassert authority over unilateral tariffs (mirroring the Constitution’s Article I, Section 8). Bipartisan bills would require congressional approval for most new tariffs within 60 days of notice, while carving out 232 anti-dumping cases. Whether or not those measures pass—or survive a veto—the politics are shifting as CEOs and agencies warn of late-year drag. SMACNA is also pushing two practical fixes for federal work: (1) a change-order path that explicitly recognizes tariff-driven material spikes, and (2) wider use of Economic Price Adjustment (EPA) indexing so agencies can compensate awarded contracts when inputs jump post-bid.

For contractors, the near-term playbook is contractual and evidentiary. On federal jobs, scrub your agreements for three levers: FAR 52.229-3 (adjustments for newly imposed taxes/tariffs post-bid; prompt notice required), FAR 52.216-4(EPA—submit within 60 days; typical increases capped ~10% of unit price; keep performing while negotiating), and FAR 31.201-2 (cost allowability—owner bears risk on reasonable, allocable costs in flexibly priced contracts). On private work, shift risk where you can: prefer Cost-Plus structures (owner bears verified input volatility), or add a Price-Escalation clause to fixed-price deals that triggers above a defined threshold (be precise about indices, notice, and caps). Don’t bank on force majeure or impracticability—courts look hard at foreseeability, and tariffs have been telegraphed for years. Instead, negotiate the risk up front, and document everything.



TARIFF RESPONSE CHECKLIST

Tariffs are no longer an abstract policy debate—they're hitting job budgets directly. To help members navigate the impact, we've pulled together a quick-reference checklist designed for project managers in the field. Clip, share, and keep it handy: these are the immediate steps contractors can take to protect margins, strengthen contract positions, and prepare for possible relief down the road.

1 **Inventory and timing**

Pair buy-downs with bid calendars; confirm mill and service-center lead times on corrosion-resistant steels and copper lines specifically.

2 **Contract audit**

Flag federal jobs lacking FAR 52.229-3 or EPA language; issue prompt written notice where eligible.

3 **Private templates**

Add a one-page Escalation Exhibit with triggers (e.g., CRU/AMM index deltas), notice windows, audit rights, and caps/shared-risk bands.

4 **Recordkeeping**

Maintain invoices, POs, and index printouts by job and CSI code; this supports EPAs, change orders, and any future refund processes if courts strike certain tariffs.

5 **Owner communication**

Pre-brief clients on exposure bands and mitigation steps; offer alternates (spec substitutions, schedule resequencing).

“Keep meticulous records. If courts unwind pieces of this, documentation is your refund ticket.”—Alexandra E. Diwik

PROJECT SPOTLIGHT

SSM INDUSTRIES AT CHOP: RISING ABOVE THE NOISE

On August 28, SMCA had the unique opportunity to tour the Children's Hospital of Philadelphia's new Roberts Center for Pediatric Research Patient Tower, a project that will redefine pediatric care in the region.

The tower, currently rising above Schuylkill Avenue, is CHOP's largest expansion to date, adding 28 floors of patient rooms, operating suites, and specialty care facilities. Funded in part by a historic \$25 million gift from the Roberts family, the tower represents CHOP's commitment to providing world-class care to every child who needs it.

Progress on the Build

Guiding the tour was Adam Barzeski, General Foreman at SSM Industries, Inc., who shared a firsthand view of the complex systems coming together:

- 20 floors of steel complete out of 28 as of late August.
- Work began in 2023, with crews building upward after the first nine floors were established.

Sheet Metal at Scale

The project demands mechanical systems on an extraordinary scale. Crews are installing 300 x 80 of ductwork, guided by Hilti inserts tied into Trimble layout technology. The systems include 44-inch round iron black duct & 64 x 28 Flat oval welded BI for the kitchen exhaust, along with supply, exhaust, and return risers from level 1–27 with fire/smoke dampers staged and tested. To move heavy prefabricated duct to upper floors, teams are using Preston deck systems, ensuring both efficiency and safety. Every piece is welded, tested, and inspected to meet the hospital's strict standards for performance and safety.

- Over 1,500 trucks delivering material and duct almost daily.
- SSM alone: 2.3 million pounds of metal and \$6 million in equipment.
- 150,000+ man hours expected for completion.
- At peak, nearly 100 union sheet metal workers from SSM, Thomas Company, Inc., and AerDux, Inc. will be on site.



"This job is like breaking down one giant tower into dozens of small projects," Adam explained. "If you look too far ahead, the constant changes will drive you crazy. The key is to focus, coordinate, and keep moving."





Adam Barzeski of SSM and Greg Wharton of SMCA viewing SSM's work so far.



Coordinating Across the Trades

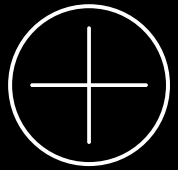
Careful sequencing has been essential. Deliveries originally planned for early October were pushed back to late fall to allow fireproofing, plumbing, and electrical work to finish before sheet metal crews mobilized. Sheet metal work is divided among three contractors: AerDux, Inc. is handling floors 1–3, Thomas Company, Inc., is responsible for floors 4–9, and SSM is leading lower-level work, risers throughout the tower, and procedure and inpatient units from levels 15–20, with patient floors installed using an offsite racking system.. The program calls for emergency and cafeteria spaces on the lower levels, operating and procedure rooms on floors 4–9, and inpatient care units spanning floors 15–28, all supported by rooftop mechanical systems.

Safety Innovation

One of the most notable practices on the site is the use of pre-installed safety cables around vertical shafts. This proactive approach allows crews to tie off securely without relying on beams or temporary stanchions. For many, it was the first time seeing this method in practice — and it is proving to be a model for future projects.



COMMUNITY & CONNECTION



Summer brought a shift from events to fieldwork. In July, SMCA welcomed SMACNA's Laurie Greene and Seth Lennon for a two-day visit — a chance to show them our projects firsthand and the partnerships that keep our region strong.



Seth Lennon, Pete Jenkins, and Laurie Green at the SMCA office in Warminster, PA



SMCA President, Gary Luthe Sr. explains operations of his sheet metal fabrication shop in Cherry Hill, NJ



SMCA President, Gary Luthe Sr. and SMCA CEO Pete Jenkins, met with Jack Ciattarelli at a lunch event in July

MAKING THE MOST OF CONVENTION 2025

OCTOBER 26 – 29, 2025

MAUI, HI

SMACNA ANNUAL CONVENTION

Every fall, SMACNA members, chapter executives, and industry partners gather for the Annual Convention — the association's flagship event and the largest gathering of the year. This October, the convention heads to Maui, Hawaii from October 26–29, 2025.

The setting couldn't be better: attendees will stay at the Grand Wailea Maui, a Waldorf Astoria Resort, and the Wailea Beach Resort—Marriott, Maui, both offering breathtaking views and unmatched hospitality. With the convention now officially sold out, anticipation is building for what promises to be a memorable week.

With the convention at capacity and Chapter Night set in such an extraordinary venue, the 2025 event is already shaping up to be one of the most memorable in recent history.

PROGRAM HIGHLIGHTS

The convention agenda is filled with opportunities for education, networking, and industry insight. Attendees will hear from leading voices, explore emerging trends and technologies, and connect with peers from across the country. Signature events on the program include the Meet & Greet Reception, the College of Fellows Golf Outing, the SMACNA After Party, and the Closing Dinner and Show — all set against the stunning backdrop of Maui.



SMCA'S CHAPTER NIGHT

A point of pride for SMCA this year: we are hosting the 2025 SMACNA Chapter Night on **Tuesday, October 28, from 5:00–9:45 PM at the Maui Ocean Center.**

Chapter Night is always one of the most anticipated parts of the convention, and this year's venue — a world-class aquarium overlooking Maalaea Harbor — promises a truly unique experience. Attendees will enjoy an evening of connection and camaraderie surrounded by the beauty of Hawaii's marine life.

TIPS FOR MAKING THE MOST OF CONVENTION

Conventions can feel overwhelming, especially for first-time attendees. Here are a few tried-and-true ways to maximize your experience:

- **Set Clear Goals:** Whether it's networking, learning about new technology, or strengthening chapter ties, arrive with a plan.
- **Review the Agenda in Advance:** Check the program, download the event app if available, and get familiar with the resort layouts.
- **Engage Fully:** Attend sessions, join social events, and represent your company, chapter, and industry.
- **Make Connections:** Identify who you want to meet and look for opportunities to build relationships.
- **Bring Something Back:** Beyond the product show SWAG, carry home ideas, lessons, and notes that can benefit your team.



INDUSTRY NIGHT

**FRIDAY, NOVEMBER 7, 2025
HILTON PHILADELPHIA
@ PENN'S LANDING
5:00–8:30PM EST**

COCKTAIL RECEPTION FOLLOWED BY DINNER,
TECHNOLOGY SHOWCASES, AND BRIEF SPOTLIGHT TALKS



Join Us

Industry Night is SMCA's refreshed take on cross-industry collaboration and celebration. Formerly known as *Engineer's Night*, this year's event brings together contractors, engineers, suppliers, and industry leaders for an evening of networking and innovation.

**REGISTER: [SMCA.ORG/INDUSTRYNIGHT](https://smca.org/industryntight)
BY OCTOBER 22, 2025**

Attendance is free for Members of SMCA, IF Contributors, Suppliers, ASHRAE, AIA, MCA of Eastern PA, GBCA, and NECA (Suppliers must register for their free vendor table) / Free self-parking

**BUILDING THE FUTURE:
A NIGHT OF
INNOVATION,
CONNECTION,
AND CRAFT**



**BE PART OF
WHAT'S NEXT.**

Sponsorship Opportunities

✓ Title Sponsor – \$5,000 (5 available)

- Premier logo placement on all event materials
- Speaking slot (up to 15 minutes) or product demo
- 6-ft table in main area (prime location)
- Logo printed on attendee name badges
- Featured write-up in SMCA's post-event Spec Sheet Print Magazine
- Recognition across SMCA social media



🔧 Tool & Tech Demo Sponsor – \$3,000

- 6-ft table in designated "Demo Zone"
- Optional 5-minute live demo during event
- Featured in pre-event social media post



🍷 Happy Hour Sponsor – \$2,000

- Logo signage at the bar area
- 2-minute welcome toast (prior to spotlight talks)
- Option to provide branded drinkware or giveaways



👜 Swag Bag Sponsor – \$1,500

- Logo printed on attendee swag bags
- One promotional item (provided by your team) placed in each bag
- Social media thank-you post



👤 Supporting Sponsor – \$500

- Name/logo in the event program and on signage
- Thank you post on social media



Contact Trish Casey for details: tcasey@smca.org / 610-828-4055



Join Us!

SMCA HOLIDAY RECEPTION

Friday, December 12, 2025

6:00 PM – 9:00 PM

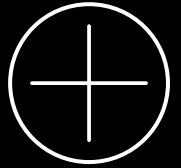
The Franklin Institute

Please join SMCA for our annual
Holiday Reception at the Franklin Institute.
Children are welcome to attend!

Deadline to Register: November 26

Register online at: <https://www.smca.org/events/>





EDGE OF THE TRADE: EDUCATION, WORKFORCE & SAFETY

TIKTOK AND THE TRADES: HOW GEN Z IS REWRITING THE BLUEPRINT

For years, the construction industry has struggled to recruit the next generation of workers, relying on job fairs, brochures, and classroom visits that rarely resonated. Today, recruitment looks very different: TikTok and other platforms have become unlikely but powerful pipelines, reframing trade work as financially smart, personally fulfilling, and even aspirational. The Washington Post recently reported that vocational school enrollment has surged to its highest level since the early 1990s, a trend many experts link to the way young audiences consume career content online.

According to Construction Dive, union laborer Chelsea Fenton (@thatunionlaborer) began posting to TikTok to demystify apprenticeships and now draws more than 26,000 followers—most of them women. DIY influencer Eddy Lopez (@ez_home) has built a 2.6-million-strong audience with renovation videos that showcase both creativity and income potential. Even institutions are adapting: SkillsUSA partnered with TikTok to launch Skills Jam, a youth-led video series designed to promote trade careers in the authentic voice of students themselves.

The results are tangible. The Wall Street Journal notes that Gen Z electricians, plumbers, and builders are “making blue-collar cool,” while Business Insider reports that many young people see trades as a more stable, debt-free alternative to white-collar work. Influencers like Fenton and Lopez are flipping the script, meeting Gen Z where they already spend their time and proving that a hard hat can be just as aspirational as a college cap. For an industry facing a severe labor shortage, that’s more than a trend—it’s a lifeline.

BY THE NUMBERS

Highest since 1990s — U.S. trade school enrollment (Washington Post).

3 in 4 — Gen Z workers say they value job stability and skills over prestige (Business Insider).

2.6 million — TikTok followers of DIY/trade creator Eddy Lopez (@ez_home).

38,900+ — Followers of Kim Maci (@kimmythesparks), primarily women.

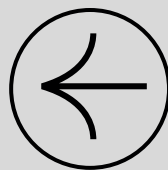
“I wanted to show women they could do this too. Apprenticeships aren’t a mystery.” — Chelsea Fenton, via Construction Dive

“Social media content is now outperforming career fairs when it comes to recruiting the next generation of tradespeople.” — Washington Post

“Gen Z plumbers and construction workers are making blue-collar cool.” — Wall Street Journal



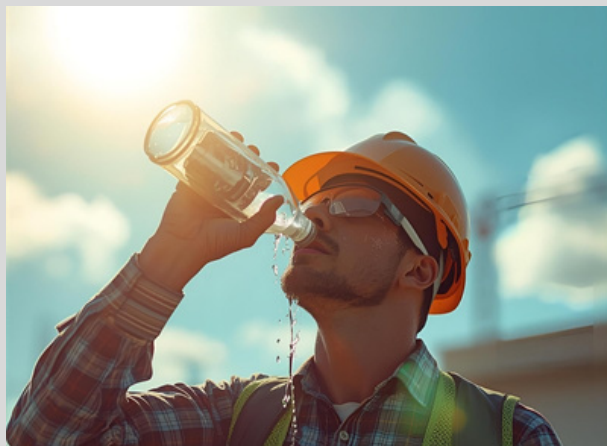
Kim Maci @kimmythesparks



OSHA Heat Injury and Illness Standard: Final Decision Expected by Year-End

From June 27 to July 2, safety professionals and industry leaders testified at OSHA's hearing on the proposed Heat Injury and Illness Standard. Testimony was mixed—some strongly supported a national standard, while others preferred to continue policing extreme heat conditions internally.

Despite debate, OSHA has signaled its determination to finalize the standard by the end of 2025, regardless of political turnover. Contractors should begin preparing now for stricter requirements around monitoring, training, and protecting workers in hot environments.



Greg Wharton, Safety &
Education Director
(610) 828-4055 gwharton@smca.org

Suicide Prevention Week: Tools for Your Safety Library

In recognition of Suicide Prevention Week in September, OSHA released a set of toolbox talks designed specifically for the construction industry.

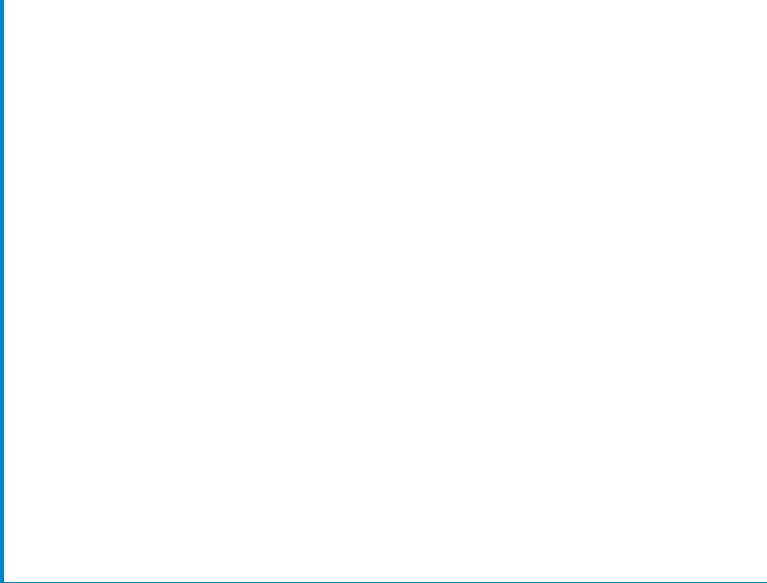
Topics include:

- **Recognizing suicide warning signs**
- **How to seek help**
- **Understanding the Suicide & Crisis Lifeline**

SMCA encourages members to download these resources and add them to their safety portfolios. They are available now on the SMCA website.



Sheet Metal Contractors Association
955 Louis Drive
Warminster, PA



THE SPEC SHEET

FALL 2025 ISSUE