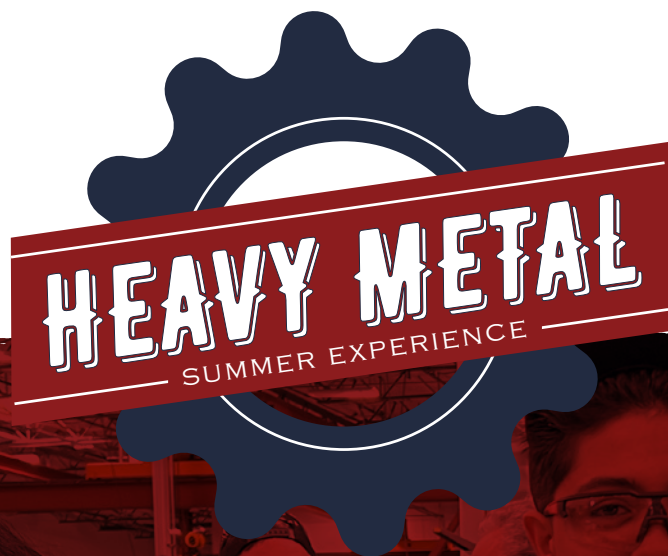


*PROMOTING THE FUTURE
ONE CAMP AT A TIME.*



2025

IMPACT REPORT

FEATURED ON





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A LETTER FROM ANGIE



CELEBRATING ANOTHER SEASON OF GROWTH.

2025 gave us cause for celebration, as we marked the five-year anniversary of the HMSE program! I am filled with gratitude to everyone who has supported and believed in the HMSE mission. What began as a simple idea to inspire the next generation of construction professionals has grown into a powerful movement addressing one of our industry's greatest challenges: the skilled trade shortage. I am thrilled for what the future holds and excited to continue building a program that opens doors, changes lives and strengthens our industry.

This summer, HMSE grew to 51 camps, welcoming two new locations in Canada and expanding into eight additional states. We also launched the first all-electric camp in our program's history. The impact of HMSE is undeniable: program graduates are entering apprenticeships, and one of our very first students is on track to turn out later this year as a journey-level sheet metal worker! To those students (and parents!) who have joined us on this journey – you are the heart and soul of HMSE. Watching students connect conceptual industry knowledge through hands-on exploration and seeing it all come together in real time is our daily inspiration.

We're especially proud of our continued focus on minority and female participation, ensuring that the next generation of tradespeople reflects the diversity and strength of the communities we serve. These efforts are only possible because of the incredible partnerships that sustain HMSE. To our national sponsors whose support continues to fuel our growth – THANK YOU. We are equally grateful to our many individual donors and private foundations, whose generosity proves that every contribution makes a difference.

The success of HMSE is a testament to what can happen when the entire industry comes together. But our work is far from over. We'll continue partnering with industry associations, contractor members, local unions and other key stakeholders to collaborate, innovate and create more opportunities – opening doors, changing lives and closing the knowledge gap in our workforce.

The sky's the limit for the future of HMSE! Let's continue working toward a future where every young person can see themselves building a career in our industry.

A handwritten signature in black ink that reads "Angie Simon". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Angie Simon, President & Co-Founder



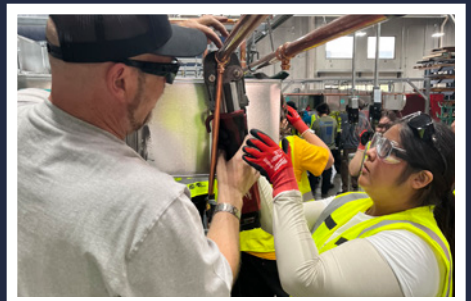
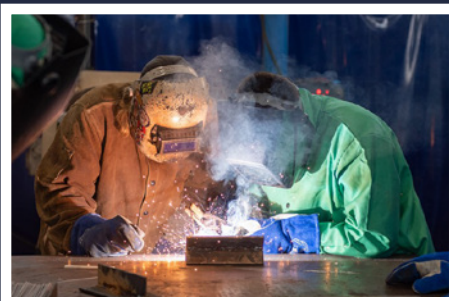
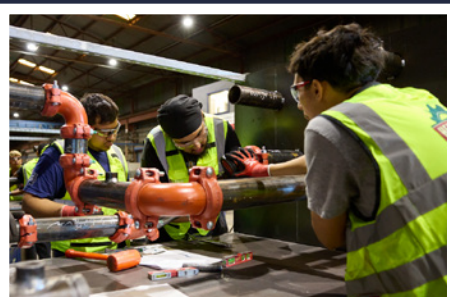
THE PROGRAM

ABOUT HMSE

The growth of the mechanical construction industry relies on the next generation of workers, but a sharp decline in vocational training and an emphasis on a college education has challenged the industry with a smaller talent pool. In 2021 Western Allied Mechanical, Hermanson Company, SMACNA-Western Washington and SMACNA National teamed up to introduce high school students and recent graduates to careers in the building trades.

Through exposure to sheet metal, piping, electrical and plumbing trades, HMSE students explore the trades and become part of a team that builds community. Every camp is unique, but all are built to offer students hands-on learning through projects and working alongside craft professionals. Students also tour active job sites and union training facilities for a glimpse at local apprenticeship programs to see first-hand what it takes to succeed. The experience ends with a graduation ceremony, where all participants receive a medal and certificate of completion, along with the projects they worked on during the camp. Often supporting students from under-represented communities, we hope to instill a sense of pride and accomplishment while opening a career path they may never have otherwise considered.

HMSE is a 501c(3) incorporated company made possible by a dedicated group of working professionals, vendors who donate tools and PPE, and contractors across the country who are eager to create workforce diversity and entice the next generation of skilled workers.



HOW IT WORKS

Through exposure to sheet metal, piping, plumbing and electrical trades, Heavy Metal Summer Experience students explore the trades and become part of a team that builds community. Every camp is unique, but all are built to offer students hands-on learning through projects and working alongside craft professionals.

WHO

WHO ARE THE PARTICIPANTS?

The program was designed to expand on post-high school career options by introducing high school students and recent graduates to the incredible career opportunities that the skilled building trades have to offer.

HMSE puts an emphasis on reaching underserved areas, diverse applicants and applicants who are looking for alternatives to college.

HOW

HOW DOES THE PROGRAM WORK?

All HMSE camps should target a minimum of 30 hours of instruction that combines hands-on projects with real-world training. Often, host camps will partner with local unions or other contractors so students can tour other facilities or jobsites and see industry craftsmen and women in action. We want students to come away from their experience with a working knowledge of what it takes to succeed in our industry - and the variety of opportunities available.

WHEN

WHEN DO CAMPS RUN?

Each camp chooses its specific schedule breakdown, but all follow this general timeline:

November

Student Recruitment Begins
All Camps Committed

February-April

Student Applications Ongoing

May

Applications Due & Camp
Rosters Finalized

June

Camps Begin and Average 30
Hours of Instruction

July-August

Students Complete Program,
Graduation Ceremonies



COLLEGE VS. TRADES



COLLEGE ISN'T THE ONLY (OR ALWAYS THE BEST) OPTION FOR A YOUNG PERSON'S FUTURE.

Today's college students are saddled with crippling debt, and many are left unable to find a job in their chosen field. But students entering the trades receive valuable hands-on training while earning a paycheck, and their skills will always be in demand. HMSE is dedicated to showing students the variety of opportunities available to make a good living in the construction industry.

STUDENT FINANCES

COMPARING OVER FOUR YEARS OF EDUCATION

FOUR YEARS IN *COLLEGE*

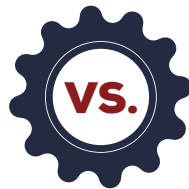
-\$57,385+

GRADUATING COLLEGE

After four years of tuition, books and supplies, (local) college graduates will find themselves entering the workforce in debt.

Over 4 years	Cost
College tuition (local)	-\$51,452
Books and supplies	-\$5,933
Total	-\$57,385+

*All numbers are estimates based on local college averages across the nation.



FOUR YEARS IN *THE TRADES*

+\$272,354

"JOURNEYING OUT"

After four years of their apprenticeship, students will have graduated to journeyman status, earning a good living while learning.

Over 4 years	Earnings
Wages earned	+\$228,219
*Fringe benefits	+44,135
Total	+\$272,354

*Trade and union earnings differ depending on trade and market.

*Fringe benefits are additional union-provided benefits, including but not limited to, pension plan(s), wellness funds, healthcare benefits, 401(k) plans, etc.

2025 PROGRAM ADVANCEMENTS



PROGRAM-WIDE ADVANCEMENTS IN 2025.

Thanks to our generous donors and supporters, 2025 marked the beginning of a new era for the Heavy Metal Summer Experience. With growth came the opportunity – and the need – to strengthen some of the program’s most important foundational pieces. We expanded our team, continue to update and revise the Playbook with dozens of new resources to better support our camps and we’ve strategically incorporated feedback from host camps to enhance the program moving forward.

NEW & IMPROVED IN 2025

HEAVY HITTERS CLUB CAMPAIGN
NATIONAL MEDIA PUSHES
SOCIAL MEDIA MANAGEMENT
NEW CONVENTION MATERIALS
CONFERENCE BROCHURE
REVISED DONOR PERFECT PAGE
MEDIA PAGE
NEW PROJECT TEMPLATES
EDITABLE FLYERS
POWERPOINT TEMPLATE
NEW DONATION MATERIALS
IMPACT REPORT
SPONSOR THANK YOU
STICKERS
T-SHIRT DESIGN
WELCOME BANNER
TOWN HALL SESSIONS
NEW BOARD MEMBER
VISION STATEMENT
MONTHLY ROLL CALL EMAILS
CAMP MATERIALS & BANNERS
PR MATERIALS
GRANT ONE-SHEET
STUDENT FEEDBACK REPORTING
PARENT FEEDBACK REPORTING
MONTHLY LEAD REPORTING
CONFERENCE HOST PROMOTION
JUNIOR ACHIEVEMENT IMPROVEMENTS

IMPROVED HOST WEBSITE EXPERIENCES AND TOOLS

At the end of the 2024 season, we hosted Town Hall meetings, inviting all camps to share both their successes and challenges.

Based on their feedback, we implemented a major enhancement for 2025: introducing a robust, “real-time” applicant list on each host camp’s individual location page. These password-protected pages give camps an immediate view of their applicant pool and provide tools to make management even easier.

OVERHAULED PLAYBOOK

Our Playbook will always be one of the best resources for both potential and new camps. We continued to improve the interactive document in 2025 with the end user in mind, resulting in a more digestible piece for users to quickly find the information that matters most to them.

The Playbook saw multiple revisions throughout the 2025 season, and will continue to evolve along with our camps.

PROJECT FEATURES

Camp projects are the centerpiece of the HMSE program.

Our team combed every existing project to date, creating a consistent format and easier usability for camps to follow in the future.

2025 CAMP LOCATIONS



CAMP LOCATIONS GREW THANKS TO PASSIONATE HOSTS AROUND THE COUNTRY.

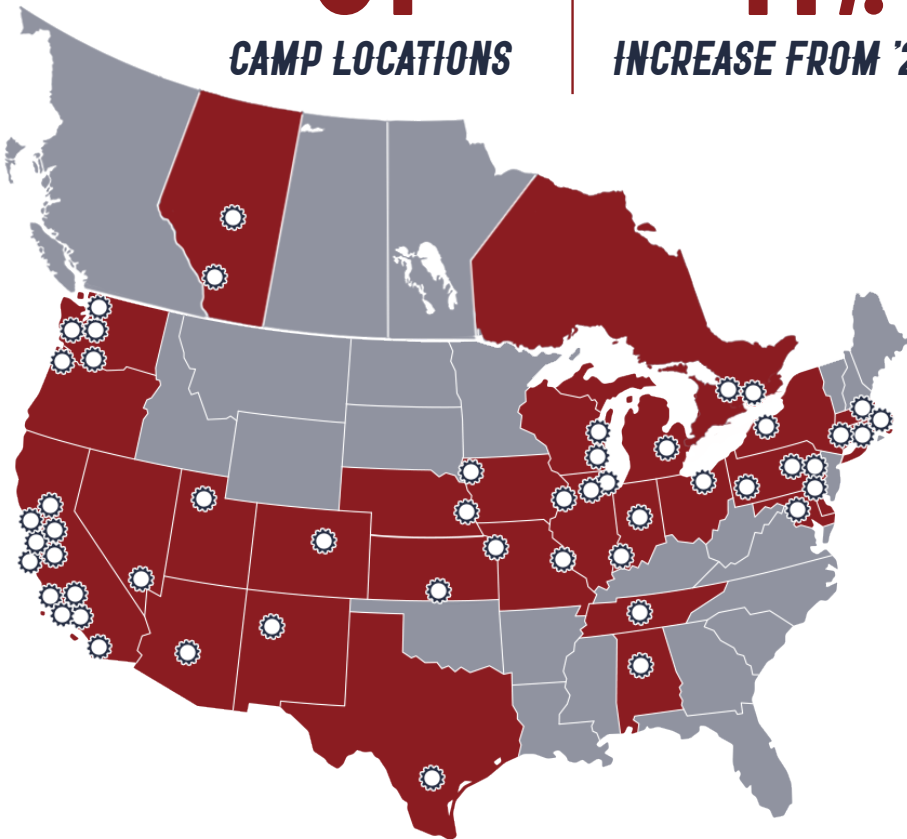
Thanks to the help of our sponsors, partners, enthusiastic camp hosts and our amazing team, Heavy Metal Summer Experience saw yet another year of tremendous growth, a 41% jump from the outstanding growth we experienced in 2024.

51

CAMP LOCATIONS

+41%

INCREASE FROM '24



SKILLS LEARNED

- Tape measurements
- Cutting metal
- Bending metal on a break
- Soldering pipe
- Press fitting pipe
- Electrical wiring
- Welding
- Servicing AC unit
- Piping basics
- Sheet metal basics
- Electrical basics
- Safety practices
- How to use tools

2025 HOST LOCATIONS

Birmingham, AL
Phoenix, AZ
City of Industry, CA
Commerce, CA
Roseville, CA
Sacramento, CA
San Diego, CA
San Jose, CA
San Leandro, CA
Union City, CA

Ventura, CA
Calgary, AB
Edmonton, AB
Hamilton, ON
Ottawa, ON
Grand Junction, CO*
Waterbury, CT
Arlington Heights, IL
DeKalb, IL
Moline, IL

Rockford, IL
Evansville, IN
Greenwood, IN
Sioux City, IA
Wichita, KS
Lanham, MD
Boston, MA
Randolph, MA
Holly, MI
Kansas City, MO

St. Louis, MO
Omaha, NE
Las Vegas, NV
Albuquerque, NM
Tonawanda, NY
Cleveland, OH
Portland, OR
Allentown, PA
Pittsburgh, PA
Pottsville, PA

Pawtucket, RI
Nashville, TN
San Antonio, TX
Salt Lake City, UT
Kent, WA
Longview, WA
Monroe, WA
Seattle, WA
Milwaukee, WI
Wrightstown, WI



2025 STUDENT GROWTH



THE FOCUS OF OUR MISSION IS *THEM*.

The HMSE pilot program originally operated in two locations with 28 student participants. In 2025, the program grew to reach nearly 800 students in 51 individual camps nationwide! The impact of our camps is evident - and we're proud to work with partners across the country to highlight the incredible value of a successful career in the construction industry.

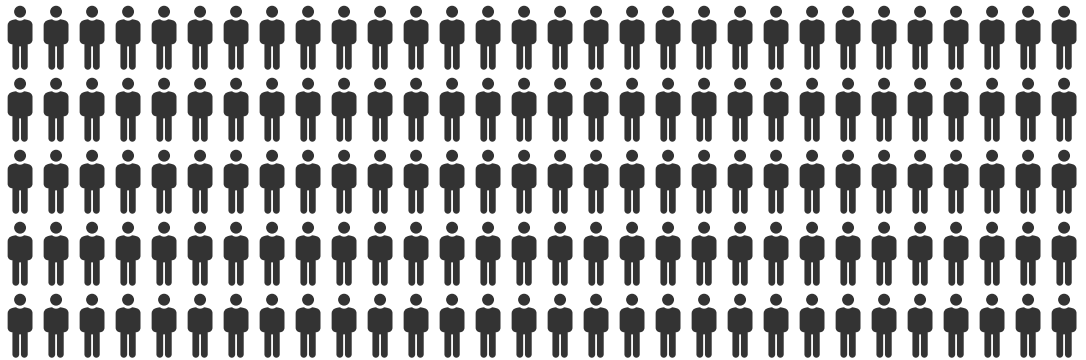
2021

28
START



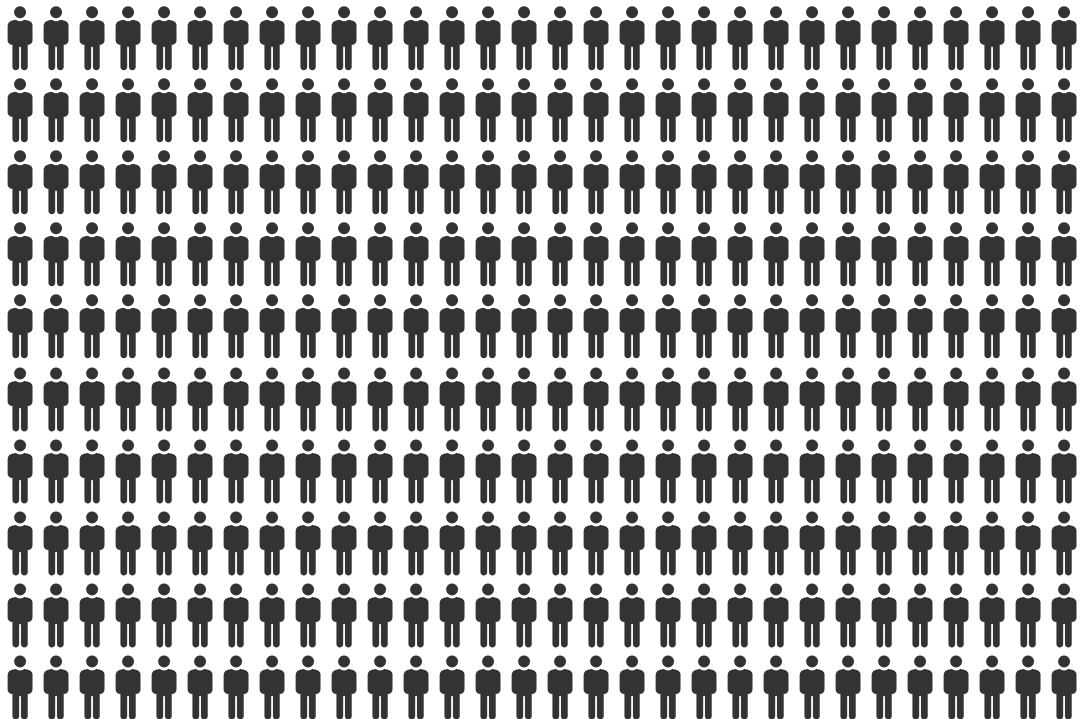
2022

150
+436%



2023

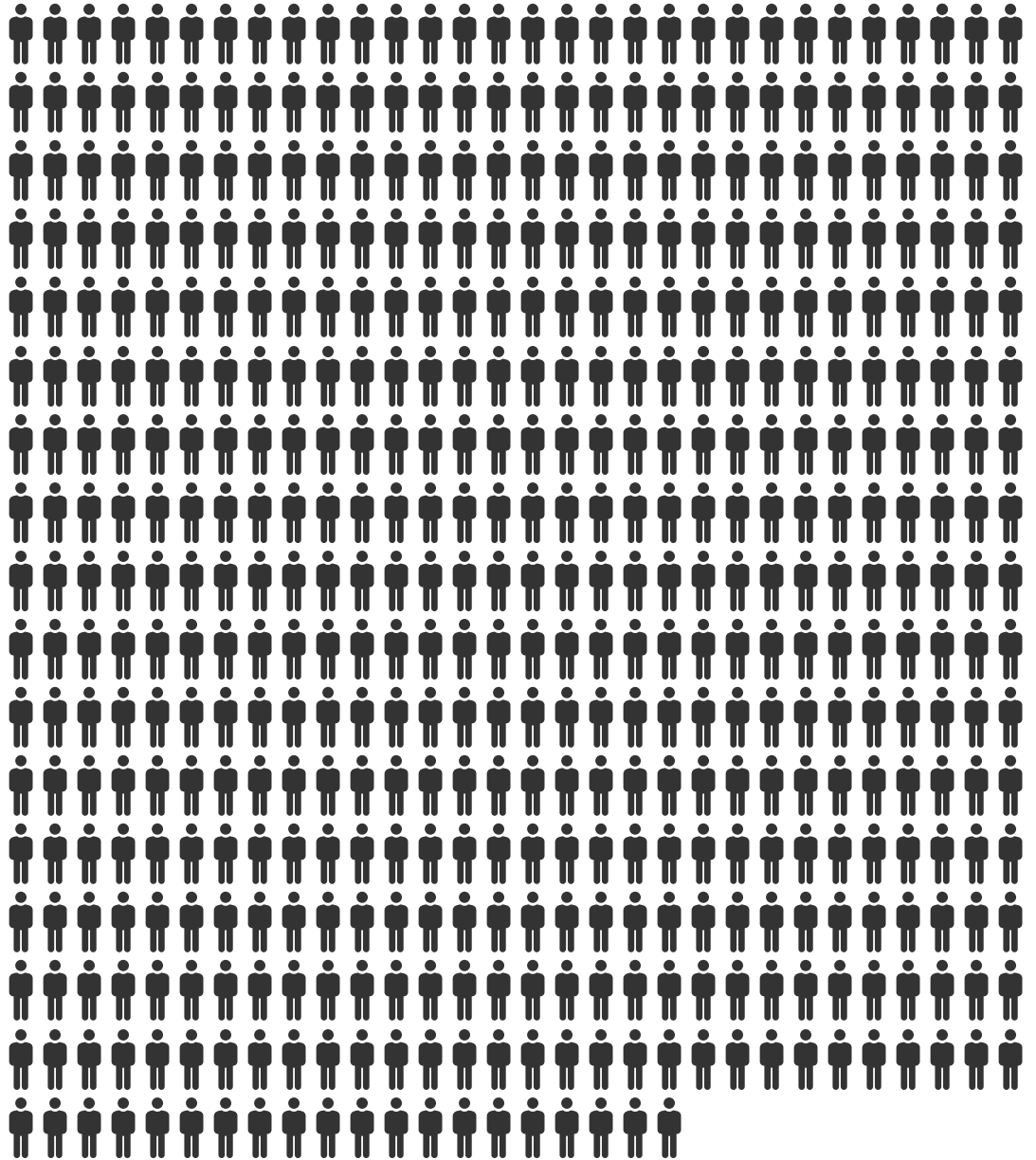
300
+100%





2024

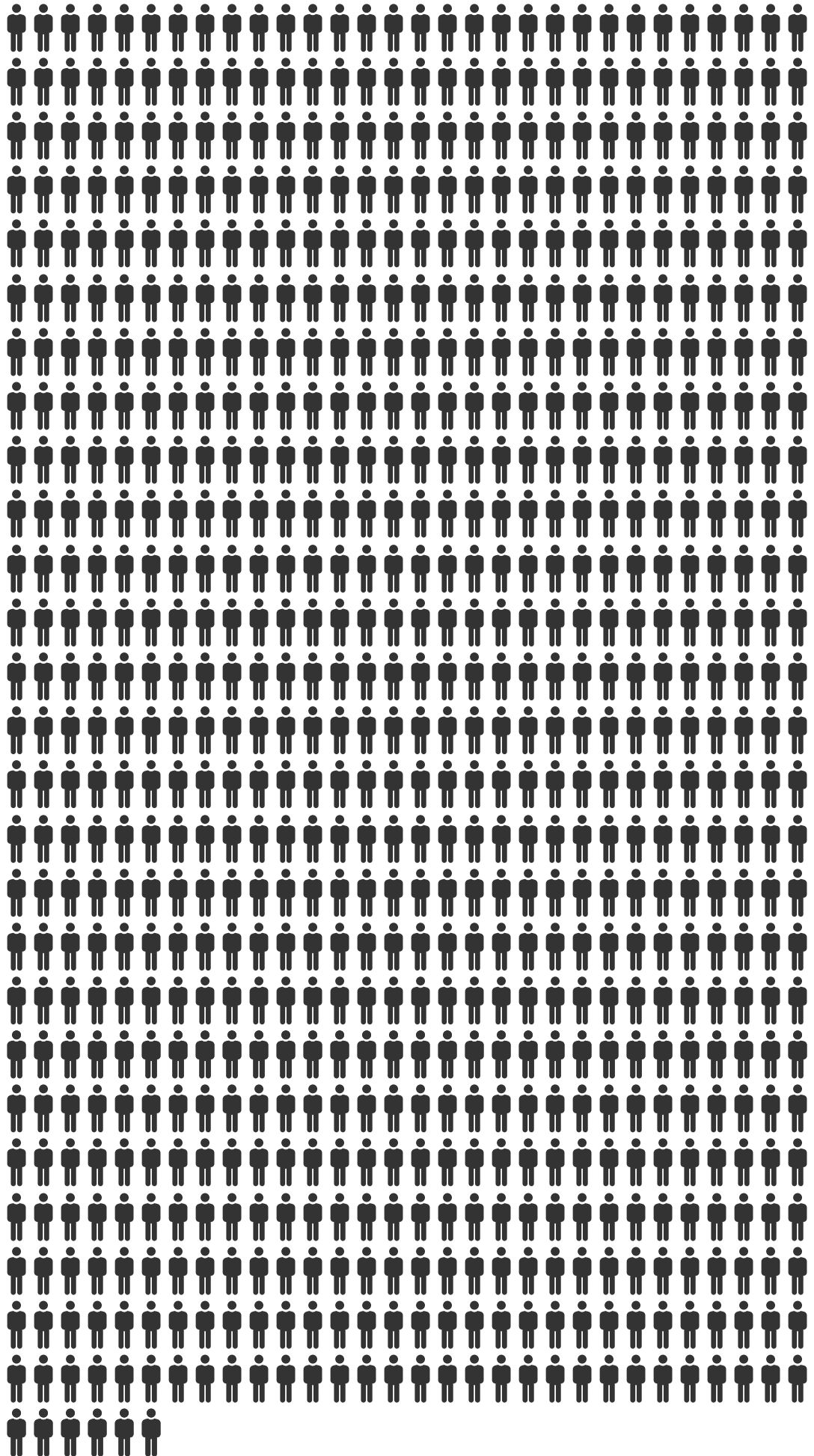
500
+67%





2025

786
+57.20%





2026

2026 PROJECTION:
1,100+ CAMPERS!

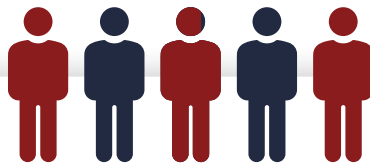


2025 APPLICANT DIVERSITY



THE INDUSTRY IS FOR ALL.

The construction industry has seen an unprecedented push for more diverse talent in recent years, and for good reason. A diverse and inclusive workplace is more collaborative, produces better (and often more creative) results, and creates opportunities for a wider talent pool. HMSE is committed to this important cultural shift to set our industry up for a more productive future.



1,859 APPLICANTS

A 36.39% INCREASE FROM 2024



STUDENT APPLICATION GENDER DEMOGRAPHICS

Female	Male	Other/ Rather Not Say
247 13.3%	1,583 85.2%	9 0.5%



STUDENT APPLICATION ETHNICITY DEMOGRAPHICS

African American	Alaskan Native American Indian	Asian or Pacific Islander	Hispanic
202 10.9%	13 0.7%	69 3.7%	516 27.8%
Indigenous or First Nations	Other/Rather Not Say	White	
14 0.8%	146 7.9%	899 48.4%	

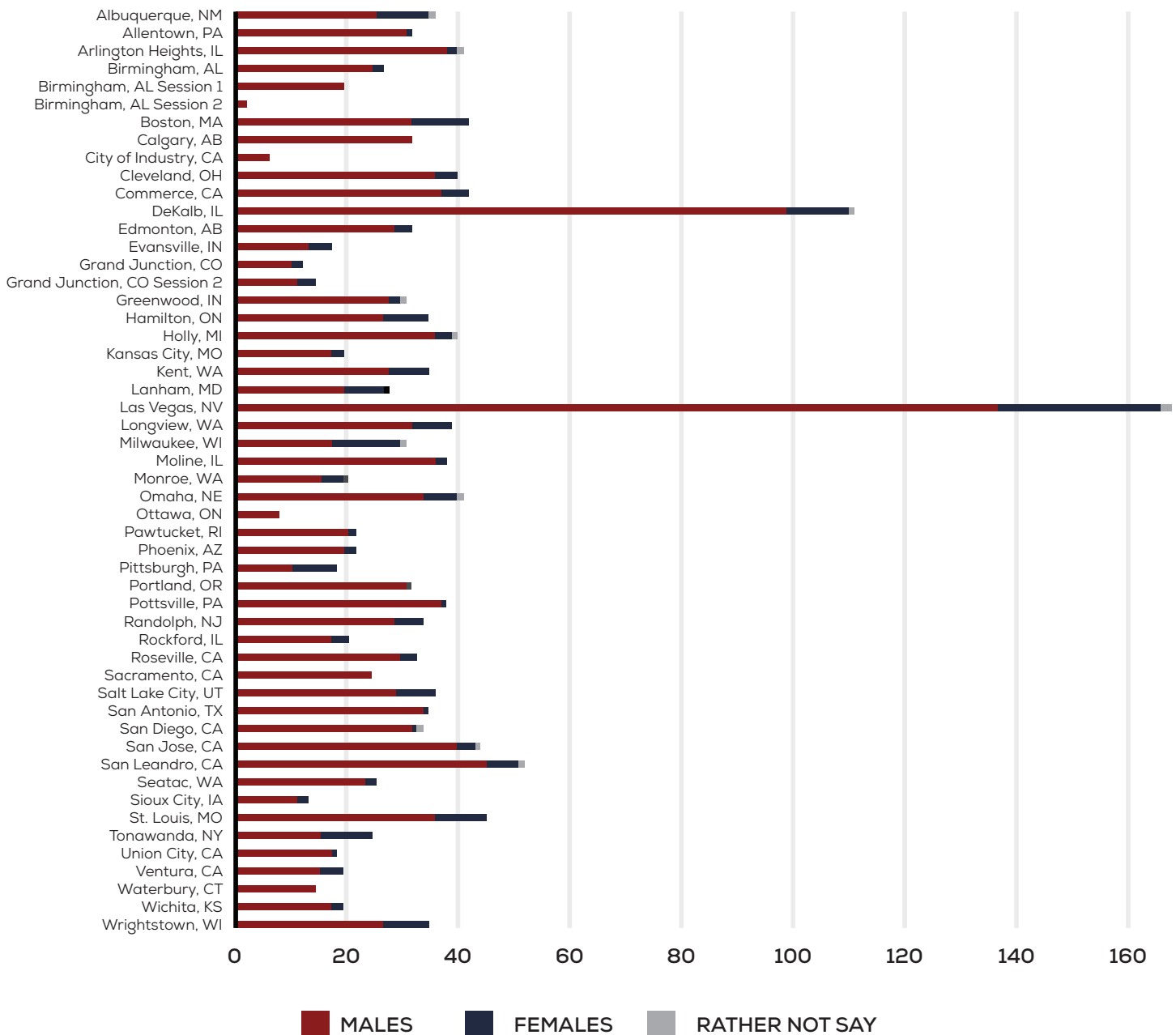
2025 CAMPS BY GENDER



UNDERSTANDING THE APPLICANT POOL

Applicant gender breakdowns for each camp location roughly reflect the program-wide 85% male applicant statistic. But there are a few camp locations where females and applicants responding “rather not say” appear to challenge that – Milwaukee, Wis. and Pittsburgh, PA., for example.

CAMPS BY GENDER



2025 APPLICANT JOURNEY



WHO THEY WERE AND HOW THEY FOUND US.

Knowing where our 2025 applicants came from and how they found us provides a snapshot of how the future of our industry is learning about our program.

APPROXIMATELY **84%** OF APPLICANTS WERE OF HIGH SCHOOL AGE

AGE OF APPLICANTS

< AGE 13	AGE 14	AGE 15	AGE 17
4	18	121	448
	AGE 18	AGE 19+	
	476	229	

APPROXIMATELY **64%** OF APPLICANT REFERRALS CAME FROM THEIR FAMILY, FRIENDS AND SCHOOLS

APPLICANT REFERRAL SOURCES

HOW'D THEY FIND US?

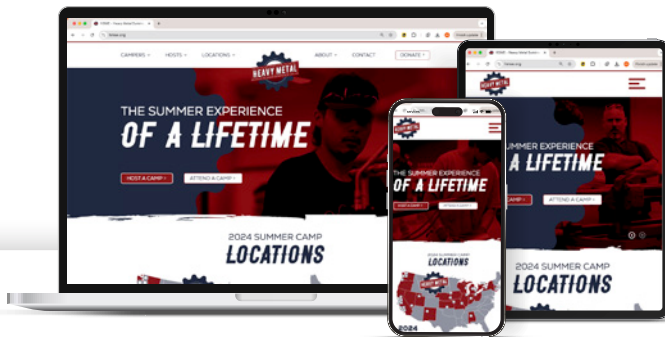
33%	SCHOOL/COUNSELOR	6%	NEWS/MEDIA
16%	FRIEND/PEER	5%	CAREER/JOB FAIR/EXPO
11%	FAMILY/RELATIVE	3%	EVENT/PRESENTATION
10%	TEACHER/INSTRUCTOR	2%	RECOMMENDATION
7%	ONLINE/WEB SEARCH	1%	RETURN HMSE STUDENT
6%	SOCIAL MEDIA	1%	OTHER

2025 WEBSITE STATISTICS



THE HUB FOR ALL THINGS HMSE.

Last year, we launched **HMSE.org** as a central hub for host camps. This allowed us to streamline our application process and give hosts all the resources and tools to run a successful camp. In 2025, we took the website a step further by introducing a robust, “real-time” applicant list, giving camps an immediate view of their applicant pool. We also added an “In the News” page to showcase all the media coverage of our camps throughout the country!



32,259 USERS

VISITED **HMSE.ORG** SINCE 1/1/25

All traffic was direct or organic without a dollar spent on paid advertising!

TOTAL LEADS

1,859

AVG. DURATION

3:22

ACQUISITION

DIRECT

15,529

ORGANIC SEARCH

11,146

ORGANIC SOCIAL

2,328

REFERRAL

1,735

PAGES/SESSION

2.43

VIEWS

128,916

TRAFFIC SOURCES BY DEVICE



35.8%



62.9%



1.3%



TOP WEB PAGES

1. Home
2. Locations
3. Attend A Camp
4. Camp Overview
5. Our Story
6. Good Candidates
7. FAQs for Campers
8. Las Vegas, NV
9. DeKalb, IL
10. Moline, IL
11. Hosts Login
12. The Trades
13. Host a Camp
14. San Diego, CA
15. Boston, MA
16. Arlington Heights, IL
17. Contact
18. St. Louis, MO
19. San Jose, CA
20. FAQs
21. Lanham, MD
22. Wrightstown, WI
23. The Team
24. Holly, MI
25. Hamilton, Ontario

2025 STUDENT RESPONSE

HEAVY METAL
SUMMER EXPERIENCE

WE ASKED. THEY ANSWERED.

From California to Rhode Island, up to Canada and everywhere in between, the response from HMSE students who participated in 2025 was overwhelmingly positive.

PERCENTAGE OF HMSE GRADUATES WHO SEE THE TRADES AS A CAREER OPTION
97.9%*

*Based on the students who responded to the survey.



OVERALL EXPERIENCE

96%

EXCELLENT

4%

AVERAGE

0%

POOR

BOOTS

92%

EXCELLENT

8%

AVERAGE

0%

POOR

PROJECTS

90%

EXCELLENT

9%

AVERAGE

0.5%

POOR

SHARE WITH FRIENDS

98%

YES

2%

NO

WANT TO LEARN MORE

89%

YES

11%

NO

2025 PARENT RESPONSE



A SENSE OF PRIDE.

Seeing your child find their passion and excel is something every parent wants – and the very reason HMSE exists is to give students that opportunity. Since we started collecting feedback forms from parents, we've been humbled at the outpouring of gratitude and support of the program for giving students real-world experiences that set them up for future success.

97.4%*
**COULD SEE THEIR
CHILD IN THE TRADES.**

*Based on the parents that responded to the survey.



"Thank you for creating a safe, welcoming and inspiring space for young people to explore careers, gain confidence and build skills that will carry with them for life. Your commitment and dedication mean a great deal to our family, and we feel truly fortunate that our son gets to be part of this experience."

DIANE, PARENT
MCA of Kansas City (Kansas City, MO)



"My son loved the program through and through. It has sparked a drive and motivation and reminder that there are opportunities out there and he is more than capable of achieving whatever it is he wants to do."

SHAYLA, PARENT
MCA Las Vegas & SMACNA So Las Vegas
(Las Vegas, NV)



TOP FUNDING PARTNERS

**HMSE WOULDN'T BE POSSIBLE
WITHOUT THE GENEROSITY OF OUR
DONORS AND FUNDING PARTNERS.**

THANK YOU FOR BELIEVING IN US AND INVESTING IN THE FUTURE.

MAJOR SPONSORS



PLATINUM SPONSOR

stratus

GOLD SPONSORS

CALLISON
FOUNDATION



SILVER SPONSORS



\$100,000+

MAJOR DONORS

DEWALT/Stanley Black & Decker*
DEWALT Grow the Trades
Milwaukee Tool*
SMACNA/SMART 
The Whiting Turner Contracting Company 

\$75,000

CHAMPION DONOR

Christenson Family Foundation 

\$50,000

PLATINUM DONOR

Stratus 

\$25,000 - \$49,999

GOLD DONORS

Esther B. Collishaw Memorial Foundation 
NEFCO 
Red Wing Boots
Trane

\$10,000 - \$24,999

SILVER DONORS

Angie and Michael Simon
Anonymous Donor
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Cupertino Electric
F.W. Webb
Grow 
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Jonathan D. + Mark C. Lewis Foundation
Kojo 
MCA of Western Washington
Nehlsen Creative*
Northern California MCA
Poynter Sheet Metal*
Procore
Rick and Julie Hermanson Foundation 
Service Trade
SMACNA Southern California
SMART SMW Local 104
The Weir Charitable Foundation
SMACNA-Western Washington

\$5,000 - \$9,999

BRONZE DONORS

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Daniel and Tina Zoll
Ferguson
FiduciaOne
MacArthur Co.
OpenSpace 
Pace Supply
Prospect Construction, Inc.
SMACNA - Michigan Chapter
SMACNA Boston - Sheet Metal Industry Promotion Fund
SMCA of Central PA
Spinfinity
Trimble

\$1,000 - \$4,999

SUPPORTING DONORS

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Barnhart Crane and Rigging Co.
Bay Area SMACNA
Central States Group
CHC Hydro
Clune Cares Foundation
Data Power Technology
DMI Companies, Inc
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Fox Valley Sheet Metal Contractors Industry Fund
Fred Lehrer
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Keith Wilson
KITZ Corporation of America
Landmark Builders
Local 20 of Evansville Labor/Management Fund
Local 464 Steamfitters and Plumbers
Matheson Gas
MCA Metropolitan Washington
MCA North Central WI Industry
MCA of Kansas City
MCA of Las Vegas
MCA of Omaha
MCAC Industry Fund
MCA-SMACNA of San Antonio
Mechanical Service Contractors of America (MCSA)
Metropolitan Pipe & Supply Co.
MSM Contractors of Kansas City
Nancy and Ray Mialovich
Nick and Diane Rohan
Norman S. Wright
Northeast Ohio LMCC, Inc.
Osprey Construction Supply

Pittsburgh Air Systems, Inc.
Plumbers Administrative Training Fund of Omaha
Quad Cities Chapter-NECA
R.F. MacDonald Co.
R.G. Mearn Co.
Rhumbix
Sheet Metal Contractors of Central Indiana
SMACNA Greater Chicago
SMACNA Iowa
SMACNA Kansas City
SMACNA of San Diego
SMACNA of Western Pennsylvania
SMACNA So. Nevada
SMART Local 3
SMCAIF of Evansville, Inc
St. Louis SMACNA Metal Working Fund
Stephany Associates, Inc
Stewart Leadership*
Susan Leavitt
SYS-KOOL LLC
Tall Small Productions*
United Rentals
West Coast Mechanical Insulation
Western States College of Construction
Women In Construction

\$1 - \$999

FRIENDS

Air Treatment Corp
Anonymous Donor
Ayer Sales Inc.
Chem Aqua
Ecco Insulation Inc
Independent Pipe & Supply
James TenBrink
Janet Burton
Kathryn Wiley
Michael O'Brien
Paula Brose
The Portland Group
West Coast ASM
XOi Technologies

GRANTS

Callison Foundation
TC Energy

FUTURE FUNDRAISING

HEAVY METAL
SUMMER EXPERIENCE

HEAVY HITTERS CLUB

HELPING FUTURE TALENT FIND THEIR WAY

JOIN THE CLUB. YOU BELONG HERE.

Welcome to the Heavy Hitters Club, an exclusive circle of like-minded organizations, businesses and individuals who are committed to the future of our industry! Your generous support of HMSE positively impacts young people by introducing them to a variety of high-paying, rewarding careers in the building trades. The Heavy Hitters Club represents the most influential players in our industry and will be recognized throughout the year in our communication and fundraising efforts.

For every \$2,000 raised, we can show one student how a career in the trades can change their lives. With your help we can open new doors in an industry that has given us so much.

NOTE: Total donation amounts can extend across a period of 3-5 years. For example, you may commit to the \$25,000 Silver Donor level and pay \$5,000 for 5 years until fulfillment.



**BECOME A
DONOR**

Donate by card or ACH:

hmse.org/donate/donations.html

Donate by check:

Heavy Metal Summer Experience
66 Fulton St.
Redwood City, CA 94062

2025 BOARD OF DIRECTORS & STAFF



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PRESIDENT & CO-FOUNDER
*Past President and CEO of
Western Allied Mechanical*



RICK HERMANSON
**VICE PRESIDENT &
CO-FOUNDER**
CEO of Hermanson Company



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EXECUTIVE ASSISTANT

