

*PROMOTING THE FUTURE
ONE CAMP AT A TIME.*



2026

IMPACT REPORT

FEATURED ON





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A LETTER FROM ANGIE

"WHAT IF?" TO "WHAT'S NEXT?"

Six years ago, we set out to give young people a firsthand look at careers in the skilled trades. Today, we're seeing something even more exciting: HMSE is turning that first spark of curiosity into careers. This summer, nearly 900 students took part in 61 camps stretching coast to coast and into Canada, with many applying for apprenticeships or even being hired to work for participating contractors! That's the impact we hoped for when HMSE began, and I couldn't be prouder of the community we've built.

One of the biggest steps forward this year was welcoming Ellen Young as our executive director. After a full HMSE season – from camp visits to graduations – Ellen has a firsthand understanding of what makes this program special, and is bringing her unique perspective to our long-term planning and growth strategies. Our post-camp Town Hall sessions also continue to give host sites an opportunity to share ideas and challenges, and many of our longest-running camps are now mentoring new locations as they get off the ground. Thank you to everyone who took part!

We're also proud of the progress we're making in opening the trades to more young people. Women make up just 11.2% of the overall construction workforce, and closer to 4% in the field. This year, 14.4% of HMSE campers were female, 26% Hispanic and 11.5% African American. Every one of them left camp knowing there's a place for them in the trades.

None of this growth happens without the partners who believe in what HMSE can do. We worked closely with grant writers this year to secure new funding and welcomed new names to our ever-growing list of donors. A special shoutout to Ferguson, who not only renewed their support but significantly expanded their investment in HMSE. A big thanks to DEWALT and Milwaukee Tool for continuing to put quality tools in the hands of our campers. This year, we established a new partnership with DEWALT allowing us to provide boots for campers at a significant discount. Speaking of boots, HMSE partnered with Red Wing on their Big Boots to Fill campaign this year, celebrating the people who build our communities and inspiring the next generation to follow in their footsteps.

But numbers and partnerships only tell part of the story. The real measure of HMSE is what happens after camp: students getting jobs in the trades, parents telling us their kids came home excited about a future they hadn't considered, campers reflecting on the hands-on experience that changed how they see their potential ... and their futures. Six summers in, we're seeing the impact of HMSE take root. It's a special feeling for me personally, and incredibly rewarding for my team and the many people working behind the scenes to make the magic happen.

Our next chapter is about taking what's working and getting it in the hands of even more young people. That means reaching new states, provinces and communities, with our eyes on getting all 50 states represented on our program map. I can't wait to see how far we can take it together!

A handwritten signature in black ink that reads "Angie Simon". The signature is fluid and cursive, with the first name "Angie" and last name "Simon" clearly distinguishable.

Angie Simon, President & Co-Founder

THE PROGRAM

ABOUT HMSE

The mechanical construction industry's growth depends on the next generation of workers, but a decline in vocational training combined with a heavy push toward college has left the trades with a shrinking talent pool. In 2021, Western Allied Mechanical, Hermanson Company, SMACNA-Western Washington and SMACNA National joined forces to give high school students and recent graduates an inside look at careers in the skilled trades.

Through free summer camps, young people get hands-on experience in sheet metal, piping, electrical and plumbing. The program exists to inspire participants through real-world training, build pride in their accomplishments and open doors to career pathways they may never have considered. No two camps look the same, but each is built around real-world projects and direct collaboration with craft professionals – not lectures or demonstrations. Students also visit active job sites and union training facilities, giving them a firsthand look at the work and apprenticeship opportunities available in their communities. The program closes in a graduation ceremony, where participants walk away with a medal, a certificate and the projects they built with their own hands.

HMSE envisions a future where every young person has access to career pathways in the unionized skilled trades and the industry reflects the communities it serves.

HMSE is a 501(c)(3) made possible by working professionals, contractors, vendors and partners nationwide who are committed to creating opportunities for the next generation of skilled tradespeople and ensuring the continued vitality of the union construction industry.



THE BLUEPRINT

HMSE partners with union contractors and training centers to introduce high school students to careers in the mechanical, electrical and plumbing (MEP) trades through free, hands-on summer camps. Every camp is unique, but together they are opening doors to life-changing opportunities for students across the country.

WHO

WHO ARE THE PARTICIPANTS?

HMSE serves young people ages 14-20, including current students and recent graduates, by introducing them to the incredible career opportunities in the skilled building trades.

HMSE puts an emphasis on reaching underserved areas, applicants from all backgrounds and students looking for alternatives to college.

HOW

HOW DOES THE PROGRAM WORK?

HMSE camps deliver 30-40 hours of instruction combining hands-on projects with real-world learning. Through partnerships with local unions and contractors, students tour training facilities and active jobsites, learn directly from skilled trades professionals and receive mentorship from people who have built successful careers in the industry. We want every student to leave camp with a practical understanding of what it takes to succeed in the skilled trades and the range of career pathways available to them.

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 and camp rosters finalized

June

Camps begin, averaging 30-40 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.

College is a significant investment, even for students living at home. Over four years, the estimated cost of attending a public, in-state college ranges from **\$82,000** for students living at home to **\$124,000** for students paying for housing. And after they graduate, many have a tough time finding a job in their field.

Apprentices entering the skilled trades receive hands-on training while earning a paycheck, and their skills will always be in demand.

STUDENT FINANCES

COMPARING OVER FOUR YEARS OF EDUCATION

FOUR YEARS IN *COLLEGE*

ESTIMATED COSTS FOR A PUBLIC, IN-STATE COLLEGE*



LIVING ON CAMPUS
OR PAYING FOR HOUSING

-\$124,000

TOTAL OVER FOUR YEARS

Approximately
-\$30,990 per year



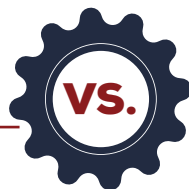
LIVING AT HOME
AND COMMUTING

-\$82,000

TOTAL OVER FOUR YEARS

Approximately
-\$20,570 per year

Estimated costs vary by living arrangement and may include tuition, fees, books, supplies, housing and other education-related expenses.



FOUR YEARS IN *THE TRADES*

POTENTIAL EARNINGS OVER 4 YEARS*



WAGES EARNED
WHILE YOU LEARN

+\$260,000



FRINGE BENEFITS
HEALTH CARE, RETIREMENT, ETC.

+\$174,000

TOTAL OVER FOUR YEARS

+\$434,000
TOTAL OVER FOUR YEARS

Apprenticeship length varies by trade and market. Many programs include a fifth year; figures shown reflect estimated earnings and benefits during the first four years.

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

College cost estimates are based on national four-year public, in-state averages reported by College Board Research and U.S. News & World Report.

2026 PROGRAM ADVANCEMENTS



PROGRAM-WIDE ADVANCEMENTS IN 2026.

Thanks to our generous donors and supporters, 2026 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 2026

RED WING BIG BOOTS CAMPAIGN
STICK WITH HMSE CAMPAIGN
I BELIEVE IN HMSE CAMPAIGN
NATIONAL MEDIA PUSHES
LOCAL CAREER FAIR FLYERS
SOCIAL MEDIA MANAGEMENT
NEW CONVENTION MATERIALS
CONFERENCE BROCHURE
MEDIA PAGE
EDITABLE FLYERS
POWERPOINT TEMPLATE
NEW DONATION MATERIALS
IMPACT REPORT
SPONSOR THANK YOU
MILWAUKEE POSTER PROJECT
STICKERS
T-SHIRT DESIGN
WELCOME BANNER
TOWN HALL SESSIONS
MONTHLY ROLL CALL EMAILS
CAMP MATERIALS & BANNERS
PR MATERIALS
GRANT ONE-SHEET
STUDENT FEEDBACK REPORTING
PARENT FEEDBACK REPORTING
MONTHLY LEAD REPORTING
CONFERENCE HOST PROMOTION

IMPROVED HOST WEBSITE EXPERIENCES AND TOOLS

At the end of the 2025 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 2026: 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 2026 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 2026 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.

2026 CAMP LOCATIONS

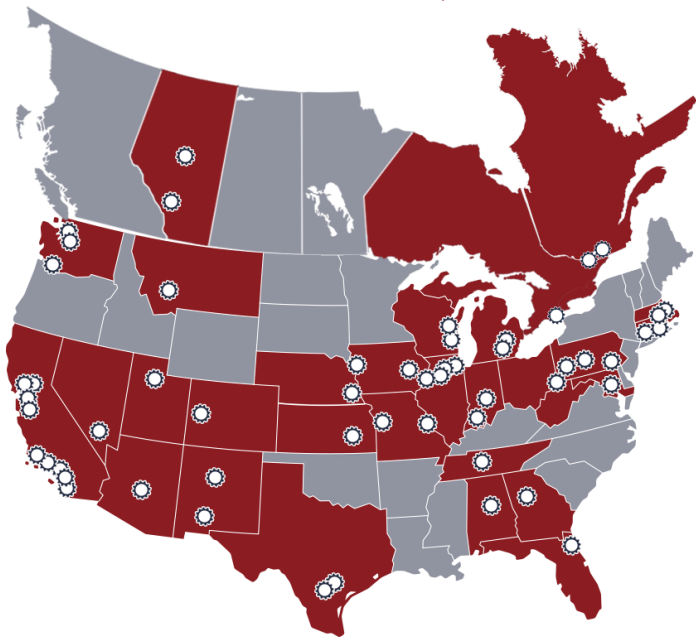


CAMP LOCATIONS GREW THANKS TO PASSIONATE HOSTS AROUND THE COUNTRY.

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 19.6% jump from the outstanding growth we experienced in 2025.

61
CAMP LOCATIONS

+19.6%
INCREASE FROM '25



SKILLS LEARNED

- Tape measurements
- Cutting metal
- Start up
- Air balance
- 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

2026 HOST LOCATIONS

Birmingham, AL
Calgary, AB, CA
Edmonton, AB, CA
Phoenix, AZ
City of Industry, CA
Commerce, CA
Compton, CA
Rancho Cordova, CA
Redwood City, CA
Roseville, CA
San Diego, CA
San Jose, CA
San Jose, CA

San Leandro, CA
Ventura, CA
Vista, CA
Grand Junction, CO
Rocky Hill, CT
Waterbury, CT
Jacksonville, FL
Smyrna, GA
Arlington Heights, IL
DeKalb, IL
Moline, IL
Rockford, IL
Evansville, IN

Greenwood, IN
Cedar Rapids, IA
Sioux City, IA
Wichita, KS
Lanham, MD
Boston, MA
Randolph, MA
Holly, MI
Livonia, MI
Kansas City, MO
St. Louis, MO
Butte, MT
Omaha, NE

Las Vegas, NV
Albuquerque, NM
Las Cruces, NM
Northwood, OH
Hamilton, ON, CA
Ottawa, ON, CA
Altoona, PA
Philadelphia, PA
Pittsburgh, PA
Montreal, QC, CA
Pawtucket, RI
Nashville, TN
Buda, TX

San Antonio, TX
Salt Lake City, UT
Kent, WA
Longview, WA
Monroe, WA
Seattle, WA
Wheeling, WV
Milwaukee, WI
Wrightstown, WI



2026 STUDENT GROWTH



THE FOCUS OF OUR MISSION IS *THEM*.

The HMSE pilot program originally operated in two locations with 28 student participants. In 2026, the program grew to reach nearly 900 students in 61 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.

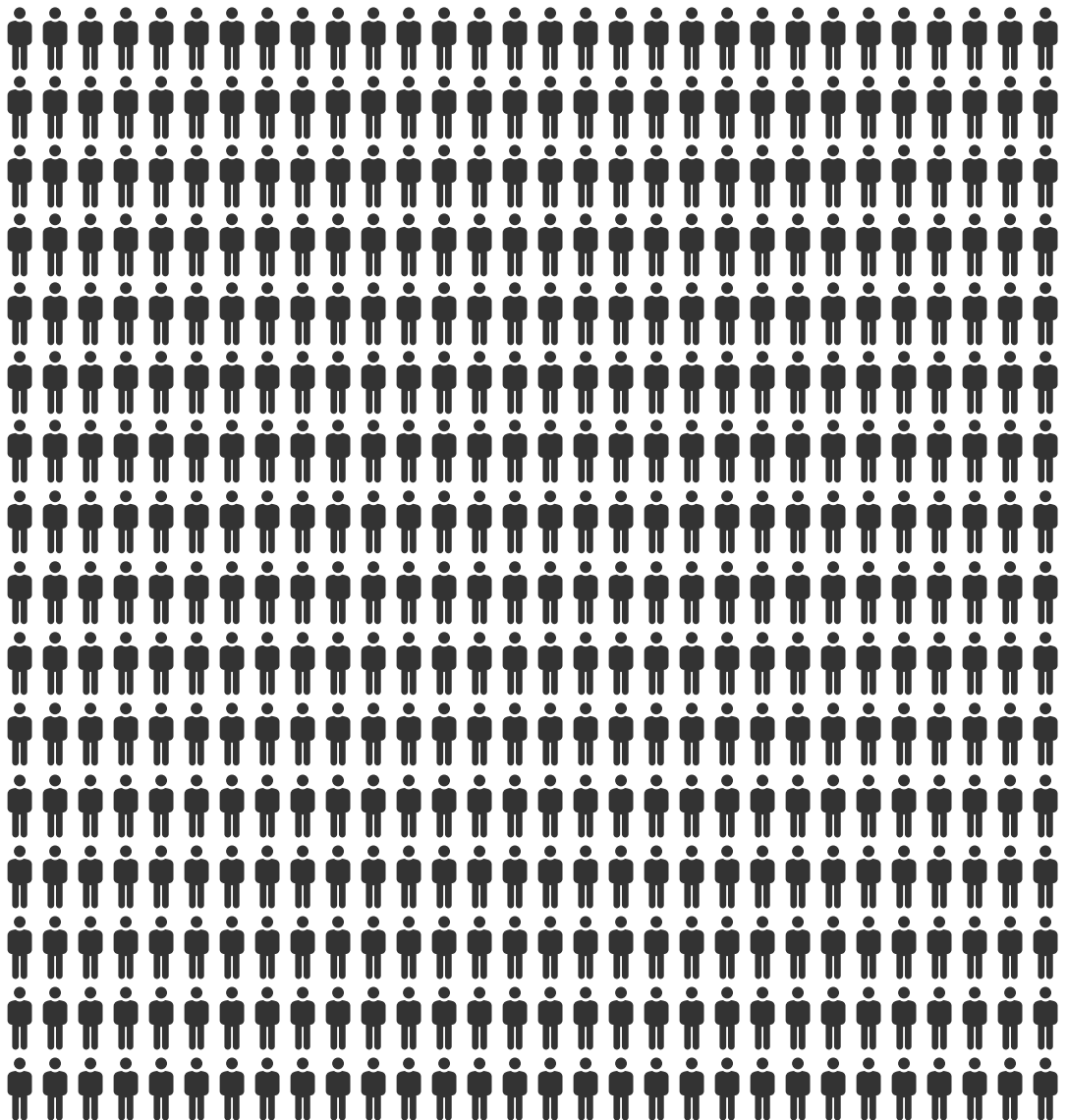
2021

28
START



2026

894





2027

2027 PROJECTION:

1,200+ CAMPERS!



2026 APPLICANT REPRESENTATION



THE INDUSTRY IS FOR ALL.

The future of construction depends on bringing in more people across different backgrounds, experiences and perspectives. HMSE is committed to reaching students from a broad range of communities and introducing them to the many opportunities in the trades. By opening doors to more students today, we're helping build a stronger, more dynamic workforce for tomorrow.



1,963 APPLICANTS

A 5.59% INCREASE FROM 2025



STUDENT APPLICATION GENDER REPRESENTATION

Female	Male	Other/ Rather Not Say
272 13.9%	1,666 84.9%	25 1.3%



STUDENT APPLICATION ETHNICITY REPRESENTATION

African American	Alaskan Native American Indian	Asian or Pacific Islander	Hispanic
261 13.3%	17 0.9%	90 4.6%	575 29.3%
Indigenous or First Nations	Other/Rather Not Say	White	
11 0.6%	168 8.5%	841 42.8%	

2026 ATTENDEE REPRESENTATION



BROADENING THE TALENT PIPELINE.

For the first time, we've collected enough data to take a closer look at who's participating in our program – and we're excited by what we see. Students from a wide range of backgrounds, communities and experiences are taking part, reflecting the next generation of talent who will help shape the future of our industry.



894 ATTENDEES

A 13.7% INCREASE FROM 2025



ATTENDEE GENDER REPRESENTATION

Female	Male	Other/ Rather Not Say
129 14.4%	749 83.8%	16 1.8%



ATTENDEE ETHNICITY REPRESENTATION

African American	Alaskan Native American Indian	Asian or Pacific Islander	Hispanic
103 11.5%	6 0.7%	35 3.9%	232 26%
Indigenous or First Nations	Other/Rather Not Say	White	
6 0.7%	80 8.9%	432 48.3%	

2026 WEBSITE STATISTICS



THE HUB FOR ALL THINGS HMSE.

HMSE.org remains the go-to resource for host camps, providing easy access to applicant lists, updated resources, fundraising opportunities, news coverage and more – all in one place.



34,395 USERS
VISITED HMSE.ORG FROM 9/1/25 - 8/31/26

TOTAL LEADS AVG. DURATION

1,963 **1:24**

ACQUISITION

DIRECT **PAID SOCIAL**
21,120 561

ORGANIC SEARCH **UNASSIGNED**
8,831 200

ORGANIC SOCIAL **EMAIL**
2,548 76

REFERRAL **AI ASSISTANT**
1,995 37

PAGES/SESSION

3.49

VIEWS

119,265

TRAFFIC SOURCES BY DEVICE



48.6%



51%



0.4%



TOP WEB PAGES

1. Home
2. Locations
3. Camp Overview
4. Attend a Camp
5. Our Story
6. Good Candidates
7. Las Vegas, NV
8. FAQs for Campers
9. Host a Camp
10. DeKalb, IL
11. Trades
12. San Jose, CA
13. Hosts Login
14. St. Louis, MO
15. Boston, MA
16. Albuquerque, NM
17. San Leandro, CA
18. Student Feedback Form
19. Hamilton, ON
20. The Team
21. Omaha, NE
22. Wrightstown, WI
23. Parent Feedback Form

2026 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 2026 was overwhelmingly positive.

PERCENTAGE OF HMSE GRADUATES WHO SEE THE TRADES AS A CAREER OPTION
98.4%*

*Based on the students who responded to the survey.



OVERALL EXPERIENCE

96.4%
EXCELLENT

3.6%
AVERAGE

0%
POOR

TOOLS & BOOTS

91.1%
EXCELLENT

8.9%
AVERAGE

0%
POOR

PROJECTS

88.7%
EXCELLENT

11.3%
AVERAGE

0%
POOR

SHARE WITH FRIENDS

98.8%
YES

WANT TO LEARN MORE

92.3%
YES

2026 PARENT RESPONSE



A SENSE OF PRIDE.

Watching your child discover something they're good at, gain confidence and come away with a sense of accomplishment is a kind of pride unlike any other. Every year, parents tell us how much it means to see their kids light up about the possibilities of their future. Their stories are a powerful reminder of why we do what we do.

98.1%*
**COULD SEE THEIR
CHILD IN THE TRADES.**

*Based on the parents that responded to the survey.



"HMSE had my daughter falling in love with welding again and looking at the trades after high school. We knew how much she loved welding but hadn't had the opportunities to be around it for a while. This camp gave her that chance to see if it was truly her passion or if it would be a side hobby. We loved the graduation ceremony. The black and white photo was so meaningful to our family. Everything she brought home, from the items she made to the sponsor-provided supplies for her to be able to confidently pursue her dreams – we are so appreciative."

RACHELLE S., PARENT
Holly, Michigan Camp



"The last couple of years have been challenging for [my son], both in and out of school, and this experience came at exactly the right time. It gave him confidence, something to be proud of and a chance to see what he's capable of. Every day he came home excited to tell us what he had worked on, and he genuinely looked forward to going back the next day. Seeing him take pride in his work and believe in himself again has meant more to our family than you know. Thank you to everyone who invested your time, patience, and knowledge into these students. The impact you've had goes far beyond the skills they learned over the last two weeks."

JESSIE C., PARENT
Cedar Rapids, IA Camp



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 DONORS



PLATINUM DONORS



GOLD DONORS



SILVER DONORS



\$100,000+

MAJOR DONORS

DEWALT / Stanley Black and Decker*
Ferguson
Milwaukee Tool*
SMACNA-SMART 
The Whiting-Turner
Contracting Company 

\$75,000

CHAMPION DONOR

CFF 

\$50,000

PLATINUM DONORS

Poynter Sheet Metal*
ServiceTrade 
Stratus 

\$25,000 - \$49,999

GOLD DONORS

Bluebeam 
Dome Construction Foundation
Esther B Collishaw
Memorial Foundation 
NEFCO 
Nehlsen Creative* 
Procore
Red Wing Shoe Company
Trane
Trimble 

\$10,000 - \$24,999

SILVER DONORS

Angie & Michael Simon
BuildOps 
Cupertino Electric
F.W. Webb Company
Grow Organization 
Hermanson*
John R Gentile Foundation
Kojo Technologies, Inc. 
MCA of Western Washington
Mechanical Contractors
Association of America
Northern California MCA
Rick and Julie
Hermanson Foundation 
SMACNA Southern California
SMACNA-Western Washington
SMART SMW Local 104
The Weir Charitable Fund

\$5,000 - \$9,999

BRONZE DONORS

ACI Mechanical and HVAC Sales
Air Filter Control Inc.
American Scissor Lift Inc.
Barnhart Crane and Rigging Co.
Bay Area SMACNA
Fluid Gauge Company
OpenSpace 
Pace Supply
Prospect Construction, Inc
Spinfinity

\$1,000 - \$4,999

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Curtis Harbour
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Fox Valley Sheet Metal Contractors
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KITZ Corporation of America
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Local 20 of Evansville Labor/
Management Fund
Lord & Sons Inc.
MCA Connecticut
MCA Metropolitan Washington
MCA North Central WI Industry
MCA of Omaha
MCA-SMACNA of San Antonio
Michael McLin
MSM Contractors Association
Nancy and Ray Mialovich
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Ontario Sheet Metal Contractors Assn.
Pacific Coast Trane-Sales & Service
Pittsburgh Air Systems, Inc.
Prime Electric

Quad Cities Chapter-NECA
R.S. Dale Co. Inc
Rick Bullotta
Sandra Acosta
Sheet Metal Contractors of Central Ohio
SMACNA Arizona
SMACNA Boston
SMACNA Connecticut
SMACNA Detroit
SMACNA Georgia
SMACNA Greater Chicago
SMACNA Indiana / Sheet Metal
Contractors of Central Indiana
SMACNA Iowa
SMACNA - Michigan Chapter
SMACNA of San Diego
SMCA of Central PA
SMCA Philadelphia
SMCAIF of Evansville, Inc
St. Louis SMACNA Metal Working Fund
Stephany Associates, Inc
SYS-KOOL LLC
The Teson Family
VIATECHNIK, LLC
Vidimos, Inc.
Viega
W.L. Butler
West Coast ASM Inc.
Zurn Elkay Water Solutions

\$1 - \$999

FRIENDS

Craig Segal
Cronin Buick GMC
Data Power Technology
Denise Dearstyne
Gary and Barbara Schwenk
Geauga Mechanical Co., Inc.
Geraldine Stine
Hank Artlip
Karen Fox
Keely Orndorff
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Randy Perry
Renee Olsen
Stephane McShane
Steve Hayes
Tracie Sponenberg
WHCI Plumbing Supply
Worcester Air

GRANTS

Callison Foundation
Jonathan D. + Mark C. Lewis Foundation
June Rockwell Levy Foundation
Kenneth King Foundation
Southwire

 Denotes a multi-year donor.

* Denotes in-kind donation

THANK YOU TO HMSE'S NATIONAL TOOL SPONSORS!

The DeWALT logo is displayed in yellow text on a black rectangular background.The Milwaukee logo is displayed in white text with a lightning bolt graphic on a red rectangular background.

**YOUR CONTRIBUTIONS
HELP BUILD THE FUTURE
OF OUR INDUSTRY!**

The logo features a gear shape with the text "HEAVY METAL" and "SUMMER EXPERIENCE" inside.

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 Gold 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

2026 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



JULIE MULLER
TREASURER
*Executive Vice President of
SMACNA-Western Washington*



JANA BURBANK
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