

H2H EXECUTIVE DIRECTOR HELMS: Good

morning.

("Good morning" from the delegation.)

I know I'm in the right place as Gig Ritenour is here. There's a running joke that wherever I go, Gig is there, so I know I'm in the right place.

Good morning, everyone. I am Martin Helms. You know who I am.

General President Hadel,  
Secretary-Treasurer Terhaar, thank you for inviting  
me in presenting to you.

This is a challenging week for H2H and  
when I got the invite to come out here, I wouldn't  
miss it. The sincerity behind the Roofers is  
something I'm definitely behind. But during my  
presentation here, we got some work to do. And I'm  
just going to tell you up front, we're going to look  
at the numbers, we're gonna look at what we've done  
in the past and where we currently are. We're gonna  
look at what the military is and then we're going to  
talk about what we have done and where we're going  
to the future and we're going to need your help.

So again we're a non profit. We're a  
501(c)(3). Our funding through PLA agreements,  
donations and vendor support and grants.

You know, we serve all the spectrums  
of the military active duty, National Guard,  
reservist and veterans. A fact is that when a  
service member leaves active duty, 80 percent of  
them change their choice of career path within 24  
months of exiting service. So their plan A goes to  
crap, they have to shift to a plan B and oftentimes

that's where we pick them up.

We are in all 50 states and again we are a 501(c)(3) there.

So let's look at the numbers. In 2019, not bad. 2020, nearly 50 percent. '21, the pandemic hurt us all and then, '22. Though that 19 is low, keep in mind we got work to do but that's 19 lives you guys changed. I would not stand in front of you today if it wasn't for this program. So as that number is not good, there is 19 lives you guys changed and we're going to do better in the future.

I'm told there is some KSTs in the crowd tonight so if you are here please stand up to be recognized. So is Eric Valera here?

(Delegate stands up.)

Thank you.

(Applause.)

Thank you, Brother, for your service.

So in 2022, was the first full year I took over this program. We had nearly 10,000 career seeker accounts created on our job board. I can tell you today we have surpassed that number in 2023 and we still have three months to go. Our numbers are up. Our recruitment is up and we have more that

we're going to be doing throughout '24.

So again, we surpassed that number already. We still have three more months to go. I anticipate we'll break 15,000 veteran career seekers by the end of '23.

The H2H process is pretty simple. I think people make it a lot more complex than what it is. We simply operate a closed job board that is for the organized trades to advertise their apprenticeship opportunities or journey level opportunities on.

So it's real simple. If your director or your Union organizer or whoever runs it at your local creates an account at H2H, you post your apprenticeship opportunity, the veteran career seeker can search for that opportunity 24/7, 365, finds your opportunity and then they show up to your doorstep. That's its simplest format.

If you are not on our job board, you don't exist to the veteran. Okay. I'm going to say that again. If you don't have an account with H2H, you are not advertising on our job board, you don't exist to the veteran. We know you exist and if we get the opportunity to talk to the veteran one on

one, we'll expose him to that opportunity. But this is where we are falling short, we need to get these opportunities up on our job board.

It's simple after that. Career seeker sees your selection procedures, they execute and they show up at your doorstep, apply for your apprenticeship and then they get in.

That's how it did it for me. I never spoke to anyone from H2H, never. And I came from a cornfield armory in 2005 where H2H showed up. I just followed directions pretty good at that.

Is Oscar Delgado in the crowd? Here's another KST. Well let's give him a round of applause even though he isn't here. He's a Roofer from Local 11.

(Applause.)

So let's talk about the military and what it looks like today. There is 2.3 and a half million active reserve service members, active and reserve service members today. That's your 1 percenters. Those are the people that have sworn to protect this country of nearly a population of 340 million. 200,000 of them on average exit each year.

The veterans educational stats. To join the military you must pass a medical exam, you must pass an educational exam and you also have to pass an aptitude test. And I tell this to every one. I have a tough time believing that someone that is honorable enough to serve in our country is not good enough to serve in our rank in file within the organized building trades.

Veteran unemployment rate. It's low. In 2022, it was 2.8 percent. Veterans are highly employable. You cannot wait. A veteran is not going to wait on you. If you tell them to come back in 2, 3, 6 months, they're gonna move on. There is plenty of opportunities for them to be employed and they're gonna put bread on their table because they need a career. They need a job to feed themselves and their families.

Our target audience is that first enlistee typically between the ages of 18 and 24. That unemployment rate in 2022 was 7 percent. When H2H started in 2003, that age group unemployment was nearly 19 percent. So it's back down and that's a good number but we still have work to do.

We talk about inclusion. There is not

a better pool of people to go after than your minorities in the military and this is a group in the military that's growing. It's because when you join the military, we don't care where you come from, we don't care what religion you are, we don't care about any of that, it's about getting the mission done and working together as a team. This pool of people is great opportunity to go after.

It's a busy slide but I'm going to walk through it. On the bottom left here, that's the military pay chart. Regardless of branch of service, whatever, based on your pay grade is what you get paid much like the unions. It's pretty well-known what you get paid depending on your classification.

This story right here is about an Army Specialist, E4, stationed at Fort Campbell Kentucky. He's exiting the service after his first year enlistment. He's your typical high school student. Joined the service at the age of 22. He's decided to get out.

His base salary that is taxed is nearly \$34,000. That's equivalent to \$16.82 an hour. He also, because he lives off post, gets a

monthly housing allowance of nearly \$1,600. That's tax free. He gets a basic allowance for substance, or what we call BAS, basically, to buy groceries of nearly \$453 a month. That's tax free. You add that up, that 22 year old is walking away from a career of nearly \$58,000.

Keep in mind this 22-year old has also been in charge of a team, probably 2 to 3 people, their equipment and their lives. He also gets 30 days paid leave for vacation time it. Much like our collective bargaining agreements, their health care and their retirement works behind the scenes. There's a lot of parallels in the military service when it comes to our -- the way we operate in the organized unions.

That's why the GI bill is so important. Every day H2H handles an issue with the GI Bill either with a career seeker or a training center. I cannot emphasize how important the GI Bill is for that successful first or second or year apprentice to have to make ends meet because not many programs are offering 20 to 30 bucks an hour in their first pay period. That's the bridge of the GI Bill.



This right here is the comparison of Roofers Local Union 2 out of St. Louis. Just to give you a comparison of what that veteran would make in the first 24 months in that apprenticeship program is nearly \$35,000 tax free. Okay. So when you go back, if you are sitting on a JATC, you're a business manager, whatever, you make sure you talk to the JATC, make your GI benefits are in line with the VA, that you have not one but two school certified officials ready to process that GI Bill for that service member.

So what we've done. One of the sayings I have is get comfortable with being uncomfortable and that's where we are at. Because once you are comfortable, you are complacent. So we have to embrace change and this organization has definitely gone through change in the last 24 months.

When I came on board, we identified that the website, the job board and the custom -- we didn't even really have a custom database -- was ineffective. So that was our first mission throughout 2022, was rebranding that.

We did trade videos. "How to"

resources are uploaded to the website. And currently, like I said, we have a 33 percent increase in career seekers wanting to get into a union job.

Marketing outreach. I heard it mentioned earlier. We are doubling down on marketing. We have to get out there. We are targeting military installations. We are partnered with iHeart Radio on advertisement, social media and video production, union and training center visits nonstop and also military installation visits clear down from the reserve units all the way to active duty.

We've added additional staff. We have a CRM specialist on board to handle our database and make sure it's up to par all of the time, so when we need fresh data we have it.

We have a military liaison coordinator on board that keeps up with the VA and the changes there. That military liaison coordinator is also a school certifying official. So if you have troubles with your GI Bill, we have a subject matter expert on our team that cannot -- who may not be able to get you answer but will find the answer for you and

the best guidance.

We have one state representative in the state of Michigan. Is the state of Michigan in here? I'm from Ohio, so...

You know, fortunately, Michigan has gave us an awesome grant opportunity. We're capitalizing on that. If you are from the state of Michigan and you haven't seen the state rep, let me know. He is doing an outstanding job. But that's an awesome opportunity that's happening.

Michigan, in Michigan, I hope it's successful because I want that program to go to other states with what they're doing there on their workforce development.

Two regional managers. We added the Southeast to include North Carolina and South Carolina, Georgia, Florida and Alabama. And then we're getting ready to break out in the Northeast all of the states above New York as an additional rep, we'll be hiring here shortly.

Our partnerships have expanded. We are the go-to partner for DOL Vets. That is Department of Labor Vets. It's the transition program that they have to connect service members.

We are the leading source for the construction apprenticeship.

Hire Our Heroes. They handle a lot of the active duty, active duty job fairs and outreach, to not only be at those job fares but to be a speaker at the table to represent registered apprenticeship.

Transition Assistance Programs throughout. Marine for Life and the Army's three Public Private Partnership Program. There's that, just a snapshot.

So what do you guys need to do? And, again, it's really simple. If you don't know, please go back and make sure you have an H2H account. And the next step is just post to your apprenticeship opportunities. It can be your organizing apprentice opportunity as well.

Like I said, 80 percent of service members that leave active duty change their game plan after 24 months. If they are working non-union as a roofer and they just happen to find out about us and get on there, you might have a good way to get a journey level worker.

Check on your job postings. You will

get an alert if someone is interested in your program. But you can also check and do what we call a reverse search and find people within your area that are interested in being in the roofing industry.

And, lastly, get to know your regional manager. We are absolutely here to help you. If you don't know your regional manager, there is a map at the end of this. You can get in contact with them. It's also available on our website.

It's one team, one fight. I set out a goal by 2025 to hit 15,000 KSTs. Between the years of '18 and '21, we only hit 11,000, just over 11,000. I want to increase that by 25 percent. The reality of it is this though, H2H can get them to your doorstep but we can't put them in your programs and that's where it's a team effort that we make this happen.

I make this an analogy to lot of people. We drop the ball way more than we catch it. We only get about a 20 percent conversion rate for the people that make career seeker accounts.

Again, like I said earlier, I have a tough time believing someone that can serve this

country is not good enough to get into our rank and file. We need to capitalize on these service members to get in.

So if H2H is the quarterback, the service member is the football. You are guys are the receiver. We need to make it happen.

I think Michigan is at the end of this, just saying.

(Laughter.)

There's the Cleveland Browns. We dropped it too. A little cheap entertainment here.

But it's looking bright, guys. We launched our new system. We contract by the minute when a career seeker makes an account with H2H.

In April when we -- we launched it in February. We put this system in place in April and you can see in April we -- there's a total of -- actually, correction, you guys broke 20 in September. I just got the update. You guys have nearly 200 career seekers who want to get in the roofing industry since April. They exist. They're there. We just have to get active and we have to get after them and you have to move quick. You can't wait.

So closing out here, we cannot succeed without your support. That's the bottom line. This is definitely a team effort. Be prepared for H2H engagement. If you have not heard from us, you will. That's the charge to my team is get out there. Engage to be engaged.

Create an account and post opportunities on our job board. I cannot reiterate that enough. If you are not on our job board, you don't exist.

H2H is here to help with whatever you need. If that's posting an account, creating an account, GI Bills, please let us know.

And then report your KSTs. We are a non-profit. We don't care about the money we have at the end of the year. We care about how many service members we get into the trades. That's what we know as our KSTs.

So please report those successful transitions to us so we can hang our hat on it and reach out to vendors, grants and other supporters of the program to get additional funding, so we can get better and bigger.

Here is the regional map. This is

what we look like now. As you can see, I want to give a shout out to my team. I know Quincy may be in here, but we are only a staff of 13. Thirteen people that entertain 15 different building trades, career seekers in the DOD community. This team is awesome in what they get done. So I want to give a shout out there.

If you need our information, its on the slide. You can reach out to that 1-800 number and 1-866 number and then obviously go to our website. We're here to help. Let's get our service members into good gainful careers within our organizations, your organization.

Thank you so much. Thank you.

(Applause.)