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CONTENTS

Message from the Idaho AGC President, Anna Sparrell – **6**

Idaho AGC Staff - 8

Idaho AGC 2022 Board of Directors – 9

Welcome. New Members – 10

Idaho Suicide and Crisis Hotline Helps Navigate Idahoans' Mental Health Issues – **12**

Idaho Outdoor Fieldhouse to be a Haven for Military Members and Challenged Athletes – **14**

Bridging the Gap – 16

Earn While You Learn - 20

KTEC Prepares, Educates, and Produces Successful Students – **22**

Wellness: Developing Your
Multi-Year Roadmap (To Not Get Lost) – **24**

Second Annual ITD/AGC Excellence in Construction Partnering Awards Recipients – **26**

For Those Who Missed It: Honoring Our 2021 Idaho AGC Award Recipients – **28**

Easy Ways to Reduce Your Healthcare Costs – **30**

Untapped Labor Pool – **34**

Workforce Development at the Idaho AGC: How Can YOU Get Involved? – **38**

Guess That Project! - 41

Idaho AGC Student Chapter Earns Construction
Management Skills Award...AGAIN – **42**

Idaho Influencer: Wendi Secrist - 44

Why Digital Transformations Fail:
Top Construction Industry Mistakes – **47**

Are Your Accounting Fees on the Rise? Here's How You Can Help Reduce Them – **50**

2022 Legislative Session in Review – **52**

'Construction is Essential': Workforce Campaign Aims to Attract Idahoans to Trade Careers – **54**

College of Eastern Idaho:
Gateway to Opportunity – **56**

Index to Advertisers - 58









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PRESIDENT & CEO

DAVID LANGSTAFF

MANAGING EDITOR

CINDY CHAN cindy@delcommunications.com

ASSISTANT EDITOR

HAILEY REYES hreyes@idahoagc.org

ADVERTISING MANAGER

DAYNA OULION

ADVERTISING SALES

GARY BARRINGTON JENNIFER HEBERT MIC PATERSON GARY SEAMANS

PRODUCTION SERVICES PROVIDED BY

S.G. Bennett Marketing Services

CREATIVE DIRECTOR / LAYOUT & DESIGN

KATHLEEN CABLE

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MESSAGE FROM THE IDAHO AGC PRESIDENT ANNA SPARRELL





s the 2022 construction season in Idaho kicks into full gear, I am both excited and humbled to have been asked to serve as president of the Idaho Associated General Contractors (AGC). It is going to be a great year for Idaho construction: a year of tremendous growth coupled with unique challenges to overcome.

As contractors, we will continue to face the challenges of rising material costs and supply chain uncertainties, as well as workforce difficulties that are exacerbated by Idaho's unprecedented and record-setting growth.

The AGC is working on addressing these challenges, as outlined in the article by our Director of Government Affairs, Sean Schupack. The Idaho AGC was successful in our efforts in securing an increase in funding for public works projects large and small across Idaho. Additionally, we defended and expanded the tax cut on personal property, resulting in efficiencies and savings for Idaho contractors. I took note when a highway contractor pointed out that because of the AGC's work on the personal property tax bill, his company will save enough money on their taxes this year to pay their AGC dues for the next 38 years. Now that's a return on investment.

And of course, always at the forefront of our concerns is the ongoing struggle to attract and retain quality talent on all fronts of the industry, from the tradesmen and women on the front line, to the foremen, superintendents, project managers, and business operations—every construction position is now challenging to fill and retain.

Again, the AGC is working on a remedy. This issue of *Building Idaho* is dedicated to workforce development. In it, we'll highlight some of the efforts the Idaho AGC and its partners already have underway and what lies ahead.

The bottom line: the AGC is working on solutions to the problems, but we need your help. Talent recruitment and retention impacts all of us and every contractor should have their shoulder to the wheel. As contractors, we are well-suited to solve tough problems, and I have every confidence that by working together we can make a meaningful and long-lasting impact on our workforce challenges.

I encourage you to contact the Idaho AGC staff today to enlist in our efforts on this front.

I know that we're all busy. However, I sincerely hope you will join us for our annual Summer Leadership Retreat in August at the magnificent Coeur d'Alene Resort. This gathering is a great opportunity to get more connected with the heartbeat of the industry and the organization.

As your president, I'm thrilled to have a front row seat for what is sure to be a tremendous year. I encourage you to be at the table as well — even better, I hope you will take the time to invite your subcontractors, suppliers, and friends to join us. We're all in this together and we're strongest when we pull as a team.

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IDAHO ASSOCIATED GENERAL CONTRACTORS STAFF



WAYNE HAMMON

Chief Executive Officer whammon@idahoagc.org (208) 344-2531

TAMARA TRACY

Senior Director of Finance & Operations ttracy@idahoagc.org (208) 472-0457

SUE FUDGE

Senior Health Plan Director sfudge@idahoagc.org (208) 472-0455

GARY TACKETT

Membership Development Director gtackett@idahoagc.org (208) 472-0451

SEAN SCHUPACK

Director of Government Affairs sschupack@idahoagc.org (208) 472-0464

HAILEY REYES

Engagement Director hreyes@idahoagc.org (208) 472-0463

DEREN MARTINEZ

Plan Room Manager planroom@idahoagc.org (208) 344-2531

JULIA BECKLEY

Accounting & Administrative Specialist jbeckley@idahoagc.org (208) 472-0459

JENNY LARSEN

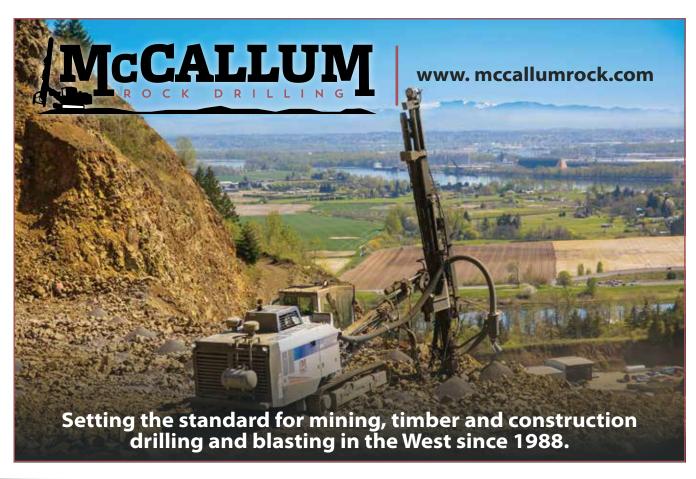
Health Plan Coordinator jlarsen@idahoagc.org (208) 472-0454

KAYCEE CRON

Workforce Development & Training Coordinator kcron@idahoagc.org (208) 472-0458

CASSIDY BOUGHTON

Social Media & Administrative Specialist cboughton@idahoagc.org (208) 472-0453



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Idaho Suicide and Crisis Hotline Helps Navigate Idahoans' Mental Health Issues

By Cindy Chan



he Idaho Suicide Prevention Hotline (ISPH) is adopting a couple of brand new changes to improve its services for Idahoans in crisis.

Lee Flinn, director of the Idaho Suicide Prevention Hotline since 2020, says the Hotline recently celebrated its ninth anniversary. ISPH has provided 24/7 services via phone, text, and chat since 2014. When the Hotline began in 2012, it was only one of two states in the United States that didn't have a suicide prevention hotline.

"There is a lot of research that shows crisis hotlines really do help individuals get through a crisis and stay safe," Flinn says.

Although the official organization is named Idaho Suicide Prevention Hotline, Flinn says they are in the process of changing it to better reflect what they do and what they offer. In early 2022, ISPH will update their name to Idaho Suicide and Crisis Hotline.

"First and foremost, we are a crisis intervention hotline, with 'crisis' being the big umbrella, and underneath are the reasons that people call in, including suicide," Flinn explains, adding the top three reasons Idahoans call the hotline

are mental health crises, relationship difficulties, and suicidal feelings.

People of all ages have called the Hotline, according to Flinn, who recalls the youngest caller to be age eight and the oldest age 93. To accommodate the sheer volume of callers, the Idaho Suicide and Crisis Hotline is moving to a bigger office. In October 2020, the federal government made '988' the universal mental health and suicide prevention crisis number, which will go live on July 16, 2022.

"Crisis centers like us are working really hard to scale operations and increase the capacity, because when 988 goes live, we expect at least a doubling of contact volume, which includes calls and texts," Flinn says.

As a director of a crisis center, Flinn says there is a workforce shortage in the mental health care industry. People were struggling before the COVID-19 pandemic, and people are certainly struggling during the pandemic. Idaho, like many other states, do not have enough health-care workers; that, coupled with the COVID-19 pandemic, created a perfect storm. Although mental health has become more top of mind for people, there is still a lot to improve on. National statistics show that construction is one



Lee Flinn, Director, Idaho Suicide Prevention Hotline.

of the high-risk industries for suicide. In fact, a report from *Workwear Guru* states the construction industry saw 53.2 suicides per 100,000 workers. The Centers for Disease Control and Prevention reports that male construction workers have a 65-percent higher suicide rate than all U.S. workers.

"Hopefully there will be an increased demand for mental health support that 988 will usher in," Flinn says, adding that the Idaho Behavioral Health Council and Governor Brad Little recently put together a plan to help adults, children, and their families with mental illness and addiction receive "the behavioral health care services they need", according to their website at healthandwelfare.idaho. gov. "I see that as a really important step forward," Flinn adds. "No single person or organization can address the workforce shortage; this is going to take everybody."

The good news is there are a couple of things individuals can do when dealing with suicidal thoughts or when their loved ones are suicidal.

"One of the most effective things is to directly ask a person if they feel suicidal," Flinn says. "A lot of times, they will feel

"We also always try to raise awareness about suicide protective factors," Flinn says. "People get focused on the bad things to look out for, but there are lots of good things to be aware of too."

relieved that someone asked them. If you ask directly and calmly, 'are you feeling suicidal?', it really opens a door for that person to express how they feel." The key is to remain calm throughout the exchange so they don't feel judged and they know you will listen. Flinn acknowledges that this is an uncomfortable conversation for most, but it is better to have a moment of awkwardness to help a loved one stay safe.

When a person contacts the Hotline and they have access to lethal means whether it's pills or a weapon - the crisis responder will ask the person to get distance from anything they could use to harm themselves with. They will say, 'Would you be willing to take that gun and put it in another room of your house while we talk?' Most of the time, a person will agree. The focus is to help keep that individual safe in that moment.

"We also always try to raise awareness about suicide protective factors," Flinn says. "People get focused on the bad things to look out for, but there are lots of good things to be aware of too."

Suicide protective factors are reasons for the suicidal individual to stay alive, such as connections to family and friends, connections to their community or their church - anything that is meaningful to them.

"Something we've noticed at the Hotline is when someone who is suicidal reaches out, it's not necessarily that they want to die, but they feel like they can't go on the way they're living their lives," Flinn says. "They feel stuck, and they can't come up with any coping mechanisms. A way you can support them is up their protective factors and help them problem-solve."

Although the pandemic has been a largely negative experience, Flinn says it has helped people appreciate their own protective factors. There has been much more understanding of the importance of connection.

If someone is struggling or knows someone is struggling, Flinn wants them

to know they can always reach out to the Idaho Suicide and Crisis Hotline by calling (800) 273-8255 or texting (208) 398-4357. Visit idahosuicideprevention.org for more information.







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Idaho Outdoor Fieldhouse to be a Haven for Military Members and Challenged Athletes By Katie Terhune



onstruction on a state-of-the-art new facility aimed at helping Idaho military members, their families, and adaptive athletes across Idaho is underway now. The Idaho Outdoor Fieldhouse, funded by the J.A. and Kathryn Albertson Family Foundation, is set to house both the military-focused organization Mission43 and the Challenged Athletes Foundation of Idaho. But the sprawling campus, situated on more than six acres along the Boise River Greenbelt, will be more than just headquarters space, says Bryan Madden, Program Officer for the J.A. and Kathryn Albertson Family Foundation.

The estimated 46,000-square-foot fieldhouse will include an aquatic center, a gymnasium, a climbing wall, performance fitness spaces, and a hyperbaric oxygen therapy area.

The facility will only be available for use by members who meet the eligibility requirements for either Mission43 or the Challenged Athletes Foundation, although Idaho residency is not a requirement to join.

"It definitely has the potential to be a national spotlight. Adaptive athletes are already moving to Idaho because of CAF and military families are coming because of Mission43, and that's for the same reason: they see the meaningful opportunities and the incredible people who are part of those communities," Madden says. "We want the best in Idaho - these are talented and amazing people, and the Fieldhouse is only going to draw more into our state."

"It definitely has the potential to be a national spotlight. Adaptive athletes are already moving to Idaho because of CAF and military families are coming because of Mission43, and that's for the same reason, they see the meaningful opportunities and the incredible people who are part of those communities."

The completed facility will also have room for short-term housing for those visiting the Idaho Outdoor Fieldhouse from outside of the area, as well as conference rooms, storage, administrative offices, and a welcoming area.

Madden, who also serves as the Director of Mission 43, says the space will allow the organization to further its goal of supporting post-9/11 military members and their families. With 6,000 members currently in Idaho, Mission43 focuses on education, employment, and engagement to help members find purpose, stay active, and successfully transition into a life after the service.

Once finished, the Fieldhouse will also include space to hold Mission43's events and professional courses. Mission43's programs include transition services from the military into the civilian workforce, with an employment team that can help members perfect their resume, and put the skills and leadership developed in the military to work in a new role.

"So all these programs we've been running, we haven't had a physical location where we can typically do that. We will now be able to run them all from the Fieldhouse there," Madden says. "We have over 75 events a year that range from entrepreneur courses to adaptive sport clinics and we have never had a physical headquarters to do that. The Fieldhouse now gives Mission43 and CAF- Idaho a home base."

The space will be no less important to those involved in the Challenged Athletes Foundation of Idaho, which allows people with physical challenges the opportunity to get involved in sports ranging from skiing to basketball to mountain biking to swimming through adaptive gear and instruction.

A facility like the Idaho Outdoor Fieldhouse will allow the foundation to condense and streamline the process of getting those athletes ready to take on the sports of their choosing, or tackle Idaho's slopes and ridges, Madden says.

"The Fieldhouse is the stepping-off point where you learn and better yourself and then you take that new or refined skill, and it opens your access to everything Idaho has to offer," he said. "That's professionally in the workplace or in the outdoors. Most importantly you are doing that surrounded by a community who expect to accomplish more in life."

Construction began in November at the site along Barber Valley Drive on the east side of Boise. The full facility is expected to be finished in the summer of 2023, after about a year and a half of building.

The design and construction of the facility is a collaboration between ESI Construction, Pivot North Architecture, and Barker Rinker Seacat Architecture, according to the Foundation.

Pivot North wrote that materials and design were chosen to be "representative of the natural forms seen in the native Idaho landscape" and highlight both the beauty of the surrounding outdoors areas and the strength of those who will train within its walls.



The J.A. and Kathryn Albertson Family Foundation says the Outdoor Fieldhouse represents their commitment to accelerating opportunities in Idaho and to great partners like Mission43 and the Challenged Athletes Foundation. More than a traditional gym or meeting space, the completed Fieldhouse will enable its members to build connections, train for competitions like the Paralympics, and get ready for their next steps.

"This is just the next step in our Foundation's continued support of those two communities," Madden said. "It's unique that it doesn't require taxpayer dollars or outside donations, but because of the growth and impact we have seen over the past five to six years and, we view it as an important investment in incredible people who live throughout all of our communities in Idaho."





Bridging the Gap

Mark Ayers (left) and EquipmentShare CEO Jabbok Schlacks.

DOD helping service members transition to civilian sector

By Jim Timlick

program developed by the Department of Defense is helping service members bridge the gap between a career in the U.S military and their next one in the civilian sector.

The SkillBridge initiative was launched in 2014 and is open to anyone who has served in any branch of the United States Armed Forces. The only stipulation is that participating individuals must complete the program within the last 180 days of their military service.

The premise behind SkillBridge is simple. Active service members who are winding down their military careers are provided an opportunity to intern at a company of their choosing for up to six months. During that time, they continue to receive their full military pay and benefits. Participating companies provide

the training and work experience.

You won't find a bigger booster for the program than Tyler Reyes. Reyes currently serves in the U.S. Army Reserves as an engineer. He is also the military and veteran recruitment program manager for EquipmentShare, a company headquartered in Columbia, Missouri, that provides equipment and digital solutions to contractors in the construction industry. The company has more than 100 locations across the U.S. including Boise, Idaho, and employs nearly 3,000 people.

Reyes says one of the benefits to companies participating in the program is it provides them access to people with a solid base of knowledge and skills who, with a little help, can easily and quickly adapt to other types of work available.

"Service members are not all grunts. Many of them are highly skilled and educated. They bring a wealth of knowledge. They bring human resource skill sets, they bring finance backgrounds, they bring general leadership and knowledge on how to complete a goal or mission," he says. "They just need to bridge some minor skill gaps when transitioning from a life in the public sector to one in the private sector."

Reyes says another reason EquipmentShare became an industry partner with SkillBridge is the fact it gives the company access to a largely untapped pool of talent (the company is currently looking to fill 400 job openings nationwide). It also eliminates some of the guesswork that can be part of the recruitment process for companies looking to augment their ranks, he adds.

"We're not always going to know everything there is to know by looking at

someone on a piece of paper or doing a quick interview," he explains. "With these folks, they are taking the initiative and they're coming to us. They're volunteering their time to learn more about our company and our industry."

EquipmentShare first became involved in the SkillBridge initiative a few years ago through the U.S. Chamber of Commerce Foundation's Hiring Our Heroes program that connects the military community with American businesses.

The company was so pleased with that experience it became a full industry partner this past February. Interested service members can now apply to intern at 50 of its U.S. locations. Reyes says the response from military personnel has been phenomenal so far. The company received nearly two dozen inquiries from several service members in the first month alone after being accepted into the program, he adds.

Reyes says SkillBridge has provided EquipmentShare with a great opportunity to fulfill the pledge it made on Veterans Day 2020 to increase the number of veterans employed by the company. The company currently employs about 300 former military personnel.

"As a company, we take our veterans' recruitment very seriously," he says. "SkillBridge is going to be a real catalyst to create a healthy pipeline (of veterans) into our shops."

One of the veterans who has come through that pipeline is Mark Ayers. Ayers served in the U.S. Air Force for four years, including a stint working on B-52 bombers at Barksdale Air Force Base in northwest Louisiana.

Last year, Ayers decided he wanted to wind down his military career so he and his wife could settle down in a more permanent location. He started looking online at post-military career options when he found out about SkillBridge. A short time later, he signed up for the program and spent three months training

at the EquipmentShare location in El Dorado, Arkansas. Today, he works full-time as a territory account manager at the company's operation in Tyler, Texas.

Ayers says his experience with the SkillBridge program was "awesome."

"The team I worked with out of El Dorado was great. They were very welcoming, very kind and friendly," he recalls. "

Ayers says the best part of the initial

training he received through the program was having an opportunity to learn about every facet of EquipmentShare's operation. He filled a range of different positions during his three-month internship including washing rack cleaner, in-shop technician, shop manager, parts manager, renovations coordinator, and finally his current role as territory accounts manager.

"They were great about training me on what to do and how to do it and what





Mark Ayers.

PHOTO CREDIT TO ROBERT CLAY, EQUIPMENTSHARE

made EquipmentShare unique when it comes to the equipment rental business. It was a great experience because I wasn't slotted into just one side of it. I got to know all the ins and outs of the branch," he says, adding it was a chance to check out the company and see if it was a good fit for him.

Applying for SkillBridge is a relatively

simple process for service members. They can visit the program's website at skillbridge.osd.mil to view a complete list of authorized SkillBridge organizations and a map of where they are located. They must then make sure they meet all prerequisite and enrollment protocols and receive approval for their application from their unit commander.

Ayers' advice to anyone looking to transition out of the military and into a civilian career is to start planning sooner rather than later and check out what SkillBridge has to offer.

"You're still getting paid by the military to intern with another company...and you're setting yourself up for success with your transition."

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Northwest AGC's apprenticeship program is training tomorrow's workers today

By Jim Timlick

f there were to be an official motto for the apprenticeship program offered by the Inland Northwest Chapter of the Associated General Contractors of America (AGC), it might well be 'training tomorrow's workforce today'.

The program was conceived in 1995 to provide skills and safety training to individuals starting work in the construction sector, as well as existing tradespeople looking to augment their skillset. At the time, it was the first apprenticeship program in the region available to non-union contractors. Today, between 240 and 260 apprentices take part in the program in any given year.

"It's the ability to earn while you learn," says Mike Ankney, Director of Apprenticeship for the AGC's Inland Northwest chapter, of the program's appeal to young workers. "You're basically being

paid to learn while you have a job."

The AGC apprenticeship program offers three different streams of instruction: carpenter, construction equipment operator, and laborer. It's open to any individual 17 years of age or older with a high school diploma or GED, a driver's license, and a valid social security card, passport, or work Visa. The only other requirement, Ankney says, is "a willingness to learn."

Apprentices can enter the program one of two ways. The first method is direct entry in which companies can enroll a new or experienced employee whom they think will benefit from the training. AGC also recruits individuals to the program who can then be hired by member companies once they complete their training.

Carpenters enrolled in the program must log 8,000 hours of on-the-job training (OJT), as well as 640 hours of

classes or related supplemental instruction (RSI) provided by AGC certified instructors. Heavy equipment apprentices are required to complete 6,000 hours of OJT and 640 hours of classes while labor apprentices must total 6,000 hours of OJT and 480 hours of classes. Ankney says the length of time it takes to complete the program depends largely on how long it takes an individual to complete their OJT requirement, but most apprentices fulfill their commitments in between three to five years.

Some employers continue to pay workers during the classroom portion of training but are not required to do so by law. In most cases, individuals can apply for unemployment benefits if they are not receiving their regular wage.

Ankney says during the first few years of the apprenticeship program participants learn the "meat and potatoes" of their

Although a career in construction isn't for everybody, Ankney urges young people and their families to include it in any discussions of potential careers.

craft. That includes learning about the different pieces of equipment they will be using as well as instruction on topics such as leveling, grading, site layouts, and signaling and rigging. The focus in the final year of classroom instruction is on fostering more advanced skills such as leadership, mentoring, and blueprint reading.

One of the primary benefits to a program for apprentices, Ankney explains, is that it allows newcomers to establish a network with other individuals working in the construction industry. It also offers an opportunity to get to know more experienced workers who can provide mentorship and share their experiences.

"There's a comfort level there where it's like, 'Hey, I know you, you're in my class," he says.

Although a career in construction isn't for everybody, Ankney urges young people and their families to include it in any discussions of potential careers. One important consideration in any such discussion, he says, is the fact that an apprentice can earn as much as \$150,000 while they learn while a four or five-year college education can cost a student or their family the same amount.

"That's a swing of about \$300,000. Plus, there's no student loan, you've got your journeyman's card which is basically our degree, and you've already got a job," he adds. The benefits of the AGC apprenticeship program to contractors are also noteworthy. First and foremost, they can access a well-trained, skilled, and diverse workforce at an affordable price which is ultimately "safer and more profitable," Ankney notes, adding it also helps companies to fulfill utilization requirements that are part of many federal contracts. It also helps to increase the labor

pool of skilled talent that contractors can draw from.

"You're not just getting people off the street, you're getting people who are committed to a training program and they're learning important skills properly," he says.

Any non-union contractor is eligible to participate in the apprenticeship program as long as they are a member of the AGC's Northwest region, which includes Idaho and Washington state. Ankney says it's easy for contractors to participate in the program. Aside from paying a modest fee, all they have to do is sign a few forms.

"It's not a long, drawn out process. It's actually pretty simple," he says.

It's no secret the construction industry is facing a shortage of skilled workers. The

upside, according to Ankney, is that there has never been a better time to enter the field. Construction is booming in most areas of the country and there are few industries that can offer the same kind of career security that the building sector can.

"What people need to understand about the construction industry if that even though some look down on it or as something you come back to...the world revolves around construction. Without construction nothing else would exist: there wouldn't be factories to build laptops; people wouldn't be able to get to work without the roads we build. There's always going to be work. You're never going to work yourself out of a job in our field."



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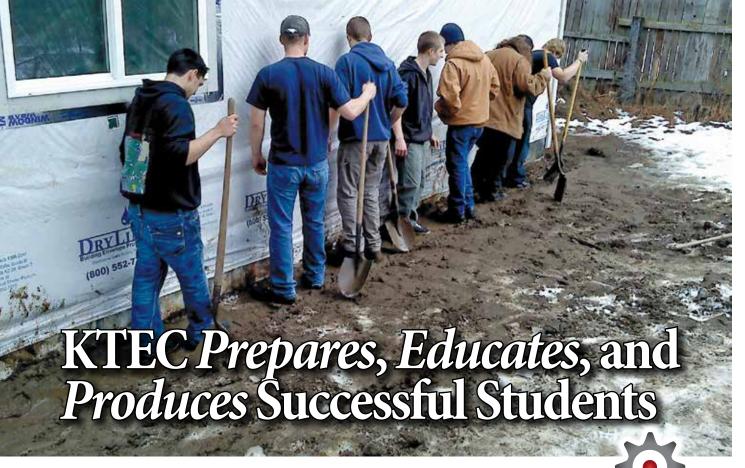
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24/7 EMERGENCY RESPONSE



By Cindy Chan

ou can't spell KTEC without Established in 2012, The Kootenai Technical Education Campus (KTEC) is a joint venture between the Coeur d'Alene School District No. 271, Lakeland School District No. 272, and Post Falls School District No. 273. It is a stateof-the-art technical training high school for 11th and 12th grade students, which started out with 10 programs and has grown to include 15.

According to KTEC Director Colby Mattila, students are able to come to KTEC for half the day - either morning or afternoon - and return back to their original high schools for their core programming.

"There's a huge labor shortage," Matilla says. "We reflect the industries in our area, and the schools are extremely responsive to the industries' changing needs. We make sure our students come out of the program with those skills."

"We strive to train students with the

valuable tools that they will need to go out into industry after their KTEC experience and succeed," Casey Syth, Regional Construction Instructor, adds. "I not only teach them how to build a house, but also the soft skills that are required to get and keep a job."

Workforce development is a huge challenge in Idaho's construction trades, and KTEC is doing everything they can to help, from providing a trained workforce from an earlier age, holding job fairs, inviting employers to speak to students, and creating internships for students.

"Every week, I have at least one or two companies contacting me about needing to hire individuals for their companies," students interested in the trades. I feel that we have pushed the 'college is the only option to succeed' narrative for too long, and have not shown our students that there are other ways to make a good

Kootenai Technical Education Campus

living." KTEC offers a wide variety of programs, from health care to construction. Syth teaches residential construction, a twoyear program that requires the students to receive a minimum of 80 percent or higher to get the KTEC certification. "This class is also dual credit with NIC (North Idaho College), and it gives them six credits that will follow them to the NIC construction course," Syth says.

"We have a very high placement rate at KTEC and in my program," Syth adds. "I currently have past students that moved on to some of our local commercial contractors, and one in particular is working as a lead on a house framing project for a local home builder. We used to participate in the SkillsUSA competition in Boise where we regularly

placed in at least two of the top three spots. We went three of the past six years, and received a first-place prize all three years. The students would then be eligible to go to the national competition. Two of the three years, we went to Kentucky for the competition. The first time we went, we got second place in the U.S. (48 contenders), and the second time we placed 21st (48 contenders)."

State and national competitions aside, the students themselves are the perfect testament to the program's success. Zach Petersen, currently a power systems field technician, is a former KTEC student. Petersen first heard of KTEC in middle school when, at the time, it was a newly built facility.

"I attended KTEC because I have always been fascinated with machines and how they work," Petersen says. "It sounded a lot better to spend part of school learning that than the regular boring schoolwork!"

Petersen entered into the diesel technology trade and enjoyed his time in the program, learning skills that would help him choose a career he enjoyed.

"I travel around working on generators and other power system components, such as automatic transfer switches and uninterruptable power sources," Petersen explains.

Success stories like Petersen's is why KTEC is so passionate about career and technical education. Syth says the staff is instrumental in helping the students succeed, as they are all industry experts. Matilla says everybody sees the value in CTE.

"The community really bought into what we do," Matilla adds.

Over the past four years, KTEC has boasted a 99-percent positive placement rate of their graduating seniors, meaning they either were employed in their field of study, joined the military, went on to post-secondary, or went on a mission.

For more information on the program, visit ktectraining.org.



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Wellness: Developing Your Multi-Year Roadmap (To Not Get Lost)

By Courtney Schwagler, RD, Cost Containment Strategist, Advanced Benefits



The Advanced Benefits wellness program has seen increased variety in team building activities, such as axe throwing!

n a recent trip to Carlsbad, I set off for a morning run with my friend to explore the beautiful area we had the pleasure of calling home for the next three nights. The first three miles consisted of a few zigs and zags, while we caught up on personal and professional endeavors. At that point, we decided six miles was the perfect distance for the day, so we turned around to head home and relax poolside.

In the midst of catching up, we both

realized around mile four that we had zagged when we should have zigged, missing a critical turn to get us home. We didn't fret and decided to embrace the sunny morning, confident we would find our way back. After all, we were staying along a beautiful lagoon that was sure to be a unique and identifiable location.

By mile five, we realized we were off course and asked a gentleman on a dog walk for directional guidance. When he asked us for our address, we paused, processing the fact that neither of us knew the answer to his very basic question. We both offered up that we were staying in a swishy home along the lagoon, to which the walker replied, "which one?" Whoops! I guess it wasn't so unique after all. After a series of questions, he gave us his best guess on how we could navigate back home.

By mile eight, we could finally see the ocean and knew home was near. It was beginning to feel like a game of clue when we engaged with another couple walking, to affirm our location. The couple got out their phone and the opened a very fancy feature – a map app! Who knew this app could provide us with so much hope? We identified the lagoon and giggled with excitement, knowing we were finding our way.

As we rounded out the 10th mile, walking down the driveway, we high-fived about our sun-filled silly adventure and welcomed a refill on our very empty water bottles.

This prodigal son experience (lost, then found) felt very much like the launch of many wellness programs. Begins with enthusiasm, the initial game plan is structured, but after a while we become distracted by other responsibilities. Months down the road, we realize that

This prodigal son experience (lost, then found) felt very much like the launch of many wellness programs. Begins with enthusiasm, the initial game plan is structured, but after a while we become distracted by other responsibilities.

the program has fizzled and we've lost momentum.

If this sounds like your experience with wellness in the workplace, or possibly the fear holding you back from launching wellness, I'd like to offer up a few pro tips to re-energize your program or motivate you to consider starting one.

- Know the address of your destination: How would you expect to find your way if you don't know where you're headed? Create and communicate a multi-year roadmap for your wellness program. Start small and let it grow organically.
- Multiple ways to arrive at your destination: When you search for directions to a location, you have multiple routes to consider. Be strategic about selecting the best route for launching wellness at your company. Don't feel pressure to select someone else's route, just because it worked well for them. Wellness is not a one-size-fits-all operation.
- Got lost? Siri will re-route!: Do not be discouraged when you make a wrong turn. Challenge yourself to view that obstacle as an opportunity to grow, learn, pivot, and move onward.
- *All aboard:* Before you take off on your journey, identify who will champion the route selected. It is critical that



the route is embraced from top down. If leadership does not walk the walk, wellness will always struggle to flourish.

- Wellness is not a Tesla: Wellness will not thrive if put in self-driving mode. It requires intentionality, planning, excitement, and consistent review and refinement of the multi-year strategy. As your company adapts, so will your roadmap.
- ... Nor is it an Uber ride: Wellness is not a means to make a little extra cash. If ROI is the motivating factor, push pause, and recalibrate your why. Wellness in the workplace is launched because you have a deep-rooted belief that it's the right thing to do. No matter how fancy the algorithm a wellness vendor claims to have, it cannot predict a negative claim (i.e. the stroke prevented because

your wellness program engaged your employee to make a lifestyle change).

As a dietitian and data analyst, I know all too well that our country is in dire need for wellness reform: a shift from creatures of comfort to stepping outside the comfort zone and doing the hard thing, prioritizing well-being as a lifestyle.

As an employer bringing wellness to the workplace, you can be the catalyst for change in those you employ. It can all start with a simple shift in the leadership mindset, prioritizing wellness.

With a trusted roadmap, patience, and persistence, wellness will begin to permeate your culture. Improving your business, and improving the lives dedicated to your business.

That just may be the best ROI I can think of.



Second Annual ITD/AGC Excellence in Construction Partnering Awards Recipients











208-922-3816

he Idaho Transportation Department (ITD) and the Idaho Associated General Contractors (AGC) announced the 2021 winners of the Excellence in Construction Partnering Awards at the awards luncheon in December.

The second annual awards competition was announced in September as an ongoing collaboration between ITD Chief Operations Officer Dan McElhinney and Wayne Hammon, CEO of the Idaho Associated General Contractors. Applicants were encouraged to submit for construction contracts completed in

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the 2021 year, as well as projects still underway.

"These awards recognize outstanding partnering efforts between ITD and the construction industry," said McElhinney. "Great partnering on construction projects results in the timely delivery of projects, keeping under budget, in teamwork for safety and completion, which greatly benefit the traveling public."

The applications were reviewed by a judging panel of state and local partners and evaluated on criteria related to how well the project:

- · Resolved conflict
- Improved communication on the project with all audiences
- · Utilized innovative solutions
- Incorporated team building activities
- Honored stakeholders
- · Achieved a common goal

The winners were presented with certificates recognizing the entries earning Gold, Silver, Bronze, and Honorable Mention at an awards luncheon preceding the Idaho AGC Annual Meeting on Dec. 8, 2021.

One project was unanimously selected as the 'Top Gold' award winner, for its outstanding partnering efforts — the US-95 N Corridor Access Improvements in District 1.

Below is a comprehensive list of the 2021 Excellence in Construction Partnering Award winners:

- \$5 Million \$10 Million State Highway Project Entries
 - Top Gold Award: US-95, Corridor, Apollo, Inc.
 - Gold Award: US-95, Sandpoint, McMillen Jacobs Associates
 - Silver Award: US-91, HK Contractors, Inc.
- Greater than \$10 million State Highway Project Entries
 - Gold Award: I-84, Franklin IC to Karcher IC, Western Construction, Inc. & Concrete Placing Company







- Gold Award: Prairie Avenue to Boekel Road, Scarsella Brothers, Inc.
- Silver Award: Garwood Road, Apollo, Inc.
- Bronze Award: Payette River Bridge, Braun-Jensen, Inc.
- \$1 Million \$5 Million State Highway Project Entries
 - Gold Award: Zenner Road to Nez Perce, Knife River Corporation
 - Silver Award: N Canal Bridge, Coldwater Group, Inc.
 - Silver Award: SH-11 Grangemont Road to HQ, Knife River Corporation
 - Bronze Award: I-15, Bridge Rehabilitation, Coldwater Group, Inc.
 - Honorable Mention: Little Salmon River Bridge, Braun-Jensen, Inc.

- Less than \$1 Million State Highway Project Entries
 - Silver Award: US-95, Byway Bridge, Interstate Concrete and Asphalt
- Local Highway Project Entries
 - Gold Award: Cemetery Road, Concrete Placing Company,
 - Gold Award: Gowen Road Bridge, Concrete Placing Company, Inc.
 - Silver Award: Grimes Pathway, C&S Excavation
 - Silver Award: Kidd Island Road, Knife River Corporation

Congratulations to all of the award recipients, and stay tuned later this year for the third annual awards submission criteria and deadline information.



FOR THOSE OF YOU WHO MISSED IT:

Honoring Our 2021 Idaho AGC Award Recipients

By Hailey Reyes, Idaho AGC



ITD director Brian Ness receiving the SIR Award from Idaho AGC president Anna Sparrell. PHOTO CREDIT: DEREN MARTINEZ.

n December 8, 2021, the Idaho AGC held its 87th Annual Awards Gala. While the event had record attendance at over 630 guests, some of you may have missed it. The Awards Gala, as the name implies, seeks to bring the industry together for many reasons, but primarily to honor and recognize those serving the industry and organization.

While not recognized at the evening's Gala, it absolutely bears mentioning that the Idaho AGC also presents annual National AGC Safety Awards (NASA) to members at the general meeting that takes place the day prior. The NASA Awards recognize members who have participated actively in the national

safety program for the three years prior to receiving the award, in additional to maintaining a low safety incident rate during those years.

In 2021, only ONE member company had the honor of this distinction: Railco, LLC.

When asked what the secret is to building a culture of safety excellence, general manager Kevin Wade shared that the "recipe for success" was cooked up using a few different ingredients, including managing the size of the company, good leadership, communication, and skill. "Having an owner that deeply cares about the company and staff...finding supervisors that feel the same way, results in an environment that fires on all cylinders. We look after each other like a true team does," Wade said. "Good ownership and good management equate to retention of good employs, which in turn increases skill through experience, which means fewer mistakes and fewer accidents." Congratulations to Railco on exemplifying the culture of safety excellence we all aspire to in the industry.

The evening of the Gala, there were two President's Cup recipients. The President's Cup is the oldest award given by the Idaho AGC, and is awarded to individuals who have contributed greatly of their time and effort to the betterment of the construction industry. Both awards this year honored individuals who have

tirelessly worked to solve the industry's number one challenge: workforce development.

The first award went to Wendi Secrist, executive director of the Idaho Workforce Development Council who, as AGC CEO Wayne Hammon put it, is, "leading the statewide charge from the top. She is a tireless advocate for our industry and is personally engaged in the effort to eliminate red tape, secure financial support, and increase the flow of workers through the pipeline and onto our payrolls."

The second award went to Andrew DiPietro, formerly of Starr Corp. "[Andrew] is tackling the issue from the other end of the spectrum. Instead of working from the top down, he's leading the charge from the ground up. His efforts include countless hours of volunteering in local schools, serving on the advisory board of the local community college's CTE program, helping to lead the construction combine in his area, and much more."

The Associate Member of the Year is awarded to members who, while not contractors themselves, work hard to ensure that Idaho's construction industry continues to thrive. They provide supplies and services to those of us who build things, and are an essential part of the process and of our organization.

Hammon noted on stage that, "In the

26 years this award has existed, Wayne Meuleman of Meuleman Law Group is the only person to ever receive it twice. That is until now." Grant Green of Ash Grove Cement was then awarded, and took the stage wearing a cement bow-tie (yes, really).

While immediate past president Jessee Rosin presented the award to Green, Hammon went on to say, "For those of you who don't have a relationship with Grant, you should know that he's been in the cement business for over 20 years and is a constant cheerleader for the construction industry and the Idaho AGC. We are truly honored to count him among our closest of friends and largest supporters."

The Specialty Contractor of the Year award not only recognizes how important subcontractors are to the Idaho AGC and the construction process, but also acknowledges the hard work and dedication of those who specialize in doing a particular part of the process extremely well. "For his continued dedication and hard work, it's my honor to present the Idaho AGC's Specialty Contractor of the Year Award to Adam Lyman from Syman Company," said Hammon. "He is recognized statewide as the expert in erosion and sediment control. He not only designs and implements many control plans; he also represents contractors large and small in their dealings with the EPA or DEQ. His vast knowledge of all things environmental has kept many of us out of hot water and saved many Idaho contractors from fines and charges of noncompliance."

It was a great pleasure of the evening to award the Membership Service Award to the Idaho AGC's own staff, Jenny Larsen. Larsen has been on the Idaho AGC staff for 22 years. In that time, she has served the organization as an administrative assistant, a plan room operator, and currently as a coordinator in the health plan. Senior health plan director Sue Fudge presented the award

to a very surprised Larsen, and spoke to the character and work ethic of her team member.

The most prestigious award of the evening was the national S.I.R Award, and is the highest award given by the AGC of America. It represents a lifetime dedication to the three qualities emblazoned on AGC's emblem: skill, integrity, and responsibility. In AGC of America's more than 100-year history, less than 30 Idahoans have ever received the SIR award. "Among those, only three of these have not been a contractor," Hammon pointed out, then added, "Tonight's recipient makes four." The award was then presented to Idaho Transportation director Brian Ness.

After Governor Brad Little, ACHD Director Bruce Wong, and others congratulated Ness on the award via video, Hammon enthusiastically itemized some highlights from Ness' career at ITD, noting that, "Upon joining ITD

in November 2009, he immediately set out reforming the department into a customer-focused organization that embraces innovation and partnering. Under his leadership, the department has received nearly 170 national awards for its programs and projects, including national recognition for innovation. Along the way, ITD has received a record setting 17 AASHTO President's Awards. Congratulations Brian."

Despite leaving the department in 2022 for a well-earned retirement, Ness noted during his acceptance speech that, "We did this together and we are not done yet. We have a big program and we are going to keep going. We are going to be ahead of all the other states (and) build Idaho bigger and better than it is today."

We hope you will all join us in congratulating these award recipients, and we look forward to honoring other stars from our industry with you in December, 2022 at the Boise Centre.



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By Sue Fudge, Idaho AGC Health Plan Director

s inflation takes a bite out of your company's bottom line, your employees are also feeling the pinch. Health care is not immune from the effects of inflation. Higher overall costs could result in higher provider charges and insurance premiums. Reducing healthcare costs benefits both the employer and employee. Stabilizing claims costs can help keep the amount paid to insurance carriers from increasing and employees will spend less out-of-pocket. Whether your company self-funds your medical claims or you participate in a group plan, lowering how much your employees and their dependents spend on health care affects everyone on your plan. Employers can communicate these simple steps to employees to help reduce the costs of health care.

FIND A PRIMARY CARE PHYSICIAN

Establishing a relationship with a primary care physician provides continuity of care. You are more likely to contact your primary care physician with questions and they will be familiar with your medical history to give you advice regarding the severity of your condition. A primary care physician can help manage chronic conditions, and start the process of annual exams and screenings to keep you healthy and out of the hospital.

FOCUS ON PREVENTIVE CARE

Your primary care physician will help you understand the importance of annual exams and certain screenings. This step may seem counterintuitive to saving on healthcare costs, but using your benefits is one of the best ways to prevent high-dollar claims. Getting routine health screenings may identify health problems early when they are more easily (and cost-effectively) treated. Most plans offer preventive services such as screenings, vaccines, and annual wellness visits at no charge to the participant. Employers should encourage employees and their covered dependents to take advantage of these preventive services. Consider giving incentives for employees to get preventive services done, like paid time off so they do not have to worry about losing pay. Catching a health condition in its early stages can be the difference between a \$35,000 claim, and a \$500,000 claim.

KNOW YOUR MEDICATION OPTIONS

Prescription medications can be a big cost driver in any plan. Most participants do not know what the plan is paying because they only pay their co-pay. Educate yourself and your employees on ways to save money when filling a prescription. The first thing is to ask the prescribing provider if the drug is generic. Generic medications have the same active ingredients as brand-name drugs but cost less for the plan and the participant. Mail order is a great way to save on medication costs. Many mail-order programs allow for two months of co-pays and deliver three months of medication. Prescription coupons are becoming more and more popular and an easy way to save money on medications, with many companies offering prescription medication coupons. You can find them by searching "prescription coupons" in your web browser. Finally, if you are taking prescription medications, take them as directed. Not following a regime, stopping medications, or not taking the prescribed amount can create more serious and costly health conditions.

URGENT CARE VERSUS EMERGENCY ROOM

Know when an injury or illness calls for a visit to the emergency room or if a trip to the urgent care — or better yet, your primary care physician — can reduce costs dramatically. Emergency care

is extraordinarily expensive. Emergency department staff must make a quick diagnosis and may order many tests to help them make decisions quickly. Life-threatening conditions such as trouble breathing, chest pain, severe bleeding, or pain warrant a trip to the emergency room. Other conditions such as sore throats, cuts, burns, sprains, infections, or otherwise non-life-threatening conditions can be taken care of at an urgent care clinic or your primary care physician's office If you go to the emergency room with a non-life-threatening illness or injury, your place in line will be after those with conditions that are more serious are seen. Wait times in the emergency room can be hours, compared to minutes in urgent care. You will save on the cost of treatment as well as time spent waiting to be seen. The key is to be prepared. Know where the closest urgent care facility is located and how to recognize when a condition is an emergency.

CHOOSE IN-NETWORK PROVIDERS

Understanding the plan's network is essential when choosing a provider. Treatment from an in-network provider will cost less than the same treatment from an out-of-network provider. Innetwork providers agree to charge less for services because they have entered into a contract with the health plan, making those healthcare dollars go a lot further.





USE OUTPATIENT CARE

Due to advances in technology, many procedures are done in outpatient facilities. Ask about outpatient facilities when scheduling a procedure. Utilizing these facilities can result in significant savings compared to using an inpatient facility or hospital. Do a little deeper investigating and choose a facility that specializes in the procedure you are seeking. Imagine saving health care costs by using a facility and provider that performs the procedure you need 100 times a year with a 95 percent success rate, compared to using a facility or provider that performs the same procedure a handful of times a year with a 50 percent success rate. It pays to do a little research when scheduling elective procedures.

SELF-CARE

One of the simplest ways to reduce the cost of health care is to stay healthy. Maintain a healthy weight, exercise, and get plenty of rest. Do not smoke or vape, and seek help to quit if you do. Drink alcohol in moderation, limiting intake or choosing to abstain. Learn how to effectively manage stress, and keep up with routine visits to medical, dental, and vision providers.

BENEFITS OF REDUCING HEALTHCARE COSTS

Share these steps with your employees during staff or safety meetings. Reducing the costs of health care has multiple positive benefits. Employees and their families using these strategies can see reduced out-of-pocket expenses. Employers may experience stabilized claims costs, lower plan expenses, and smaller increases in contributions year-over-year. Consistent and repeated communication with employees will help remind them to be thoughtful and deliberate when spending healthcare dollars.



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Untapped Labor Pool

Idaho's corrections system helping address skilled labor shortage in construction sector

By Jim Timlick





or many years, Idaho's state prison system has been viewed by some in the outside world as little more than a warehouse for incarcerated individuals waiting for their release.

That perception is starting to change, as Idaho's nine state prisons are becoming a learning ground for inmates looking to successfully transition back into everyday society. Many of those institutions have begun ramping up career training and apprenticeship opportunities thanks in part to criminal justice reforms and federal legislation like the Perkins Act for career and technical education.

This is good news for residents of Idaho's prisons, as studies show that residents who

take part in correctional education are 43 percent less likely to return to prison.

It's also good news for the state's construction industry that is continually looking for skilled workers. Institutions like the Idaho State Correctional Center (ISCC) in Kuna offer a number of construction-related training programs including carpentry, residential electrician,









electronic systems technician, drywall installer, cabinetry, and masonry.

"We're really an untapped labor pool for companies," says Tim Leigh, Reentry Manager for the Idaho Department of Corrections (IDOC).

"When we go out and talk to businesses in the community, they're really amazed and surprised by what IDOC actually does. I've brought a lot of tours to our prisons for people to see the classes that are going on. People are absolutely amazed by the training (people receive). They quickly become interested in 'how can I tap into that talent pool and get your people to come work for me?"

Michael DiNardo, an IDOC vocational instructor, says the training prison residents receive is nearly identical to what students in regular classrooms do. They use the same course materials designed by the non-profit National Center for Construction Education and Research (NCCER) that are used in classes at local high schools and post-secondary institutions such as the College of Western Idaho.

Once learners complete their training, they received their NCCER credentials and their transcript is then entered into a national database. Prospective employers can then look up an individual's NCCER transcript and verify what they have accomplished. DiNardo says the great thing about being registered with the NCCER is that certification follows learners wherever they go upon their release, even if they move across state lines.

The only real difference with the training provided through IDOC is the fact that most of the apprenticeships don't offer an on-the-job training component. The only exception is the cabinetry-making course at the ISCC, which has a complete furniture-making facility where students can produce a variety of items, including desks and work centers, from start to finish.

Programs such as carpentry and drywall installer are open to all IDOC inmates. The only requirement is that they must have a high school diploma or GED, digital literacy, and a good behavior record.

IDOC education program director Ted Oparnico says students range in age between "18 and 99." Those who don't meet the educational requirements can take part in a basic skills building program that will then make them eligible to participate in any vocational classes offered at one of the state's prisons.

"Our job is to make sure these men and women don't come back to us," Oparnico explains. "If we can provide knowledge, skill, and abilities through our classrooms or apprenticeships or getting their GED, then we've done something that will help them to find a job and take care of themselves going forward."

While IDOC doesn't actually find jobs



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for inmates upon their release, DiNardo points out that department staff have developed a huge network of contacts over the years in construction and other industries to help connect prospective employees with employers. Business and union representatives often visit one of the IDOC facilities to see firsthand what

kind of training inmates are receiving and DiNardo's classroom is often used to host job interviews.

"We try to be as proactive as we can be to give them every opportunity for success and employment when they're released," he explains.

DiNardo says it's difficult to quantify

how many individuals enrolled in these training programs find work upon release since that information cannot really be tracked. However, he says he and other staff often hear from those who have been released thanking them for their help or just telling them how they've been doing since their release.



They know that individuals coming out of the program have the knowledge and skills that are valued in the workplace. They can also receive tax credits of between \$2,000 and \$9,000 by hiring individuals upon their release from prison.

While the benefits of the program for participating students is obvious, Leigh says prospective employers also stand to benefit from it. They know that individuals coming out of the program have the knowledge and skills that are valued in the workplace. They can also receive tax credits of between \$2,000 and \$9,000 by hiring individuals upon their release from prison.

Still, Leigh concedes it can be an uphill battle sometimes to convince employers to give someone convicted of a felony offence a second chance.

To help overcome those perceived stigmas, Leigh says IDOC staff often encourages graduates to include a "disclosure letter" with their resume when they apply for a job following their release. The letter includes an explanation of why they were incarcerated as well as a description of their academic accomplishments while they were in custody. The idea, Leigh says, is to humanize the individual applying for employment.

"One of the things I really try to explain to employers is don't look at someone and just look at the title of their conviction. Ask them their story and find out what they actually did. A lot of times a conviction can sound a lot harsher than it really is," he adds.

A recent announcement that the U.S. Department of Education plans to expand the Second Chance Pell program came as welcome news to Oparnico and others working for IDOC. The program provides educational opportunities for justice-involved individuals who have been unable to access federal need-based financial aid. Idaho is one of eight states that currently doesn't take advantage of the program and Oparnico says it could go a long way in

helping IDOC to hire more teachers and provide additional learning opportunities to prisoners.

IDOC also recently applied for an innovation grant with help from Idaho

State University. The application was scheduled to be reviewed by the end of March. If awarded, the grant will be used to provide the NCCER program to residents at a women's facility.





WORKFORCE DEVELOPMENT AT THE IDAHO AGC: How Can YOU Get Involved?

By Kaycee Cron, Idaho AGC Workforce Development Coordinator

orkforce development continues to be a challenge for the construction industry. Helping Idaho contractors tackle tough problems is one of the Idaho AGC's most important missions. In this era of tight labor markets, recruiting the next generation of construction talent remains at the forefront of our activities.

One of The Idaho AGC Education Foundation (IAEF) missions is to attract and retain quality workers in the construction industry. Through the support of the foundation, we are working through several ongoing efforts to fulfill that mission, starting with creating a construction specific workforce development page. WeBuildIdaho.org is a one-stop resource center for students, parents, educators, and others to find everything they need to know about a career in construction, including salaries, available training opportunities, scholarships, and more. It also features Idaho's only construction specific job board with information on companies looking to hire in Idaho today.

The Idaho AGC is actively partnering with the Idaho Workforce

Development Council, the Idaho Association of Commerce and Industry, Idaho Businesses for Education, and the American Chamber of Commerce to reshape Idaho's talent pipeline from middle school through college to ensure that today's students are being trained in the skills necessary to thrive in tomorrow's job market. By leading the construction section of this multi-industry effort (Talent Pipeline Manager), the Idaho AGC is working to ensure that federal, state, and local resources are directed to activities that provide the best outcomes for students and employers.

All across Idaho, local career technical education instructors are collaborating with the Idaho AGC and local contractors to enhance in class training opportunities for tomorrow's skilled workers. Just in April, the IAEF hosted the first ever Treasure Valley Home Depot Construction Combine event. We brought local CTE high school students together with local volunteer contractors to build sheds for the local veteran's community. The Home Depot Foundation very generously donated the materials for the sheds to be construction through a grant. Students took advantage of the opportunity to show off their skills to the contractors during the build and some students were offered jobs by the contractors working alongside them to better their community.

In order to create a competitive advantage and provide aggressive leadership for the construction industry, we are participating is numerous events across the state to help spread the word that a career in construction is a great choice. From providing a booth and promotional items at career fairs at local high schools, to staffing "Reality Town" events in middle schools, and everything in between, the Idaho AGC is active in reaching today's youth and those who influence them. We have also developed a tool kit for contractors that makes visiting a classroom simple and easy.

That's what the Idaho AGC is doing, but we remain a small (albeit mighty) staff. We need your help! Here are ways you can get involved in solving the workforce development problem today:

1. Local and statewide Skills USA competitions in carpentry: The purpose of the competition is to evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of residential and commercial carpentry. The contest will assess

accuracy, workmanship, the ability to read and interpret blueprints, and the proper use of tools and equipment. It is a one-day event each spring. Contractors judge the event as volunteers, it is a one-day commitment. You can get involved by reaching out to the local SkillsUSA organization at www. skillsusaidaho.com.

- 2. Junior Achievement offers an "Inspire to Hire" virtual event: This event introduces seventh, eighth, and ninth-grade students to the vast variety of local and state career opportunities. This career exploration day will enable students to interact with business representatives and see displays from Idaho companies, online. This is a two-day a year commitment (one day in the fall semester, one day in the spring semester of the school year) with a unique opportunity for students to email an industry representative through their "virtual booth" between the first and second career exploration day, if they have an industry related question. You can find more information about Junior Achievement on their website at www.juniorachievement.org.
- 3. Idaho's School-to-Registered Apprenticeship Program (STRAP): This program connects high school students looking to learn



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new skills with employers looking for qualified workers, resulting in a workforce with industry-driven training. Employers must be willing to work with high schools and student's schedules to build an apprenticeship program, so it is an ongoing time commitment. This gives the student hands-on training as they earn credits toward their high school degree. The school works on the required education components of the apprenticeship while industry helps with the on-the-job training component of the apprenticeship. If you are interested in starting a STRAP apprenticeship with a local school district, contact Kaycee Cron at the Idaho AGC to get connected.

- 4. Idaho Youth Alliance for Technical and Career Services High Schools (AKA, CTE Idaho): This is another place contractors can easily tap into a pipeline of students that have construction skills. High schools throughout the state of Idaho offer students many career and technical education programs, including construction. All construction programs have a technical advisory committee (TAC) that is industry driven. The committee helps the program with projects and needs throughout the school year. Each committee varies by school district, but most hold two meetings per year, one in the spring and one in the fall. The Idaho AGC can connect you to your local TAC.
- 5. Career Fairs: Throughout the year, the Idaho AGC is invited to attend career fairs large and small throughout the state. Activities may include manning a booth to educated students/attendees about careers in the industry or conducting mock-interviews. The time commitment is typically one day, but can vary. If you want to be notified of opportunities to join the AGC at their booth or host your own, reach out to us!
- **6.** The Home Depot Construction Combine: This event brings students interested in trade work together with contractors for two days of hands-on training, building sheds in a local Home Depot parking lot. The sheds are then donated to local veteran in the community. This event is happening all over the state of Idaho, with 6 locations participating in 2022. How can you get involved?
 - *Sponsor the Event:* For as little as \$250, you can support a Combine in your region, with NO time commitment. Support workforce development and give back to the community as quickly as placing a call or email to Kaycee.
 - Sponsor a Station: Attend yourself or send one of your skilled employees to coach the students through your trade, as you construct the sheds together. A Station Sponsor commits to two days per year, which translates to two days of seeing the skills and work ethic of local CTE students in action. It is a massive in-person interview you don't want to miss out on.

Working to solve this challenge is top priority and it will take all of us fully engaging as partners. We can work together to find solutions to the challenges facing the construction industry to create a win-win-win scenario for all parties involved. Call us today to join the effort. •



In each edition of Building Idaho, we will share a photo of a place, project, or piece of equipment. The first reader to identify it correctly will receive an Idaho AGC swag bundle, and be mentioned in the following edition. To identify this project, email Hailey Reyes at hreyes@ idahoagc.org with your answer, name, company, and mailing address.



Nobody was able to correctly identify our last photo challenge, which was the Four Mile Bridge north of Ketchum on SH-75 MP 148 crossing the Big Wood River. Can you guess this Idaho project?

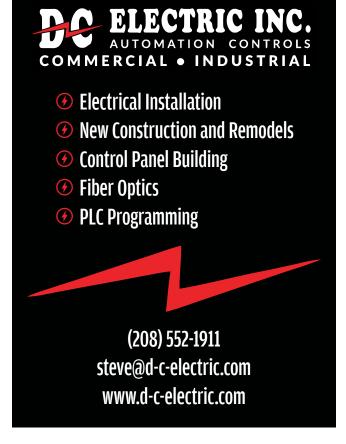




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Idaho AGC Student Chapter Earns Construction Management Skills Award... AGAIN

By Hailey Reyes, Idaho AGC

he Associated General Contractors of America (AGC) announced that the AGC Student Chapter at Boise State University — that's Idaho AGC's Student Chapter for those keeping score at home — has earned the Construction Management Skills

Award in the 2021 AGC Outstanding Student Chapter Contest.

The project the student chapter submitted was the restructuring

of the woodshed at the now-historic Schick-Ostolasa Farmstead. As with any project, the group experienced classic setbacks and challenges, which rumbled their timeline such as unanticipated levels of groundwater on site and the universally felt challenge of material shortages. It also faced less traditional challenges such as the project calling for the original part of the shed to be unchanged, meaning the group had to dismantle the shed but











carefully tag all pieces so as to put it back together again as it was originally. Like any good contractors, they strategized how to overcome those challenges to deliver the project to satisfied clients.

In their competition application, the chapter writes that throughout the project, they "sought guidance from local Idaho AGC chapter members on how to use industry standard survey equipment to put the dismantled 'woodshed' back together in the same place," and noted specifically the support of Idaho AGC member Guho Corp in providing guidance and even lending the chapter equipment.

In an email to Student Chapter President Kevin Todt, the AGC Education & Research Foundation Program Director Paige Packard stated, "Our judges were impressed with the skills demonstrated and detailed in your application - congratulations on another successful year!" She says "another" because, as we've shared in previous Building Idaho issues, the Idaho AGC Student

Like any good contractors, they strategized how to overcome those challenges to deliver the project to satisfied clients.

Chapter is no stranger to scooping up AGC of America Student Chapter awards. In fact, the chapter took home the same award in 2020.

As part of the award, the chapter received a \$2,000 cash prize, four complementary student registrations to attend AGC's Annual Convention which took place in Grapevine, Texas in March, 2022, along with a \$1,000 travel stipend to help the students get there.

At the meeting, the chapter was invited to deliver a presentation on their winning service project during the Annual Student Chapter meeting, and was presented with the actual award during the Convention's closing ceremony.





IDAHO INFLUENCER: Wendi Secrist



endi Secrist may not have started her career in workforce development, but she sure is a force to be reckoned with in the industry. She started out in health physics, and now she's making a difference for Idahoans in economic development.

Q: Tell us about your background. Where did you grow up and go to school?

A: I spent my childhood moving around Idaho and Oregon (my dad was an air traffic controller). I graduated from high school in Klamath Falls and went to Oregon State University. I was quite the nerd, not certain whether I wanted to major in electrical engineering or nuclear engineering. I settled on radiation health physics, which may not have a ton of relevance to what I do today, but it provides an interesting story when I'm meeting with youth and talking about the many career options in front of them. I worked in health physics for a few years, then transitioned to real estate, then to property management for a small

business incubator, then to economic development.

Q: You've worked in several state agencies, so what drew you to workforce development?

A: I moved back to Idaho in 2003 and started working for the Idaho Department of Commerce. I had been working for a county economic development corporation in Wisconsin where I was involved in small business development, business retention, broadband and housing issues, and workforce attraction and development. We had a 1.9 percent unemployment rate. Employers were doing whatever they could to attract people, including bussing people into the county to work. I had the pleasure of working with a group of manufacturers to develop a project that would allow them to train their existing workforce for the skilled jobs they couldn't hire for, creating entry-level openings for the ones still not connected to jobs. I ran the economic, rural, and community development divisions for commerce, and Idaho was having similar

challenges with getting enough people trained for the jobs our employers were creating. From there, I went to work for the University of Idaho Boise Center. I helped develop new programs in the Treasure Valley. After that, I decided to try out the private sector and took a position as the Director of Government Solutions for ManpowerGroup. It was just at the end of the Great Recession and my job was to build bridges between the public workforce system and private employers to get people back to work. We ran subsidized employment programs for the long-term unemployed, so that they could gain work experience for their next job. We also ran the types of programs that you find in the Idaho job centers in other states. I was working remotely from Boise, managing a team of about 30 who were located all over the country. I traveled A LOT and decided that I wanted more time with my kiddos and to have an impact on Idaho versus projects in other states. I started working with Idaho Career Technical Education in 2014 and then transitioned to the Workforce Development Council in 2017 when it was moved to an independent agency under the Office of the Governor.

I like to sum up my journey by saying that I've been involved in helping employers create jobs (economic development), been involved in preparing people for jobs (University of Idaho and Idaho Career & Technical Education), and actually had the pleasure of placing people in jobs in the private sector. I see the perspective of all sides when it comes to workforce



development. I'm really attracted to starting new things, and in workforce development I get to do that every day. This is my dream job.

Q: Since you've been at the Workforce Development Council there have been several large changes made in how the state addresses these issues. What's working and what might need further refinement?

A: What's working really well is the partnerships we've built across state agencies, education, industry associations, and community organizations. We focus on the art of what's possible or how do we get to "yes", and it takes a lot of partners to make these types of projects work. One of the largest changes over the past four years is how the Council invests the Workforce Development Training Fund. Prior to 2018, 75 percent of the funds were granted to single employers to train new hires, or retrain individuals who were at risk of losing their jobs because of technology investments. Employers had to be expanding or investing in new equipment to qualify and quite frankly, that left a lot of Idaho's employers out. We started to shift to broader efforts that involved more than one employer through our Industry Sector and Innovation Grants programs. We also were able to start using the fund to support outreach efforts - after all, what good are training programs if no one takes them? Our partnership with the State Board of Education on Next Steps Idaho is a key example. In late 2020, we added a new program called Idaho Launch (www.idaholaunch.com), where any Idahoan who wants training in skills employers are seeking can receive up to \$7,500 in financial assistance towards short-term workforce training. We also just added another program where any employer who is training through a registered apprenticeship can

receive up to \$1,000 per year for up to 10 apprentices to offset their cost. These changes are broadening the impact of the fund from serving few employers to building a talent pipeline throughout the

What still needs further refinement is the communication of skills/competencies/

credentials from employers to education and training providers. Government and education can come up with ideas, based on the data we have access to, but we really need employers to be driving the bus. We started working with IACI, AGC, Idaho Manufacturers Alliance, and others in 2020 to train 30 Idahoans on the US



Chamber of Commerce Foundation's Talent Pipeline Management framework and are implementing employer collaboratives statewide. This is taking more people and project management power than we anticipated, and we have developed a plan using ARPA funding to invest in this.

Q: If you had to pick one, what is Idaho's single largest workforce development challenge?

A: Aligning education to careers. We need to continue to reinforce that careers are the outcome, that learning is lifelong, that success can be found among many pathways to careers, not just the traditional ones.

Q: What is the state doing to address this issue?

A: So many things. We have a strong partnership with the State Board of Education, State Department of Education, Career Technical Education, STEM Action Center, the colleges and universities and other training providers. We are working to infuse career exploration and work-based learning into every part of the journey. We want all Idahoans to know how to explore and transition between careers, and ultimately have access to the training they need to reach their goals.

One example is our teacher externship program in partnership with the STEM Action Center. For the past three years, we've helped match teachers and career advisors to five-week experiences with employers where they are doing a real job and learning about the workforce needs of the company. When they get to go back to the classroom (we require that the employers agree to not hire the teacher away!), they can contextualize the content they are teaching. In the first year of the program, we received this from one of the externs and I think it sums up the impact:

I started teaching about careers at the beginning of the year and we made a giant city that helped us talk about who worked where. Now we are moving into groups that will make a small city and they will pick three to four careers that they really want to learn about. My hope is to just start the conversation with them about what is out there in the world after high school. I would love for you to come and have them present their cities. Remember they are only in first grade and their cities are made out of sacks but it is a fun thing to build and talk about. I am sure every year I do this activity it will get better as I work out the kinks.

Another is our partnership with the State Board of Education on the Next Steps Idaho website. We have supported the transition of Next Steps Idaho to a tool that serves all Idahoans, wherever they may be in their college/career journey. We want all Idahoans to know that there is only one place they need to go – nextsteps.idaho.gov. We are just launching a new tool on the site – Next Steps Connections that allows employers and classrooms to connect virtually for career exploration: nextstepsidahoconnections.nepris.com.

Ultimately, Talent Pipeline Management is going to provide a strong foundation for information to flow between employers and education.

Q: How does the Workforce Development Council interact with local development agencies and private companies?

A: Aside from considering them our partners and customers, we provide grants through the Workforce Development Training Fund: wdc.idaho.gov/workforce-development-training-fund.

Q: How best can AGC member companies get involved?

A: AGC has been one of our strongest industry partners from the beginning.

Member companies can continue to engage in the great efforts being led by Wayne and Kaycee or reach out to us directly. There are three specific action items I'd suggest you consider:

- Sign up for Next Steps Connections and start interacting with teachers and classrooms to share information about your organization and the careers you offer. (You can also sponsor your local school to have access to Next Steps Connections!)
- Host a Teacher Extern https://stem. idaho.gov/interested-in-hosting-an-extern-in-2022/.
- Get involved in a Talent Pipeline Management collaborative (Wayne and Kaycee are coordinating these statewide).

Q: The Workforce Development Council has partnered with the AGC on a couple of projects. What makes the AGC a good partner?

A: As I said previously, it takes many partners to do this work and AGC has been strategic in investing internally in staff to support its members. That alone makes it much easier for us to work together, because we both have people able to do the work.

Q: What's next?

A: The Governor recommended a \$50-million investment in workforce development efforts as part of his budget request. We are working through the legislative process right now, but this will provide an enormous boost to Idaho's efforts. The funding will be invested in Idaho Launch and Talent Pipeline Management primarily. We see many more great projects coming from the partnership between the Workforce Development Council and AGC!



WHY DIGITAL TRANSFORMATIONS FAIL:

Top Construction Industry Mistakes

By Shelley L. Earsley

onstruction companies continue to adopt more advanced digital capabilities to stay competitive in today's market, and this has accelerated the use of technologies such as artificial intelligence (AI) and real-time data analytics.

The potential benefits of these technologies are great. Your data is a strategic asset, and good intelligence into that data can help your operations, your people out on the job site, and aid in better decision-making. But when you approach digital transformation with a narrow scope, patching you operations with technology to quickly meet demand, a lot can go wrong.

In truth, most construction companies need to digitally transform if they want to remain relevant. To ensure your transformation is meaningful and successful, consider these common failure points for construction companies on the same journey:

1. MISUNDERSTANDING WHAT DIGITAL TRANSFORMATION IS.

You might assume that implementing a technology or making a digital change in operations is transformative, but that doesn't necessarily qualify as digital transformation. A true digital transformation is holistic and accounts for total business impact. It transforms the original business model, involving a culture change and training. You can't be hesitant about overhauling your business model and operations to achieve success.

2. NOT HAVING LEADERSHIP IN THE DRIVER'S SEAT.

For the entire company to adopt and execute change, the initiative must have

the support, energy, and drive of all key leaders. This will help ensure a culture shift. It also means the initiative will get the support and attention it requires when decisions and course corrections are called for. And leadership can be champions for changes with customers, vendors, and employees.

3. BEING UNWILLING TO INVEST WHAT IT TAKES TO GET IT RIGHT.

A digital transformation will most certainly fail if you cut corners and go for the lowest price point versus investing in the right solutions, providers, and implementers. You get what you pay for. You must be willing to invest what it actually takes to make the changes you want to make – and do it right. This includes hiring the right professionals who will ensure success, as opposed to trying it on your own.





4. FOCUSING ON TECHNOLOGY, NOT PEOPLE AND PROCESSES.

When you get cross-functional team members together to discuss their processes, you'll likely find there are areas of waste, redundancy, and inefficiency that can be corrected and have tremendous outcomes even before introducing technology. People and processes are even more essential to digital transformation than any digital component. You must assess people's willingness to change, their current skillsets, their potential, and more. And you must assess your current business processes before you can map out next moves and transform.

5. NOT HAVING A THOROUGH STRATEGY.

If you've done your due diligence on the steps laid out thus far, you have the makings of a digital transformation strategy. Now, you must map how you'll get from your current state to your transformational goals with the resources you have, and which resources you'll need to add. And you'll need to define what success will look like by determining metrics that are key to your goals.

Digital transformations are a big undertaking. Avoiding these common mistakes will help ensure your transformation sets you up for the type of growth that is critical for meeting your business goals.

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nless you have been living under a rock for the last year, you have noticed costs in the Treasure Valley are rising rapidly. Everything from gas, materials, and equipment prices in the construction industry, to your bill at the grocery store are being affected. And now, for a variety of reasons, the prices for your accounting services are following suit. But what are the major factors contributing to this escalation and what can you do to help reduce costs?

RISING COST FACTORS

Inflation: You have probably already seen the impact of inflation affecting multiple aspects of your business. According to the U.S. Bureau of Labor Statistics, the annual inflation rate for the United States for the 12 months ending December 2021 was seven percent. This is the largest inflation rate for a single

calendar year in nearly 40 years.

The Great Resignation: Employees are leaving their jobs at an unprecedented rate across all industries, or leaving their local jobs to work remotely for companies in states with higher wages. The effect of this trend is compounded by the fact that the accounting profession has one of the most aged workforces in the nation. The American Institute of CPAs (AICPA) estimates that over 75 percent of current CPAs will retire in the next 10 to 15 years.

Changes to the Tax Code: Every year there are amendments to the tax code. Typically these are small changes and the additional time required to prepare a tax return would be modest at best. Then in late 2017, the Trump administration passed the Tax Cuts and Jobs Act (TCJA), which was effective for the calendar year 2018. It was a massive overhaul to the US Tax Code. Enter the 2019 tax season; by most estimates, the TCJA increased tax preparation time by 30 percent.

And since that time CPA firms have been in hyperdrive due to the CARES Act, Employee Retention Tax Credit, PPP Loans, and all the amended tax returns that come with an ever-changing regulatory landscape.

IRS Backlog: If you have received a letter from the IRS, you are not alone. The IRS has been understaffed and underfunded for decades. Right now the IRS is sitting on literal trailer-loads of notification responses and other correspondence. On February 10, 2022, the IRS determined that they would stop sending automated notifications for most tax related issues until their current backlog has been "sufficiently" resolved. It is important to note, however, the IRS has not suspended assessing fees and penalties; they are simply not communicating the fees and penalties they are assessing and effectively creating more backlog for later.

Other Regulatory Updates: The GAAP

framework, the standardized rules required when presenting financial information for audits, review, and compilations, has adopted some major updates over the last few years with more changes on the way (i.e. financial reporting leasing standards which must be adopted for 2022). And as we already talked about, more changes equals more time required for your CPA.

To sum it all up, costs are on the rise because of higher operating costs, more work, increasing complexity in tax codes, and less staff to do it all.

SO WHAT CAN BE DONE?

Now that we have identified why fees are on the rise, lets discuss what can be done to reduce costs.

Interim Work: If you are required to obtain an audit, review, or compilation, ask your CPA if there is work that can be done outside of the typical CPA "busy season". This may allow you to complete a portion of the engagement at a time of the year when there is additional staff availability and flexibility. This is even more important if you are required to adopt a new ASU (Accounting Standards Update). Make a plan, identify a timeline, and then execute.

Regular Communication: The old process of only speaking to your CPA once a year during tax season doesn't work anymore. Aside from the increasing regulatory hurdles for businesses, you may also be missing out on time-sensitive tax planning opportunities. So instead of waiting until the end of the year to bring in that old file full of receipts, begin consulting with your CPA in real time as financial situations change and events occur that financially impact your organization.

Systems Upgrade: When was the last time you took a hard look at your accounting procedures to find efficiencies? There are many new tools that can increase a company's accounting capability while also reducing the time and administrative burden of maintaining accurate financial records. Having your

CPA clean up your books at the end of the year only increases your costs. Have an open conversation with them about what you can improve year-round to reduce the year-end burden. Keep in mind your CPA most likely also works with many other construction companies and is a great resource when looking for new software to improve efficiencies, or for other accounting best practices.

With all the changes we have seen the

last few years, one thing can be sure: it's unlikely we will ever operate our businesses like we did pre-2019. And that's okay. Your CPA isn't the same professional that they were three years ago either, and have had to adapt to a vastly changing industry. It's time to find a better way of managing our businesses, of being more intentional, and of shaping the environment we all find ourselves in.

Laying the Foundation

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At Harris CPAs, we believe in collaborative relationships. With over 25 years of experience in the construction industry and offices in Meridian, Coeur d'Alene, Twin Falls and Buhl, our professionals will be an extension of your team, helping you build a solid foundation and ensure that today's planning efforts create success for tomorrow.

Harris CPAs has been a proud member and supporter of Idaho AGC for over 20 years.





2022 Legislative Session in Review By Sean Schupack, Idaho A

By Sean Schupack, Idaho AGC Director of Government Affairs



Idaho AGC CEO Wayne Hammon, Governor Brad Little, and AGC Director of Government Affairs Sean Schupack at the signing of Senate Bill 1359, which invests an additional \$200 million in Idaho transportation infrastructure funding.

n all my years, I have never seen a more successful legislative session that produced so many positive results for the people we serve. We achieved what I never thought we could – 'the trifecta' – which is record tax relief, record education investments, and record transportation investments in one year." – Governor Brad Little.

The 2022 Idaho legislative session produced more than a few big wins for Idaho's construction industry. Building off of the success of last year, the Idaho AGC's government affairs team worked closely with the governor's office, agency directors, and other stakeholders to enact historic investments in building infrastructure, road and bridge funding, workforce housing, workforce development, and even an expanded tax reduction on equipment. Together, these initiatives equal close to a billion dollar commitment to Idaho's construction industry. This type of investment would not be possible if it were not for the close working partnerships between industry and the public sector.

At the top of the list of big wins are several pieces of legislation that are significant in scope and effect. On the

As the No. 1 priority for industry and the AGC, we have made substantial progress increasing funding for and access to CTE programs. In fact, the AGC will be applying for a grant (from funding passed this legislative session) over the summer that would completely transform our workforce development efforts. (More on this next in the next edition!)

building construction side, these include \$368 million in capital projects; for example, \$112.4 million for a new female prison, \$37 million for Chinden Campus improvements, and \$29 million for a combined lab for Idaho State Police. In addition, the legislature appropriated \$175.8 million in the Department of Administration's bond payment program, averting \$63 million in interest payments to clear the way for new projects. Most exciting of all, \$244 million was appropriated as the first installment on a 10-year plan to clear out the state building deferred maintenance backlog. A recent study estimates the state has a deferred maintenance backlog in excess of \$900 million.

Last year with the AGC leading the way, Idaho made a massive \$1.6 billion investment in road and bridge infrastructure. This year continued the trend with \$200 million for local bridges, \$6 million for airport construction, \$8 million for rail projects, \$18 million to pay off debt for Garvee projects, \$10 million for the construction of safe pedestrian crossings, and \$10 million to build out a road at the Port of Lewiston. The bridge funding comes at a critical time and will be completed by small and medium size contractors throughout Idaho.

While funding legislation is crucial, the AGC also champions legislation that saves our members money. Of particular excitement this year is House Bill 565, which will save Idaho contractors over \$9 million in taxes! AGC worked closely with Representative Mike Moyle, Senator Mark Harris, the logger's association, and the mining association to build upon the transient personal property exemption passed last year. Effective the first of this year, any equipment that meets the new definition below is Exempt from personal property tax:

- i. Self-propelled, self-powered, or pull-type equipment and machinery;
- ii. Primarily employed for the use of construction, logging, or mining of salable minerals as defined in section 47-701A, Idaho Code: and
- iii. Designed to travel to various job sites.

In addition, the new law removes the reporting requirements for transient personal property – equipment that moves between counties during the year. We believe this means that you will no longer need to report the dates your equipment moved and/or its location.

A large part of advocacy comes down to helping educate and inform decision-makers on issues that affect our industry. The common theme this session and something we heard almost daily at the beginning was, "does the construction industry in Idaho have enough labor to meet the demand if the state continues to appropriate large amounts of funding into infrastructure?" It took several weeks before we were able to effectively communicate that yes, despite a tight labor market the construction industry in Idaho is ready to meet the challenge. However, investing in workforce development and CTE funding remains critical to ensure that Idaho has the skilled workforce to build future buildings, highways, and bridges.

As the No. 1 priority for industry and the AGC, we have made substantial progress increasing funding for and access to CTE programs. In fact, the AGC will be applying for a grant (from funding passed this legislative session) over the summer that would completely transform our workforce development efforts. (More on this next in the next edition!)

While the legislative session might be over, our work is not finished. Looking forward to next year, we are anticipating one of the largest turnovers of legislators in over a decade. A combination of retirements and re-districting is going to radically change the legislature. Some assessments put the turnover at close to 40 percent. As an organization, the Idaho AGC is already preparing to meet the challenges that this turnover will create. With hundreds of candidates running for office all over the state our government affairs team will be vetting those that are supportive of Idaho's construction industry. We will begin building relationship with the next generation of Idaho elected officials over the summer with an eye toward the future.

In addition, we are excited to begin exploring an informal partnership with the city of Boise and Meridian to look at possible ways industry, ACHD, and the cities can work together to address building permit challenges. If you are interested in getting involved in the Building Committee, please reach out to The AGC's Director of Government Affairs, Sean Schupack. As one of AGC's core missions, advocacy plays a less visible but vitally important role. As a contractor and AGC member you can count on us being at the tip of the spear fighting for what is best for Idaho's construction industry, and your company.

'Construction is Essential': Workforce Campaign Aims to Attract Idahoans to Trade Careers

new campaign is drawing in the next generation of construction workers by presenting the trades as a lucrative, secure way to build a career from the ground up.

The "Construction is Essential" campaign, a partnership between the Associated General Contractors of America and the Idaho Associated General Contractors, launched on March 6. Idaho AGC CEO Wayne Hammon said the goal was to reach young people who may not realize the benefits of choosing a job like construction over retail or food service.

"What we're trying to sell is the vision of 'don't just have a job, make a career," he said.

The construction field has not been immune to the ripple effects from the COVID-19 pandemic that have led to labor shortages in nearly every industry, according to the AGC of America. In its workforce development campaign, the group sent the message

that the labor done by U.S. tradesmen and tradeswomen is vital to keeping the economy strong and shoring up the future of the country.

AGC of America put in \$15,000 of the \$30,000 total cost for the Idaho ad campaign, while the Idaho AGC's half was funded through a grant from Columbia Bank - a gift Hammon said the group was "very thankful" for.

For Hammon, one of the major selling points is tradeworkers' ability to rise through the ranks as they gain experience on the job, all without setting aside years for study.

Someone with no experience at all can get their start as a helper on a construction site, then achieve the role of tradesman in six months as they learn the ropes.

"After a few years, that turns into being a foreman, which turns into being a superintendent," Hammon said. "It's a path forward that doesn't involve student debt, that doesn't involve learning



stuff you don't care about, but it's a way for you to continue to progress into a career that, in Idaho, has a very high wage."

In addition, he said, most construction jobs come with benefits including a retirement plan and health insurance.

According to AGC of America, those who take on a career in construction are also more likely to be shielded from the impacts of future economic shutdowns than workers in other jobs. Even during the earliest months of pandemic, the construction industry continued to function, the group wrote on their website, "maintaining infrastructure, expanding healthcare facilities, and keeping our economy running."

The digital ad campaign in Idaho was targeted to men and women roughly 18 to 35 who are "unemployed or underemployed," Hammon said. Specifically, the campaign looked to capture people working part-time, those working in non-trade areas or in a lower-skilled job. Idahoans who attended some college but did not finish are also part of the demographic the Idaho AGC is hoping to attract.

The ads, with the tagline "Become Essential," directed prospective employees to webuildidaho.org, an Idaho-specific construction career information portal where they could learn more about getting a job in the trades.

The message appears to have hit its mark.

By the time the campaign wrapped up in April, it was just short of two million impressions, performing above industry standards on almost all platforms. More than 8,100 people made

over 8,800 visits to the WeBuildIdaho.org website, a massive 2,156 percent jump from February's numbers.

"We are very pleased that the traffic to the only website dedicated solely to helping people find a career in Idaho's construction industry has seen a more than two thousand percent surge in users," Hammon said.

The ads themselves garnered a 59.6 percent watch rate and a 0.23 percent click-through rate for the video ads, a .44 percent click-through rate for AdMessenger ads, and 0.18 percent clickthrough for display ads – all above the benchmark.

"We're fortunate that we have a very good story to tell," Hammon said. "Wages in construction are higher than they are in retail. The added benefits that come with the job in construction, such as health insurance, and retirement, are often not available in other jobs or working conditions."

The flexibility of a career in the trades is also a "great advantage," he added. Because construction is happening nearly everywhere-especially as Idaho's population continues to grow-job candidates are not limited to living in a particular region of the state.

"The ad talks about being part of something bigger: leaving your mark," he said. "Construction workers take great pride in their work, and they love showing people the things that they built. And so, we tried to embody a little that in the campaign as well."





College of Eastern Idaho: Gateway to Opportunity



Chuck Bohleke.

By Cindy Chan

any new and exciting things are happening at the College of Eastern Idaho (CEI).

This educational institution has been around for a long time. It was established in 1969 as a technical college until 2018 when the college went out for a bond issue, becoming a comprehensive community college that offers not only career technical education courses but also transfer courses, according to Chuck Bohleke, dean of Career Technical Education at CEI.

Bigger goals mean the need for a bigger facility, which is currently in the works to provide CTE training for energy, environment, and technology careers. Jeffrey Sneddon, Workforce Training and Continuing Education Executive Director at CEI, says their college was the only institution in Idaho without this kind of facility – until now. The soon-to-be, state-of-the-art Future Tech building's tagline is "Gateway to Opportunity", which alludes to the kind of endeavors and courses awaiting its students.

The two-story, 88,000-square-foot building will include programs for cyber, energy systems, nuclear technician, computer network technician, cybersecurity, software/web, radiation safety, agricultural technology, engineering technician,

GIS modeling/virtual reality, machine tool technology/advanced manufacturing, battery, solar, electric vehicles, and entrepreneurship. Future Tech boasts a forward-thinking curriculum with its facilities, as well as field testing to benefit students and industry partners.

"We were struggling a bit to add new programs because we don't have space to put them," Bohleke says. "We're fundraising right now to be able to build the new building. That will be an exciting addition to the college that will help us in so many ways." The project is slated to be complete in late 2023 or early 2024.

CEI is a leader in CTE – career technical education – which is the practice of teaching skills-based careers to students in middle school, high school, and post-secondary institutions. As a result, the college focuses a lot on workforce development by partnering with individuals in business, industry, and economic development, such as the Idaho National Laboratory (INL), with whom CEI meets regularly.

The CEI also has workforce training and continuing education divisions, which provided training, certifications, and adult enrichment to 17,595 learners in the fiscal year 2021. To break it down further, there were 11,686 direct to employer contract





training learners, 5,082 workforce skills and direct to employer learners, and 827 adult enrichment/community education learners.

"The college utilizes our technical advisory committees (TAC) to follow technological needs of the industries and to get feedback regarding the performance of our students," Sneddon says. "We utilize work-based training, as well as a state-of-theart simulation lab for our nursing and certified nursing assistant students, to prepare them for what they will face in the workplace when clinical spots are in short supply due to our rural location. Simulators will also be used for forklift and heavy equipment training starting in spring 2022. We provide internships and apprenticeships where practical, recognizing that students learn best while in the work environment and then monitor their performance closely with faculty visiting to monitor any challenges or concerns that might be an area for retraining or improving course instruction."

It's no surprise that CEI has the strong support of many employers; they receive equipment donated by said employers, such as the super computer for their cybersecurity program from INL, and the electrical sensing equipment for their energy systems program.

CEI is offering three new courses to their repertoire, which could be of interest to students fresh out of high school, those looking for a career change, or Idaho AGC members.

Forklift certification (simulator): This forklift certification class covers the uses of forklifts, and includes instructions for lifting, transporting, and placing various types of loads, as well as safety, operation, and maintenance procedures. Students will also learn the duties, responsibilities, and safety rules of operators. This class includes eight hours of simulator training to enhance the students' skills before the practical portion of the class. Students must possess a valid driver's license at the time of training.

Heavy equipment operations (simulator training): Heavy equipment operators are highly skilled workers who are needed on every construction site and in every mining operation. A skilled operator has many opportunities for advancement with an employer or as an entrepreneur. Many of the large excavating and site-development companies operating today were founded by equipment operators who started with a single machine. The course provides an overview of heavy equipment terminology, operations, operator responsibilities, career opportunities, and basic principles of safety. Student must be 18 years old and possess a valid driver's license at time of training.

Construction and jobsite readiness program: This course provides orientation to construction and jobsite readiness, and will include construction drawings, construction math, and introduction to floor, wall, and concrete systems. It will also include an OSHA 10-hour certification.

For more information, visit cei.edu/wtce.

RECENT AWARDS

- Recognized by the Aspen Institute as one of the top 150 Community Colleges in the Nation. The Aspen Prize spotlights exemplary community colleges in order to elevate the sector, drive attention to colleges doing the best work, and discover and share highly effective student success and equity strategies.
- Recipient of the Bridges Rural Design Challenge grant. CEI was one of only five community colleges nationwide to be selected. This project addresses how rural community colleges can be strengthened to serve as critical growth engines for learners and their communities.
- Recipient of the prestigious National Security Agency (NSA) designation as a Center of Academic Excellence in Cyber Defense Education..

INDEX TO ADVERTISERS

Advanced Benefits	25	Idaho Pacific Lumber Co., Inc	7
Alliant Insurance Services, Inc	9	Idaho State Insurance Fund	
ALLWEST Testing	48	McCallum Rock Drilling	8
American Vac Services, LLC		Meuleman Law Group, PLLC	18
Americool Heating & Cooling, LLC	26	Moreton & Company	27
At Your Site Storage Idaho	10	Paradise Excavation & Construction, Inc	44
CDA Paving and Concrete Specialties	32	PayneWest Insurance	17
CED – Consolidated Electrical Distributors, Inc	23	Pro-Pac Interiors Inc	33
Champion Concrete Pumping & Conveying, Inc	48	Rocky Mountain Supply, Inc	29
Coastline Equipment	13	Roe Painting	31
Cobalt Truck Equipment	IFC	Sunroc Corp	0BC
DC Electric, Inc	41	Tates Rents, Inc	37
D.P. Nicoli, Inc	39	The Shandro Group	35
Eide Bailey, LLP	49	TML Commercial Services	23
Galena Opportunity Fund	19	Vermeer Mountain West	3, IBC
Granite Excavation, Inc	33	Western States Equipment Co	15
Harris CPAs	51	Wright Brothers The Building Co	45
Idaho Asphalt Supply, Inc	5	YMC, Inc	10
Idaho Materials & Construction	11	Young Construction Group of Idaho, Inc	36



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