

TRADES



TUE

A day dedicated to honoring the skilled trades

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In 2021, Jon Girod, owner of Vancouver's Quail Homes, founded Careers in Construction Northwest, a non-profit with the mission of increasing participation in high school construction classes. Since then, Southwest Washington's high school construction class enrollment has grown from approximately 100 students to over 2,000 students.

This year, Girod launched the Trades Tuesday movement to raise awareness and inspire students by honoring the skilled trades.

Addressing our industry's labor shortage

Trades Tuesday is designed to shine a weekly spotlight on these essential careers and to affirm that pursuing a trade is a noble, respected and vital path for the young workforce.

"Although tradespeople are the backbone of our communities, too often their role is overlooked. Without them, our daily lives and modern society simply wouldn't function," said Girod.

Trades Tuesday is a reminder that the trades are for everyone — and that opportunities to build, create, and lead are open to all who are ready to roll up their sleeves and get to work.

~ Jon Girod, Quail Homes

"For years, teachers at our local schools have proudly worn college apparel on Wednesdays to inspire students and spark conversations about higher education," Girod said. "Inspired by this tradition, we created Trades Tuesday — a day dedicated to honoring the skilled trades."

A skilled and capable workforce that is adequate to meet our nation's housing demand is vital to home builders. Despite competitive pay, the home building industry continues to experience labor shortages, further impacting housing affordability.

In a survey of NAHB members, 64% reported that the availability and cost of workers is a significant challenge builders are expected to face in 2025.

Trades Tuesday Apparel Store

Careers in Construction Northwest launched the Trades Tuesday Apparel Store at tradestuesday.org to help start the conversation about the opportunities found in the construction trades.

The goal of wearing Trades Tuesday gear is to bring teachers, students, and community members together to show an appreciation for the trades and ignite meaningful conversations. It's more than just clothing; it's a symbol of opportunity and respect to help raise the public perception of the trades in schools and beyond.

"Trades Tuesday is a reminder that the trades are for everyone — and that opportunities to build, create, and lead are open to all who are ready to roll up their sleeves and get to work," Girod said.

The Trades Tuesday Apparel store has something for everyone, including tees, sweatshirts, hats and more. Ten percent of all apparel sales go back to Careers in Construction Northwest to continue investing in promoting the trades in our schools.

TUESDAY

Join the movement

Purchase your gear today at tradestuesday.org and wear it every Tuesday to help spread the word!



About Careers in Construction Northwest

Careers in Construction Northwest's (CICNW) core purpose is to work with local schools to increase student participation, advance facilities, curriculum and networking so that students can obtain quality jobs in the building industry upon graduation.

"The schools that had some kind of vocational training were developing hobby-ready skills rather than job-ready skills," Girod said. "I was looking for a way to increase student participation in construction classes, align the curriculum to be more job-ready and increase networking opportunities so that students can be employed prior to graduation."

By offering toolbox build events, its School Built Sheds program, supporting Skills USA competitions, supporting the building of first-class skilled trade centers, and much more, CICNW is seeing great success in Southwest

Washington. Over 2,000 students are now enrolled in high school construction classes, up from approximately 100 when they started four years ago.

Learn more at cicnw.org.

How can you support Trades Tuesday?

Support the cause in style

- 10% of all proceeds go to Careers in Construction Northwest
- Gear up with tees, sweatshirts, hats, and more
- Wear your gear proudly every Tuesday to show support

Thank a Tradesperson

A simple "thank you" goes a long way in recognizing their hard work.

Support a school

Help provide gear for school staff to wear on Tuesdays.

Spread the word

Share the message and mission of Trades Tuesday throughout your community.

