



# Annual Report

2024



**Advancing Workforce  
Development and Industry  
Excellence**

# A Message from the President



## SC&RF Mission

The SC&RF, a nonprofit organization serving the crane, rigging and specialized transport industry, supports workforce development, provides educational assistance and conducts research to advance growth and opportunities within the industry.

I am pleased to share with you an update on the progress and successes of SC&RF (Specialized Carriers & Rigging Foundation) during 2024. We've achieved significant milestones in various areas, and I want to take a moment to highlight the key developments.

**Fundraising Success:** Our 2024 fundraiser was a tremendous success, raising over \$71,000, surpassing last year's total of \$68,000. This achievement reflects the strong support from our community, with ticket sales, sponsorships, and a popular dunk tank contributing to our efforts. For 2025, we are setting ambitious goals: 250 tickets, \$45,000 in sponsorships, and \$10,000 in raffle funds. Please note that this event will be moved to Thursday night of the Annual Conference.

**Website Launch:** We successfully launched our new website in November, which now includes a dedicated portal for Workforce Ambassadors and a section for career pathways. The career pathways section is expected to go live in early January, providing vital information on skills, education, and career opportunities in our industry.

**Endowment Campaign:** This year, we honored Toni Sabia for her exceptional contributions to the Endowment Fund. A year-end letter was sent to our supporters in December, and we are already planning a comprehensive campaign for 2025.

**Educational Assistance and Workforce Development:** We continue to support vocational and technical education through various scholarship programs. Notably, we awarded grants for crane operator and rigging training, as well as funding for companies to train employees in critical roles.

Our commitment to workforce research is also progressing. The second State of the Workforce Study is in development, and we are moving forward with a \$50,000 research study focusing on roles such as drivers, welders, and mechanics, which will be completed over two years.

**Industry Awareness Initiatives:** In 2024, we attended two major trade shows—SkillsUSA and FFA—where we engaged with thousands of students and educators about careers in crane rigging and oversize/overweight transportation. These events proved invaluable for raising awareness about our industry. Plans are already in motion to secure a larger booth for the 2025 FFA event to further our reach.

We also hosted a workshop at the Jill of All Trades event in October, where we introduced young women to the trades, including crane operation. We are exploring a partnership with the JOAT organization to expand our involvement in future events.

**Workforce Ambassador Program:** The Workforce Ambassador Program has grown significantly, with 48 companies now participating—up from 40 in March. This year, we recognized our first award winners and are preparing for the 2025 awards cycle. A new portal on our website will provide valuable resources, including webinars and materials, to help companies further their community engagement efforts.

**Social Media Outreach:** We have made strides in social media with the launch of TikTok and Instagram channels in June. These platforms allow us to connect with a broader audience and promote careers in the crane and rigging industry. Additionally, our "Guess the Trades Tuesday" campaign in October helped raise awareness during Careers in Construction Month.

As we look forward to 2025, I am excited about the opportunities ahead to expand our programs, further raise industry awareness, and continue to develop the next generation of crane and rigging professionals.

Thank you for your continued support and dedication to our mission.

Jennifer Gabel  
President 2023-2025



## Programs and Initiatives: Educational Assistance

The SC&RF has been supporting workforce development since 1986 through its scholarships and grants program. Over the years, SC&RF has awarded nearly \$1 million in financial assistance. The program offers **scholarships** in three categories: **Collegiate, Partners in Education, and Vocational/Technical,**

to help individuals pursue and advance careers in the crane, rigging, and specialized transport industry. Additionally, the **Company Training Grant** provides SC&RA member companies with funds to support employee training and certification, ensuring a skilled workforce for the future.

### Vo/Tech Scholarship Winners



#### Sean Empey

**GKS Continuing Education Scholarship**

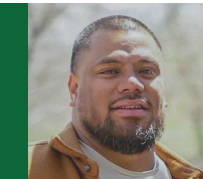
**Location:** Waterloo, Wisconsin

**School:** Texas A&M Engineering Extension Service

**Course:** Certified Safety and Health Official Program

**Career Aspirations:** Sean is passionate about occupational health and safety in the construction and general industries. He works for Ideal Crane Rental and values creating programs to promote safety and improve team morale. His work has already garnered

state and national recognition. Sean's commitment to safety stems from his desire to ensure employees return home safely to their families, which drives his enthusiasm for advancing his knowledge and skills in this field.



#### Harold Brown

**Location:** Hurst, Texas

**School:** ITI (Industrial Training International) a Partner in Education

**Course:** Mobile Crane Inspector Training

**Career Aspirations:** Harold seeks to transition into crane inspection after 12 years of experience in crane operations. He currently works as an operator for North Texas Crane. He views inspection as a critical safeguard for equipment readiness and safety. Harold

is motivated by the potential for better work-life balance and a desire to prevent accidents due to improper inspections. His extensive experience operating cranes and his personal drive make him eager to pursue formal training and certification in this vital area of the industry.



## Vo/Tech Scholarship Winners, cont'd



### Griffen Beisbier

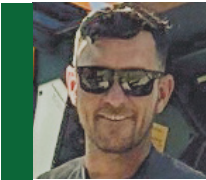
**Location:** Sun Prairie, Wisconsin

**School:** Diesel Truck Driving Training

**Course:** Complete CDL A Training

**Career Aspirations:** Griffen is passionate about the crane and heavy equipment industry, aiming to build a career in operating large machinery and commercial vehicles. Currently employed at **Ideal Crane Rental, Inc.** in Milwaukee, Wisconsin, he has hands-on experience with commercial motor vehicles, equipment delivery, and crane fueling.

**Interest in the Industry:** His interest in the field stems from a lifelong fascination with large rigs and a desire to contribute to the transportation and infrastructure industry.



### Daniel Shears

**Location:** Flanders, New Jersey

**School:** EZ Wheels Driving School

**Course:** CDL Class A Training

**Career Aspirations:** Daniel is a dedicated professional in the crane and rigging industry, currently working at **JK Crane** in Kenil, New Jersey. With a deep appreciation for the complexity of crane operations, he plays a vital role in shop maintenance, crane escorting, job site preparation, and basic rigging. His hands-on experience has given him a comprehensive understanding of the teamwork and precision required to ensure safe and efficient crane operations. A former Marine, Daniel values discipline, adaptability, and teamwork—qualities that have shaped his approach to the industry. Seeking to expand his skill set, he is

pursuing a **CDL Class A license** to increase his versatility on the job. This certification will allow him to drive counterweight trucks, reducing outsourcing costs for his company and enhancing his earning potential. His goal is to continue growing within the crane industry, taking on more responsibilities and making meaningful contributions to his team.

With a strong work ethic and commitment to professional development, Daniel is eager to leverage this training as a stepping stone toward greater opportunities in the specialized transportation and crane services sector.



## Vo/Tech Scholarship Winners



### Ben Strupp

**Austin Esary Memorial  
Scholarship Recipient**

**Location:** DeForest, Wisconsin

**School:** Madison Area  
Technical College

**Course:** Diesel Equipment  
Technology (Associate's Degree)

**Career Aspirations:** Ben is drawn to the mechanic side of the industry, inspired by a childhood fascination with building and tinkering with machines. His experience in SkillsUSA competitions and his studies in diesel equipment technology have strengthened his passion for mechanical work. Ben aspires to bring his technical expertise back to his family business, improving operational efficiency and modernizing its practices.

### Julio Gil

**Location:** Haines City, Florida

**School:** CICB (Crane Inspection &  
Certification Bureau)

**Course:** CCO Mobile Crane Operator Training

**Career Aspirations:** Julio is passionate about becoming a crane operator. Inspired by his hands-on experience on construction sites and influenced by his godfather's career, Julio sees crane operation as an opportunity to contribute meaningfully to projects. He is motivated by the stability and financial security this career can provide, especially as he seeks to create a better life for his young daughter.

### Tyler Hestand

**Location:** Boyd, Texas

**School:** ITI (Industrial Training International)

**Course:** Mobile Crane Inspector Training

**Career Aspirations:** Tyler aims to pivot into crane inspection services after a decade of experience in crane operation and management. He recognizes a growing need for qualified inspectors and views this as an opportunity to leverage his extensive industry contacts and knowledge. Tyler is eager to secure the qualifications necessary to advance his career and provide for his family after the unexpected sale of his previous employer's business.





## Collegiate Scholarships (\$8,000 Total Awarded)



### Lukas Bichara

**George Bragg Memorial  
Scholarship Recipient**

**School:** University of Ottawa

**Major:** Honors Bachelor of  
Commerce in Marketing with  
a Minor in Communication

**Interest in the Industry:** Lukas has been exposed to the specialized transportation industry from a young age due to his parents' involvement. His fascination with the logistics and challenges of transporting heavy and over-dimensional loads has grown over the years. He is particularly drawn to project management and hopes to contribute to optimizing logistics and integrating innovative solutions in the field.

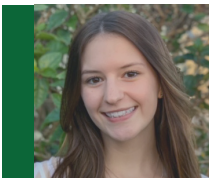


### Liberty Hunsberger

**School:** Saint Mary's College

**Major:** Economics

**Interest in the Industry:** Liberty's exposure to the construction and energy sectors through her family has sparked her interest in the specialized transportation and crane industry. Her internship experiences, including project management roles, have inspired her to pursue a career in power and substation projects. She aspires to take on managerial positions where she can influence policies and contribute to the integration of renewable and non-renewable energy systems.



### Faith Rae

**Jay Shiffler Memorial  
Scholarship Recipient**

**School:** Palm Beach Atlantic  
University

**Major:** Bachelor of Arts  
with a Minor in Business  
Administration

**Interest in the Industry:** Faith's passion for the crane and rigging industry stems from her mother's role as a marketing director at Select Crane Sales. Attending industry conferences and observing her mother's work ethic have motivated Faith to explore marketing opportunities in the industry. She aims to bring creativity and a fresh perspective to the field, leveraging her marketing skills to drive engagement and innovation.



### Joseph Norris

**Doug Ball Memorial  
Scholarship Recipient**

**School:** Washington  
University in St. Louis

**Major:** Mechanical  
Engineering

**Interest in the Industry:** Joseph is inspired by his family's long-standing legacy in the crane and rigging industry, with his family business operating since 1867. His interest in mechanical engineering aligns with his goal to contribute to the family business. Joseph is determined to gain experience and knowledge that will prepare him for leadership roles, combining his formal education with hands-on industry expertise to uphold and advance the family's legacy.



## Company Training Grant Winners



### B&G Equipment and Supply

#### Grant Award Summary

B&G Equipment and Supply received a **\$5,000 Company Training (CT) Grant** to support workforce development in crane rigging and safety. The grant will help train five crane technicians through the **CCO Rigger Level 1** training program, a **three-day** course led by accredited **CCO trainer Patrick Salazar**.

This initiative supports B&G's goal of establishing a self-perform rigging crew, enhancing safety, efficiency, and in-house crane assembly capabilities.

B&G Equipment and Supply first learned about the CT Grant at the SC&RA Annual Conference. This investment reinforces the company's commitment to workforce development, safety, and industry leadership, ensuring a skilled team ready to meet the growing demands of crane operations.

### Yellowstone Crane & Rigging Inc.

#### Grant Award Summary

Yellowstone Crane & Rigging Inc. was awarded a **\$7,000 Company Training (CT) Grant** to support workforce development in crane operations. The funding will provide two employees with **Fixed Swing Cab Operator** training through **Miller Crane Works**, a five-day course designed to advance their careers in the crane industry.

The grant will enable **Dylan Southard and Taylor Sumpter** to transition from rigging to crane operation, increasing their skill sets and career growth opportunities.

As a **young, family-owned business**, Yellowstone Crane & Rigging is committed to **investing in its workforce**. Training skilled operators strengthens the company's capabilities, enhances job site efficiency, and ensures long-term industry sustainability. This grant also supports the **recruitment of younger professionals**, an essential step in addressing the industry's workforce needs.

Through this investment, Yellowstone Crane & Rigging reinforces its dedication to **employee development, safety, and industry leadership**.





## Programs and Initiatives: Workforce

### Workforce Ambassador Program: Raising Industry Awareness

Launched in April 2023, the SC&RF Workforce Ambassador Program is designed to increase industry awareness and foster community engagement at the local and state level. Participating companies commit to outreach efforts such as classroom visits, career days, and field trips to educate the next generation about opportunities in the crane, rigging, and specialized transport industry.

At year-end, the program boasts 48 companies. The goal is to reach 150 participants by 2026.



*This program plays a vital role in addressing the skilled-labor shortage by inspiring future industry professionals through meaningful engagement.*

### 2023 Workforce Ambassador Winners

In its first year, the program recognized four standout companies for their exceptional commitment. These companies received a 2023 SC&RF Workforce Ambassador award at the Closing Night Dinner in Austin, TX. Additionally, they received recognition in several publications and highlights on social media.

- **Stefan Industries** (Small Company): Engaged elementary students through career days, hands-on lessons, and branded giveaways.
- **McNally-Nimergood Co.** (Medium Company): Organized field trips and collaborated with Career Technical Education (CTE) programs to introduce students to industry careers.
- **IDEAL Crane Rental Inc.** (Large Company): Hosted large-scale events like Kids Building WI, reaching nearly 10,000 families and engaging in workforce training initiatives.
- **CREWTEK** (Allied/Supporting Services): A nonprofit trade school dedicated to training crane and heavy equipment operators while actively participating in career fairs and school visits.  
(No longer in business)





## Workforce Ambassador Program Growth

48 participating companies, up from 40 in March.



First-ever Workforce Ambassador award winners honored at the Annual Conference.



A national social campaign launched to expand industry representation across all states.



Workforce Ambassador initiatives featured in American Cranes & Transport and at industry workshops.



## National Industry Awareness & Outreach

This year, SC&RF significantly expanded its workforce development efforts, engaging thousands of students, educators, and industry professionals to raise awareness about careers in crane, rigging, and specialized transport.



**SkillsUSA (June):** Engaged over 17,000 students and educators with industry insights and hands-on experiences. Special thanks to Phoenix Crane and Rigging for their assistance and to NCCCO Foundation for their collaboration.



**FFA (October):** Reached over 70,000 attendees with an interactive crane simulator and career discussions. Special thanks to Buchanon Heavy Haul and Train for the Crane for their assistance with their booth and simulator demonstrations for students.



**Jill of All Trades (October):** Hosted a workshop at the Owens College event for high school girls, introducing them to careers in the trades through hands-on demonstrations. A potential formal partnership with JOAT is being explored.



## Resources & Meet-ups/Webinars



**The Workforce Committee** started on development of educational resources, including industry handbooks, video content, and a dedicated career pathways section on the website. These new sections will be launched in early 2025.



**SC&RF's Quarterly Workforce Ambassador Meet-Ups** provide industry professionals with opportunities for professional development and knowledge-sharing. These virtual sessions equip participants with practical strategies to enhance workforce outreach efforts in their communities. They included Q&A and roundtable discussions, fostering collaboration among Workforce Ambassadors. By providing valuable insights and resources, the program empowers companies to strengthen industry awareness and inspire future talent.



### In 2024, key topics included:

#### How to Use School Field Trips to Drive Local Student Engagement

Christopher Smith (Morrow Equipment Co.) shared how a simple field trip evolved into a long-term partnership with a vocational training school, ultimately creating a rigging training program for students.

#### How to Host a Small-Scale Lift & Move Event

Led by Kate Landry (Deep South Crane & Rigging), this session provided a road map for companies to organize smaller-scale career awareness field trips, offering guidance on timelines, safety considerations, and student engagement.

#### Classroom Visits: Tips, Tools, and Discussion

Bret Shields and Katie Fath (Buckner HeavyLift) shared best practices for partnering with schools, tailoring presentations for different education levels, and creating meaningful student connections.



More information on the program can be found at [www.scr-foundation.org/resources/workforce-ambassador-program/](http://www.scr-foundation.org/resources/workforce-ambassador-program/)





## Programs and Initiatives: Research

### Advocacy Support for SC&RA

In March 2024, the SC&RF published a comprehensive **white paper** titled “**Public Benefits and Economic Dependency on the Crane, Rigging, and Specialized Transport Industry.**” This publication serves as an educational tool for business owners and advocacy groups to inform external stakeholders about the industry’s vital contributions to society. It emphasizes the indispensable roles these sectors play in the **safe and efficient movement of commercial goods and services globally**. The white paper also addresses the unique challenges and regulatory landscapes the industry navigates, aiming to **foster a deeper understanding among the public, policymakers, and potential workforce entrants**. By highlighting the shared objectives between the industry and society, the document seeks to enhance collaboration and support for the industry’s continued growth and success. The white paper was the result of a research request by SC&RA in 2021 and serves as a strategic resource for SC&RA, when they attend DOT meetings and supports their advocacy efforts to drive industry change and promote uniformity.



### Second State of the Workforce Research Report

In late 2023 and early 2024, the SC&RF conducted its second **Industry Workforce Survey** to build upon the insights from the **2023 State of the Workforce Report**. This research aims to track workforce trends, challenges, and opportunities across the **crane, rigging, and specialized transport** sectors. While data collection was completed as planned, **delays with the research firm have postponed the report’s publication to 2025**. SC&RF remains committed to delivering **accurate and impactful workforce insights** to support industry growth and workforce development initiatives.

### HumRRO Workforce Research

In Q4 2024, the Board approved a **\$50,000 workforce research study** focused on **drivers, welders, mechanics, and other key roles** like in crane, rigging and specialized transportation. This study, conducted by HumRRO, will span **two years** with payments being stretched over 2024 and 2025 budgets.

The **anticipated completion date** for the study is **August 31, 2025**. In preparation, the committee is reviewing and refining the study questions, aiming to reduce them from **60 to 20 by January 15, 2025**. Further discussions on additional questions will take place at the next monthly meeting.

These initiatives reflect SC&RF’s ongoing commitment to workforce development and industry research, ensuring valuable insights and actionable data for future workforce strategies.







## Financial Overview

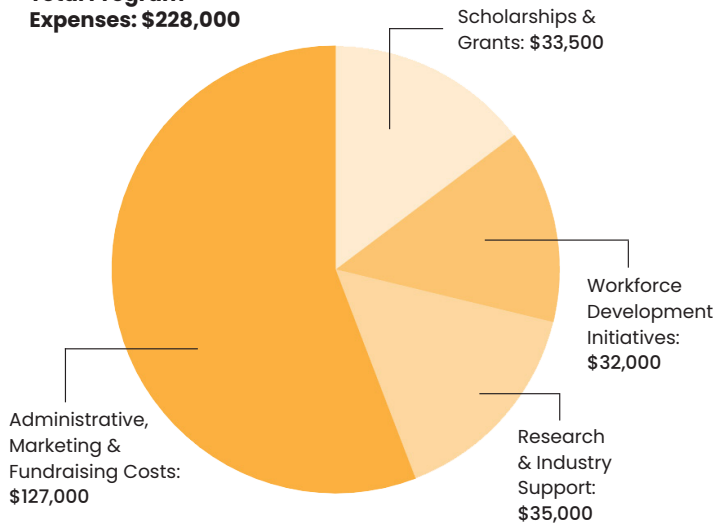
The SC&RF remains committed to financial transparency and responsible stewardship of donor contributions. Our **2024 financials** reflect strong support for workforce development, scholarships, and industry research, ensuring long-term impact and sustainability.

### Fiscal Year 2024 Financial Summary

SC&RF remains financially strong, with reserves in the Endowment Fund ensuring continued growth and impact.

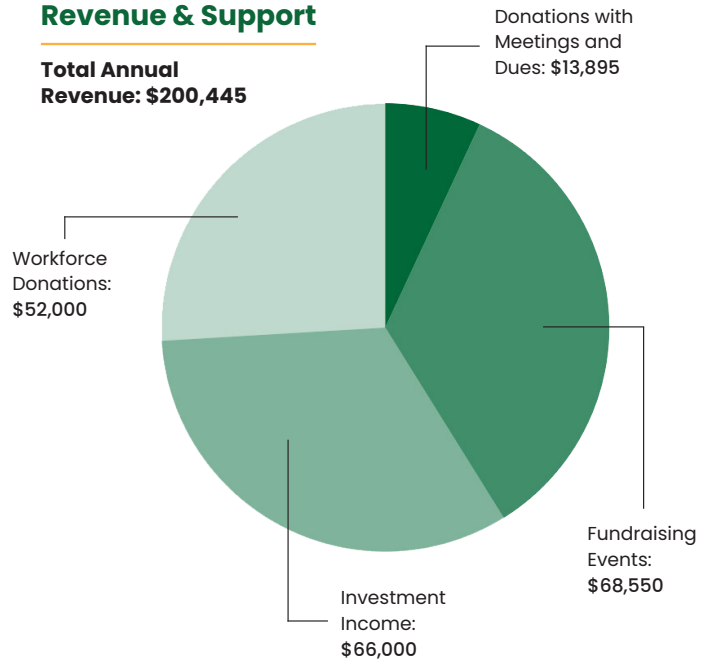
#### Expenses

**Total Program Expenses: \$228,000**



#### Revenue & Support

**Total Annual Revenue: \$200,445**



#### Impact & Sustainability

- **\$895,000 awarded in scholarships** since 1986 to support students and professionals entering the industry.
- **\$50,000 annually allocated to workforce training programs**, expanding industry education effort
- **\$750,000 has been invested in industry-specific research** since 1986 to support SC&RA advocacy efforts and provide industry data



**Endowment Fund Contributor:** Toni Sabia  
*Legacy Endowment;  
Established 2024*





## Tacos, Tequila & Record-Breaking Fundraising!

The 2024 SC&RF Tacos & Tequila Fundraiser was an unforgettable evening, setting a new record attendance of 408 guests and raising significant funds to support industry workforce initiatives. Attendees enjoyed delicious tacos, specialty tequila cocktails, and lively entertainment, making it one of our most successful events to date.

One of the night's biggest highlights was the Dunk Tank Challenge, featuring match-ups between ED Bernard, Precision Specialized Inc.; Jennifer Gabel, JK Crane; Eddy Kitchen, Kitchen's Crane & Equipment; and Kevin Johnston, J&R Engineering. All participants took the plunge, helping raise an incredible \$19,000 for the cause!

The roaming beer burro was another crowd favorite, adding a unique and interactive element to the night. Guests also had the chance to purchase custom event t-shirts, commemorating the fun-filled evening.



*Thanks to the generosity of our sponsors and the enthusiasm of our attendees, this event made a lasting impact—bringing the industry together for a great cause while ensuring the continued success of SC&RF programs. We can't wait to do it again next year!*

## Sponsors

### Friend Level (\$1,000 - \$3000)

Bragg Companies  
Brasfield & Gorrie  
Deep South Crane & Rigging  
Doral Equipment Company  
ECBM  
Fulcrum Lifting  
JK Crane  
Kennedy Wire Rope  
Mazella Companies  
PACCAR Winch  
Slingmax  
Tans American Trucking

### Patron Level (\$3,100 - \$8,000)

BOSS Crane & Rigging  
Gallagher Construction Services  
Landstar  
Meter Bearings  
Miller Transfer  
PSC Crane & Rigging  
Select Crane Sales  
Sims Crane & Equipment  
TNT Crane & Rigging



## Partners in Education Program — Investing in Industry Excellence

The SC&RF Foundation's **Partners in Education (PIE) Program** is dedicated to advancing the specialized transportation, crane, and rigging industries by providing access to top-tier training and certification opportunities. Through valued partnerships with **ITI, CICB, Morrow Equipment Company, and NCCCO**, the SC&RF offers training seats and financial assistance to individuals pursuing training at one of these facilities.

Open to both SC&RA member company employees and the public, the program removes financial barriers and fosters industry growth by equipping recipients with the necessary skills to excel in their careers.

We extend our sincere gratitude to our **Partners in Education** for their unwavering support in developing a skilled workforce. Their commitment plays a vital role in shaping the future of our industry, ensuring continued excellence, safety, and innovation.



Crane Inspection & Certification Bureau



Industrial Training International



Morrow Equipment Company



NCCCO

## Memorial and Corporate named Scholarships

The SC&RF honors industry leaders through memorial scholarships, supporting individuals pursuing careers in crane, rigging, and specialized transportation. These scholarships provide financial assistance to students and professionals, ensuring the continued growth and excellence of our industry.



**Doug Ball Memorial Scholarship:**  
Established in 2021



**Jay Shiffler Memorial Scholarship:**  
Established in 2019



**George Bragg Memorial Scholarship:**  
Established in 2009



**Bobby Weyers Memorial Scholarship:**  
Established in 2021



**Austin Esary Memorial Scholarship:**  
Established in 2017



## Corporate Named Scholarships – Advancing Industry Education

The SC&RF extends its deepest appreciation to our **Corporate Named Scholarship** contributors for their commitment to developing the next generation of industry professionals. These scholarships provide critical financial support to students and workers pursuing a career in specialized transportation, crane, and rigging.

**Awarded annually or as determined by the selection committee based**

**on applicant qualifications,** these distinguished scholarships recognize outstanding individuals while honoring the generosity of corporate donors. Contributing companies receive recognition through press releases, industry publications, and at the **Annual Conference Closing Night Dinner**. We are grateful for their investment in education and workforce development, strengthening the future of our industry.

- **Anderson Trucking Service Continuing Education Scholarship:** Established in 2014
- **Heartland Communications Continuing Education Scholarship:** Established in 2015
- **NBIS Continuing Education Scholarship:** Established in 2021
- **GKS Continuing Education Scholarship:** Established in 2020
- **White Brothers Tucking Continuing Education Scholarship:** Established in 2017
- **Tylor Family Continuing Education Scholarship:** Established in 2018





## Strategic Planning

In December 2024, **12 board members, committee chairs, and SC&RF leadership** convened for a **two-day strategic planning session** in Centreville, VA, to develop a **five-year strategic plan** focused on raising industry awareness and promoting career opportunities through workforce development initiatives. Facilitated by **Sue Hubbard and Cheryl Carrier**, the session resulted in the establishment of four **strategic directions** to drive SC&RF's mission forward.



## Strategic Directions 2025–2029

### 1. Restructuring Operational Resources & Fundraising

- Develop a structured fundraising plan with expanded revenue sources.
- Establish a consistent meeting cadence and accountability framework.
- Secure funding for small companies to attend SC&RA events.

### 2. Defining & Executing Programs & Research

- Finalize and launch career pathways to strengthen workforce development.
- Identify under served communities and research workforce trends.
- Develop a foundation toolkit and industry research protocol.

### 3. Engaging Industry & Providing Value

- Increase outreach to SC&RA members and industry stakeholders.
- Implement structured on boarding for committee members.
- Strengthen partnerships and create volunteer engagement resources.

### 4. Determining & Strengthening Brand & Identity

- Clarify SC&RF's role, mission, and brand for greater visibility.
- Leverage marketing strategies to enhance industry recognition.
- Align branding and messaging with SC&RA's broader initiatives.



## Next Steps & First-Year Priorities

Key initiatives for 2025 include implementing **career pathway programs, expanding fundraising efforts, strengthening industry partnerships, and enhancing SC&RF's public presence.** The plan establishes clear benchmarks and accountability measures to ensure sustained progress.

This five-year vision positions SC&RF as a **leader in workforce development, research, and industry engagement**, ensuring a strong future for the crane, rigging, and specialized transportation sectors.





## Board & Committee Members

The SC&RF operates through a Board of Directors and several dedicated committees, each focusing on specific aspects of the organization's mission. This is an overview of these committees and their current members.

### Directors for the 2024–2025 Year: Board Members

- **President:** Jennifer Gabel, JK Crane
- **Vice President:** Kate Landry, Deep South Crane & Rigging
- **Treasurer:** Stephanie Bragg, Bragg Companies
- **Chair, Educational Assistance Committee:** Paul Anderson, IUOE
- **Chair, Workforce Committee:** Jonelle Anderson, Vertical Industries
- **Chair, Research Committee:** Cameron Boots, Gallagher Crane Division
- **CEO, SC&RA:** Joel Dandrea
- **Chair, Communications/Development Committee:** Tyler Henley, Mazzella Companies
- **Board Member:** Shelly Gayring, Select Crane Sales
- **Board Member:** Eddy Kitchen, Kitchen's Crane & Equipment
- **Board Member:** Kelan Bragg, Bragg Companies
- **Board Member:** Jim Sever, PSC Crane & Rigging
- **Board Member:** Aro Umfress, Higgenbotham
- **Board Member:** Paula Vlaming, Vlaming & Associates

*For more information or to get involved with a committee, please contact SC&RF Director, Jackie Roskos.*

### Communications/Development Committee

- **Jonelle Anderson**, Vertical Industries
- **Tyler Henley**, Mazzella Companies
- **Paula Bell**, Arrowhead Winch
- **Shelly Gayring**, Select Crane Sales, LLC
- **Keith Settle**, Oxbo Mega Transport Solutions
- **Landin Beer**, Gallagher Crane Division
- **Maranda Camden**, GKS Moving Lifting
- **Wes Dowd**, Davis Crane Service
- **Melissa Black Bernard**, GTI Group
- **Olga Dubinok**, Catalyst

### Educational Assistance Committee

- **Paul Anderson**, International Union of Operating Engineers (I.U.O.E.)
- **Olga Dubinok**, Catalyst
- **Debbi Evans**, Aspen Custom Trailers
- **Shelly Gayring**, Select Crane Sales
- **Jason Kuhlman**, Mazzella Companies
- **Kate Landry**, Deep South Crane And Rigging, LLC
- **Haley LeBlond**, Mid Continent Crane Training Solutions
- **Ken Mueller**, Doral Equipment Corporation
- **Aro Umfress**, Higgenbotham

### Research Committee

- **Cameron Boots**, Gallagher Insurance
- **Jennifer Gabel**, JK Crane
- **Ken Goddard**, ICCUSA
- **Mike Knott**, Phoenix Crane Rental
- **Paula Vlaming**, Vlaming and Associates
- **Dan Williams**, Wright Plan, Inc.

### Workforce Committee Members

- **Jonelle Anderson**, Vertical Industries
- **Brittany Bachman**, Boulder Industrial
- **Stephanie Bragg**, Bragg Companies
- **Kelan Bragg**, Bragg Companies
- **Jason Bell**, SC&RA
- **TJ Cantwell**, NCCCO Foundation
- **Peter Juhren**, Morrow Equipment Company
- **Kelly Koberg**, DICA USA
- **Hannah Sundermyer**, KHL Group
- **Kelly Thompson**, Titan Crane
- **Meredith Williams**, Buckner HeavyLift Crane

### Nominating Committee

- **Stephanie Bragg**, Bragg Companies
- **Jennifer Gabel**, JK Crane
- **Peter Juhren**, Morrow Crane Company
- **Kate Landry**, Deep South Crane & Rigging
- **Paula Vlaming**, Vlaming & Associates



## Key Goals for 2025

- In 2025, the SC&RF will continue to expand its impact through strategic initiatives in communications, education, workforce development, and research. The annual fundraiser will move to Thursday night of the Annual Conference, with goals set at **250 tickets sold, \$45,000 in sponsorships, and \$10,000 in raffle revenue**. To strengthen industry outreach, the Foundation will also increase its social media advertising budget and launch a full-scale **Endowment Campaign** leveraging the newly redesigned website.
- Educational assistance remains a priority, with a focus on maximizing the utilization of **Vo/Tech Scholarships** and **CT Grants** to ensure full allocation of available funds. The selection committee will evaluate funding distribution to better align with applicant needs. Additionally, the **State of the Workforce Study**, approved in 2024, is expected to be completed and reviewed, while the two-year **\$50,000 HumRRO workforce study** on all industry employees will advance, providing key insights for workforce development, specifically recruitment and retention efforts.
- Industry awareness and workforce development efforts will be expanded through increased participation at major trade shows. The Foundation plans to **secure a larger booth at the FFA Conference**, incorporating additional simulators and equipment, while maintaining a presence at SkillsUSA with an adjusted booth size based on engagement metrics. A formal partnership with **Jill of All Trades (JOAT)** is also under discussion, with the goal of integrating crane and rigging sessions into all U.S. events.
- The **Workforce Ambassador Program** will continue its momentum, with a goal of increasing participation to **150 companies**. The **Ambassador Resource Portal** will be further developed to include expanded training materials and archived webinars. The Foundation will also recognize the **2024 Workforce Ambassador Award winners** at the Annual Conference, reinforcing the program's impact. Webinars and social media initiatives, including the **"Fill the Map" campaign**, will be expanded to encourage participation from companies across all states.
- Finally, the **Career Pathways** section of the website will be fully launched and refined, providing a comprehensive resource for individuals exploring careers in the industry. Digital outreach efforts will continue to grow, with **TikTok and Instagram engagement** increasing through industry awareness campaigns such as **"Guess the Trades Tuesday."** These initiatives will enhance workforce development, strengthen industry partnerships, and support the Foundation's mission of advancing education and career opportunities within the specialized transportation, crane, and rigging industries.



5870 Trinity Parkway, Suite 200  
Centreville, VA 20120

703.698.029 • [info@scr-foundation.org](mailto:info@scr-foundation.org)

*Affiliated with*



**Specialized Carriers &  
Rigging Association**  
OUR MEMBERS LIFT & MOVE THE WORLD