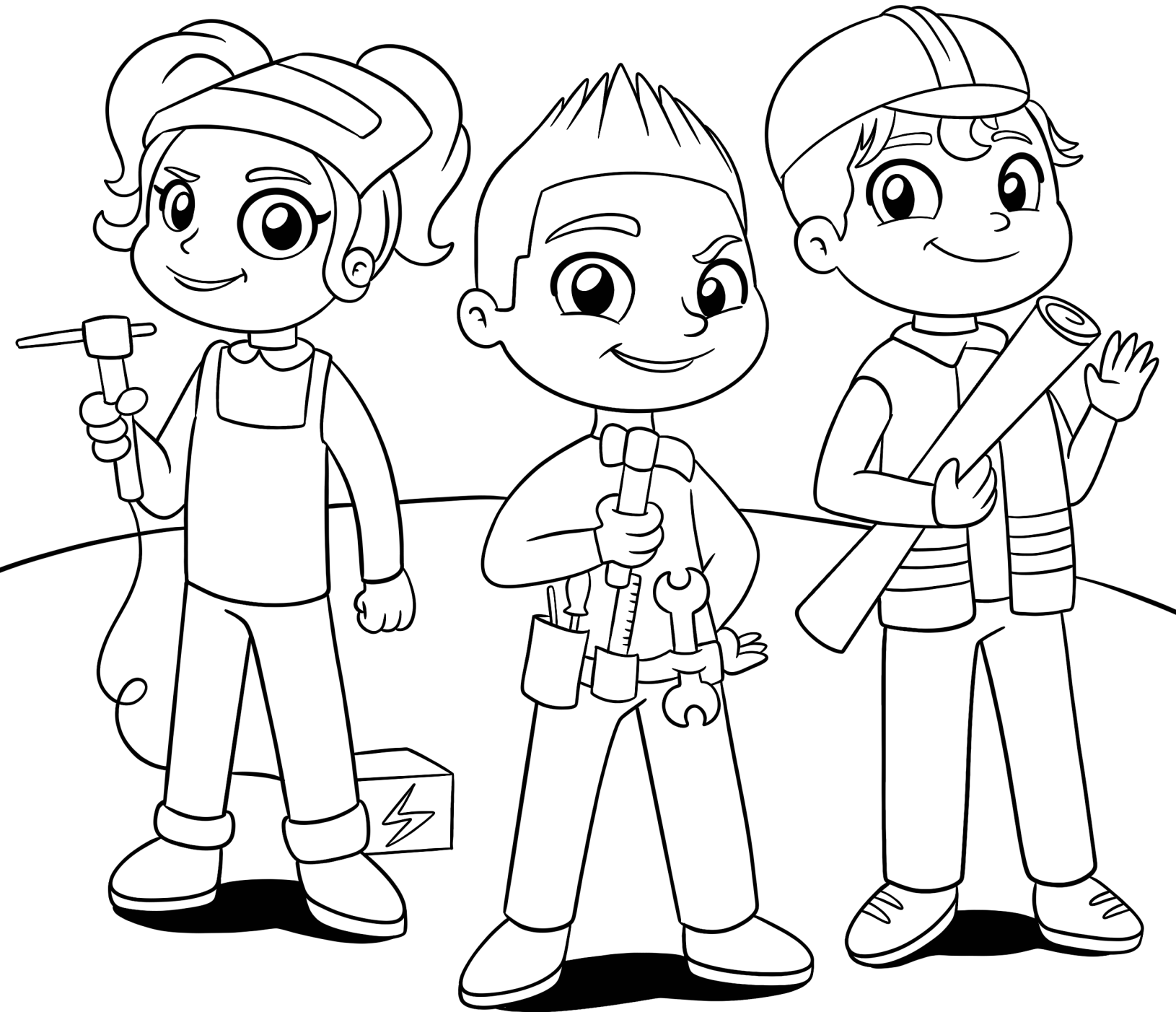


EVERYDAY HEROES IN OUR LIVES



Dear Grown Ups,

Our society has a hard time accepting skilled trades as a viable career route. Did you know college isn't the only way to start a fruitful career? Please teach your children and your grandchildren that college isn't the only option. Skilled trades certifications offer an alternative to college. There are lots of careers - careers, not jobs - that offer paid time off, benefits, a 401k plan, and the chance to have the American Dream! These jobs will always be around. They won't be shipped overseas or turned over to robots.

We encourage you to talk to your kids. Teach them they can be anything they want to be. Let them know that rolling up their sleeves and putting in a good day's work is good for them.

The skilled trades community holds our cities and our country together. We call these very people to fix our cars, install new toilets, build our homes, take our blood, and make sure our pets are healthy. It would be an honor and a privilege if your child became one of them!

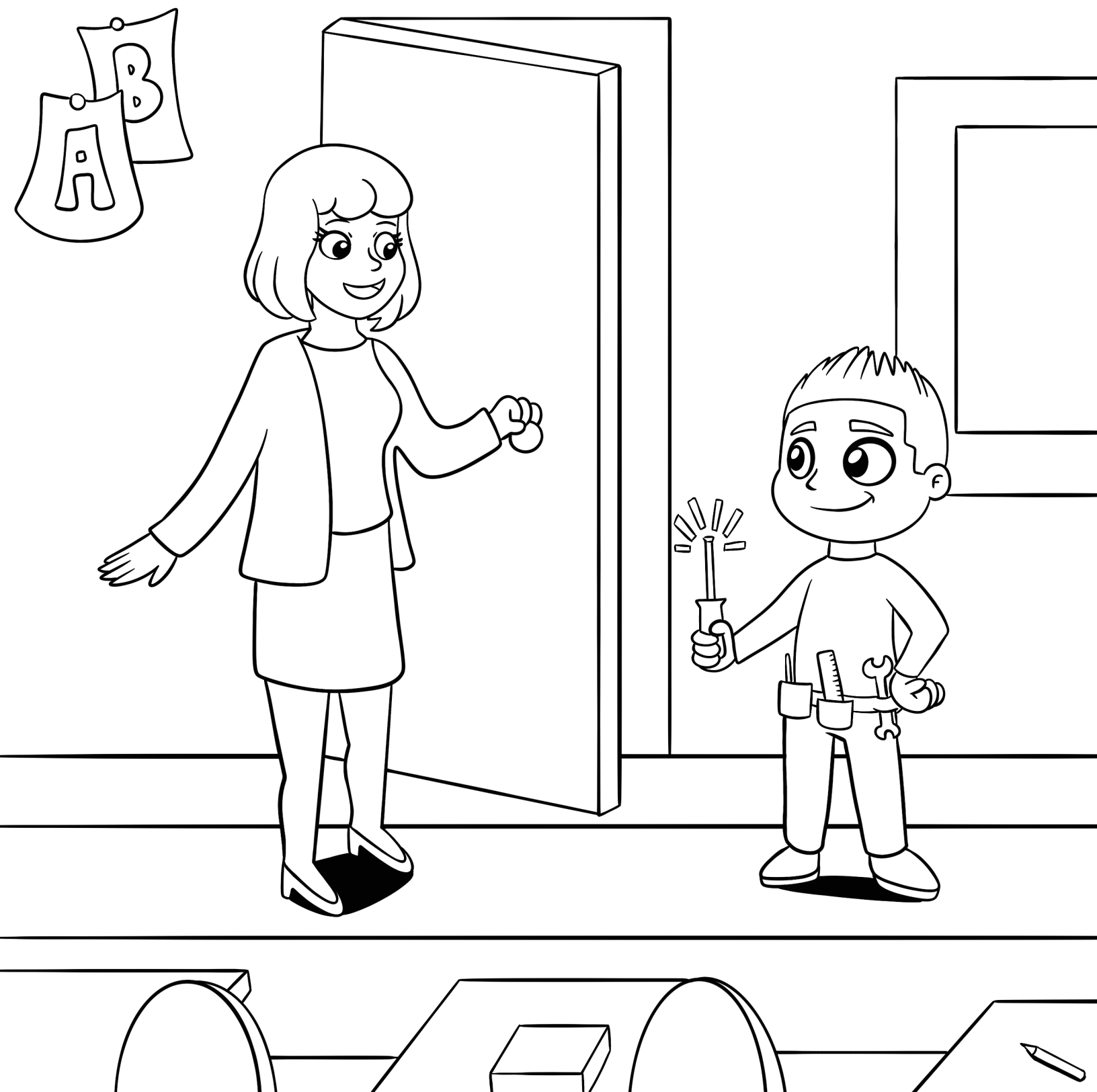
It was superhero day at school. Jen and Sam wore capes from their favorite superheroes who climb buildings and fly in the sky. Mike wore a tool belt instead of a cape.



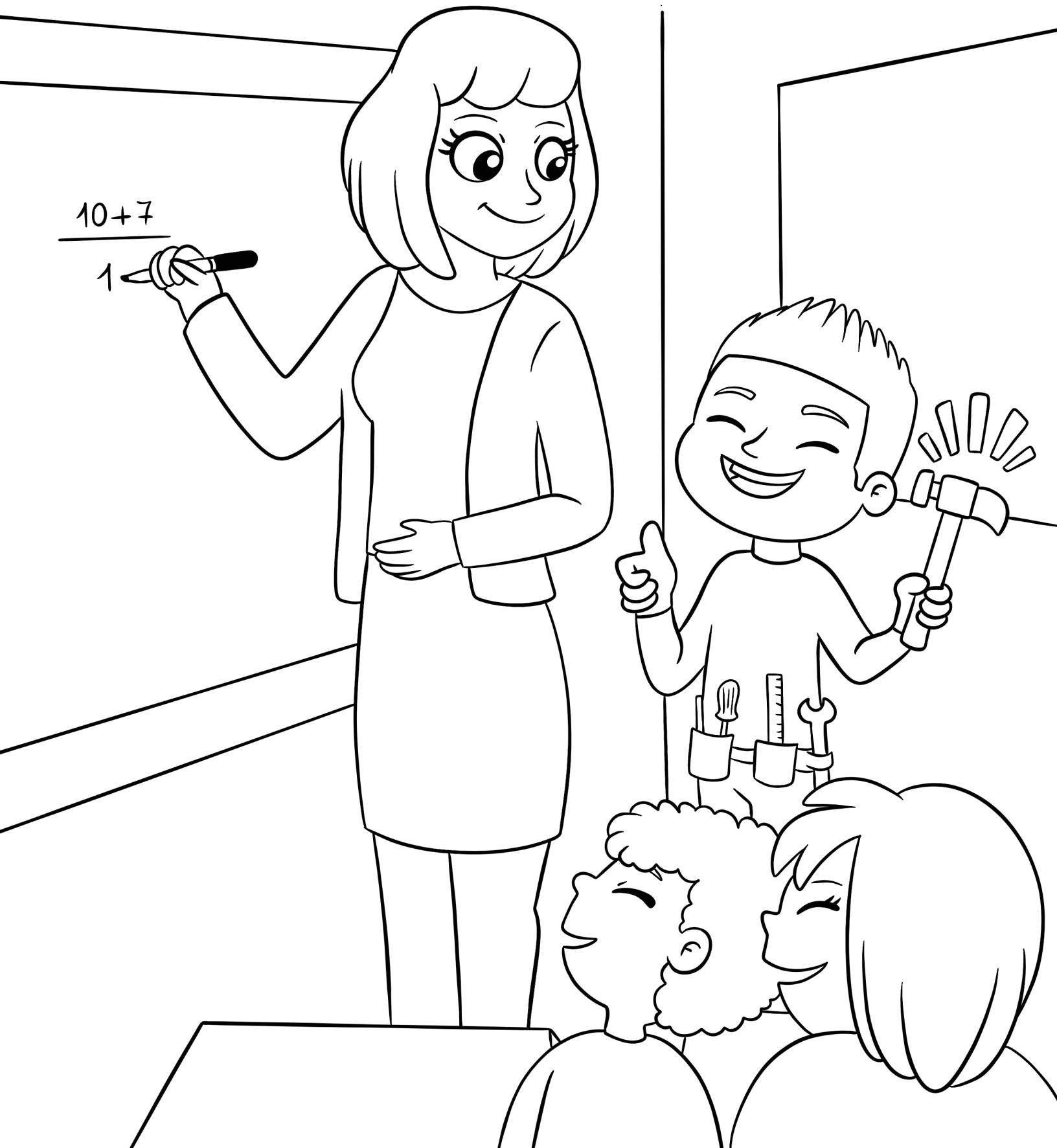
Jen and Sam laughed. "What kind of superhero powers do you have?" Jen asked. Mike said, "Wait and see." They went into the classroom.



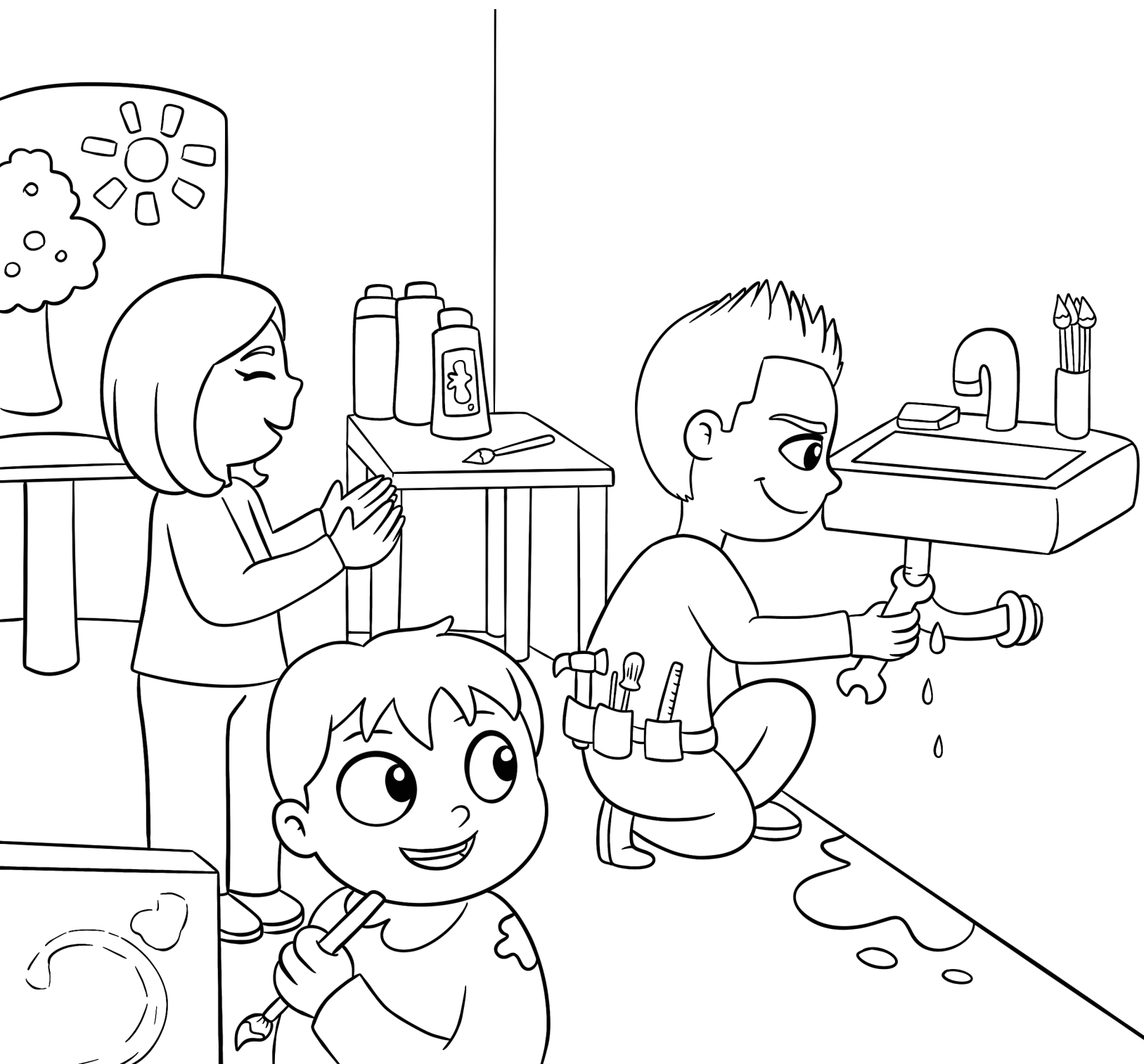
The teacher closed the door. "Oh, no!" she said. The door knob fell off. Mike grabbed the screwdriver off his tool belt. He screwed the knob back on tight. The teacher could open the door again. "Yes!" yelled the class.



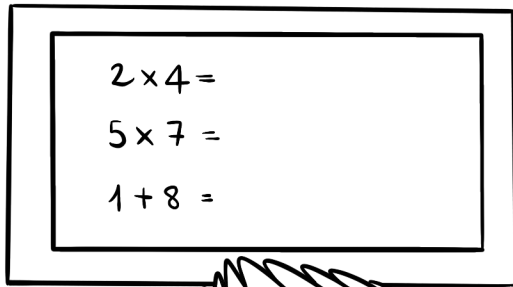
The teacher went to write the day's lesson on the board. It fell off the wall! Mike grabbed his hammer and nailed it back up. Again, the class cheered.



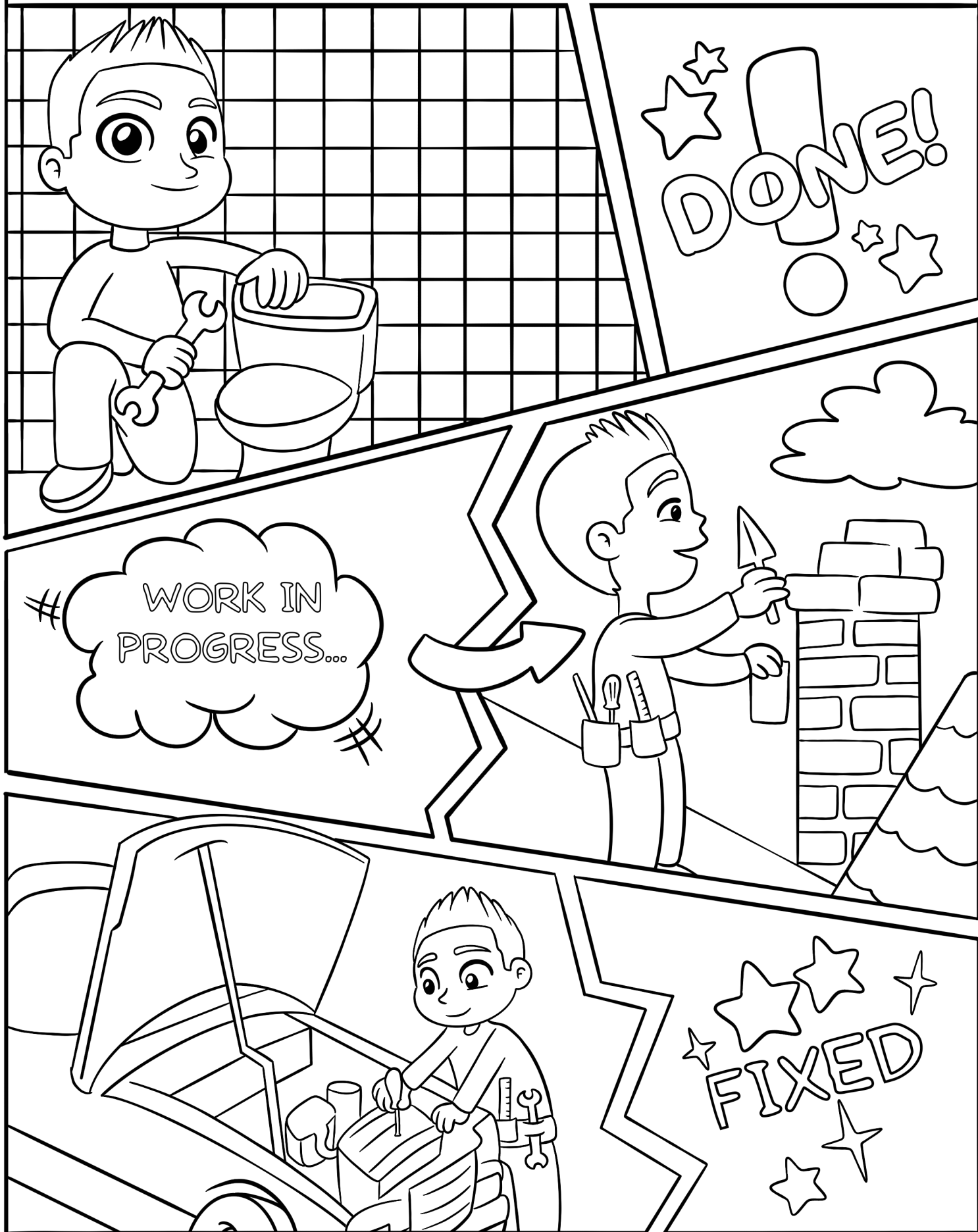
The class had art next. They painted pictures of trees. Some kids got paint on their hands. The teacher sent them to the sink. "Oh no!" they yelled. Water was all over the floor. Mike jumped up from his desk and used a wrench from his tool belt to tighten the pipes and stop the water.



The students cheered. The kids wearing a superhero cape couldn't help the teacher. The real superhero of the day was Mike. He had the tools and knew how to use them!



Heroes do more than fly through the air and fight off bad guys. The real heroes roll up their sleeves and fix everyday things that break! These heroes make our lives better.



Draw a picture of your favorite tool.

Draw a picture of what you want to be when you grow up.



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