



MOVE OVER BOB

Magazine

OVERVIEW

MOVE
OVER
BOB

**MOVE
OVER
BOB**

CULTURE SHAPES EVERYTHING.

**MOVE OVER BOB IS HERE TO PROVE THE TRADES GAP
ISN'T A PIPELINE ISSUE. IT'S A NARRATIVE ONE.**

✦✦ *the* LABOR GAP



our GREATEST OPPORTUNITY

- Construction needs **500K+** new workers this year
- Women = 47% of the workforce
- < 5% of trades jobs held by women



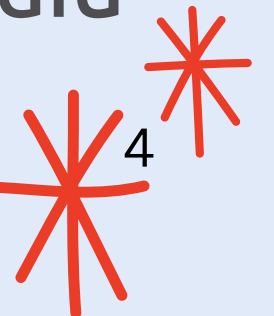
WHY THE GAP EXISTS

it's about cultural permission

**FOR GENERATIONS, THE TRADES
WERE CODED AS MEN'S WORK**

Old story: dirty, dangerous, "Plan B"

New reality: creative, high-tech, well-paid



CONNECTING TODAY'S TRADESWOMEN *with tomorrow's workforce*

MOVE
OVER
BOB

How we do it:

- Magazine – free, distributed in schools and workforce settings
- Events & convenings – community, connection, visibility
- Social & digital – ongoing reach and representation
- Partnerships – industry, education, trades, and lifestyle



A NEW APPROACH TO THE SKILLED TRADES GAP

TARGET AUDIENCE
12-22 year-olds
navigating their
futures &
identities.

STYLE
90s Teen Mag Nostalgia
Gen Z Aesthetic
Big Sister Energy

CONTENT
New Role Models
Trades Deep Dives
Access to
Resources





WHAT TO EXPECT

70+ PAGES OF CAREER PATHWAYS, EDUCATION AND TRAINING RESOURCES, AND LIFESTYLE CONTENT

- Deep Dives into Booming Industries
- Trades Spotlights & Pathways
- Representation of New Role Models
- Educator Resource Guides



CHECK IT OUT!



AUDIENCE Snapshot

12-24

AGE OF PRIMARY AUDIENCE

70/30

FEMALE/MALE READERS

80K+

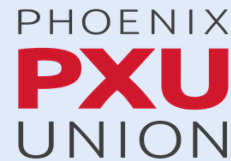
ESTIMATED READERS PER ISSUE

22K +

FOLLOWERS ACROSS SOCIAL PLATFORMS

CIRCULATION: 20,000+ /ISSUE

400+ SCHOOLS, NONPROFITS, AND WORKFORCE PARTNERS ACROSS ARIZONA



Fresh Start™



Junior Achievement™ of Arizona



SPARK, STRENGTH, & Sisterhood



MEET THREE
WELDERS PROVING
THERE'S NO ONE
WAY TO FORGE
A PATH IN THE
TRADES.



In the industrial heart of Phoenix, sparks flash and laughter bounces off the concrete walls of V-Rod Industries, a local welding garage where three women from different corners of the trade met to talk shop. They got candid about how they stay true to themselves in a field that doesn't always make space for women. Between stories, they showed off their cleanest welds and compared notes on everything from torch settings to their favorite accessories.

Letty, a 4th-year sheet metal apprentice, journeyman welder, and silversmith, keeps the craft's history alive while testing the limits of her own skill. Haeley, a high school senior, is college-ready and confident, her spark ignited in Marana High School's welding shop. And Liz, an aerospace welder, is chasing the future, her precision shaping parts that will eventually fly. What unites them is fire — the heat that fuses steel, and the inner flame that guides them.

Welding, after all, is transformation. It's about learning to trust your own hands while forging strength under pressure to build something that lasts. In fact, we think welding is one of the most versatile trades for girls to explore. It rewards attention to detail and a steady hand, not to mention that a smaller frame can be a superpower in tight spaces! Welding also gives you options. You can travel to new places on short-term jobs, build huge city structures, get lost in the rhythm of making art, or weld the equipment that keeps commercial kitchens humming. There are so many lanes in this one skill. Across Arizona, welders are in high demand with opportunities stretching from manufacturing and construction to aerospace and clean energy. And still, only about five percent of welders are women.

Welding offers purpose and pride, but the real strength comes from staying true to who you are and what drives you. These three women represent the past, present, and future of welding, proving there's no single way to belong in the trade. Because the more sides you show, the brighter your light burns.

Our Tradeswomen are outfitted with Embler and Xena Workwear

YOUR PATH TO CIVIL INFRASTRUCTURE

- 1 **Start in High School**
Take CTE classes in construction or engineering.
- 2 **Get Hands-On Training**
Explore apprenticeships, operator schools, or certificates for construction and equipment basics.
- 3 **Earn Credentials**
Enroll in trades programs or degrees like construction technology, civil engineering technology, drafting, or geospatial technology.
- 4 **Join the Industry**
Work with a contractor, developer, union, engineering firm, or public works department.
- 5 **Level Up**
Move into crew leadership, inspection, project coordination, or management.

SAY WHAT?

- Erosion Control**
The process and materials that keep soil from washing away during storms.
- Compaction**
How tightly soil is packed to support roads and runways.
- Grading**
How much dirt must be moved to make it level.
- Subgrade**
The foundation layer under a road or runway. If it's weak, everything above it cracks.
- Utilities**
The pipes, cables, and conduits that bring water, power, internet, and gas.



SCAN TO EXPLORE
Your path into
civil infrastructure



CAREERS THAT BUILD YOUR WORLD

- CONSTRUCTION TRADES**
Build the structures that keep cities running
Carpenter, Ironworker, Concrete Finisher
Path: Apprenticeship | 💰 \$45K-\$80K
- CONSTRUCTION LEADERSHIP**
Lead crews and keep projects on schedule
Foreman, Superintendent
Path: Experience or Degree | 💰 \$70K-\$130K

HEAVY EQUIPMENT OPERATION
Run the machines that move earth and lift steel
Excavator Operator, Crane Operator, Dozer Operator
Path: Apprenticeship or Operator School | 💰 \$55K-\$100K

CIVIL ENGINEERING & DESIGN
Plan and design roads, bridges, and utility systems
Civil Engineering Tech, CAD Designer, Junior Engineer
Path: 2-Year or 4-Year Degree | 💰 \$55K-\$105K

SURVEYING & MAPPING
Map the land before construction begins
Survey Technician, Party Chief
Path: Certificate, Apprenticeship, Degree | 💰 \$50K-\$85K

CONCRETE & STEEL SPECIALISTS
Shape foundations, bridges, and structural systems
Rebar Worker, Cement Mason
Path: Apprenticeship | 💰 \$45K-\$85K

INSPECTION & QUALITY
Ensure everything built is safe and up to code
Construction Inspector, Materials Tester
Path: Certificate or Degree | 💰 \$55K-\$95K

WATER & ENVIRONMENTAL SYSTEMS
Maintain clean water, storm drains, wastewater plants
Water Operator, Environmental Technician
Path: Certificate or Degree | 💰 \$55K-\$95K

MEET THE BUILDERS 3



KARINA MIRELES
Field Engineer, Pulice Construction

“I helped lead and organize construction crews building the Broadway Curve, a 22-mile section of highway, and the biggest urban highway reconstruction project in Arizona. It was my very first heavy highway job, and I’ll always be grateful to have been a part of something that monumental.”



SHELLEY BEGAYE
Journeyman Carpenter, Local 1912

“Constructing bridges on busy interstates presents a fun and competitive challenge. Improving traffic flow for the community is an exciting prospect. I encourage more young women to consider a career in our trade. Witnessing the completion of a project is a source of pride.”



RIANNA FLECK
Project Engineer, Felix Construction

“I entered the construction world with no building experience, and was able to learn and grow at a very fast pace. It is very empowering when you work on a team that will let you attempt to solve a problem, but won’t let you drown and can guide you towards an appropriate solution.”

CAREER Pathway

- ★ **High School Diploma or GED**
Focus on math, mechanics, and safety basics.
- ★ **Pre-Apprenticeship (Optional)**
Learn equipment basics at trade school or community college.
- ★ **Apprenticeship (3-4 years)**
Paid training with ~6,000 hours on actual machines & 400+ hours of classroom learning.
- ★ **Journeyman Operator**
Licensed to run multiple types of equipment independently.
- ★ **Specialization**
Crane operation, mining equipment, or advanced GPS/tech systems.
- ★ **Advancement**
Move into foreman, superintendent, or safety management roles.



WHAT DOES A HEAVY MACHINERY OPERATOR DO?

Heavy machinery operators are the drivers of construction's biggest tools. They control machines that move earth, lift steel beams, and build the backbone of our cities. From highways and runways to mines and skyscrapers, operators keep projects moving safely and on time. It's a mix of technical skill, precision, and the thrill of handling equipment the size of a house.



HOW OPERATORS GET TO WORK

Every rig plays a role.

- ★ **Excavators**
Dig trenches, foundations, and holes.
- ★ **Loaders**
Scoop and haul dirt, gravel, and materials.
- ★ **Bulldozers**
Push dirt, rocks, and debris.
- ★ **Graders**
Create level surfaces for roads and runways.
- ★ **Cranes**
Lift steel beams, concrete panels, and heavy loads.



Show me the MONEY

This chart represents wages for heavy equipment operators at different career stages. All figures listed are averages based on industry standards.

JOB TITLE	HOURLY WAGE	ANNUAL SALARY
1 st year Apprentice	\$22.00-\$24.00	\$46K-\$50K
4 th year Apprentice	\$28.00-\$32.00	\$58K-\$66K
HVAC Technician	\$32.06-\$40.00	\$66K-\$83K
HVAC Mechanic	\$38.00-\$45.00	\$79K-\$94K
Project Manager	NA	\$95K-\$120K

*Source: International Union of Operating Engineers, U.S. Bureau of Labor Statistics

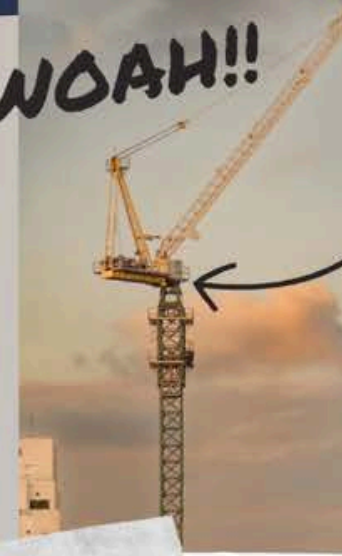
SKILLS to pay the BILLS

Want to run the big rigs? Start here.

- 1 **Hand-Eye Coordination**
Control multiple levers and pedals at once.
- 2 **Spatial Awareness**
Judge distance and movement of huge machines.
- 3 **Mechanical Skills**
Perform daily inspections and basic fixes.
- 4 **Focus**
Long shifts require steady concentration.
- 5 **Safety Awareness**
Operating 50 tons of steel means zero shortcuts.



WOAH!!



CAREER SPOTLIGHT

YOU CAN BE A

Crane Operator

What You Do: Lift massive loads with tower, mobile, or overhead cranes.

Pathway: Apprenticeship + National Commission for the Certification of Crane Operators (NCCCO).

Pay: \$79K-\$94K+

Did you know? Tower cranes can reach 300 feet and hoist 20 tons.



*Lavonne "La-La" Tyler
Equipment Operator, Hunter Contracting Co.*

REAL Talk

“My first day in the operator's seat, I was beyond nervous! I sat in park for at least 10 minutes getting accustomed to the machine. I had self-doubt. I felt like I was going to make a ton of mistakes. And I did! But each mistake I made, I learned from and used to become more efficient. The more efficient I became, the bigger my head got!!! And my peers gave me the respect I earned.”

MEET YOUR *Construction* ~~CADIN~~ CREW



Every flight has a crew who works hard to ensure you have a seamless journey from takeoff to landing. Construction projects have one too, with teams that work behind the scenes to make sure everything comes together safely, smoothly, and on time. At Phoenix Sky Harbor International Airport, general contractor McCarthy Building Companies is operating its own kind of flight deck. They're building an entirely new concourse that will add six gates to Terminal 3, expanding the airport's capacity and creating a brand-new gateway for the city. Similar to flying, infrastructure projects take a lot of coordination. These builds are massive

puzzles that rely on communication, problem-solving, and thinking ten steps ahead. Right now at Sky Harbor, crews are erecting massive steel frameworks, pouring concrete with runway-level precision, and installing miles of mechanical and electrical systems. Not to mention every piece, down to the smallest bolt, has to meet strict safety and quality standards long before the concourse is cleared for use. But the best part? The builders themselves. Women on McCarthy's team are running crews, managing operations, and moving this project forward every day. Imagine walking into an airport and thinking, "I built this." That's their reality — and now you get to meet them:

BO THORSON
Senior Project Engineer

ALEJANDRA CLARK
Project Manager, MEP

ALEXSANDRA ENRIQUEZ
Project Administrator

CARISSA FITZMAURICE
Sr. Project Manager, Concrete

GENA FONG
Project Scheduler

NATALIA GAMAGE
Project Administrator

SCHYLER CAMERON
Safety Manager

LYNSEY JONES
Sr. Project Manager

JOANNA LOPEZ
Project Manager, Concrete

KAYLIE KOPSELL
Intern, Safety

MARIA BALTAZAR JUAREZ
Craft Laborer





PASSPORT



United States of America



FLIGHT CONTROL

Lynsey, Carissa, Joanna, and Alejandra are like the project's air-traffic control, keeping crews, schedules, materials, and safety perfectly aligned. They guide the entire build day by day, solving challenges as they come and keeping the momentum steady at Sky Harbor.



AIRLINE OPERATIONS

Think of McCarthy as the airline behind the build. They launch the project, guide each phase, and keep everything running on schedule. From first plans to final handoff, they're the team Sky Harbor depends on to bring the new concourse to life.

GROUND CREW

The trades are the hands and skill behind every inch of the build. From carpenters like Maria shaping the structure to crews installing steel, concrete, and systems, these craftspeople turn big ideas into the concourse Phoenix will soon walk through.



HOME BASE

City of Phoenix's Aviation Department sets the vision for this new concourse. Leaders like Anne Kurtenbach and Candace Huff guide everything from planning to passenger experience, partnering closely with the build team to shape the future of travel in Phoenix.



SITE VISIT:
ALL SYSTEMS GO!

WATCH TOWER

Safety and Operations are the heartbeat of any airport build. Schyler, Gena, and Bo make sure every crew member goes home safe by planning ahead, constant coordination, and intentional site walks.



LYNSEY JONES,
SENIOR PROJECT MANAGER—
KEEPING THE CREW ON COURSE



HOW WE collaborate

Industry

Employers and associations fund free distribution and spotlight real jobs and pathways

Middle & High Schools, Community Organizations

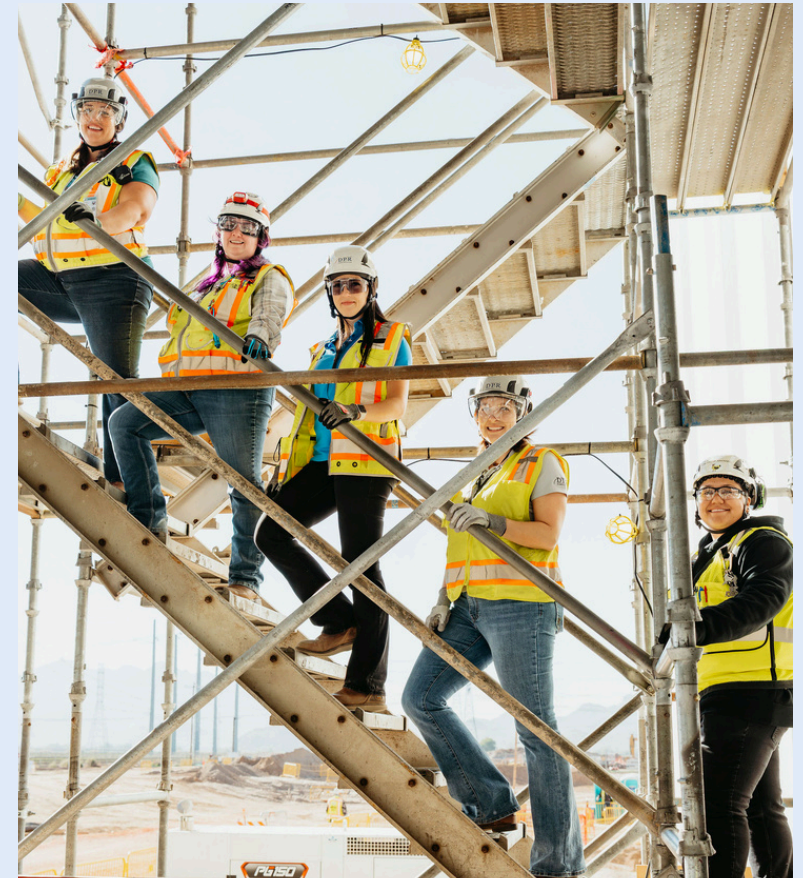
Reach students in classrooms and counseling offices, and out-of-school youth in nonprofit and community settings

Trade, Union & Apprenticeships

Humanize entry points and pathways with real people and programs

Pilot → Regional → Scale

Start focused, learn fast, expand with partners



CULTURE CHANGE IN MOTION



LET'S BUILD TOGETHER.



Kate Glantz, Co-Founder & CEO

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