

# THE EH-TEAM ELEVATE YOUR TRADE



At the heart of Canada's trade sector is a group of visionaries affectionately known as the **EH-TEAM**.

Their primary Mission is to blend their passion, industry experience, and wisdom with a sincere desire to set a new standard-one installation at a time.

Being an **EH-TEAM** member means you pursue excellence with every job, continually raising the bar and inspiring industry peers to 'up' their performance. For **EH-TEAM** Members, true fulfillment comes from sharing their expertise with others and mentoring those newer to the trade.

A unique and appealing culture of 'Community Over Competition' energizes **EH-TEAM** Members, ensuring the transfer of enthusiasm and experience.

Be sure to meet a Member at the next Trade Show or industry Event. **EH-TEAM**'ers are always happy to discuss how you can **ELEVATE YOUR TRADE!**

## Mentorship and Education

**EH-TEAM** members are actively involved in technical schools, trade shows, industry events, and educational institutions to encourage students to explore careers in the trades. Through hands-on workshops, school visits, and targeted presentations, **EH-TEAM** provides real-world insight and career guidance, helping students make informed decisions about their futures.

Canada faces an alarming shortage of skilled labour. **EH-TEAM** is committed to bridging this gap by promoting trades as a viable and rewarding career path. Their goal is to increase trade school enrollment and apprenticeship participation while also inspiring the next generation of skilled trades workers by engaging with high school and senior elementary school students.

## THE EH-TEAM:

- Attends and supports industry events and trade shows to connect students with professionals.
- Visits technical schools and high schools, bringing real-time on-the-job experience directly to aspiring tradespeople.
- Conducts presentations and workshops in senior elementary and high schools to introduce younger students to careers in the trades.
- Collaborates with schools to advertise upcoming events, ensuring students know where to meet **EH-TEAM** members and industry influencers.

Through these and other efforts, students have firsthand opportunities to meet trade professionals, ask questions, and seek advice on training, job prospects, and career growth.

## Inspiring the Next Generation Through Social Media

**EH-TEAM** members are not just skilled professionals, they are influencers who actively engage through social media. They create fun and educational content to attract followers, showcasing the trade in a motivating and rewarding way.

They highlight the pride of craftsmanship that comes with mastering a skill, inspiring young people to see the trades as a career worth pursuing. They create a sense of community, making it easier for newcomers to connect with industry professionals and mentors.

By leveraging their strong online presence, **EH-TEAM** members help increase awareness, drive event attendance, and make learning about the trades more accessible and appealing to a younger audience.

A Not-for-Profit Initiative, Powered by infraAIR

**EH-TEAM** operates as a non-profit group, driven by volunteer trade members who take time off from their regular work to attend events, educate students, and **ELEVATE THE TRADE.**



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