



**Equipment
Dealers**
FOUNDATION

**C A R E E R
A W A R E N E S S
C A M P A I G N**



**Watch the
video!**

WHAT: an effort to close the skills gap and help dealerships fill current and future service technician positions by educating parents and teachers of middle and early high school-aged students.

WHY: our industry needs technicians and the general public lacks awareness of the advantages and career prospects of service technicians.

HOW: digital placements and video, plus educational materials for students, teachers and parents. We've also created a comprehensive toolkit of advertising collateral for dealers, absolutely free for their use in reinforcing EDF's efforts and bolstering their own recruitment efforts.

CONSIDER A TAX-DEDUCTIBLE DONATION TO SUPPORT THIS AND OTHER

FOUNDATION EFFORTS:

WWW.EQUIPMENTDEALER.ORG/CONTRIBUTE-NOW

165 N. Meramec Ave. #430 St. Louis, MO 63105

636-349-5000 | www.equipmentdealer.org