



April 25, 2017

Dear Colleague:

All of us in the building industry know that we are facing a severe shortage of skilled craft professionals. To solve the labor shortage problem, we must come together to present a unified and powerful brand that draws today's youth and others to our industry. In our state, that brand is **Project Build Minnesota (PBM)**.

PBM is under the direction of a coalition of construction industry leaders who have come together with a goal of making construction a 'first career choice' for Minnesotans. To date, several associations representing builders and contractors have stepped forward with startup capital to begin this effort and we've reached that all-important milestone of having a product to present to the market. Now, we're ready to launch this effort statewide over multiple years. It's tremendously exciting, and we believe we can really make a difference for our industry. To do so, we need your help!

We are asking you for a significant financial contribution to The Builders Group Educational Foundation, a non-profit 501c(3) tax-exempt organization, to launch PBM into the marketplace and start changing minds about construction careers.

We're proud volunteers working on behalf of PBM. Take a look at the attached fundraising information and program material. In the coming days, I will follow up to discuss your financial commitment to this important effort. Please contact Bob Heise with immediate questions at 952-941-8693. Thank you for supporting PBM.

Sincerely,

Robert Heise
President
MN/ND ABC

David Segal
Executive Director
BATC

Tom Getzke
Executive Director
MBEX

Dennis Medo
President
TBG Education Foundation

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