

**FOR IMMEDIATE RELEASE: September 28, 2017**

## **Louisiana Companies Host Crane and Heavy Transport Careers Event**

Baton Rouge, La. - Deep South Crane & Rigging and Berard will co-host a one-day careers event for students and veterans on November 15th in Baton Rouge as part of a national careers initiative through Lift & Move USA.

The event will be the first in Louisiana and up to 400 students are expected to attend from local high schools and colleges. Attendees will learn about vocational, technical and service job opportunities available in the crane, rigging and heavy transport industry.

Jeremy Landry with Baton Rouge-based Deep South Crane & Rigging said the company has seen a skilled labor shortage in the U.S., with shortfalls in the number of young people entering craft or trade occupations. “The aim of the program is to show young people the range of rewarding career opportunities in our industry. There are a whole host of jobs such as crane operators, drivers, mechanics, and riggers with companies like ours.”

Co-hosting the event with Deep South is New Iberia-based transportation specialist Berard. Brett Berard of Berard Transportation said, “We have been involved in several of the previous Lift & Move USA events and are pleased to see the program coming to Louisiana for the first time.

“The key thing about the day is that students get to speak to people who are actually working in the industry. It’s not a classroom-style event. The students will see equipment and hear first-hand from workers who have made successful careers for themselves in the industry.”

Lift & Move USA is an industry-led program with events held around the country hosted by prominent companies. More than 2,500 students have so far attended these events.

One aspect of the day is that students are shown an alternative to college or university degrees as a path towards a career. Students will also learn that some roles can be well paid. It is not unusual for operators of very large equipment to make six figure salaries.

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Specialized Carriers & Rigging  
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At the event, students will be encouraged to enter their details into a registry of young people who are interested in pursuing a career in the crane, rigging, and specialized transport industry so they can learn more about these opportunities.

The Lift & Move USA program was launched in 2015 by the Specialized Carriers & Rigging Association (SC&RA), the National Commission for the Certification of Crane Operators (NCCCO), the Specialized Carriers and Rigging Foundation, and industry publisher KHL Group Americas, owners of *American Cranes & Transport* magazine.

The Louisiana Lift & Move USA event will be held from 9 am to 2 pm on November 15, 2017 at Deep South Crane & Rigging's head office located at 15324 Airline Highway, Baton Rouge, LA 70817.

For more details on the event, see [www.liftandmoveusa.com](http://www.liftandmoveusa.com). For more information on the host companies, please visit [www.deepsouthcrane.com](http://www.deepsouthcrane.com) and [www.berardtrans.com](http://www.berardtrans.com)

## IMAGES

To download program, logos or images of previous events, please visit the Press/Media page at: <http://www.liftandmoveusa.com/press-area.html>

## CONTACTS

### Lift & Move USA

Brett Melvin  
Executive Director  
Tel: (703) 608-3560  
[brett.melvin@liftandmoveUSA.com](mailto:brett.melvin@liftandmoveUSA.com)

### SC&R Foundation

Jackie Roskos  
(703) 207-3587  
[JRoskos@scranet.org](mailto:JRoskos@scranet.org)

### KHL Group

Matt Burk  
Tel: 312-496-3314  
[matt.burk@khl.com](mailto:matt.burk@khl.com)

### Deep South Crane & Rigging

Margaret L. Pernici  
Tel: 225-505-5420  
[mpernici@deepsouthcrane.com](mailto:mpernici@deepsouthcrane.com)

### SC&RA

Jason Bell  
Tel: (703) 698-0291  
[jbelle@scranet.org](mailto:jbelle@scranet.org)

### Berard

Tony Broussard  
Director of Branding & Marketing  
Tel: 337-967-9144  
[tony@berardtrans.com](mailto:tony@berardtrans.com)

### NCCCO

Tara Whittington  
Tel: (703) 560-2391  
(Ext 206)  
[twhittington@nccco.org](mailto:twhittington@nccco.org)