



PRESS RELEASE

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Tracy Bennett to lead Lift & Move USA program

Tracy Bennett is taking on the post of director of the Lift & Move USA careers program. She will replace Brett Melvin, who had led the program since its inception and is now looking to develop similar initiatives in other industries.

Bennett has been involved in the crane industry for more than 20 years, initially as a journalist and more recently in business-to-business marketing through her company Mighty Mo Media Partners LLC.

Lift & Move USA is run by KHL Group, SC&RA, NCCCO and SC&R Foundation to promote careers in the crane, rigging and specialized transport sector. The program organizes half-day careers events for high school and college students and veterans, hosted by SC&RA members.

“Helping students expand their horizons by introducing them to the concept that rewarding, profitable careers exist outside of the college path is a first step in remedying the qualified labor shortage our industry faces”, said Bennett.

“The opportunity to lead Lift & Move USA represents the culmination of both personal and professional endeavors for me, and I’m thrilled to be working with generous, dedicated crane, rigging, and transportation industry partners to make that happen.”

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Outgoing director Brett Melvin said he wanted to help tackle the skills gap in other industries; “I have been involved in Lift & Move USA from the beginning and have been delighted to lead it as it has continued to develop and grow. A successful format for the events has been established and the program is now reaching thousands of young people and teachers every year. The program has been built into a truly unique approach to a national challenge affecting a multitude of industries.

“For that reason, it seems a good time for me to hand over to a new director and focus on my personal desire to develop similar programs in other industries that are facing the same skills gap. I am proud to have helped develop Lift & Move USA and wish it every success in the future. I also wish Tracy Bennett the best of luck in her new role.”

Melvin has created a new organisation called Bridging America’s Gap that will begin operations at the start of January.

Bennett will take up her new post on January 1, but will be making initial contacts with future hosts and partner organisations before the end of the year.

She has spent her entire career in business-to-business marketing in the crane, rigging and specialized transportation sector, initially editing crane and lifting equipment magazines in the 1990s. In recent years, Bennett assisted the Steel Erectors Association of America in marketing its Ironworker Training and Apprenticeship programs. As her own children reached school age, she volunteered in her local school district to bring parents and community professionals into schools to teach career readiness skills.

“Changing the culture to bust the myth that college is the only next step for high school graduates means we have to deliver on our promises”, said Bennett. “It’s going to take

parents introducing young children to activities like those provided by Skills USA. It's going to take educators, unions, and businesses creating curriculum and training programs that match the needs of industry. It's going to take government and private enterprise to make funding available so people can get the training and credentials they need.

"It's a tall order, but as an industry-led initiative, Lift & Move USA is already bringing together the right people in all these sectors to make a difference in the crane, rigging, and transportation market."

For details on the Lift & Move USA program visit www.liftandmoveUSA.com

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