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Building Talent Foundation and Simpson Strong-Tie Form Strategic Alliance to Promote Trades

Simpson Strong-Tie and Building Talent Foundation will work together to promote construction trades education and careers

(Washington, DC; Pleasanton, Calif.) September 23, 2021 — [Building Talent Foundation](#) (BTF) and [Simpson Strong-Tie](#) (NYSE:SSD) announced a strategic alliance to promote the growth of the residential construction industry workforce in the United States. BTF is a non-profit organization focused on connecting young and underserved people to skilled trades training and career opportunities. Simpson Strong-Tie, the leader in engineered structural connectors and building solutions, is committed to giving back to its communities by contributing to the quality of construction trades education and the promotion and advancement of the trades.

“Supporting the next generation of skilled trades talent is an important part of our commitment to our customers and our industry. We’re excited to begin working with Building Talent Foundation to help people find education, training, and employment opportunities as they launch their careers in construction,” said Simpson Strong-Tie CEO Karen Colonias.

BTF's mission is to advance the education, training, and career progression of young people and people from underrepresented groups, as skilled technical workers and business owners in residential construction. BTF collaborates with all members of the residential construction sector to meet measurable outcomes for the industry and for communities. Simpson Strong-Tie joins BTF’s cross-sectoral coalition of employers and

educators as an Innovation Partner. Simpson Strong-Tie is donating a total of \$600,000 to the foundation as part of its commitment over the next three years.

“Collaboration is the path to building a sustainable residential construction workforce for the future,” said Branka Minic, CEO of BTF. “We’re thrilled that BTF Founding Partners KB Home and Ashton Woods connected us with Simpson Strong-Tie. Together, we can accelerate towards our objective of bringing 100,000 new skilled trades workers into construction by 2030.”

In October, BTF is coordinating a two-day event for CTE (career technical education) program students from the Dallas Independent School District. Students will connect with industry leaders during a visit to the Simpson Strong-Tie plant in McKinney, Texas.

“Partnering with Simpson Strong-Tie is an honor,” said Sheryl Palmer, Chairman of BTF’s Board and Chairman and CEO of Taylor Morrison. “Both of our organizations are dedicated to strengthening trades education. By working together, we can leverage our collaboration to connect young people with role models, education, training, and career opportunities.”

ABOUT BUILDING TALENT FOUNDATION

Building Talent Foundation (BTF) was founded by the Leading Builders of America, 20 of the largest residential construction companies in the US. BTF's mission is to advance the education, training, and career progression of young people and people from underrepresented groups, helping them develop into skilled technical workers and business owners in residential construction. For more information, visit www.buildingTF.org.

ABOUT SIMPSON STRONG-TIE COMPANY INC.

Simpson Strong-Tie is the world leader in structural solutions — products and technology that help people design and build safer, stronger homes, buildings, and communities. As a pioneer in the building industry, we have an unmatched passion for problem solving through skillful engineering and thoughtful innovation. Our structural systems research and rigorous testing enable us to design code-listed, value-engineered solutions for a multitude of applications in wood, steel, and concrete structures. Our dedication to pursuing ever-better construction products and technology and to surrounding our customers with exceptional service and support has been core to our mission since 1956. For more information, visit strongtie.com and follow us on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#).