



# UPSTATE MASONRY INSTITUTE

6 AIRLINE DRIVE, ALBANY, NEW YORK 12205 · (518)640-2530 · FAX: (518)869-2378

Amanda Bedian

(518)640-2530

[amandab@masonrynetwork.org](mailto:amandab@masonrynetwork.org)

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## **Upstate Masonry Institute Promotes a Future That Matters Through Recruitment**

ALBANY, NY – Upstate Masonry Institute (UMI) is proud to kick off a workforce recruitment initiative. UMI recognizes that a good education doesn't always require a four-year degree, we are looking for people who aren't afraid to learn a useful skill and want to build a very rewarding career path.

Both UMI and masonry supporters want people to get excited about the options that are available. It is imperative to understand there are many opportunities to choose from, which is why UMI has invested in the placement of digital advertising to capture the Capital Region, Central New York and Northern New York regions, as part of our recruitment efforts.

The purpose of our recruitment initiative is to educate the general public on masonry while engaging individuals to get more information. Today, the skills gap is wider than it has ever been. With \$1 trillion dollars floating around in student debt, it is our job to share the stories of the people that took the skilled trade route, and it worked!

For more information on how you can help build your community while earning a livable wage and benefits please contact Amanda Bedian at (518) 640-2500 or [Recruiting@masonrynetwork.org](mailto:Recruiting@masonrynetwork.org)

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