



**TRADESWOMEN** INC



Building the Future with Strength & Precision





# TRADESWOMEN<sup>INC</sup>

## ABOUT **US**

We are a team of eight dedicated professionals committed to strengthening the industry and empowering women through support, education, and pathways to self-sufficiency.



# MEET OUR EXECUTIVE DIRECTOR

## JUANITA DOUGLAS



Juanita Douglas is the Executive Director of Tradeswomen, Inc., where she leads efforts to recruit, retain, and develop women for high-paying union careers in the skilled construction trades.

With more than 30 years of experience in construction and field leadership, she combines deep industry expertise with a passion for opening state-approved apprenticeship pathways to women across the East & North Bay and Central California.

Driven by a belief that economic independence builds stronger communities, Juanita is committed to helping women gain the skills, confidence, and support they need to transform their careers and their lives.

# 2025 SUCCESS!



**TRADESWOMEN** INC

- ✓ Launched and completed our first Pre-Apprenticeship Cohort in Marin County
- ✓ Facilitated Regional Mock Interviews with union representatives and contractors
- ✓ Hosted Union & Contractor Meet-and-Greets to strengthen direct pipelines into apprenticeship
- ✓ Prepared participants with workplace readiness, safety awareness, and career navigation
- ✓ Supported women entering high-road, union career pathways





**TRADESWOMEN** INC



PROJECT 105



Copy link

*project*  
**One-Hundred & Five**



  
 **TRADESWOMEN** INC

Watch on  YouTube

# ENTRY INTO APPRENTICESHIP WORKSHOP



## Entry Into Apprenticeship Workshop *Virtual*

Every 2nd Thursday  
of the month.  
6pm-7pm



EMAIL TO RSVP >

✉ [info@tradeswomen.org](mailto:info@tradeswomen.org)



Things we cover during the Workshop:

- Common Questions
- What a Pre Apprenticeship & Apprenticeship is
- Qualifications
- Trade Culture
- Womens Rights
- Local MC3 & Union Apprenticeships
  - (List / Hunt Trades)
- TWI Support & mentorship
- Resources





# HIGHSCHOOL GIRLS CAMP



# TWI SUCCESS STORIES



“Tradeswomen, Inc. has been an incredible support system as I began my journey in the construction trades. With the encouragement of my recruiter, Debbie Vasquez, I overcame my doubts, graduated from Cypress Mandela Training Center, and am already interviewing for trade careers that once felt out of reach.”

**-Carolyn Moore**



**TRADESWOMEN** INC

# SPONSOR



## TRADESWOMEN<sup>INC</sup>

**BECOME A 2026 UNION & INDUSTRY SPONSOR  
INVEST IN THE NEXT GENERATION OF  
SKILLED TRADESWOMEN**

**EMAIL:** FHALL@TRADESWOMEN.ORG OR JDOUGLAS@TRADESWOMEN.ORG  
CHECKS MADE PAYABLE TO **TRADESWOMEN, INC.**

**MAILING ADDRESS:**  
1400 SHATTUCK AVENUE, SUITE 12, #348  
BERKELEY, CA 94709



**2025 Impact: Built With Union & Industry  
Partnership**

**With the support of our labor and community  
partners, this past year we:**

- ✓ Launched and completed our first Pre-Apprenticeship Cohort in Marin County
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[HTTPS://TRADESWOMEN.ORG/](https://tradeswomen.org/)



@TRADESWOMEN1979



**TRADESWOMEN**<sub>INC</sub>

**THANK** **YOU**

