Connecting the Pieces for a Stronger Workforce & Community
Moving forward in 2012

“This year the SWORWIB challenged itself to update its Vision and Mission and add a Purpose statement (at right) to reflect where we are as a board. Our board is thoughtful and engaged and I am grateful for their contribution to workforce development for our community.”

Sherry Kelley Marshall, President and CEO, SWORWIB

“The work of the SWORWIB has positively affected the lives of many people in Hamilton County. With the help of skills training and career preparation, many out-of-work individuals have gotten jobs and are on their way to future success.”

Greg Hartmann, President, Hamilton County Commissioners

“I am proud that the work of the SWORWIB has been recognized so much in the past year. The GAO report in particular commends the work being done here in health career pathways, and cites us as an example to be used nationwide.”

Mike Conner, Chair, SWORWIB & VP Human Resources, Frisch’s Restaurants

Dear Friends:

Cincinnati’s economy is growing stronger. Several national reports show that the Cincinnati region is one of the most robust in the country when it comes to creating jobs. In September, the Business Courier’s On Numbers Economic Index ranked Cincinnati as the 15th strongest of 102 major metro areas in the country.

We are blessed with a diverse economy, ranging from manufacturing to aviation engineering to consumer marketing; highly regarded research institutions; abundant natural resources, and vibrant neighborhoods. Most of all we are blessed with people who love Cincinnati and work tirelessly to improve it, whether it is the philanthropists who pledge their fortunes to better our city, the CEOs of our Fortune 1000 companies whose executive talent helps Cincinnati meet its challenges, or the neighborhood leaders who make change happen.

In the past year, our jobless rate fell two percentage points, from 9.1% in June 2011 to 7.2% in June 2012—putting us considerably below the U.S. unemployment rate. That means a lot of people have returned to work. Next spring, the Horseshoe Casino Cincinnati will open and put 1,700 more to work. This is on top of the many Cincinnati residents employed to build it. Casino executives have committed to hire people from throughout the Cincinnati community; the SuperJobs Center is one of the partners in this outreach effort.

In addition, the Cincinnati Fire Department recently decided to partner with the SuperJobs Center as it recruited for its first Training Academy since 2009. Recruiters from the Fire Department worked closely with SuperJobs to hold informational sessions and boot camps to prepare candidates for the rigorous exam. They knew that the team at SuperJobs could deliver the diverse, qualified candidates the Academy was looking for, and they knew the team would go the extra mile to make it happen.

The SuperJobs Center serves the people in our community in many ways every day. The center’s consistent performance is one of the reasons our economy is rebounding. The statistics below tell the story.

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Mayor Mark Mallory, SWORWIB Lead Elected Official

8,123
JOB SEEKERS SERVED

140
TRAINING ENROLLMENTS

422
PLACEMENTS

219
EMPLOYERS SERVED MORE THAN ONCE

— PURPOSE —

The Purpose of the Southwest Ohio Region Workforce Investment Board is to set policy and oversee the federal Workforce Investment Act and other funds obtained by the SWORWIB within the City of Cincinnati and Hamilton County under the guidelines and for the designated outcomes of the funding sources.

— VISION —

To lead the way in public workforce innovation, providing outstanding service to our diverse customer base, community and region.

— MISSION —

To provide our employers with a prepared workforce by connecting job-seeking customers to opportunities that build their career readiness, thereby contributing to the growth of our community and region.

2011–2012 Performance Indicators

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Our 10 best this year

1 **CINCINNATI DOES IT RIGHT:** The U.S. Government Accountability Office hails the Health Careers Collaborative of Greater Cincinnati, and the leadership shown by the SWORWIB and others to make it happen, as one of 14 best practice workforce initiatives nationwide. The Congressional Staff Workforce Network thought so too; they came here in December to learn more about workforce partnerships here.

2 **UNDER NEW MANAGEMENT:** Hamilton County Job and Family Services assumed the management of the SuperJobs Center beginning July 1, 2012.

3 **WE BUILD CONSTRUCTION CAREERS:** The Greater Cincinnati Construction Career Pathway Collaborative is recognized nationally with a Workforce Development Award from the Construction Users Roundtable. CURT high-fives the Collaborative’s work to educate middle school and high school students about careers in construction, and provide training for low-income adults who are interested in construction jobs.

AND WHILE WE ARE ON THE TOPIC: Construction Industry Advocate Anne Mitchell organizes a second successful summer Construction Camp. About 20 neighborhood kids build a charming garden shed at Resurrection School, and use their math and reading skills in the process.

4 **LET'S LEVERAGE:** Andy Lotter of Employers First Regional Workforce Network contacts businesses throughout the TriState to make it easy for them to use public workforce services, and coordinates hiring events for several newly-arrived employers in the region.

5 **SYNERGY AT SUPERJOBS:** The lower level of the SuperJobs Center is converted from storage space, and is opening in August as the new home of the Pathway to Employment Center and Health Careers Collaborative. Cincinnati State and Great Oaks, Required Partners of SuperJobs, prepare to work with students and job seekers.

6 **A HIGH NOTE:** WIA youth from Easter Seals TriState work at Duke Energy Center during the World Choir Games in June and July, meeting choir members from around the world and joining thousands of volunteers who made visitors feel welcome.

7 **FOSTERING CONNECTIONS:** The SWORWIB decides that some of its funding will go to support foster care teens as they emancipate from Children’s Services care. Cincinnati State and Jobs for Cincinnati Graduates are selected to provide services to at least 40 young people a year.

8 **IT'S A WRAP:** The Communications Workers of America completes multi-year retraining of dislocated Ohio workers. Partnering with SWORWIB helps it exceed goals of credentialing workers and placing them in new jobs.

9 **PILOT PROJECT:** We begin to assess high school students, some in WIA programs, in Work Keys for a National Career Readiness Certificate aiming for college and work readiness credentials. Results will be shared with the State of Ohio.
The SWORWIB continued its innovative work with career pathways during the year. In December 2011, a team of researchers from the Congressional Staff Workforce Network visited our region to learn more about the heralded collaborations that led to the establishment of career pathways. These coalitions include employers, educational institutions, community nonprofits, and area Workforce Investment Boards. Below is a progress report on our current pathways work:

**HEALTHCARE**

Our oldest career pathway, healthcare, was recognized nationally several times in 2011–12. In February 2012, the U.S. Government Accountability Office hailed the Greater Cincinnati Health Careers Collaborative (HCC) as one of 14 successful workforce initiatives nationwide. It noted the partnership between the SWORWIB and hospital employers as one of the important factors that led to the launching of the HCC. In September 2011, Cincinnati State Technical and Community College, one of the partners in the HCC, was awarded a $19.6 million Department of Labor grant to help other community colleges nationwide establish healthcare worker training initiatives similar to the HCC. In February 2012, Labor Secretary Hilda Solis and Jill Biden, wife of Vice President Joe Biden, visited Cincinnati State to recognize the Health Careers Collaborative. And in June, the National Fund for Workforce Solutions recognized the Health Careers Collaborative with a Chairman’s Award, honoring Partners for a Competitive Workforce, which includes the SWORWIB. The HCC began nearly 10 years ago as a partnership among the SWORWIB, local hospitals, community nonprofits, Great Oaks, and Cincinnati State to address the entry-level workforce needs of hospitals. In 2011, more than 1,100 people enrolled in the HCC; of those 264 were either promoted as a result of their training, or found new jobs.

**CONSTRUCTION**

The Greater Cincinnati Construction Career Pathway Collaborative, an initiative to promote construction training and careers, was recognized nationally in November 2011 with a Workforce Development Award from the Construction Users Roundtable, pictured at right. The Pathway Collaborative, a partnership between the SWORWIB and the Partners for a Competitive Workforce, promotes construction careers for low-skilled adult workers as well as middle and high school students. The SWORWIB’s middle school outreach program got another boost this year as the Spirit of Construction Foundation awarded the program, led by Middle School Construction Advocate Anne Mitchell, a grant of $60,000 to continue her work in Cincinnati public and parochial schools with after-school Construction Clubs and summer Construction Camp. The SC Ministry Foundation also awarded the program a grant to continue its summer camp, and start an after-school club at a Price Hill elementary school. This past summer, the Construction Camp was held at Resurrection School in Price Hill. Now in its fourth year, the middle school advocacy program has reached 1,050 students to encourage them to apply themselves in school, and consider the rewards of a career in construction.

**ADVANCED MANUFACTURING**

When the SWORWIB teamed up with the Communications Workers of America (CWA) and the Cincinnati Labor Agency for Social Services (CLASS) to retrain dislocated manufacturing workers in Hamilton County, a successful partnership was launched. Beginning in late 2010 and continuing until 2012, this team trained workers from Avon, Beam Global Spirits and Wine, and Graphic Packaging who lost their jobs as these companies shut down or eliminated manufacturing operations in the county. The training was funded by a Department of Labor grant awarded to the CWA to retrain dislocated workers in several counties in Ohio. The Southwest Ohio partnership, which also included Butler County, turned out to be a productive one, and helped CWA exceed all its goals. Thanks to the grant, almost 200 workers in Southwest Ohio took classroom training designed by the Manufacturing Skill Standards Council. Passing all four modules in the training allowed the workers to become Certified Production Technicians, a nationally recognized credential, and the baseline credential in the National Manufacturing Institute’s skills pyramid. At the urging of Sherry Kelley Marshall, CWA expanded the framework of the grant to encourage workers to take the WorkKeys assessments that lead to the National Career Readiness Certificate. Cathy Metcalf and Betty Robinson of CLASS were instrumental in working closely with HR departments, transition centers, and the workers themselves to educate them about the value of the training, set up the training, and connect them to employers. Consequently, more than 130 dislocated workers in the two counties have obtained either the NCRC or CPT or both; more than 60 have found jobs. “The MSSC credential has a strong presence in Southwest Ohio, thanks to the dedicated work of Cathy Metcalf and Sherry Kelley Marshall,” said Kevin Celata of the CWA who led the Ohio project.
Our providers help region’s WIA youth succeed, achieve

For three years running, the SWORWIB’s youth providers exceeded standards in all federal and state performance indicators (known as Common Measures) as they worked diligently with each of their young clients to put them on a path toward success.

From July 1, 2009, through June 30, 2012, more than 1,200 young people were served. Depending upon the program they were in, they took work readiness classes, learned about potential careers, studied to get their GED, graduated from high school, began college, trained in a skill, landed a job, and in many cases, took the first step toward a career.

Think about it: The lives of 1,200 young people were changed by the dedication and commitment of our youth providers: Connect2Success, Easter Seals Work Resource Center, Lighthouse Youth Services, Literacy Center West and Jobs for Cincinnati Graduates. The work of those providers was made possible by funding through the Workforce Investment Act.

Some examples? JCG’s Whitney Hollingsworth, pictured at left, the 2012 valedictorian at Western Hills Engineering High School. She received the prestigious YWCA Mamie Earl Sells scholarship, and is now majoring in computer science at the University of Cincinnati.

Todd Harrison, pictured at right, was a high school dropout whom Easter Seals worked with beginning in 2010. He graduated on time from Northwest High School and is now enrolled at Ohio Mid-Western College.

Tyrone Glenn sought help from Literacy Center West beginning in 2010 when he came in for job-readiness and placement services. Today, he is at Cincinnati State Technical and Community College and studying Power Systems Engineering. In his first quarter, he earned a 4.0.

Thanks to WIA funding, 18 students from JCG attended an Entrepreneurial Camp in June 2012 held by the Greater Cincinnati Microenterprise Initiative where they learned the basics of starting and financing a business, and worked in teams to put together a business plan.

“Our youth providers did an exceptional job during this three-year period,” noted Kathleen Williams, Youth and Public Information Coordinator, who joined the SWORWIB in 2011. “Their commitment to young people is borne out in the consistent results they get. And we are just as proud of the young people of Cincinnati and Hamilton County who have taken advantage of our WIA services to further their education, or gain the kinds of skills they will need in the workforce.”

As this contract period ended, the SWORWIB released an RFP for youth services for the next two years. Easter Seals TriState, Jobs for Cincinnati Graduates, Lighthouse Youth Services and Literacy Center West were selected. A total of 350 young people will be served each year over the next two years.

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SWORWIB focuses on foster care youth

For the contract years July 1, 2012–June 30, 2014, the SWORWIB decided to focus more attention on foster care youth, especially those emancipating from Hamilton County Children’s Services.

Studies show that of all at-risk youth, foster care children are often the most vulnerable. Upon emancipation, usually at age 18 or at graduation from high school, many are without family support or a permanent address. They must make their way, with few guideposts, into post-secondary education or a job.

Ohio has put more emphasis on integrating WIA youth services and Children’s Services as foster care youth emancipate. “It makes sense to leverage these two components of Job and Family Services,” notes Alice Worrell, Project Manager of the state’s initiative, Connecting the Dots from Foster Care to Employment and Independent Living.

With that knowledge, the SWORWIB and Hamilton County JFS released an RFP for foster care youth services. Cincinnati State and Jobs for Cincinnati Graduates were selected.
Employers First gains traction with companies

From the beginning, the mission of Employers First Regional Workforce Network (EFRWN) was reflected in its name. “The needs of employers have to come first in determining where the job growth will be, what skills gaps exist, and how to connect job seekers to employers now and in the future,” says Sherry Kelley Marshall.

In 2011, a decade-old partnership of the regional WIBs and One Stops launched with its new name and branding, Employers First, and began its outreach to employers in Southwest Ohio, Northern Kentucky and Southeast Indiana. The network is comprised of four workforce boards from the three states, including the SWORWIB. Grants from the Department of Labor and the United Way’s Cincinnati/Northern Kentucky Social Innovation Fund have helped to support Employers First in connecting employers to resources throughout the region. In September 2011, Andrew Lotter was contracted to work as Regional Employer Liaison for Employers First.

Since that time, Lotter has made it his mission to contact employers in the three states that have not had any previous introduction to the public workforce system. Lotter’s goal is to educate them about the services and resources they have at their disposal, and to connect them to their local business services team. These services include taking job orders, holding hiring events, and screening and testing applicants—all at no cost to employers. Lotter has contacted 200 employers in the last several months; he also makes sure to greet employers that are just coming into the region.

“Since many companies in Greater Cincinnati pull employees from all three states, Employers First can make it easier for them to recruit in Ohio, Kentucky and Indiana,” noted Lotter.

One of these new businesses is the 21c Museum Hotel, a boutique luxury hotel that is opening in late 2012 across from the Aronoff Center, at the site of the old Metropole Hotel. The hotel expects to hire 160–200 people, and Lotter wanted to make sure the management team knew right away that Employers First could help them find the right people. “Making the connection with the folks at the 21c Museum Hotel was my top priority as it allowed more than one Workforce Area to assist a new regional employer with finding and hiring people who are a good fit,” said Lotter.

Employers First also organizes workshops and seminars on topics important to employers. On February 28, 2012, Jennifer McNelly, President of the Manufacturing Institute, spoke to local manufacturers at a symposium at Toyota Engineering & Manufacturing North America in Erlanger about the importance of national credentials in building a competent workforce. “This workshop offered us a chance to educate local manufacturers about the various kinds of skills training that are offered by our tech schools and community colleges,” says Lotter. “We can provide information and connections to HR people, whether it is in hiring new people with the skills that company needs, or training staff that is already in place.”

He added: “Providing employers with an overview of what regional resources are available to them is really what Employers First is all about.”

Employers helped by EFRWN

21c Museum Hotel
A & P Technologies
Acuren
Amazon.com
American Micro
American Modern Insurance Co.
Acesso Recovery
Bramkamp Printing Co.
Cincinnati Hilton Netherland Plaza
Citigroup
Convergys
Cummins
Frisch’s Restaurants
Girl Scouts of America
Greater Cincinnati Energy Alliance
Hamilton Sorter
Ilico
Jancoa Janitorial Services
Morris Technologies
Multi-Color Corporation
Proof: Positive
RCI Recruitment Solutions
Salica Construction
Staff Management | SMX
StarTek
Steltz & Brink, Ltd.
Talbert House
Tiptop Punch
Total Quality Logistics
Tusco Flooring, LLC
University of Cincinnati
Urban League of Greater Cincinnati
Utili-Comm South
Vixo Services
Zwicker & Associates
SuperJobs transitions, continues exceptional service

For the SuperJobs Center, 2011–12 was a year of transition. But as changes happened in management, staffing and facilities, dedication to the core mission—providing exceptional service to job seekers and employers—remained paramount.

In February, Mayor Mark Mallory, as the WIA Lead Elected Official, announced that Hamilton County Job & Family Services (HCJFS) was selected to manage operations at the SuperJobs Center beginning July 1, 2012, as recommended by the SWORWIB. The management of the One Stop had previously been under contract to ResCare, a private company, and HCJFS pledged that with this change, more funds would go into direct services to customers. During the spring of 2012, Kevin Holt, Workforce Section Chief at HCJFS, was named SuperJobs director as he worked with ResCare to transition operations.

At the same time, the lower level of the SuperJobs Center, previously used only for storage, was being converted to become a training site for job seekers. This project was led by Cincinnati State and Great Oaks Campuses, both Required Partners of the SuperJobs Center. The classrooms were scheduled to open in August.

In the midst of these changes, staff at SuperJobs continued to serve job seekers and employers, connecting them whenever possible. The Employer Services team worked with an array of private employers including Duke Energy, Group Health Associates, General Electric, DHL, and Ineos-ABS to set up hiring events to help screen job seekers as prospective hires. More than 200 employers came to SuperJobs for their hiring needs multiple times during the year.

The Employers Services staff at SuperJobs introduced more employers to On-the-Job Training accounts—better known as OJTs. This incentive reimburses employers up to $5,000 if they hire someone who is unemployed, and helps to cover the cost of training new employees. “Our managers are very excited about this program,” said Karen Clark, Manager of the Hourly Placement Office at GE. “All of our new hires require training, so a program like this makes sense for us.”

Virtual one-stop tested for Area 13

Area 13—Cincinnati and Hamilton County—is one of the Workforce Areas in Ohio that will benefit from a $12 million grant to expand the Ohio Means Jobs website into a “Virtual One Stop” for job seekers. The competitive Workforce Innovation Grant, awarded by the Department of Labor, will allow the State of Ohio to create the kinds of online tools that are now available only face-to-face at One Stops, noted Michael Colbert, Director of the Ohio Department of Job and Family Services. For example, the enhanced website will allow job seekers to create employment portfolios that they can use when applying for a job, and will also allow for online career counseling.

“We are early in our efforts but are on track to exceed historic norms related to job seekers enrolled in services, employers served repeatedly and dollars spent on tangible services. We have positioned ourselves to spend limited public dollars well while matching the needs of employers with the strengths of job seekers.”

As redevelopment continued in the City of Cincinnati’s core, employers turned to SuperJobs to help them connect to the community. The new Hollywood Casino at Broadway Commons, which plans to open in the Spring of 2013, enlisted SuperJobs as one of its community partners so that casino candidates can use the computers at SuperJobs for applications and virtual interviews.

Meanwhile, the Cincinnati Fire Department began to recruit for slots in its Training Academy for the first time in three years. Department officials turned to the one partner they knew could help ensure that all residents knew about this rewarding career—the SuperJobs Center. The SuperJobs staff coordinated with the Fire Department to set up information sessions on the Academy as well as Saturday study sessions to help job seekers prepare for the rigorous exam.

“SuperJobs is my new best friend,” said Fire Department recruiter Willie Jones, noting that the One Stop had become a vital partner in the recruiting process.

Unfortunately, plant closings and downsizings continued in Hamilton County. Almost 1,000 workers received pink slips during the year, ranging from Chiquita Brand’s 200 to 35 at Cincinnati Public Schools. Rapid Response services were provided to several employers, and will continue into 2012 for those at Cincinnati Bell and Hostess Brands.

“SuperJobs has a strong team of staff, supervisors, and partners in place,” said Holt. “We are early in our efforts but are on track to exceed historic norms related to job seekers enrolled in services, employers served repeatedly and dollars spent on tangible services. We have positioned ourselves to spend limited public dollars well while matching the needs of employers with the strengths of job seekers.”

NEW LEADERSHIP TEAM AT SUPERJOBS: Chuck Walters, left, Denise Becker, Latrisha Payne, Kevin Holt, Carolyn Reynolds, Tim Scott

Packed with more information, SuperJobs has a new and improved website: www.superjobs.com

Since 2008, the SWORWIB has either partnered on or supported grants that have brought almost $100 million to the region.
2012 SWORWIB BOARD OF DIRECTORS

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Frisch’s Inc.

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Macy’s Inc.

Vijay Sud, 2nd Vice Chair
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Brenda Gumbs
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Treasurer

Mike Conner
Chairman

2012 SUPER AWARD WINNERS

— SUPER EMPLOYER PARTNERS —
INEOS-ABS
Mercer Supply
DHL

— SUPER PARTNERS —
Kevin Celata
Communications Workers of America

Cathy Metcalf and Betty Robinson
Cincinnati Labor Agency for Social Services

Liza Smitherman
Justin Construction

Timothy Nolan
Greater Cincinnati Tech Prep

— SUPER VOLUNTEERS —
Dan Freese and John Morris
Ohio Valley Associated Builders and Contractors

Kevin Murray
CBC Specialties

— SUPER CONNECTOR —
Health Careers Collaborative of Greater Cincinnati
including Lawra Baumann, Alan Jones, Harry Snyder, Marianne Krisman

— SUPER EMPLOYEES —
Carolyn Reynolds and Lynn Murphy
SuperJobs Center

— SUPER EXECUTIVE AWARD —
Sherry Kelley Marshall
SWORWIB

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