WORKFORCE RESULTS

2013-2014 SWORWIB PROGRESS REPORT

208 HIRING EVENTS  JUL 2013 → JUN 2014

3380 JOB SEEKERS SERVED

1355 FOUND EMPLOYMENT

323 EMPLOYERS SERVED MORE THAN ONCE

561 ENROLLED IN TRAINING

2074 WIA ENROLLMENTS

TOP ZIP CODES OF OUR JOBSEEKING CUSTOMERS
45202
45214
45224
45231
45238

JUL 2013
JUN 2014

71 ON-THE-JOB TRAINING ACCOUNTS
Dear Friends:
I’m happy to report Cincinnati and the surrounding area are experiencing a renaissance that is bringing new investment, people and entertainment to our region. As I have said before, the city is on fire with new ideas and energy, and we have a positive momentum that we must nurture and grow.

Cincinnati’s diverse economy has been a source of strength for our region. The Queen City has more Fortune 500 companies per capita than many larger cities. It includes firms that specialize in manufacturing, consumer marketing, aviation engineering and medical research.

During the past year, we’ve closed on economic development deals that will bring more than 5,000 jobs to our area. They include bringing GE’s Global Operations Center to The Banks riverfront district; having Mercy Health build a new headquarters in Bond Hill; and consolidating Cincinnati Bell’s offices in downtown Cincinnati.

The deals will build on an already improving economic outlook. Greater Cincinnati’s jobless rate at the end of 2014 was 4.3 percent – its lowest level in 13 years and more than one percentage point lower than the national rate.

Yet we cannot lose sight of the fact that there are thousands of people in our region who are living in poverty and not benefiting from this prosperity. We cannot just assume that money will trickle down. We have a responsibility to provide real and meaningful opportunity for all.

That disparity is why the work of the Southwest Ohio Region Workforce Investment Board is so important. It brings together leaders from business, education, labor and government to develop and implement a comprehensive strategy to train our workforce to meet the demands of the 21st Century labor market.

Through the SWORWIB’s efforts, like the OhioMeansJobs Cincinnati/Hamilton County facility, our workers learn the skills they need to obtain meaningful employment and help create a brighter future.

The SWORWIB serves the people in our community in so many different ways every day. It fulfills a much-needed role and I hope you will join me in supporting its mission.

John J. Cranley,
Cincinnati Mayor and
Chief Lead Elected Official
Top 10 Achievements in 2014

1. OHIO ECONOMIC DEVELOPMENT ASSOCIATION (OEDA): The SWORWIB was the winner of the Award for Excellence in Workforce Development Innovation at the OEDA’s 2013 Annual Summit. OEDA commended the SWORWIB for its longtime commitment and support of career pathways in Southwest Ohio.

2. MANUFACTURING SKILLS STANDARDS COUNCIL (MSSC): Cincinnati hosted the national MSSC Annual Conference in June, 2014, where the SWORWIB was presented with a 2014 MSSC Recognition Award for being a stellar partner in training industrial athletes to serve the manufacturing industry. The SWORWIB is a leading proponent of the entry-level MSSC certification in tandem with the National Career Readiness Credential (NCRC).

3. SERVING VETERANS: THE SWORWIB partnered with MSSC for a regional Veterans Job Fair after the annual conference in June, 2014. President Marshall replaced a presenter and conducted career coaching in a pre-conference session. The SWORWIB has also supported the “Get Skills to Work” program, a national collaborative of the Manufacturing Institute and General Electric, that launched nationwide in late 2012 with its opening pilot in Cincinnati. Get Skills to Work is an accelerated skills training program that aims to train and match 100,000 Veterans to manufacturing jobs. As advocated by the SWORWIB, the National Career Readiness Credential (NCRC) and MSSC Certified Production Technician (CPT) credential form the base of entry training to these jobs.

4. SUPERJOBS BECOMES OHIO MEANS JOBS: Governor Kasich signed two bills in June 2013 – House Bill 1 requires all Ohio One Stops to use “Ohio Means Jobs” branding. House Bill 2 requires individuals receiving unemployment compensation to use OhioMeansJobs.com to assist in their job searches as a condition of receiving benefits. Our SuperJobs Center became OhioMeansJobs – Cincinnati/Hamilton County when the new branding was adopted in 2014.

5. NEW HOME: After five years and more than 1,000 middle school youth learning about careers in construction – as well as how to read a blueprint and use a hammer – the Middle School Construction Advocate program, a pilot program designed by the SWORWIB, was transferred to and is now managed by construction industry leader, Allied Construction Industries (ACI).

6. EMPLOYERS FIRST REGIONAL WORKFORCE NETWORK (EFRWN): Since 2001, the region’s four Workforce Board executives and One Stop Directors have been asked to meet have worked to meet the regional employers’ workforce needs. From 2011-2013, the SWORWIB served as the coordinating entity for this collaboration. In early 2014 we passed the baton back to the Northern Kentucky WIB in January 2014 to better support a $2.7 National Emergency Grant to assist workers from Comair, located at the Greater Cincinnati International Airport in Northern Kentucky, find jobs.

7. NEW 2014 GED®: The new GED test became effective January 2014 with more rigor, only computer based no hard copy version and a higher cost. The new computer-based test meant students could no longer take a paper version of the assessment after December 31, 2013. The SWORWIB encouraged GED training providers and testing agencies for a region-wide push to help 1,135 students pass their GED tests by the end of 2013.

8. OWIP AND TANF: The SWORWIB and Hamilton County Community Link were selected to administer a new program to help place Temporary Aid to Needy Families (TANF) customers into employment called Ohio Works Incentive Program (OWIP). Community Link consists of Talbert House and Easter Seals TriState. The OWIP program provides vocational assessments, career and/or educational plans, and weekly workshops related to getting and keeping a job. The goal of this program is to get a job and keep a job. The state awarded the SWORWIB $150,000 to initiate the program.

9. GRANTS AWARDED: Through June 2014, the SWORWIB has received federal, state and private grants totaling $158M. These grants have been awarded solely to the SWORWIB or in partnership with other economic and workforce organizations.

10. SWORWIB SHARES LOCAL SUCCESSES: President Marshall was asked to several workforce events throughout the year to share the SWORWIB’s strategies, programs and successes. The highlight of the year was her attendance, along with Mayor John Cranley and others, at the White House when President Obama announced initiatives to help the long-term employed get back to work. Other important activities included participation in the Clinton Global Initiative; US Conference of Mayors; National Association of Workforce Boards; ACT Foundation; Atlantic Magazine Conference at Siemens in Norwood; Governor Kasich’s Office of Workforce Transformation projects; National Endowment for Financial Education; and Ohio ACT Council.
SWORWIB Builds Career Pathways

Career pathways align education and training programs with industry needs to help individuals develop the skills to compete for in-demand jobs and advance in their careers, while helping employers access skilled workers for their growth.

In the tri-state region, the Southwest Ohio Region Workforce Investment Board (SWORWIB) has been an historic leader in building sector collaboratives and career pathways, partnering with other workforce boards (WIBs), chambers of commerce and particular school programs. When the Greater Cincinnati Foundation received a National Fund for Workforce Solutions grant, the WIBs of the region transferred staffing of the various industry sector initiatives to the Greater Cincinnati Workforce Network. Later this organization was renamed Partners for a Competitive Workforce (PCW).

The SWORWIB continues to support the following industry workforce efforts outlined below:

**HEALTHCARE**

A Healthcare Workforce Partnership was started in 1998 to work on entry-level positions in hospitals within Hamilton County. In 2003, it was expanded and renamed the Health Careers Collaborative of Greater Cincinnati (HCC). The goal of the HCC is to meet regional healthcare talent supply chain needs through training and career advancement of unemployed, underemployed and incumbent workers.

In an unusual and serendipitous funding and training situation, the SWORWIB and Cincinnati State were able to co-locate the HCC at our one-stop center to better align services.

**ADVANCED MANUFACTURING**

In response to projected workforce shortages in the advanced manufacturing industry, the workforce boards and chambers of the region created the Tri-State Regional Manufacturing Consortium in 2001 to provide connections between employers and the right training and curriculum for workers. In 2009, Partners for a Competitive Workforce reconvened and expanded this partnership into an Advanced Manufacturing Career Pathway Team, which has worked on marketing to and recruiting Veterans and high school students into the industry and creating an employer-driven apprenticeship program.

Since 2002, this work has been driven by the SWORWIB, first with a partnership known as Careers Under Construction and in 2008 with a middle school outreach focus funded almost entirely by the Spirit of Construction Foundation. In the fall of 2013, the middle school outreach program was transferred to the Allied Construction Industries to continue based on the nearly five-year pilot by the SWORWIB.

**INFORMATION TECHNOLOGY**

The Cincinnati region is home to a disproportionately high number of flagship companies, including Procter & Gamble, General Electric, Kroger, Citi, Macy’s, Great American, Western Southern, Luxottica, and Cintas. IT leaders from the region’s flagship companies have collaborated to develop the IT talent pipeline.

The SWORWIB undertook the first regional technology workforce skills initiative in 2002-2004 lead by the Chamber’s Workforce Solutions Team and funded by the Greater Cincinnati Foundation. In 2005, IT employers developed the InterAlliance to inform young people about IT skills for the future. In 2012, Partners for a Competitive Workforce (PCW) fully leveraged the cohesiveness and critical mass of these core IT employers by teaming up with the Chief Information Officers Roundtable, the Cincinnati USA Regional Chamber and WIBs in the region.

For adult IT programming workforce challenges, the SWORWIB has partnered with industry leaders on several IT training programs, developing new approaches to train incumbent and dislocated workers that have resulted in high placement in IT jobs.

**LOOKING AHEAD**

Partners throughout the region are now organizing to form additional industry and career pathway partnerships with business, finance and transportation/distribution and logistics.
SWORWIB Focuses on Youth

With the focus on credentials, career pathways, apprenticeships programs and employment, SWORWIB youth providers – Cincinnati State Technical and Community College, Cincinnati Youth Collaborative/Job for Cincinnati Graduates (JCG), Easter Seals Tri-State, Lighthouse Youth Services and Santa Maria Community Center/Literacy Center West – continued services for in-school, out-of-school and foster care youth. Contracts with all youth providers were extended from July 1, 2014, through June 30, 2015, under WIA. However, a two-year RFP for program years 2015-2017 will be issued in early 2015 under the new federal Workforce Investment and Opportunity Act (WIOA) and is anticipated to support a higher percentage of funding for out-of-school youth, a strategy the SWORWIB has supported for the last few years.

YOUTH PERSPECTIVES

In 2014, three young people were named to the Emerging Workforce Development Council (EWDC) as Youth Perspective Team members. Under the Workforce Investment Act, at least one youth is required to be a member of the EWDC. New 2014 Youth Perspective Team members included Adrian Farmer, enrolled in Job Corps; Kevin Beck, a former client of Literacy Center West; and Anthony Steagall, a senior at Aiken New Career Tech High School and a member of Cincinnati Youth Collaborative’s Jobs for Cincinnati Graduates (JCG) program.

Farmer, a Mt. Healthy High School dropout, said while working at Chipotle, “A light bulb went off. I knew I had to get an education to begin getting the things I wanted out of life.” He then enrolled in Job Corps, received his high school diploma and is now studying office administration.

Beck, who dropped out of school due to chronic illness, got his GED a month after walking into Literacy Center West, then a job at Amazon, where he has received a promotion and a raise. He hopes to take advantage of the company’s tuition reimbursement program.

Steagall, the newest member of the Youth Perspective Team, was part of Cincinnati Youth Collaborative/Jobs for Cincinnati Graduates, graduated from Aiken High School and is now attending Wright State University. Steagall received a $10,000 first-generation college student scholarship and is majoring in sports science with hopes of becoming a personal trainer.

CONNECTING THE DOTS FOSTER CARE PROGRAM

Our workforce area, known as Ohio WIA #13, is one of five sites selected by ODJFS to be part of the Connecting the Dots initiative. The goal of this initiative is to dramatically improve the educational and employment outcomes for Hamilton County youth, ages 16-21, which have aged out or are aging out of foster care. This delivery model also aims to successfully transition these youth into adulthood and reduce the rates of early motherhood/fatherhood, homelessness and incarceration. Connecting the Dots began March 2013 and runs through June 2015.

PY 2014 In-School Youth Providers

Cincinnati Youth Commission/ Jobs for Cincinnati Graduates (JCG) cycyouth.org

Lighthouse Youth Services lys.org

PY2014 Out-Of-School Youth Providers

Cincinnati State cincinnatistate.edu

Easter Seals TriState easterseals.com/swohio/our-programs/youth-services

Santa Maria Community Services/ Literacy Center West santamaria-cincy.org/programs/education/literacy-center-west

Steagall

Farmer

Beck
What is an OJT?

An “On-the-Job” (OJT) Training account is a workforce tool for serving both the employer and an eligible jobseeker through underwriting a portion of the wages of the employee who needs training while they are “in training” on the job. OJT’s are funded by the Workforce Investment Act (WIA).

On-the-job training is a WIN/WIN/WIN/WIN for everyone – employers, jobseekers, the workforce marketplace and economic development – providing an eligible worker with an opportunity to receive needed job-specific training while earning a paycheck, with an employer who is willing to provide that training themselves – training the worker the way they need for them to be trained. The employer, in return, gets financial compensation up to $5,000 while the new employee learns the new skills or for classroom training or both. The employer works together with the business services representative to develop a training plan that addresses the skills to be learned during a specific period of time (typically not to exceed six months).

FEATURED EMPLOYERS

GENERAL MILLS is a huge supporter of OJTs for their employees. OJT accounts provide employers with funds needed to build the skills of their workers. The training program at General Mills is approximately 12 weeks and provides new employees with highly specialized and transferable skills. The starting wage at General Mills is $16.50.

SAMUEL ADAMS in Cincinnati’s West End was one of the manufacturing companies that received OJT accounts in 2014. With 62% of the all OJT participants represented in manufacturing, it is a sign that manufacturing hires with good salaries are available in the Cincinnati-Hamilton County area. OJT accounts for six Samuel Adams employees provided just the right skills training to meet the company’s needs. These OJTs were eligible for a starting salary of $18.14/hour making Sam Adams one of the higher wage manufacturers in Area 13.

When RICHARDS INDUSTRIES Vice President of Human Resources Cheryl Neiheisel first heard about On-the-Job Training Accounts, she found it hard to believe that employers could get support for the cost of training new workers. She connected with the Employers Services Manager at OhioMeansJobs Cincinnati-Hamilton County to learn more. Richards, a medium-sized valve machining shop, has recently hired entry-level machinists, as well as engineering, sales and assembly workers receiving OJTs. For Neiheisel and Richards, it’s all about using the tools available to plug the manufacturing skills gap. Neiheisel has also forged a strong partnership with the Employer Services Team at the OMJ Center.

During 2013-2014, 23 companies received 71 On-the-Job Training Accounts. Of the companies, 62% are manufacturing, 15% professional/technical; 10% healthcare. Other companies served represented construction, customer service and financial services. The low end of the salary range was $8.00 and the high end was at $24.04. The average salary for the OJTs was $15.43.

EMPLOYERS SERVED

A&A Wall Systems
Aero Propulsion Support
BFS Retail
Cast Fab
Elan Technologies
Exclusive Services
General Mills
In Living Support
INEOS ABS (USA) Corp.
Metalquest
Newman Brothers
Phoenix Data Corporation
Pinnacle Protection
Agency
Pomeroy
Prosthetix
PB Tool & Mfg
Richards Industries
Samuel Adams
Teamlogic
Tri City Staffing Services
Tri-State Medical
United Envelope

Job Seeker Demographics

<table>
<thead>
<tr>
<th>Race</th>
<th>Total</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Black</td>
<td>20</td>
<td>28%</td>
</tr>
<tr>
<td>White</td>
<td>47</td>
<td>66%</td>
</tr>
<tr>
<td>White, Black</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Not Declared</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>71</td>
<td>100%</td>
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</table>

<table>
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<tr>
<th>Gender</th>
<th>Total</th>
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<tr>
<td>Female</td>
<td>15</td>
<td>21%</td>
</tr>
<tr>
<td>Male</td>
<td>56</td>
<td>79%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>71</td>
<td>100%</td>
</tr>
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</table>
Custom Services Meet Business Needs

All services provided through OhioMeansJobs are customized to the individual business partner’s needs by a member of the business services unit who is paired with the employer to help the employer best use OhioMeansJobs services.

The most frequently used services by local employers are direct services such as hiring events, job posting and candidate recruitment, professional training through the use of Individual Training Accounts to improve the skills of candidates, OJT's as featured on page 6 and supportive services to assist with transportation, tools, or clothing needs of candidates.

The OhioMeansJobs Business Services unit organized 208 hiring events for 78 different employers for July 2013 – June 2014. Equally important is the fact that 55% of the confirmed employment offers for the year were tied directly to employers that held hiring events at the OhioMeansJobs Center.

Although not a required performance measure under the Workforce Investment Act federally, the SWORWIB has local performance measures for the OhioMeansJobs Center such as the hiring events with employers. Additionally, the SWORWIB has advocated at the state and federal levels that an employer performance measure be determined related to hiring events and to the number of employers who are repeat business customers for our services.

Below is a chart demonstrating our ability to meet the federal performance measures for jobseekers, and also a chart showing our success with job starts for our jobseekers and employers for average and media wages when jobseekers have been trained through either an individual training account with an eligible training provider or directly trained by the employer through an On-the-Job training account. These two training options dramatically improve the wage results for our jobseekers over those jobseeking customers we assist without a training component.

<table>
<thead>
<tr>
<th>WIA Wage Per Hour</th>
<th>Job Start Dates July 2013 – June 2-14</th>
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<tbody>
<tr>
<td></td>
<td>ITA $16.19</td>
</tr>
<tr>
<td></td>
<td>OJT $15.43</td>
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<tr>
<td></td>
<td>NonTrain $10.40</td>
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<tr>
<td></td>
<td>ITA $17.50</td>
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<tr>
<td></td>
<td>OJT $15.00</td>
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<tr>
<td></td>
<td>NonTrain $10.00</td>
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<tr>
<td></td>
<td>AVERAGE WAGE</td>
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<td></td>
<td>MEDIAN WAGE</td>
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<table>
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<tr>
<th>Performance Measures</th>
<th>BENCHMARK</th>
<th>GOAL</th>
<th>YEAR END STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received Staff Assisted WIA Service</td>
<td>1,631</td>
<td>2074</td>
<td>MET</td>
</tr>
<tr>
<td>Individual Classroom Training with WIB Approved Vendor after receiving WIA Core and Intensive Services</td>
<td>423</td>
<td>56</td>
<td>MET</td>
</tr>
<tr>
<td>Placed into a full-time job of at least 30 hours per week or 20 for those with disabilities or criminal backgrounds</td>
<td>665</td>
<td>1355</td>
<td>MET</td>
</tr>
<tr>
<td>Received multiple services consisting of On-the-Job Training, Hiring Event, On-Site Consultation and Job Posting</td>
<td>302</td>
<td>323</td>
<td>MET</td>
</tr>
</tbody>
</table>

Rapid Response Aids People Affected By Layoffs And Closings

Rapid Response is a pro-active, business-focused, and flexible strategy designed primarily to respond to layoffs and plant closings by quickly coordinating services and providing immediate aid to companies and their affected workers. The Area 13 Rapid Response team includes the SWORWIB, OMJ operator and ODJFS staff. Area 13 received $300,000 in Rapid Response Funds from the State of Ohio to address a series of layoffs in Hamilton County. The OhioMeansJobs Center managed nine Rapid Response orientations, which affected 509 job seekers. An additional $650,000 was received from the Ohio Department of Job and Family Services for Individual Training accounts and On-the-Job Training Accounts for Area 13. Funding helped soften the impact of a 26% cut in formula funding for Program Year 2013, which was the biggest hit of any metro area in Ohio.

Samples of the Rapid Response employers served include Honeywell, Bank of America, and Barnes and Noble. Rapid Response services rated highly on Satisfaction Surveys completed by both employers and affected employees. Honeywell rated the Rapid Response Team an 8.6 and 8.68 respectively on a 10-point scale. Dislocated workers need assistance to deal with the loss of their employment generally through no fault of their own but rather company business requirements. Working with them to refresh their skills and competencies and educate them about the new world of job searching are critical contributions to their success in obtaining new employment as indicated by these oft repeated comments from those who receive transition services.

This has been the best use of time I could imagine to move forward. Thank you.

These services were very helpful to us all in a very uncertain time.

Learning the online job search skills was something very new to me and helped me get a new job before the closing day of the plant.

I’ve worked for 20 years so redoing my resume was a big deal and I don’t think I could have updated it and gotten a job without the OMJ services.
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The Cincinnati Bar Foundation

Karen Wessel, Treasurer
US Bank

Sherry Kelley Marshall, President/CEO
Southwest Ohio Region Workforce Investment Board

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Margaret Fox
Metropolitan Area Religious Coalition

Sansevera Frazier
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Richard Harris
Critical Commodities

Shawn Harter
Fifth Third Bank

Derek Jackson
Summit Solutions Group

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Joseph Kramer
Henkle, Schueler & Associates

Andrew Lotter
21c Hotel

Maggie Lund
Mercy Health

Paul Magnus
Mature Services

Kathy Maybrir
Ohio Department of Job & Family Services

Walter McCarty
TriHealth

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Fidelity Investments

Ricardo Moncada
Acquisition/Merger Consultant

Chris Monzel
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Love’s

Ruth Nkruman-Martty
Michael Staffing Services

Johnmark Oudersluys
City Link

Terry Phillips
Allied Construction Industries

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Fifth & Pacific Companies

Lisa Rexroat-Steele
Horseshoe Casino Cincinnati

Eric Riddick
Pridestaff

Dan Ripberger
RSC Advisory Group

Gwen Robinson
CHCCAA

Jennifer Roeder
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Safi W. Safi
Wally Construction Company

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Cincinnati AFL-CIO Labor Council

Harry Snyder
Great Oaks

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TV One

Barry Strum
HCBC

Tyrone Stuckey
TYS Construction Services

Vijay Sud
Deloitte Consulting

Amy Tanaka
Vox Services

Teresa Tanner
Fifth Third Bancorp

Brian Thomas
Graydon Head & Ritchey

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Alicia Tidwell
Luxottica

Gregg Toebbe
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Todd Utherstaedt
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Beverly Williams
Cincinnati Jobs Corp

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Perfetti Van Melle USA

Pamela Wilson
Humana

Charles Wright
United Way of Greater Cincinnati

Steve Vancey
The Kroger Co.

Christopher Young
ClaimLink, LLC

Allen Zink
Fifth Third Bank

2014 SWORWIB STAFF

Sherry Kelley Marshall, President/CEO

Wesley Miller, OMJ Center Facility Manager

Tamara Nared, Operations Coordinator

Not pictured: Patricia Massey (retired), Kathleen Williams (resigned), Dominique Springs, Summer Intern (completed)

The 2013-2014 Progress Report is a publication of the Southwest Ohio Region Workforce Investment Board

Great Oaks Instructional Resource Center

Room 102

500 Great Oaks Drive • Cincinnati, Ohio 45241

513.612.3678 • www.sworwib.org

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2014 SUPERAWARD WINNERS

SUPER EMPLOYERS

Great American

Paycor

Richards Industries

Element Materials Technology

General Electric

Bob Evans

SUPER LABOR PARTNERS

Greater Cincinnati Construction and Building Trades Council

IBEW/NECA

SUPER EMPLOYEES

OhioMeansJobs Center – Wesley Miller, Lynn Murphy, Tim Scott

OhioMeansJobs Center Employer Services Team – Chuck Walters, Rosemary Pettersen, Kathleen Bussemeyer and Jaime Ireland

SUPER YOUTH ADVOCATES

Tim Arnold, Lawn Life

Leta White, Cincinnati Youth Collaborative/JCG

Shawn Kerley, Community Action Agency