

Greetings!

Thankfully, funding for the [Workforce Investment Act](#) is maintained in the continuing resolution for Federal Fiscal Year 2011. About [\\$182 million](#) in WIA funding will be cut within FY 2011 (Oct. 1, 2010- Sept. 30, 2011), according to the [National Association of Workforce Boards](#). But that is considerably more support to continue workforce services to Americans than the original House 2011 budget proposal, which was to eliminate WIA funding.

"Partners in our one-stop have also been impacted, but far less so than the original budget proposal," says **Sherry Kelley Marshall**, President/CEO of the Southwest Ohio Region Workforce Investment Board (SWORWIB). "We thank them all for their efforts to inform elected officials about their work and the interrelationships of these efforts to support youth, adults, dislocated workers and employers in this struggling recovery."

Marshall also praised **Mike Conner**, chairman of the SWORWIB, whose letters in support of funding for WIA went to Ohio's senators and the Greater Cincinnati congressional delegation as well as House Speaker **John Boehner** of West Chester. Conner also had an op-ed published in the Cincinnati Enquirer documenting the importance of workforce funding to employers, and was interviewed by Bloomberg News on the subject. *(See links to those articles in Short Takes below).



Executives of Southwest Ohio Workforce Investment Boards met recently with staff members of House Speaker John Boehner at his West Chester office to discuss WIA funding. From left, Ryan Day, District Director for Speaker Boehner; Rosie Picklesimer, Director of Area 1; Sherry Kelley Marshall, President/CEO of Area 13; Jeff Weber, Executive Director of Area 12, and John Trott, Executive Director of Area 7.

WIBS, ENERGY COMPANIES COLLABORATE ON WORKFORCE NEEDS

It's no secret that energy companies are concerned that as their boomer-heavy workforce nears retirement, they won't have younger people with the skills needed to step into those jobs. Enter the [Bill and Melinda Gates Foundation](#), which funded [\\$1.37 million](#) in 2010 to the [Center for Energy Workforce Development](#) to develop a career path for 16- to 26-year-olds from disadvantaged backgrounds to move into those jobs. The [Ohio Energy Workforce Consortium](#) is participating.

On March 25, Area 13, representing Cincinnati and Hamilton County, hosted [Duke Energy](#) and [Dayton Power and Light](#) for a kick-off meeting at the Super Jobs Center to discuss those career

paths with educational providers, workforce specialists and labor representatives from around Southern Ohio.

Literally thousands of jobs will need to be filled in the next decade, according to the Center for Energy Workforce Development. Education and training for these career fields requires considerable time and effort. The jobs include lineworkers, plant and field operators, technician and engineers.

One-stop centers and youth councils will be instrumental to inform their customers about this career path, which will build on stackable certificates that can lead to an Associates Degree and beyond, said **Sherry Kelley Marshall**.

"We are excited to be working with Southwest Ohio's utility companies to inform youth about these opportunities," said Marshall. Meanwhile, Workforce Investment Boards throughout Southern Ohio are collaborating on an energy career pathway grant application to the Department of Labor for adult and dislocated workers, she said.



Stay tuned for more information as this career pathway develops.

SWORWIB PARTNERS OFFER MSSC AT PLANTS

When it comes to serving dislocated workers, partnerships often hold the key.

That's the case at both [Beam Global Spirits & Wine](#) in Cincinnati and [Avon Products Inc.](#) in Springdale. Thanks to a partnership between the SWORWIB and Alliance for Green Manufacturing Skills Training, a certification class in manufacturing is being offered on-site to workers at both plants.

[The Manufacturing Skills Standard Council](#) is the only industry-led, nationally recognized certification program for entry-level production workers to front-line supervisors. Its [Certified Production Technician](#) (CPT) certificate has been embraced by many in the workforce arena who want to see a universally recognized certification for entry-level manufacturing workers, says Sherry Kelley Marshall, President/CEO of the SWORWIB.

The CPT involves four successive modules -- safety; quality practices and measurement; manufacturing processes and production; and maintenance awareness. Participants must pass each module to get their Master Certification.

The Alliance for Green Manufacturing Skills Training is administering a \$3.9 million Department of Labor grant to retrain dislocated manufacturing workers. Marshall worked closely with **Dana Davidson**, Program Coordinator at the Alliance, and the Cincinnati Labor Agency for Social Services (CLASS) to set up MSSC training at Avon and Jim Beam. (The Alliance, which is headquartered in Dayton, is comprised of the [IUE-CWA](#) and the Area 7 Workforce Investment Board.) "The workers at both plants fit the profile for this type of training," says Davidson.

Twenty-six workers are enrolled at Avon and 24 at Jim Beam, says **Michelle Dillingham**, Project Manager at CLASS. Dillingham is coordinating the program at both plants along with her colleague, CLASS Executive Director **Cathy Metcalf**. Those being trained may be veteran manufacturing workers, but the CPT demonstrates their mastery of skills, says Dillingham. Metcalf adds, "It is a portable certificate that they can take with them to various employers."

Since all training costs are covered by the grant, workers can preserve their funding benefits from Trade Adjustment Assistance or the Workforce Investment Act, notes Marshall who believes that this leveraging of partnership really pays off for the worker.

Buoyed by the strong response to the MSSC training, Dillingham and Metcalf are recruiting more workers at both plants for a second round of classes.

UNITED WAY UNVEILS NEW CONFERENCE CENTER

Congratulation to [United Way of Greater Cincinnati](#), which recently celebrated the opening of its renovated human services center and new Fifth Third Convening Center.

The capital project, which spanned 18 months, replaced United Way's antiquated plumbing, electrical and mechanical systems. The building, which sits in Mt. Auburn on the Reading Road corridor connecting Downtown and Uptown, was built in 1915. The centerpiece of the project is the new, 5,600-square-foot Fifth Third Convening Center, a conference and training facility accommodating as many as 280 people. The Convening Center and renovated offices both feature updated, digital technology to support the emergence of electronic communication and "e-giving."



Fifth Third Convening Center at United Way

"This renovation will enable us to better serve the community in the future," says **Robert C. Reifsnyder**, United Way president and CEO, who has served on the Southwest Ohio Region Workforce Investment Board. "We are committed to Greater Cincinnati and intend on being here for many years to come. This renovation will allow us to operate in a safe, modern office space and continue offering service to people seeking human services."

The project was made possible through New Markets Tax Credit financing. A capital campaign is currently underway.

The SWORWIB is working closely with United Way on [Bold Goals](#) for the region in the areas of income, education and health, says Sherry Kelley Marshall. The Bold Goals were developed by United Way and numerous community and civic partners and are included in United Way's new strategic plan, *Impact 2020*.

EMPLOYER SUCCESS STORY: ST. BERNARD SOAP CO.

Alan Wedgeworth, Human Resources Manager at [St. Bernard Soap Co.](#), decided to find out for himself what full service meant when he was told that the [Super Jobs Center](#) provided an array of recruiting services for Hamilton County and Cincinnati employers.

Wedgeworth met with Business Services Representative **Jan Thomas**, and it wasn't long before Thomas had taken over part of the rigorous screening St. Bernard Soap required before it hired anyone. "We have a process that takes an enormous amount of effort," says Wedgeworth of his company, which is the largest contract manufacturer of bar soap in North America, and produces such well-known brands as Zest, Ivory and Olay. "In the past, we would post a job on Career Builder. I would then screen resumes, have my assistants contact individuals, bring them in for a scored interview, then have the best come back for a second interview and tour of the plant to see if they were a good fit, and then finally offer them a job."



"I wanted to know if SuperJobs could take over part of this for us, and Jan said yes." Now, Wedgeworth sends resumes to Thomas; she calls the applicants, interviews them and scores the interviews based on criteria developed for St. Bernard Soap. "She sends me a scored packet. I go through that and eventually hire the best," he says.

Since Wedgeworth started working with SuperJobs, he has hired about 40 entry-level manufacturing workers through the SuperJobs Center. "Our business services rep at SuperJobs has really calibrated the process for us," he says.

Wedgeworth says this service is a huge value to him and his company. "We are paying for this service through our taxes, and this allows us to use the company's resources in other ways. What SuperJobs does for us is very important. Jan knows what we are looking for. I know when I get referrals from her, they will be a good fit for us."

SHORT TAKES: EMPLOYERS FIRST MEETS WITH CHAMBER EXECs

EMPLOYERS FIRST: Workforce executives of Employers First Regional Workforce Consortium met April 14 at the Metropolitan Club in Covington, Ky., with Chamber executives from around the Tri-State to introduce them to the Consortium and its various initiatives. Among those attending were **John Bosse**, Cincinnati USA Chamber of Commerce; **Mike Rozzo**, Dearborn County Chamber of Commerce; **Matt Van Sant**, Clermont Chamber of Commerce; **Angie Morgan**, Northeast Cincinnati Chamber of Commerce; **Bill Triick**, The Chamber of Commerce of Middletown, Monroe and Trenton, and **Sara Arsneneau**, Lebanon Area Chamber of Commerce

Employers First is holding a follow-up meeting May 17 at Jungle Jim's in Fairfield to release more data it has gathered from surveys with area employers. The Tri-State Regional Jobs Summit will begin at 9:30 a.m. Space is limited; RSVP to Lucy at 317-489-3440 or lhouchin@tpma-inc.com.

IN THE NEWS:

Mike Conner quoted in [Bloomberg story](#) on potential WIA cuts

Mike Conner's [op-ed](#) in the Enquirer on WIA's impact

WCPO story on long-term [job development efforts](#) paying off



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