



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

The latest news from
The Southwest Ohio Region
Workforce Investment Board



NEWSWIB

December 2013

We've raised the bar ... now see our results



In our just released [Annual Report](#), the Southwest Ohio Region Workforce Investment Board celebrated numbers that surpassed previous years -- and showed the impact of federal workforce investment spending in Cincinnati and Hamilton County.

For Program Year 2013, the SuperJobs Center, the one stop job center in the city and county, served 5,198 job seekers. Of those, 365 enrolled in skills training, and 113 were hired through the use of On-the-Job Training Accounts. Almost 800 found jobs with the help of the staff at the SuperJobs Center. During the same year, more than 300 employers used the services at SuperJobs for help in hiring.

"Workforce services make a difference," said **Sherry Kelley Marshall**, President/CEO of the SWORWIB. "Ask any one of the 800 people who got a job with the help of these services. It is important to realize that getting people back into the workforce makes our regional economy stronger."

MSSC presents 50,000th credential to Cincinnati veteran



Dennis Ulrich, left, Daniel Kessler, and Leo Reddy.

The [SWORWIB](#) hosted the [Manufacturing Skill Standards Council](#) as it presented its 50,000th credential to Navy veteran **Daniel Kessler** Dec. 10 at the SuperJobs Center.

Kessler, 27, of Cincinnati, received an honorable discharge from the U.S. Navy in June 2013, after serving 7 years as a naval firefighter. He applied for a job with the Cincinnati Fire Department, where he made the first but not final cut. He then enrolled in the [Get Skills to Work](#) program at [Cincinnati State Technical and Community College](#). Having passed the complete MSSC curriculum, Kessler is now a Certified Production Technician (CPT).

Leo Reddy, Chairman and CEO of the MSSC, presented a framed certificate to Kessler. Kessler, with a big smile, thanked Reddy. He added that until he connected with the Get Skills program, he was unsure of how to write a resume.



From left, Connie Laug, District Director for Sen. Rob Portman; Jeff Groenke, Economic Development Director for Rep. Brad Wenstrup; Erin Clemons, Field Representative for Speaker John Boehner, and Leo Reddy.

Among the presenters were **Dennis Ulrich**, Vice President of Workforce Development at Cincinnati State; **Cathy Metcalf**, Director of the [Cincinnati Labor Agency for Social Services](#); **Shirley Maul**, Workforce Development Manager, [Community Action Agency](#); **David Dreith**, Vice President, [Easter Seals TriState](#); **Janice Urbanik**, Executive Director, [Partners for a Competitive Workforce](#); and **Dorothy Smoot**, Chief Program Officer, [Urban League of Greater Cincinnati](#). All these organizations, as well as the SWORWIB, either offer MSSC training or fund training to dislocated workers, or low-income disadvantaged people, with the goal of getting better trained workers into advanced manufacturing.

"We've been so impressed at how this community has come together in offering MSSC training to so many workers," said Reddy. The MSSC's credentials ensure that a worker possesses the

necessary core, technical skills to enter manufacturing. It is endorsed by the Manufacturing Institute, and has been embraced by companies both local and nationwide, including [General Electric](#).

"We know employers are invested in this," said **Sherry Kelley Marshall**, President/CEO of the SWORWIB. The SWORWIB first began to advocate for the MSSC in 2010-11 when it partnered with the [Communication Workers of America](#) and CLASS to offer MSSC training to workers who were losing their jobs as Avon, Beam Spirits and Wine, and Graphic Packaging closed their Hamilton County operations.

Scott Ellsworth, Vice President of U.S. Operations at [Tjpc Punch](#), and an early advocate for MSSC training, said the workers who take the eight weeks of training "show that they are committed to staying, and committed to learning. If they show up with a credential, I will sit down and talk to them. And if I don't have an opening, I'll send them to another company that does."

Rick Franceschina, a Navy veteran who completed the Get Skills program in April, said the program is responsible for his "dream job" - he is now working a welder at the GE plant in Beaver Creek. "I'm 55 years old," he said. "Who would have thought I would get a job at GE?"

Connie Laug, District Director for **U.S. Sen. Rob Portman**; **Jeff Groenke**, Economic Development Director for **U.S. Rep. Brad Wenstrup**, and **Erin Clemons**, Field Representative for **House Speaker John Boehner** attended the event. Laug read a letter from Sen. Portman which noted that "I am particularly proud that many of these efforts are being directed towards getting good jobs for our returning veterans. These men and women have stood up for us, and now MSSC is standing up for them and their families' futures."

Cincinnati and the SWORWIB will host the MSSC in June, when it holds its annual conference. Stories on the Dec. 10 event can be found [here](#) and [here](#).

Short takes

Tidwell, Bartick, Urbanik, Throckmorton honored

The SWORWIB congratulates new board member **Alicia Tidwell**, Senior Manager of Diversity and Inclusion at [Luxottica](#), who was selected for 2013 WE Celebrate Awards /Business of the Year, for the company's mentoring program at Withrow High School and its Vision Center at Oyler School. Congratulations go as well to **Denise Bartick**, President/CEO of [MAX Technical Training](#), who won the WE Award for Best New Product. Bartick's company launched a program in Developer Apprenticeship training, connecting displaced workers who took the rigorous classes to Cincinnati companies looking for IT workers. The SWORWIB partnered on this initiative. **Janice Urbanik**, Executive Director of Partners for a Competitive Workforce, won Mentor of the Year, particularly for her work with the YWCA's Rosie's Girls. **Robin Throckmorton**, President of [strategic HR Inc.](#), and a member of our board, was a finalist in the Business of the Year category. The WE (Women Excel) Celebrate Awards are sponsored by the [Cincinnati USA Regional Chamber](#). Congratulations to all on this splendid recognition!

In the news

SWORWIB [wins](#) innovation award

Chamber's Currents [promotes](#) our Annual Report

Cincinnati veteran [to earn](#) 50,000th credential

Want a job? Get this [credential](#)