

Greetings!

Thanks to strong performances, contracts for the SWORWIB's five youth providers have been extended a year until June 30, 2012.

"The providers -[Connect2Success](#), [Easter Seals Work Resource Center](#), [Jobs for Cincinnati Graduates](#), [Lighthouse Youth Services](#), and [Literacy Center West](#) - have performed exceptionally well," says **Nicole Ware**, Emerging Workforce Development Coordinator. Ohio's performance measures for the year ending June 30, 2010, showed that Area 13 exceeded in all three youth criteria: placement in employment or education, attainment of a degree or certificate, and literacy and numeracy gains, notes Ware.

The contract began on July 1, 2009, and was originally for two years. It called for the five providers to serve 897 youth over that period. The providers have served 551 youth to date, says Ware.

"The commitment of our youth providers is evident in these outcomes," says **Sherry Kelley Marshall**, President and CEO. "We congratulate them on their performances."

CONSTRUCTION CORNER: KIDS ENJOYING AFTER-SCHOOL CLUBS

Afterschool Construction Clubs are just wrapping up at Quebec Heights and Ethel Taylor Academy. The clubs are for sixth-, seventh-, and eighth-graders, and each week the SWORWIB's Build Your Future program has brought in contractors from the [Ohio Valley Chapter of Associated Builders and Contractors](#), to work with the students and show them all of the phases of construction: site work, concrete, carpentry, electrical wiring, pipefitting, and more.

The Construction Club students built projects from start to finish - and they loved it! They got to use tools and materials, and they also saw the way math and science are used in construction work.

"The program has given the students a much greater insight into the construction industry and all that we have to offer," said ABC President **Kathy Somers**. "It is just the type of activity that will help us attract and groom new entrants into our industry to help address anticipated shortages."

The students will take a field trip at the end of the school quarter to visit the construction program at Woodward High School. The visit will reinforce the message they've absorbed in their clubs: that construction work is challenging, rewarding, and sometimes even fun!



Dan Freese, President of United Group Services and ABC, steadies the two-by-fours while Phillip Miller, a student, secures them during Construction Club at Quebec Heights.

SPIRIT OF CONSTRUCTION HOLDS GALA

The [Spirit of Construction Foundation](#) held its 15th annual gala event Oct. 16 to honor the titans of the industry and to raise funds to help underwrite the foundation's construction careers initiative. The entry to the gala was decorated with four large banners illustrated with photographs from the programs currently sponsored by the foundation: Middle School Advocacy, Rosie's Girls, Bond at the Betts, and Construction Career Days.

The outreach and career development efforts were described during a presentation by **Tonya Beesley** of [Baker Concrete](#). Beesley is the current vice president of the foundation's board of directors.

"When we place a tool in a student's hand - often for the first time - we see a transformation," Beesley said. "They come alive to the creativity and the gratification of construction work, and see a glimpse of a future that they can attain - a successful future."

The black-tie event was held at the Duke Energy Convention Center, and guests were entertained by the music of the Pete Wagner Band.

MEET OUR REQUIRED PARTNER: MATURE SERVICES

The recession has not been kind to "mature" workers - just ask anyone over the age of 50 who has been laid off since 2008. "Of the 14.9 million unemployed, more than 2.2 million are 55 or older," notes a recent story in the New York Times. "Nearly half of them have been unemployed six months or longer, according to the Labor Department."

That makes the offerings of [Mature Services](#), a required partner of the Super Jobs Center since 2006, very valuable indeed.

Mature Services offers two programs to help tackle this issue, says **Paul Magnus**, Vice President of Workforce Development: **Senior Community Service Employment Program** and **Job Club for Mature Workers**.

Senior Community Service targets low-income adults who are 55 and older, face barriers to employment and are actively seeking work.

Job Club targets individuals 50 years and older, unemployed or underemployed, who need to update their job readiness skills.

Customers are referred through job fairs; partners including SuperJobs, Job and Family Services, and Great Oaks; and word of mouth.

In the last two years, Mature Services in Hamilton County saw a significant rise in its number of customers. In fiscal year 2009, Senior Community Service enrolled 118 participants and in 2010, that number rose to 185, says **Rita Stall**, Program Director. Since July 2010, Mature Services has placed 23 customers into jobs, notes Stall, with several pending.

"When older workers lose their job in a recession like this, it can be devastating," says Magnus. "We can help them develop the tools they need to get back into the workforce."



Paul Magnus

BEAM TRANSITION TEAM TO HOLD ITS FIRST OUTREACH FAIR

Jim Beam Transition Leadership Team is gearing up for its first outreach fair, to be held Nov. 4 at Beam Global Spirits and Wine plant in Cincinnati.

Beam announced in November 2009 it would be close its Carthage facility, where it produces DeKuyper single-serve liquers, and move that work to plants in Frankfort and Clermont, Ky. Close to 200 employees were to be affected by the change. The Carthage plant has operated for more than 100 years.

Beam will shut down its Cincinnati operations by the second quarter of 2011, says **Diane Walsh**, a member of the Transition Leadership Team who is coordinating the outreach fair.

"We are expecting a good turnout at the fair," she says. "We have representatives from Ohio Means Jobs, the Super Jobs Center, Workforce One of Butler County, the state's Unemployment Office, Veterans Affairs, and United Way."

The Transition Team, which includes Rapid Response Coordinator **Carolyn Reynolds** from the SuperJobs Center, has been meeting regularly since May 2010, Walsh says, to help workers as they seek to improve their skills as they begin to look for another job.

REGION'S BUSINESS SERVICES REPRESENTATIVES MEET

Business services representatives from Southwest Ohio and Northern Kentucky were introduced to one another Oct. 12 at a workshop hosted by the **Employers First Regional Workforce Consortium**. Employers First is a collaborative effort among the SWORWIB, Northern Kentucky Workforce Investment Board, Workforce One Investment Board of Southwest Ohio, and Indiana Region 9 Workforce Board.

The workshop, facilitated by **Jerry Paytas**, Vice President of Research and Analytics for the Fourth Economy, allowed the BSRs to discuss issues and share information about each other's challenges and practices. Business services reps discussed trends they were seeing in recent hiring, and what sectors seemed to be picking up. The meeting was held in Florence, Ky., at the offices of the Northern Kentucky Chamber of Commerce.



Jan Thomas, BSR at the SuperJobs Center, and Cathy Sahlfeld, BSR at Workforce One of Clermont County.

SHORT TAKES: EARLY WARNING GRANT, TALENT DIVIDEND, AUDITS ALL CLEAR

EARLY WARNING GRANT: Sherry Kelley Marshall took the lead in collaborating with the Cincinnati USA Regional Chamber to respond to an RFP for a \$250,000 [Early Warning Network](#) grant from the Department of Development. The grants, which will be awarded across Ohio, are to promote partnerships among chambers, economic development departments, and workforce investment boards to assist businesses that may be considered "at risk" for moving, downsizing or closing. The Chamber's strong history in business retention - led by employer volunteers - makes it a natural

fit for the grant, says Marshall. If awarded, the grant will cover Butler, Clermont, Hamilton, and Warren counties and involve the their respective Workforce Investment Boards.

TALENT DIVIDEND: Members of the **Employers First Regional Workforce Consortium** attended a workshop in Cincinnati on Oct. 4 hosted by **CEOs for Cities**, a "civic lab" for urban leaders across the United States.

The workshop explored the so-called "Talent Dividend," research that correlates the educational attainment of a metro area's residents to its per capita income. Those attending included **Nancy Spivey**, back row, left, Northern Kentucky Chamber of Commerce; **Stephen Michon**, Vice President, FutureWorks; **Sherry Kelley Marshall**. Front row, **Carol Colletta**, President and CEO, CEO for Cities; **Jeff Weber**, Executive Director, Workforce One; and **Barbara Stewart**, Director, Northern Kentucky Workforce Investment Board.



AUDIT FEVER: With all the required audits the SWORWIB has had to undergo in the last 15 months, it's a wonder any work has gotten done. To wit: 23 audits, which include six by the Ohio Department of Job and Family Services and five by the Department of Labor. All resulted in either no findings or findings resolved.

IN THE NEWS:

Sean Rugless, member of SWORWIB, elected SORTA chairman:

<http://news.cincinnati.com/article/20101019/NEWS01/10200318/-1/NLETTER04/Rugless-elected-SORTA-chairman?source=nletter-nletter-business>

Builder magazine features Construction Clubs:

<http://www.builderonline.com/construction-trends/young-students-discover-new-possibilities-with-construction.aspx>

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