

0 H I 0 R E G I O N WORKFORCE



**113** ON-THE-JOB <<<<< TRAINING ACCOUNTS **EMPLOYERS SERVED MORE THAN ONCE** 











# Adding up our successes in 2013

STATE

Met

Met

Met

Met

Met

Met

Met

Exceeded

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STANDARD

2012-2013

PERFORMANCE INDICATORS

PERFORMANCE

**MEASUREMENT** 

Retention Rate

Avg. Earnings

**Enter Employment** 

**Dislocated Worker** 

Placed in Employment

**Enter Employment** 

Retention Rate

or Education

Certificate/Diploma

Literacy/Numeracy

Avg. Earnings

Youth

Dear friends:

Over the last eight years, as Mayor of Cincinnati and Lead Elected Official for the Southwest Ohio Region Workforce Investment Board, I have been focused on growing our economy by creating more better-quality jobs for our citizens.

Despite the challenges of the recent recession, Cincinnati's economy is growing, and more job seekers are being trained for middle-skill jobs, thanks to the SWORWIB'S commitment.

Downtown redevelopment — from The Banks, to Over-the-Rhine, to

Horseshoe Casino Cincinnati — have not only made for a more livable and vibrant core, they have also brought thousands of new jobs to the city.

Over my tenure, the City and County have worked together to strengthen the SuperJobs Center and to expand the services it offers to employers and job seekers. Our decision to contract with Hamilton County Job and Family Services to operate the SuperJobs Center beginning in July 2012 saved \$500,000 that was put into direct services. As this report confirms, the new team at SuperJobs has performed well, posting impressive numbers this past year.

Services offered to Opportunity Youth are an important part of our local workforce system. The SWORWIB has committed to serving more out-of-school youth and more foster care youth. Foster care youth, in particular, face severe challenges as they become adults and leave Hamilton County Children's Services custody. Now, Children's Services and WIA youth services will be better connected, and provide a lifeline to those young people. I look forward to seeing the outcomes these new programs will generate — more foster care youth ready for the workforce as well as post-secondary education.

I am very proud of the SWORWIB, which this year was recognized by the National Association of Workforce Boards with its WIB Grand Excellence Award. The SWORWIB's trailblazing work in the development of career pathways was at the heart of this award. I was also pleased to nominate Sherry Kelley Marshall to the Workforce Development Council of the U.S. Conference of Mayors. Her insights, experience and passion are an asset to national discussions on America's workforce challenges.

An educated and skilled workforce is key to Cincinnati's economy and to our success as a city and a region. Developing that workforce and connecting those job seekers to employers is the SWORWIB's mission, and I am proud of what we have achieved over the last eight years.



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Sincerely,

Mayor Mark Mallory, SWORWIB Lead Elected Official

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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.

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With Job and Family Services now managing the SuperJobs Center, we've been able to put more funds into direct services for job seekers and employers. That's a win for everyone. And we continue to look for new partners to co-locate at the SuperJobs Center, helping us to manage the costs there.

 Chris Monzel, President, Hamilton County Board of Commissioners



As the economy shows signs of improving, now is not the time to reduce skills training for job seekers who are desperate to rejoin the labor market as productive Americans. Congress admits sequestration was a poor solution to the budget impasse. Now Congress needs to work hard to fix this.

Kevin Powell, Chairman, SWORWIB,
 & Senior Director of Operations,
 Meridian Bioscience



Continued funding cuts threaten the future of workforce training in the U.S. It is long past time for Congress to improve, and reauthorize, the Workforce Investment Act. We commend the work that committees in Congress have done on this legislation — and now our elected representatives need to make WIA reauthorization a priority.

- Sherry Kelley Marshall, President and CEO, SWORWIB



WORKFORCE INVESTMENT BOARD

# Ten big things about our year

SEQUESTRATION

WOES: As the full impact of the budget sequester began to be felt, SuperJobs suspended training accounts for all job seekers in the spring of 2013. The forecast beginning July 1, 2013: a grim 26% cut in funds for Area 13.



#### **NEW HOME:**

The Health Careers Collaborative, Pathway to Employment

Center and the Health Professions Academy moved to the lower level of the SuperJobs Center in August 2012, where leveraging partnerships — and customer convenience — happens naturally.



**NEW LEADERSHIP:** Despite the funding outlook, it was a year of stellar achievement at the SuperJobs Center, now under the management of Hamilton County Job and Family Services. Director Kevin Holt's team broke one record after another: 478 people in classroom or on-the-job training; 778 people found full-time jobs; and 302 businesses served more than once.



**COMMITMENT TO CREDENTIALS:** The National Career Readiness Certificate (NCRC) has become the baseline "work ready" credential for many of our pathways. ACT, which issues the NCRC, published a case study in 2013 based on the SWORWIB'S work with dislocated workers to help them get the NCRC as well as additional credentials, such as IC3, above.



#### **BRAGGING RIGHTS:**

The National Association of Workforce Boards selected the SWORWIB for its WIB Excellence Grand Prize. Sherry Kelley Marshall accepted at the NAWB National Forum in March.

NEW PATHWAY: As our three existing career pathways continued to grow, we joined Partners for a Competitive Workforce to begin a fourth pathway in Information Technology. One early initiative was a training program for 12 displaced workers in .NET developer programming.





8 IN THE NATIONAL SPOTLIGHT: President Marshall (pictured below, center) attended the invitation-only Clinton Global Initiative America forum in June, participating in a Workforce Development group of national experts. Mayor Mark Mallory also nominated Marshall for the U.S. Conference of Mayor's Workforce Development Council.





**POSTER CARE FOCUS:** Our commitment to foster care children was evident in the first year of a new contract with providers Cincinnati State and CYC/Jobs for Cincinnati Graduates, which served almost 40 youth. Also, all youth providers signed up for a pilot state program, Connecting the Dots, to provide services to nearly 100 foster care youth over two years.

was one of 10 cities chosen for the national expansion of Platform to Employment — a program to help the long-term unemployed,

especially

those older

than 50, get

back to work.

Of the 17 who

the program,

completed

all found

jobs.

LOOKING FOR A

**CHANCE:** 

Cincinnati

YOUTH PERSPECTIVE: We asked four young people, who had been in a WIA program, to join the Emerging Workforce Development Council's Youth Perspective Team. We will meet with this focus group at times that are convenient for them, and we know their insights will be a help to us.



# 4th career pathway added this year

For more than 10 years, the SWORWIB has been at the table in the development and support of career pathways in Greater Cincinnati. This year, as a result of the Jobs 2020 study conducted by the Cincinnati USA Regional Chamber and Partners for a Competitive Workforce, an Information Technology pathway was created, making it the region's fourth employer-led pathway.



In 2012, major manufacturing companies in the U.S., led by General Electric, joined

forces on the Get Skills to Work initiative, designed to move more veterans into manufacturing jobs. Cincinnati State, a partner with GE and the Manufacturing Institute, launched the first training program in the nation, and had graduated 45 veterans by June 30, 2013. Twenty had founds jobs, while four were returning to school.

The veterans earned the Manufacturing Skill Standards Council's Certified Production Technician credential, a nationally recognized credential in manufacturing. The MSSC-CPT has long been championed by the SWORWIB, which partnered to bring the credential to dislocated workers in 2010–11.

Local companies on the Get Skills to Work Advisory Council included Acuren, CTL Aerospace, GE, Meyer, Richards Industry and Rhinestahl Corp.

Robert Brownlee, who spent 10 years in the military as an Air Force Security Specialist and was laid off from Hostess before beginning the program, spoke at the first graduation ceremony March 14. "Our graduating class knows sacrifice and putting the greater good before ourselves," he said. "We look forward to the next step in our journey, and we are willing to do all we can to succeed in the manufacturing industry."

## HEALTH CARE

The SuperJobs Center became even more of a One Stop for job seekers as the

Health Careers Collaborative of Greater Cincinnati, the Pathway to Employment Center (PTEC), and the Great Oaks Health Professions Academy moved to the lower level of SuperJobs in August of 2012.

"This location is a wonderful venue to provide community career and academic services," said PTEC Director Andrea Milani.

In fact, someone who walks into the SuperJobs Center interested in beginning a career in health care can be referred downstairs, where assessments help to determine the job seeker's suitability for health care.

The Health Careers Collaborative, a coalition of major Cincinnati hospitals, Cincinnati State Community and Technical College, Great Oaks Career Campuses, Miami Regionals, community organizations and the SWORWIB, provides incumbent and entrylevel workforce training in health care to help move low-income individuals into promising careers.

PTEC provides Work Keys assessments to those who hope to begin training in health care and other fields. PTEC is funded through a \$19.6 million Department of Labor grant awarded in 2011 to a consortium of community colleges for which Cincinnati State is the lead grantee.

In its first year, PTEC had 1,340 participants, and of those, 577 earned a National Career Readiness Certificate.



As the economy continued to improve, so did the construction industry in 2012–13.

Construction was one of the hardest hit industries during the Great Recession, with thousands of jobs lost throughout Ohio.

But by early 2013, construction trade unions, hoping to reignite their apprenticeship programs, turned to the SWORWIB for help in organizing an Apprenticeship Fair, held in mid-February. "Our contractors are telling us there is much more to bid on in the last six months than for quite a while," said John Baugh, President of Ironworkers Local 44.

More than 250 people registered during the Apprenticeship Fair. Of those, six graduated from pre-apprenticeship training and then were accepted into apprenticeships, including Laborers, Ironworkers, Sheet Metal Workers and Bricklayers, or found a job.

The SWORWIB's middle school outreach program, funded through the Spirit of Construction, celebrated its fifth year. Industry Advocate Anne Mitchell led after school Construction Clubs at several public and Catholic schools throughout the year. At the Spirit Construction Summer Camp at Roberts Academy, 18 kids built a garden shed over three weeks in June. "I made a lot of new friends," said Logan Thomas of Midway Elementary, "and when I did not know something about building the shed, they helped me."





INFORMATION TECHNOLOGY

In 2013, Information Technology was adopted by the SWORWIB, Partners for a Competitive Workforce (PCW),

and the Cincinnati USA Regional Chamber as a new career pathway.

Greater Cincinnati has approximately 30,000 IT workers, and the sector is projected to grow by 26% over 10 years, making it one of the region's fastest growing sectors, according to the 2020 Jobs Report. "Yet employers tell us that they don't have enough candidates with the skills needed for these high-paying jobs," said Geoff Smith, co-chair of the CIO Roundtable, which includes 28 chief information officers and executives from the region's largest companies and colleges. This skills gap makes IT a prime sector for career pathway development.

As a first step toward addressing that gap, the SWORWIB, PCW, CIO Roundtable and IT employers contracted with MAX Technical Training to conduct a 3-month training program in .NET Developer. A recruitment fair was held in April at the SuperJobs Center.

Twelve displaced workers, selected through a rigorous assessment process, began the classes in late May. Six of them were sponsored by Great American Insurance Co. or Paycor, while the others hoped to find work after completing the training.



# New initiatives mark youth services

For Shannon Chambers, Jobs for Cincinnati Graduates (JCG) introduced him to movers and shakers he otherwise would not have known. One of those movers and shakers was Anthony Muñoz — and Shannon later was awarded \$25,000 in scholarships from the Anthony Muñoz Foundation.

Easter Seals TriState put Shaquille Brown on track to graduate from high school. Literacy Center West mentors were by the side of Lakesha Peyton as she studied for the GED and took the exam three times — to finally pass it in October 2012. JCG connected Ashley Morris and Cortez Adams, seniors at Western Hills High School, to much needed jobs. These are among the 685 young people who were served in one of six programs in 2012–13 funded through the SWORWIB and the Workforce Investment Act (WIA).

Four non-profits contracted with the SWORWIB to provide services to disadvantaged youth — some in high school, others dropouts — in the first year of a two-year contract. The providers included Cincinnati Youth Collaborative/ JCG, Easter Seals TriState, Lighthouse Youth Services, and Santa Maria Community Services/Literacy Center West. Under a separate contract, Cincinnati State and JCG provided services to foster care youth, leveraging services available through Children's Services and WIA, especially in the junior and senior years of high school.

During the year, youth providers learned more about career pathway initiatives in Cincinnati that could offer additional resources for education and job training. Chris Fridel, Director of the Greater Cincinnati Apprenticeship Council, joined the Emerging Workforce Development Council (EWDC) to bring expertise on apprenticeships and the opportunity offered by the construction trades for a rewarding career. Doug Arthur, Executive Director of INTERalliance, which grooms

promising high school students for careers in IT in Greater Cincinnati, also joined the EWDC.

In turn, members of the EWDC also learned more about each youth service provider. The organizations each hosted a quarterly meeting of the EWDC at their headquarters (or in JCG's case, at Woodward High School), allowing the EWDC to meet staff members and some of the young people in their program.

"Rotating our meetings among the providers gave us more insight into individual programs," said Kerry Loeffler, one of the co-convenors of the EWDC. "It was also enlightening to interview some of the youth, and learn more about the circumstances that brought them into the program and how the program has helped them."

In another milestone, a number of WIA youth from several programs

took assessments in Work Keys to earn the National Career Readiness Certificate. This certificate, developed by ACT, measures work-ready skills in reading, math and locating information, and has become a baseline credential for more employers in the region. Almost 100 WIA and non-WIA youth were assessed during the year, with 75% earning the credential.



# Meet our youth perspective team

In 2013, four 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. But this puts the young person in a difficult position: The meetings are typically held during the day, when they are either in school or working.

We thought there had to be a better way. A team, comprised of current and past WIA youth, and meeting at times that were convenient to them, made more sense. Our intent is to get insights from them: What helped them and what could we do better?

Our Youth Perspective team includes Cortez Adams, a graduate of Western Hills University of High School, who now attends Texas College. Ashley Morrow is also a graduate of Western Hills and attends UC-Blue Ash. Both (pictured above) joined JCG in their sernior years, and credit JCG with helping them find jobs.

Shaquille Brown is enrolled in Easter Seals TriState and graduated from P.A.C.E. High School in May 2013. Tyrone Glenn, 24, enrolled in Literacy Center West in 2010. Today Glenn is at Cincinnati State, working on an Associate's degree in power systems engineering, and working full time.

Said Kathleen Williams, Youth and Communications Coordinator for the SWORWIB: "Most students need to continue in some post-secondary classroom training, and this credential is an excellent way to start."



SCHOLARSHIP WINNERS HAVE BIG REASON TO SMILE: Brandon Prayer, left, and Shannon Chambers, both in JCG, received Anthony Muñoz scholarships.



GED GRADUATES: Literacy Center West celebrates its GED graduates in May.



# Employers' business is our business

When we say the SWORWIB is both led and driven by employers, we mean it.

Our connection to employers — whether it is the 47 companies represented on our Board, those that lead the various career pathways we support, those that belong to the Cincinnati USA Regional Chamber, or the hundreds that sought services at the SuperJobs Center — is strong and deep.

That commitment and connection was particularly evident in the year from July 2012 to June 2013.



The surging hospitality industry in downtown Cincinnati has been among our priorities this year. Horseshoe

Casino Cincinnati led the hiring parade with 1,700 new employees on board before its March opening. We partnered early with the casino's HR team, which reached out to many community organizations to encourage diversity in job candidates, including the unemployed and underemployed. Job seekers walked in on a regular basis to the SuperJobs Center to apply for the jobs, which ranged from maintenance to table games.

"Applicants had to apply online and complete a video interview, so having access to dedicated computers at SuperJobs was a tremendous help to them," said Lisa Rexroat-Steele, Vice President of Human Resources at Horseshoe Casino Cincinnati, and a member of the SWORWIB board. Of the 1,700 employees hired, more than 100 received supportive services at the SuperJobs Center.

The HR team at the 21C Museum Hotel in Cincinnati also welcomed the coordinated efforts of One Stop staffs throughout the region. The SuperJobs Center team was among those that helped screen 1,000 job fair candidates as the hotel prepared to hire 160 workers for its opening in November 2012. "The assistance they provided was invaluable and contributed to the success of our job fair," said Monique Hewan of the 21C Hotel. The SuperJobs business services team also held a hiring fair for Mahogany's at the Banks, one of the newest downtown dining spots.

#### **New Emphasis on OJTs**

This was the year that the Business Services staff at SuperJobs focused on marketing the value of On-the-Job-Training Accounts to more employers. The result? Almost 30 employers signed contracts for 113 OJTs — meaning that 113 people who were out of work now had gainful employment. Those employers included Phoenix Data Corp., which hired 25 workers through OJTs, and Richardson & Associates LLC, an accounting firm, which hired three people with OJTs.

"Because of the economy, hiring people who are currently unemployed does not throw up a red flag as it once did," said Phoenix Data HR Director Kathy Murphy. "People are hungry for an opportunity to do something new."



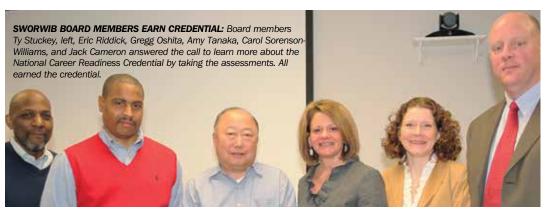
**SWORWIB HONORS EMPLOYERS:** Lisa Rexroat-Steele of the Horseshoe Casino Cincinnati receives a Super Employer Award from the SWORWIB. Left, Shawn Butler, City of Cincinnnati; and right, Mike Kelly, Macy's.

Phoenix Data also partnered with the SWORWIB on the innovative Platform to Employment program. This foundation-funded program to help the long-term, older unemployed find jobs began in Southwest Connecticut and expanded nationally in 2013. Cincinnati was the second city in the rollout. The program included intensive classroom training that concentrated on proven job search strategies, as well as behavioral and financial counseling. Of the 17 participants who completed the program, all found jobs, some with the help of wage subsidies.

#### Wanted: Middle Skill Workers

The SWORWIB, along with the staff at SuperJobs, also directed its help to companies that needed "middle skill" job candidates. These included manufacturing companies such as Element Materials Technology Cincinnati, a materials testing company for aerospace, energy and biomedical devices. As it prepared to hire new test technicians and data analysts, it contacted the SWORWIB for help. Presto! The team got to work, setting up a hiring event, and spreading the word through various channels to ensure qualified candidates. The result: 18 were called back for second interviews. "I was quite pleased with the candidates," said General Manager Matt Webb. "It was a good mix, and several qualified for more than one position."

SWORWIB President Sherry Kelley Marshall also campaigned throughout the year to educate employers about the value of the National Career Readiness Certificate. More regional employers in manufacturing, construction, health care, and even IT are using the NCRC as a baseline certificate for entry into employment. Several private sector board members on the SWORWIB — most of whom are in executive positions — decided to take the assessments needed to earn the NCRC so that they had a better understanding of what the NCRC measured.



SWORWIB Chairman Kevin Powell, Senior Director of Operations at Meridian Bioscience, Inc., was one of those who earned the credential. "It's not until you take the assessments that you know their value," he said. "I believe the NCRC is a valuable credential for entry-level workers, and as more employers discover that, they will use it to help assess candidates." (For additional information on our employer-focused Career Pathways, turn to Page 4.)



# SuperJobs team aims for the high bar

In its first year of operating the SuperJobs Center, the team from Hamilton County Job and Family Services exceeded every goal. Compared to the previous year, it enrolled more customers into WIA (1,631), provided more with training (365), signed more OJT contracts (113), held more hiring events (127), and, most importantly, helped put substantially more people into jobs (778 verified and full-time jobs).

# 21 companies turned to SuperJobs for layoff services during year



**SPECIALIZED FLIGHT TRAINING PROGRAM:**Pilots who lost their Comair jobs received training in the Airbus 320 program.

Although not as severe as during the height of the Great Recession, layoffs and company closings continued to take their toll on Hamilton County in 2012–13. Among the 21 companies downsizing: Cincinnati Bell, 137 layoffs; Hostess Brands, 171; Cincinnati Enquirer, 185; and Kellogg's, 45. These added up to approximately 1,000 displacements during the year, and of those, 275 were enrolled into WIA services.

A Transition Center was set up at the Communication Workers of America Local 4400 where training was provided in fiber optics installation for Cincinnati Bell's dislocated workers.

Delta's decision to close its Comair operations as of September 2012 led to the layoffs of more than 1,000 regional workers. Rapid Response Coordinator Denise Becker worked closely with her counterparts in Northern Kentucky to offer services to those workers, many of whom lived in Hamilton County. The SWORWIB also helped 20 pilots obtain specialized training for the Airbus 320, required for pilots at most major airlines in the U.S.



**LEADERSHIP TEAM AT SUPERJOBS:** Denise Becker, left, Carolyn Reynolds, Director Kevin Holt, Chuck Walters, Latrisha Payne, Lynn Murphy. Their efforts led to new benchmarks for the center.

Those numbers would not have happened without the hard work and dedication of the staff at SuperJobs. Those staff identified, adopted, and refined a series of best practices as the year progressed.

"Our biggest challenge was managing the change," said SuperJobs Director Kevin Holt, speaking about the transition to Job and Family Services. With the exception of his leadership team, many of his staff were new to workforce services and had a learning curve over the first several months. But they delivered on the three elements Holt values most highly: Embrace change; provide timely, accurate, and courteous service, and come to work with a smile.

Among the best practices developed by Holt and his team:

- Accountability: Managers, administrators and staff are held to account for meeting various performance measures. Objectives are specific and measurable and progress is reviewed throughout the year.
- Timely and regular staff data: Individual and team performances are measured with daily, weekly and monthly report cards. Staff members, managers, and administrators are aware of their progress toward each goal.
- Project planning: Projects requiring coordination among multiple parties are managed with a tool that specifies assignments, responsible parties, and due dates.

- Hiring events: The team's goal is to host 10–20 hiring events each month. These activities allow employers to interview candidates and to make job offers on the spot. These are frequently lower wage entry-level jobs, Holt notes, but they provide opportunity for job seekers who walk in the door every day.
- Monitoring satisfaction: SuperJobs regularly seeks feedback via standardized forms from job seekers, employers, and those participating in Rapid Response activities. During Program Year 2012, for example, 92% of job seekers said they were greeted in a friendly manner, and employers rated 86% of the job candidates they screened as "qualified" or "extremely qualified."

It's even more impressive to realize that the SuperJobs team achieved its high numbers while its staff shrank. "In a time of diminished resources, it's very important to rely on data to drive smart decisions that make the most of every dollar," said President/CEO Sherry Kelley Marshall. "Kevin and the SuperJobs team did that, and have developed best practices which they can continue to build on."

Said Holt: "Our goal is to provide the best customer service for both employers and job seekers we possibly can. We want to get as many people back to work as we can. It's incumbent upon us to be good stewards of the funding we receive, and we take that responsibility seriously."



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2013

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## Great Oaks Career

Campuses

SUPER AWARD

• • • SUPER EMPLOYERS • • •

#### **Carol Sorenson-Williams**

TV One

#### **Barry Strum HCDC**

#### **Tyronne Stuckey**

TYS Construction Services

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Fifth Third Bancorp

Frisch's Restaurants, Inc.

Horseshoe Casino Cincinnati

Phoenix Data Corp. Richardson & Associates, LLC

Western Hills TJ Maxx

dunnhumbyUSA

WINNERS



SWORWIB STAFF 2013: Back row, William Ware, Patricia Massey, Sherry Kelley Marshall, Wesley Miller. Seated, Anne Mitchell, Kathleen Williams.

**Sherry Kelley Marshall** President/CEO **Patricia Massey** Administrative Assistant **Wesley Miller** 

**Anne Mitchell William Ware** Liaison to Mayor Mallory **Kathleen Williams** SuperJobs Center Building Manager Youth/Public Information Coordinator

Construction Industry Advocate

The 2012–2013 Progress Report is a publication of the **Southwest Ohio Region Workforce Investment Board (SWORWIB)** 

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441 Vine Street • 300 Carew Tower • Cincinnati, Ohio 45202 Phone: 513.579.3142 • www.SuperJobs.com