

RochesterWorks!

GROWING JOBS & BUSINESS

The past year was a year of many challenges. In the wake of the events of September 11 and economic difficulties statewide, as well as employment and business issues locally, RochesterWorks! is more critical than ever to our community's future success.

RochesterWorks!, a public-private partnership for one-stop job training and placement, has done more than any other previous jobs initiative to help local businesses stay competitive. We are proud of the positive impact it has had on the lives of thousands of people in our community and its achievements in the past year including:

- Serving more than 17,500 individuals – more than four times the number served the previous year – who came to our Career Center for help with job searches and other services.
- Contracting with 98 local companies to help train more than 2,000 workers.
- Awarding 82% of these training dollars to companies in industry sectors targeted for growth by area economic development specialists.
- Reimbursing local high tech and manufacturing companies nearly \$1.2 million for state-funded employee training.
- Providing funding for nearly 1,300 youth to receive workforce development services through community programs.



"OUR GOAL IS TO PUT AREA RESIDENTS TO WORK AS QUICKLY AS POSSIBLE WHILE HELPING BUSINESSES FUEL THE LOCAL ECONOMY."

- Allocating \$1 million to the county's Department of Social Services so that day care subsidies for 700 needy children would not be eliminated and wage earners could keep working.

RochesterWorks! exists to streamline the job seeking process for both job seekers and employers. Our goal is to put area residents to work as quickly as possible while helping businesses fuel the local economy. Government funding for RochesterWorks! is provided as a result of the Workforce Investment Act, which took effect in 2000.

To ensure we are as customer-focused as possible, we recently commissioned an independent study by an outside consultant. Now that our study is complete, we are moving quickly to reorganize our operations, and will have a new operator for our downtown Career Center by October 1. Our Workforce Investment Board will continue to oversee the millions of government dollars designated for local job and job training services. The nonprofit Rochester Resource Alliance will continue to provide administrative services for the board ranging from developing contracts with employers to overseeing funding expenditures to monitoring youth programs.

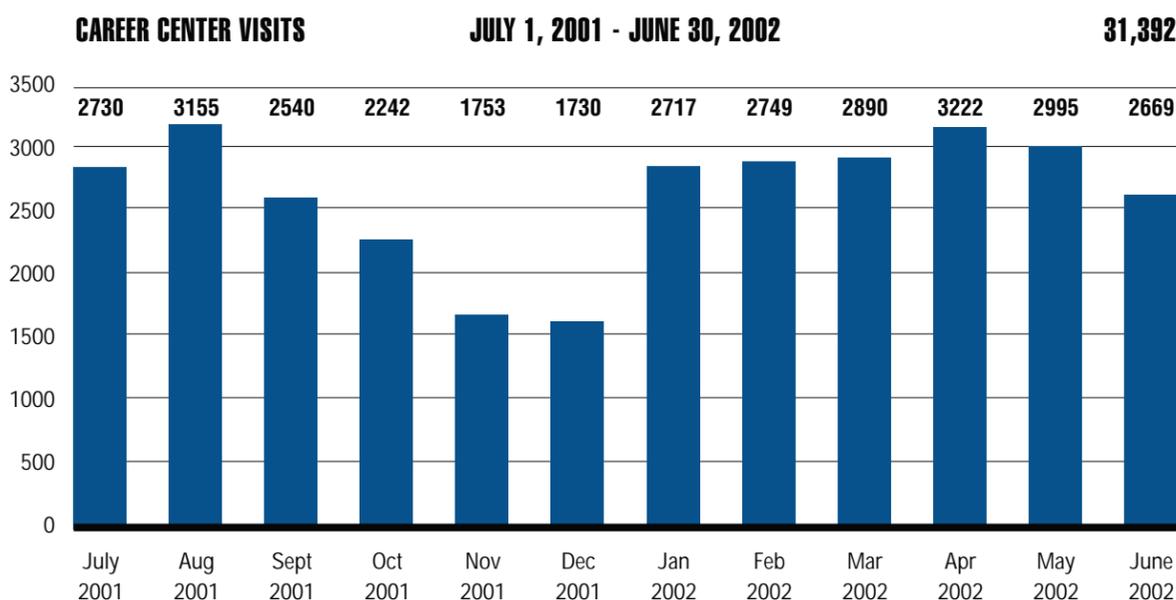
We're developing the flexibility that will allow us to adapt to the changing needs of our community. Our focus is clearly on growing jobs and business in Greater Rochester!



Michael R. Nuccitelli

Michael R. Nuccitelli, Chair, Workforce Investment Board

NUMBER SERVED SOARS



In the RochesterWorks! Career Center's second year of operation 17,584 individuals sought help, up from 4,186 the first year. The total number of visits was 31,392, more than double the 13,629 in the previous year. Individuals searched job banks, talked to counseling specialists, took workshops, found out about training programs, or used telephones, computers and fax machines to help them get jobs or access training.

WHAT TO EXPECT IN THE COMING YEAR

- Improved service access
- Expanded website
- Electronic service options
- More partnerships



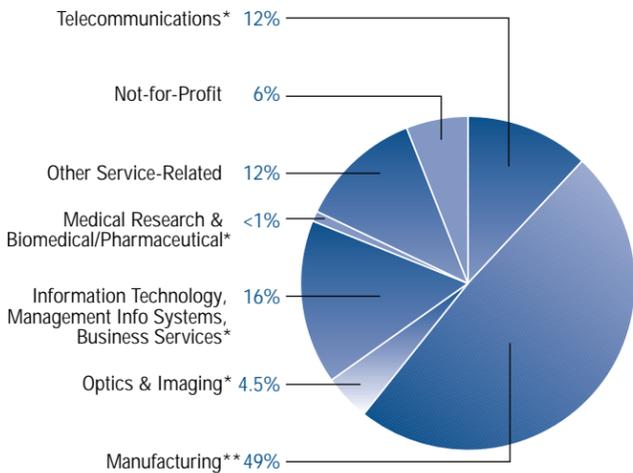
Greg Torbitt, employment specialist



Karen Mazzola, job seeker

98 COMPANIES ARE TRAINING 2,000 EMPLOYEES

In the past year, the Rochester Resource Alliance/RochesterWorks! business team signed contracts totaling \$1.3 million with 98 companies to help them upgrade employees skills. About 82% of these training assistance dollars were awarded within industry sectors targeted for growth by area economic development specialists. More than 2,000 individuals are receiving job training, which is ongoing and will be completed within the next year.



* Industry sectors targeted for growth by economic development experts

** Includes precision manufacturing, an industry area also targeted for growth



Jordu Kelly-Sutliff assists job seeker Johnny Horton

A JOB SOURCE FOR ALL

Visitors come to the Career Center from all areas of the county, and represent all ages and ethnic backgrounds. Between July 2001 and June 2002, 78% were unemployed and 22% were employed but looking for a better job. Their education levels ranged from no high school diploma to having doctoral degrees.

MORE HIGHLIGHTS

- Center employment specialists held 8,200 one-on-one counseling sessions with job seekers.
- About 1,100 individuals, including 600 dislocated workers, received intense, job-related assistance.
- Job placement for dislocated workers was 79%.
- Center staff visited 264 businesses for the first time to tell them about training programs, recruitment opportunities and other services.
- Nearly 1,400 contacts were made with businesses already familiar with RochesterWorks!

IT WORKED FO

A TREMENDOUS EXPERIENCE



Karen Whiting and Bob Titus

"THE TRAINING IS HELPING THE BUSINESSES WE WORK WITH STAY AT THE LEADING EDGE."

"We've had a tremendous experience," says Bob Titus, Operations Manager for Innovative Solutions, of his company's relationship with the Rochester Resource Alliance/RochesterWorks! business team, which helped the firm secure several government training grants.

GUIDANCE IN MAKING A CAREER CHANGE



Chris Wilson

"MY WORK IS VERY SATISFYING. I LOVE PUTTING PEOPLE TO WORK AND MEETING ALL KINDS OF PEOPLE."

After working 20 years in retail management, Chris Wilson, 46, of Henrietta wanted to make a career change this spring but "was at a loss where to go with my background." After nine weeks of fruitless job searching on her own,

APPRENTICE TRAINING ASSURES SKILLED WORKFORCE



Joseph Coraves of Romold Inc.

To develop a continuing supply of trained, skilled craftsmen/women the Rochester Resource Alliance/RochesterWorks! business team and the NYS Department of Labor (DOL) have worked with employers to fund apprentice training in the non-construction trades. Businesses approved for funds agreed to provide at least 50% in matching funds. Many trainees, are being trained in upcoming months.

This joint effort worked for ROMOLD Inc., of Rochester. The president, Lou Romano, recently wrote the following thank you letter.

R ME

"Years ago, the paperwork wasn't worth the award, but now it's not a nightmare to do the applications." The total software and networking solutions provider, "had someone from the organization come out and help us work on the first grant, and that was extremely helpful." As a result, a year ago the firm was awarded a high tech grant from the state, and by the end of September 2002 will have spent about \$85,000 to train employees using those funds.

In addition, through working with the RRA/RochesterWorks! business team, the firm learned it could apply for training grants not covered by the high tech award. Innovative Solutions subsequently obtained funds that partially reimburse it for on-the-job training

expenses for several employees, and recently sent an employee to a week-long IBM software developers' conference using funds from a third grant. "We primarily focus on manufacturing, distribution, construction, the medical field, and non-profit agencies and the training is helping the businesses we work with stay at the leading edge," Titus says.

"Talk about recommending them to a lot of people, I actually give out their information (to other businesses) because our experience has been exceptional!"

she stopped at the RochesterWorks! Career Center to check out job listings.

She talked to a Career Center employment specialist, and developed an employment plan. Since Wilson needed guidance to make a career switch, the employment specialist arranged for her to meet with Linda J. Parker, president of Direct Hire USA, Inc., one of the local providers working with RochesterWorks! personnel to serve job seekers.

Parker advised Wilson to seek a job in human resources where she could use skills she had developed as a store manager (e.g., interviewing, hiring, counseling, coaching, managing projects). They went over her resume in detail, and when

Manpower advertised a position for a staffing specialist Parker recommended Wilson apply in person.

About a month after she walked into RochesterWorks!, Wilson started her new job at Manpower, where part of her duties involve placing temporary workers for a local mailing house. "My work is very satisfying. I love putting people to work and meeting all kinds of people." She strongly recommends RochesterWorks! to others. "I was totally lost and so frustrated. I needed someone to guide me in a new direction."

Attn: Mr. Theodore Jordan,
Employer Services Specialist

ROMOLD, Inc. does not often have the opportunity to benefit from industry-related programs due to our business size and eligibility restrictions.

This hasn't been disappointing, as we never thought we'd have the time or the patience to wade through the mountains of paperwork required of benefit recipients anyway.

The reason for this letter is to commend you on the streamlined approach which makes RochesterWorks! a great program. In the mold-making trade, New York State mandates the number of training hours, the courses necessary, and the skills required of apprentices, but leaves the payment logistics to employers.

Your program provides invaluable support to training by helping apprentices to eliminate issues that may force them to leave an apprenticeship, and by helping small businesses cope with rising costs of training. The local economy can use the boost, and Rochester can certainly use a more technically advance labor force.

We are pleased to participate in this positive, well-managed program. We found the necessary paperwork concise and easy to maintain, and we appreciate your proficiency in helping us with the few necessary forms. Please keep us informed of the continuance of this program, as programs that provide real assistance to small business are limited. We are interested in keeping Rochester competitive and in bringing people into skilled trades. We look forward to future business opportunities. -- Lou Romano, President

SERVING NEARLY 1,300 YOUTH

Nearly 1,300 youth (200 more than in the previous year) received workforce development services through 32 community-based programs. RochesterWorks! provided \$2.8 million in funding, up more than \$535,000 from the previous year. The programs serve youth age 14-21 who meet income and other eligibility guidelines.

Approximately 460 youth participated in summer employment programs, but the majority were enrolled in year-round programs to help them overcome significant barriers and achieve future job success. Youth may have educational issues, be in foster care, or face other problems. Programs approved for funding offer access to services that include employment, career exploration, mentoring, tutoring, counseling and leadership/citizenship development.

NEW FOCUS FOR YOUTH: YEAR-ROUND PROGRAMS

Summer Jobs 2000	470
Summer Jobs 2001	461
Year-Round Programs 2000	622
Year-Round Programs 2001	839

LIFE AFTER HIGH SCHOOL

One of the year-round youth programs funded by RochesterWorks! is the Career Inquiry Program operated by the Greater Rochester Chapter of the American Red Cross. Last year 40 youth were enrolled. "Our focus is on life after high school," says Ken Sayres, Program Coordinator. Youth participate in workshops, job shadowing, internships, college trips, volunteer activities and summer jobs. Worksite coordinators monitor students on the job and help them learn the skills they need to be responsible workers.



Mariela Figueroa

Mariela Figueroa, 17, a recent East High School graduate, says the program is "helping me grow as a person and I would recommend it to anyone." Figueroa's father died in 1989, and her mother, who speaks only Spanish, isn't currently able to work. Through the program, she says, "I did a lot of workshops," such as job readiness, how to interview and how to do a resume. This summer she is an office assistant at Regional Transit Service, and in the fall, she will attend Monroe Community College.



Thanks to the generosity of Wegmans Food Markets, which recently donated 20 computers to RochesterWorks!, computer resources for job seekers using the Career Center have tripled.

NEWS YOU CAN USE

NEW "WORKFORCE SOLUTIONS GUIDE" NOW ONLINE

If your company has questions about training funds, tax credits, trade laws or just wants to find out where to locate information on other workforce issues, our new Workforce Solutions Guide is now available on our website. This new reference tool lists local, state and federal workforce development programs and services that may be available to area businesses. (www.RNYworks.com)

HELP FOR HARD-TO-EMPLOY

Grants totaling \$390,000 were recently awarded to Catholic Family Center and the Rochester Rehabilitation Center Inc. to develop programs serving hard-to-employ welfare recipients. The centers will help welfare recipients move into entry-level, unsubsidized jobs in demand in the county. Participants must be long-term welfare recipients or individuals whose welfare benefits are ending. Enrollment is underway, and participants will receive case management and job placement services. The programs are funded through June 2003 with a Welfare-to-Work Block Grant.

RETAIL SKILLS CENTER OPENS

In February, RochesterWorks! funded the start-up of a Retail Skills Center in Greece to provide retail and customer service skills training for job seekers. The Center is located in the Community Learning Center operated by the Greece Central School District in The Mall at Greece Ridge Center. Training sessions began in April, and participants are finding work in the community. The program helps individuals gain employment and upgrade skills to become self-sufficient.

\$1 MILLION FOR DAY CARE

Early this year, the Workforce Investment Board, which oversees RochesterWorks!, allocated \$1 million to the county's Department of Social Services to restore day care subsidies for more than 700 children, enabling working parents and guardians to keep their jobs. The funding was sought by Monroe County Executive Jack Doyle in order to avoid a reduction in day care subsidies resulting from a shortfall in state revenues. The board approved the allocation to help meet priority job-related needs and avert a crisis for the community.

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Greater Rochester Metro
Chamber of Commerce

Greece Central School District
Ibero-American Action League, Inc.
The IMC
Lifespan
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Monroe Community College
New York State Department of Labor
New York State Education Department
Native American Cultural Center

Rochester City School District
Rochester Educational Opportunity Center
Rochester Housing Authority
Rural Opportunities, Inc.
Urban League of Rochester
Western New York Job Corps

MONROE COUNTY/ROCHESTER WORKFORCE INVESTMENT BOARD 2001-2002

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Chairman & CEO, HCR

ROCHESTERWORKS! — A UNIQUE PARTNERSHIP THAT WORKS!



RochesterWorks! is an unprecedented community-wide, collaborative partnership of The Greater Rochester Metro Chamber of Commerce, The IMC, Monroe Community College, the New York State Department of Labor, the County of Monroe and the City of Rochester.

ROCHESTERWORKS! CAREER CENTER

34 St. Paul St. Rochester, New York 14604 (585) 258-3500 Fax: 232-3727 www.RNYworks.com

CAREER CENTER HOURS

Open from 8:45 am – 7:00 pm on Wednesdays and Thursday evenings.
On other weekdays, Center hours are 8:45 am – 5:00 pm.

Rochester Works!

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Rochester, New York 14604

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