



MEDIA ADVISORY

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Senator Joe Robach and County Executive Maggie Brooks to Honor 30 Youth in Digital Skills Program at Celebration Ceremony Thursday August 30

Rochester, NY—August 28, 2007 – Thirty young people who completed RochesterWorks! Digital Skills program will be honored at a Celebration Ceremony Thursday August 30, from 5-6 p.m. at Unity St. Mary's Campus, 89 Genesee Street (East Auditorium). New York State Senator Joe Robach and Monroe County Executive Maggie Brooks will award each youth a certificate.

Presentation Ceremony Agenda

Thursday August 30, 5-6 p.m.

Stewart Putnam, Executive VP/Chief Operating Officer, Unity Health System
Maggie Brooks, Monroe County Executive
Joe Robach, NY State Senator
Lou DeGregorio, ITT Space Systems, Participating Employer
Janixa Mejias, Gates-Chili 10th Grade Student, Digital Skills Program graduate
Presentation of Certificates

Digital Skills is an innovative program that trains high school students in technology and business and provides them with paid summer internships at local companies.

Administered by RochesterWorks! the rigorous eight-week program utilizes an on-line curriculum that helps youth gain critical business and technical skills. Established in March 2005, Digital Skills is offered in conjunction with New York Wired for Education, local school districts and businesses. A grant from NY State Senator Joe Robach also helped fund the program.

“This program gives youth the skills and experience that will help them compete and succeed in today’s high-tech and global economy,” said Monroe County Executive Maggie Brooks. “Connecting students with jobs at local companies is a vital part of our efforts to retain more young talent and enhance our economic vitality. I commend these outstanding students for their hard work and I thank our community’s employers for their participation.”

Twenty employers participated in the 2007 program, providing internship opportunities for program graduates. RochesterWorks! supported the internships by providing funding to companies for the intern's wages. Each youth was paid \$7.15 per hour for approximately 20 hours a week over a six-week work period.

Senator Joe Robach said, "I am proud to secure funding to support the Digital Skills program at RochesterWorks! which provides young people with summer employment, valuable job skills and work experience that will benefit them as they seek careers in the future. I want to congratulate these fine young people for completing this program and I thank the businesses that participated by providing these internship opportunities. Programs like this help ensure that our local employers have a prepared workforce and that our youth gain much needed experience and are ready to obtain employment and begin their careers."

"The program has provided an outstanding opportunity for young people to be exposed to high-tech careers in the local workforce and to gain practical experience and be better prepared to make post-high school career decisions," says George Scharr, Chair of Workforce Investment Board, which oversees RochesterWorks! and Senior Vice President and CFO of Flower City Printing.

Technical certification in the program equips participating youth between ages 14 and 18 in ten core competencies including time management, business etiquette, listening skills, and coping effectively with diverse populations. The program also teaches Microsoft applications including Word, Excel, Outlook and Power Point.

Employers that participated were:

- Accucoat, Inc.
- Adecco Medical & Science
- American Aerogel
- Ameritherm, Inc.
- Bridgekey Corp.
- Center for Disability Rights, Inc.
- Children Awaiting Parents, Inc.
- Cook Iron Store Co., Inc.
- Culley Marks Tanenbaum & Pezzulo, LLP
- Greece Community Learning Center
- ITT Space Systems
- Litron Laboratories
- Quality Containment Services
- Rochester City School District
- Rochester General Hospital
- Rochester Museum & Science Center
- State Farm Insurance
- Sterling of the Northeast
- TEV Productions
- Unity Health System

RochesterWorks! is dedicated to helping Monroe County develop a strong workforce. RochesterWorks! helps job seekers find jobs, move to higher paying jobs or get training to improve skills. RochesterWorks! assists businesses with recruitment, assessment, placement and

training, and connects them to all federally funded employment and training programs in Monroe County. RochesterWorks! has helped attract millions of dollars in funding to support Monroe County companies and organizations.

Services are available at two convenient full service Career Centers at 255 North Goodman Street and 276 Waring Road in Rochester. Training services are available at our satellite center at the Center for Workforce Development at 3545 Buffalo Road. Services are free of charge.

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