



2013/2014 Annual Report

COLLABORATION YIELDS OPPORTUNITY



PENINSULA COUNCIL
For Workforce Development
The Greater Peninsula Workforce Investment Board

GREETINGS

to the Greater Peninsula Community Leaders and Fellow Citizens

On behalf of the Peninsula Council for Workforce Development, we are proud to present our 2013-2014 Annual Report.

We remain grateful that our region is recognized as one of the strongest local economies in the Commonwealth. The Virginia Peninsula's workforce development system has become a leader for creating world-class talent influences and sustaining efforts in designing collaborative strategies that help Peninsula citizens enter, remain and advance in the workforce while strengthening the region's business climate.

We continue to be extremely proud of the many programs and accomplishments that have occurred through great collaboration and partnerships. The outcomes have been especially impressive given the economic challenges of the current economy. Our commitment to focus on developing talent, at every skill level, as a driver for economic development and job creation in the new economy remains firm and continues to produce results.

In our 2013-2014 Annual Report, you can learn about:

- Our Peninsula Worklink One-Stop Resource Centers. They served more than 11,000 adult job seekers for the fiscal year that ended in June 2014. Significantly, they also were one of the few centers to receive full certification as a comprehensive One-Stop center from the Virginia Workforce Council.
- Continued expansion of our workforce services to military veterans through various programs including, but not limited to, the "Jobs for Veterans" and "Transitions on the Go" programs.
- Continued success of "value-added" professional development programs such as the internationally acclaimed Disney Institute, as well as our customer service training.
- Our strategic planning efforts that are being refocused and strengthened through the production of a "State of the Workforce" report.
- Private and public investments that remain strong as we expand the workforce awareness and skills of the emerging workforce with programs such as the Youth Career Café, Youth Career Expo and various Career Exploration Summer Camp activities.
- Continued community-wide efforts to expand career pathways and other innovative methods to enhance training and employment.

These are just a few of the exciting system-wide activities discussed in the following pages. In the coming year, we look to continue to build and strengthen our workforce development system.

We believe we can take great pride in this past year's accomplishments, and we would like to express our appreciation to our state and regional partners for their leadership and support. Most especially, we would also like to recognize our fellow board of director members and the members of our staff for their professionalism and dedication to helping the citizens and businesses in the region become more prosperous.

This year, thanks to strong ongoing partnerships, we believe "Collaboration Yields Opportunities" that allow us to shape a skilled and educated workforce.

Peninsula Council for Workforce Development



Dr. John Olson
Chair, PCFWD



Mark Stefanick
Vice chair, PCFWD

Greater Peninsula Workforce Development Consortium



The Honorable
Tina Vick
Chair, GPWDC



The Honorable
Herbert R. Green Jr.
Vice chair, GPWDC



WHO WE ARE

Through its federal and private/public partnerships divisions, the Peninsula Council for Workforce Development serves as administrative staff to the Greater Peninsula Workforce Investment Board and the Greater Peninsula Workforce Development Consortium. This includes committees and industry clusters, as well as the 501(c)(3) Greater Peninsula Workforce Development Corporation.

Based on the belief there's nothing more important to a region's economic vitality than a highly skilled workforce, PCFWD centers on identifying the workforce needs of Peninsula-based employers, job seekers and youth.

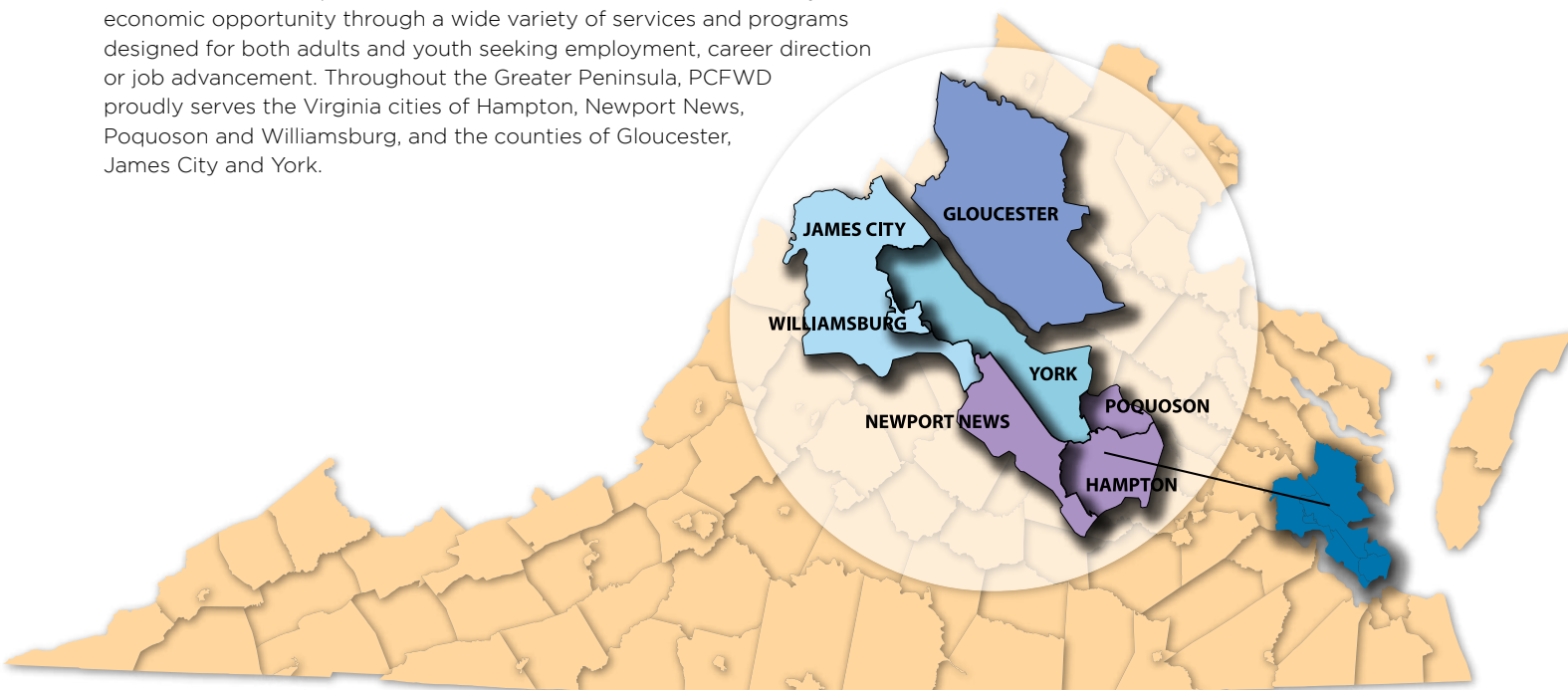
We partner with economic development entities, educational institutions, local governments, and employers to devise innovative strategies so we can develop workforce talent that benefits businesses across the board and helps establish or advance careers for people of all ages.

OUR MISSION

The Peninsula Council strives to provide human capital solutions through creative funding strategies and viable partnerships to keep our region globally competitive and economically strong.

OUR PARTNERS AND REGION

The Council and our partners work to ensure a robust local economy with economic opportunity through a wide variety of services and programs designed for both adults and youth seeking employment, career direction or job advancement. Throughout the Greater Peninsula, PCFWD proudly serves the Virginia cities of Hampton, Newport News, Poquoson and Williamsburg, and the counties of Gloucester, James City and York.



SHAPING TODAY'S EMERGING TALENT FOR TOMORROW

Through partnerships with the region's businesses and educational institutions, PCFWD generates programs and services for area youth ages 14 to 21 so they can sample employment opportunities and pursue training to determine which career will best suit them in the years ahead.

Worlds of Opportunity

In partnership with the Virginia Peninsula Chamber of Commerce and the six Peninsula school divisions, the Peninsula Council hosted the award-winning Youth Career Expo in February at the Hampton Roads Convention Center. One of the Expo's highlights featured Sen. Mark Warner, the honorary event chair. The Senator hosted "Warner's World of STEM," where he stressed how incredibly vital science, technology, engineering and mathematics are to the future of our country.



(Top) Sen. Mark Warner addresses the crowd during the 2013 Youth Career Expo in February.

(Middle) The Expo attracts more than 2,200 high school students from across the region.

(Bottom) Mark Bryan with York River Electric interviews one of the participants at the Youth Career Café Job Fair in October.

More than 2,200 high school students attended the event. The Expo included more than 300 professionals from business, education and industry who served as mock interviewers, workshop leaders and representatives for the 70-plus business exhibitors. One student was fortunate enough to be interviewed by Sen. Warner.



One of the more popular exhibits this year involved interactive STEM activities presented by Newport News Shipbuilding. Also, iPads, donated by ECPI and Motivating the Team Spirit, were randomly awarded to a student from each of the six school divisions.

Job fair fare

A job fair in October at a Youth Career Café featured six employers who met with 67 youth who had prepared for the fair by attending a prescreening where they tweaked their resumes, sat through mock interviews and were coached on how to "dress for success." Representatives were from York River Electric, Wendy's, McDonald's, Bed Bath & Beyond, city of Newport News and Orlando Landscaping.



New options for out-of-school youth

To expand program offerings and improve employment options for out-of-school youth, the Youth Workforce Center partnered with the New Horizons Regional Education Center adult education program to provide additional vocational and technical options at NHREC. Thanks to funds through the Workforce Investment Act, participants can now take courses in pre-maintenance tech, welding and business computer applications, in addition to the pre-apprenticeship electrical and Certified Nursing Assistant programs already available.

A new prerequisite to the overall program involves a mandatory 16-hour "Work and Career Readiness" course that participants must complete before they move forward into occupational training.

Showcasing their stuff

A workplace readiness series at YCC was held from October through March in partnership with Hampton City Schools Performance Learning Center. Students had the opportunity to showcase their product and/or service on site at the center.

Return on Your Investment

YOUTH SERVICES ACCOMPLISHMENTS

July 2013 – June 2014

Nearly 4,000 students visited a Youth Career Café

More than 35 school groups toured a Youth Career Café

Almost 400 career and post-secondary plans were administered



Summer camp roundup

Highlighting the YCC summer camp series, "That's My App" was a big hit at ECPI University. The camp gave juniors and seniors from public schools in Hampton, Newport News, Poquoson, Williamsburg/James City County and York County the chance to develop their own application for their cell phones.

Forty school counselors from the Peninsula and Southside took part in a three-day Healthcare Camp for Counselors in June. They toured Sentara's Norfolk and Hampton facilities, as well as the Hampton University Proton Therapy Center. They also heard presentations by staff from Thomas Nelson, Tidewater and Rappahannock community colleges; Old Dominion, Norfolk State and

ECPI universities; the Riverside School of Health Careers and the Sentara School of Health on programs they offer in health sciences.

The Culinary Arts Camp, presented by the Culinary Institute of Virginia, was offered for the first time in July. From prepping and cooking to presenting and cleaning, students learned how to properly use commercial equipment for a variety of dishes. As part of the camp, the young chefs prepared a meal for family and friends.

In August, Youth Workforce Center graduates participated in a four-day workplace readiness and career exploration camp, which whisked them off to tour the Walmart Distribution Center, 1st Advantage Federal Credit Union, Marriott Hotel, Medical Careers Institute, CH2M Hill, Chick-fil-A, Newport News Shipbuilding and the Port Authority.



(At left) During the Healthcare Camp for Counselors, 40 school counselors tour Sentara's facilities.

(Above) During the Culinary Arts Camp, offered for the first time last July, young chefs stand ready to learn how to use the equipment found in a commercial kitchen.

In their words

"In order to build strong, healthy communities we believe in working with partners and organizations, especially those that serve youth. Fortunately, we have the Youth Career Café as one of our tenants and we will continue to work with them to offer young people job-readiness skills and career planning opportunities!"

— Mikia Ross, group marketing director
Patrick Henry Mall and
Gadsden Mall

"Coming to the Youth Career Café was the best decision I ever made. It helped me with my job search when I was stuck at a dead end. Thanks to the Café, I am currently working at a local theater/restaurant complex. Whenever I have school work to do, I always come to the Youth Career Café. The service here is great!"

— Kendell Young, YCC participant



Short takes

The Youth Workforce Center added an administrative medical assistant course to its menu of offerings.

In its ninth year, Girls Get IT was held in the spring to educate 43 teenage girls from Bethel High School about careers available to them in the fields of information technology and engineering. The event, presented by PCFWD and ECPI University, was held at the school's Newport News campus. The Wells Fargo Foundation awarded the Council a \$7,500 grant to support the Youth Career Café.

Job Corps met with prospective Peninsula candidates at the YCC on Wednesdays to complete an intake process for Job Corps placement in training programs nationwide.

Members of the financial services industry once again taught students at Heritage High School during an eight-week Financial Services Academy that met a once a week. These students performed at a higher level on the money and banking section of their unit test.

MANY THANKS TO OUR EDUCATIONAL PARTNERS:



BUILDING AND IMPROVING WORKFORCE TALENT

Peninsula Worklink One-Stop Resource Centers offer a comprehensive range of services aimed to assist employers with immediate and long-term staffing needs while helping job seekers develop and enhance skills for meaningful and lucrative employment. Its vast network of workforce experts makes it a truly comprehensive value for residents and businesses alike.

Top-notch center

As one of only five in the Commonwealth, Peninsula Worklink received Level I or full certification as a comprehensive One-Stop center from the Virginia Board of Workforce Development. The certification is based on exceptional customer service, quality programming, and continuous overall improvement.

Contributing to this honor, most Peninsula Worklink staff have completed the Virginia Community College System online professional development requirement by the Virginia Workforce Development System. This course is one of two components workforce development professionals must complete to become state-certified.

Manufacturing jobs for veterans

In July 2013, PCFWD was awarded a \$168,000 grant by the Virginia Community College System's Rapid Response Assistance Program to establish a local veterans' employment initiative. The "Jobs for Veterans" Program was designed to recruit and train up to 50 eligible dislocated veterans for one of six high-demand advanced manufacturing jobs.

Over the course of the year, Peninsula Worklink, working in close partnership with the Virginia Employment Commission and Thomas Nelson Community College, enrolled 28 veterans in the program, with 18 of them landing high-wage manufacturing jobs. Seventeen also received advanced manufacturing industry certifications in fiber optics, welding and HVAC, or became licensed as commercial drivers.

Military aid

To assist military members and their families before, during and after they transition from the military, Transitions on the Go was held in October 2013 and again in March 2014 at the Peninsula Workforce Development Center. Veterans, retirees, transitioning military, National Guard, reservists and military spouses attended the informational workshops, which attracted about 70 and 100 people, respectively. Team partners included the Hampton Military Affairs Committee, Fleet and Family Support Center, Fort Eustis Soldier and Family Readiness, Joint Base Langley-Eustis (Army Community Service); Langley Airman & Family Readiness Center, Fort Eustis Soldier for Life Transition Assistance Program, Coast Guard Work Life Program, Virginia Employment Commission, Peninsula Worklink, PCFWD, Virginia Peninsula Chamber of Commerce, Newport News Shipbuilding and Virginia Values Veterans.

Accessibility is important

In June 2014, Peninsula Worklink hosted a very successful trial-run focus group for a U.S. Department of Labor-sponsored special study. The study, which will be conducted by Impaq International, will be used to identify how accessible the region's One-Stop Career Centers are for people with disabilities.

(Top) Peninsula Worklink partners with several area groups to present Transitions on the Go, informational workshops to help transitioning military members find employment.

(Bottom) In October, Peninsula Worklink joins in a celebration to recognize area employers that hire and support people with disabilities.



Return on Your Investment

PENINSULA WORKLINK ACCOMPLISHMENTS

July 2013 – June 2014

More than 10,390 customers visited the two centers

WIA funds trained 268 customers

H-1B funds helped train 391 customers in health care

WorkKeys assessments were provided to 207 participants



Championing disability employment

In celebration of October as Disability Employment Awareness Month, Peninsula Worklink and the Hampton/Newport News office of the Virginia Department for Aging and Rehabilitative Services honored area employers for their outstanding commitment to hiring and supporting people with disabilities in the workplace.

In their words

"The Colonial Williamsburg Foundation is open 365 days a year. The Peninsula Worklink and the Virginia Employment Commission understand the Foundation's significant staffing needs including many and varied seasonal and full-time career opportunities. Worklink staff work diligently to share the Foundation's employment opportunities throughout the year. They help veterans and many others understand the truism that one can start a job and build a career at Colonial Williamsburg. The Colonial Williamsburg staffing team appreciates their untiring efforts."

— Ed Joyner, staffing manager
Colonial Williamsburg Foundation

"Peninsula Worklink is one of the many tools available to military service members transitioning from active duty to the civilian workforce. I can't thank them enough for their support of our veterans."

— Lynn J. Fogarty,
employment specialist
Fleet & Family Support Center, Yorktown

2013 honorees were AARP, Alcoa Howmet, The College of William & Mary's athletic department, Great Wolf Lodge, IBEX Global, Morningside Assisted Living, Newport News Economic Development Authority, Newport News Shipbuilding, Newport News/Williamsburg International Airport and VersAbility Resources.

Success stories

Thanks to the Hampton Roads Healthcare Workforce Partnership (H-1B) Grant, several people have moved up the workforce ladder into better-paying healthcare-related jobs. Here's a recap on two success stories:

Ms. E. was a part-time server earning \$2.13 per hour plus tips at a local bistro. Having already earned a Bachelor of Science degree, she was a perfect candidate for the H-1B Grant program. She earned an Associate of Applied Science degree in physical therapy at Tidewater Community College. After getting licensed, she landed a physical therapy assistant position with Reliant Rehabilitation, earning \$25 per hour.

Employed as a part-time supervisor earning \$10 per hour at a local restaurant, Ms. P. had previously been a companion with a home health care agency and was interested in becoming a

registered nurse. Through the H-1B Grant, she completed her nursing studies at Medical Careers Institute. She obtained her state license and was hired as a registered nurse earning \$25 per hour at Eastern State Hospital.



(Top) A Peninsula Worklink staff member helps clients with their job search in the One-Stop's resource room.

(Left) A regional health fair in May 2014 at the Peninsula Worklink Development Center features 26 vendors, including Sentara. Some 525 job seekers attended.

ENHANCING BUSINESS AND INDUSTRY PARTNERSHIPS

Working with the Peninsula's business and industry to help promote a thriving and globally competitive local economy is one of PCFWD's primary purposes. It can help new and existing companies through emerging work-force initiatives and industry-specific programs.

PCFWD helps region stay on track with Virginia Peninsula Career Pathways

The Virginia Peninsula Career Pathways initiative, administered by PCFWD, is meeting manufacturers' workforce needs through a consortium of 14 major employers whose partners include the local workforce investment board, labor unions, community colleges and six school districts. Based on in-depth interviews with employers, the initiative developed 11 career pathway profiles that represent more than 11,000 jobs in advanced and precision manufacturing technologies on the Virginia Peninsula, and document educational levels, credentials and work experience requirements.

The initiative helps workers progress beyond the essential skills and basic education they have through classroom courses and on-the-job training. The end results are acquired credentials that lead to apprenticeships, employment and continual on-the-job skills upgrades and advancement.

The Greater Peninsula's State of the Workforce

More than 125 people attended the Greater Peninsula's State of the Workforce presentation April 29 at the Marriott Hotel City Center in Newport News. Secretary of Commerce and Trade Maurice Jones opened the event with his remarks that focused on the importance of workforce development in retaining and expanding existing business, as well as recruiting new business to the Peninsula region. He was followed by William E. Harrell, president and CEO of Hampton Roads Transit, who discussed how important a quality transportation system was to a successful workforce.

It's been more than eight years since a report of this caliber has been published on the region's workforce. The study's findings will be used to help the Peninsula Council develop a strategic plan to determine what activities need to be implemented to meet the area's workforce needs over the next five years.

Disney Institute returns

The Disney Institute once again brought its renowned professional development program to Hampton Roads in March when it presented "Disney's Approach to Leadership Excellence." This full-day PCFWD event at the Hampton Roads Convention Center in Hampton allowed 300 professionals from local government, banks,

construction firms, shipbuilding, education and other entities explore the Disney methods of developing leadership and grooming management to inspire passion and interest.

U.S. citizens get a boost through advanced healthcare training

So far, 391 people have received training through the Hampton Roads Healthcare Workforce Partnership, a \$5 million regional training grant awarded in 2011 to PCFWD from the U.S. Department of Labor to fund advanced healthcare training in

In their words

"PCFWD's collaborative attitude has led to an enviable partnership with the Virginia Peninsula Chamber of Commerce, producing a huge collective impact on the Peninsula's future workforce. Whether it's the award-winning Youth Career Expo or the Council's support of the new Young Entrepreneurs Academy, the collaborative focus is on the development and retention of a diverse and qualified emerging workforce."

— Mike Kuhns,
president/CEO
Virginia Peninsula
Chamber of Commerce
Virginia Peninsula
Chamber Foundation



(Above, from left) PCFWD's Matthew James and Dr. John Olson greet Secretary of Commerce and Trade Maurice Jones, Hampton Mayor George Wallace and Newport News Mayor McKinley Price and welcome them to the Greater Peninsula's State of the Workforce presentation. (Left) People at the ever-popular Disney Institute learn about the Disney methods of developing leadership.



In their words

"Talent development is the most important ingredient for economic growth of the Commonwealth. On behalf of the Governor, I am working with public and private sector entities involved in workforce development such as PCFWD to ensure Virginia will be the leading state for attainment of credentials that matter to business, industry and economic prosperity."

— Maurice Jones,
Virginia Secretary of
Commerce and Trade

Donald Sproul, representing the Associated General Contractors, presents a check for more than \$4,800 to Rita Bond, workforce development coordinator, who's flanked by PCFWD's CEO and president, Matthew James (left), and Shawn Avery, vice president. The money was raised through the 2014 AGC Silent Auction and will be used to support workforce development in the construction trades.



various occupational fields. The four-year program, which had an enrollment goal of 333, targets those interested in becoming nurses, occupational or physical therapists, physician assistants, radiography technicians and dental hygienists, among others.

The grant is intended to help U.S. citizens who are unemployed or underemployed obtain training in fields that have been filled with foreign workers under the H-1B Visa program. To date, 140 clients have found employment under the grant, which also provides targeted employment assistance including job-search strategies as they transition from student to job seeker. Most of the remaining individuals are still in training.

In related news, a regional healthcare job fair held in May 2014 at the Peninsula Worklink Development Center featured 26 vendors and attracted 522 job seekers.

Based on the success of the current grant's program, the Healthcare Workforce Partnership—which consists of PCFWD, Opportunity Inc., educational establishments and employers—applied for another grant in June 2014.

In the news

The Peninsula Council has made headlines again! An article featuring the Virginia Peninsula Career Pathways initiative was cited twice in a report by U.S. Vice President Joe Biden titled "Ready to Work: Job-Driven Training and American Opportunity." The initiative was said to be an example of how to "promote a seamless progression from one educational stepping stone to another, and across work-based training and education, so individuals' efforts result in progress." This piece highlights how much of an impact collectively PCFWD and its strategic partners are having within the region.

Customer service training continues

In fall 2013 and late spring 2014, customer service training seminars were once again offered free of charge for the eighth consecutive year in morning and afternoon sessions attended by 176 and 100 people, respectively. The seminars—sponsored by the PCFWD hospitality cluster and its partners: the Hampton Convention and Visitor Bureau, Newport News Tourism Development Office and Newport News Hospitality Association—focused on "Managing the Difficult Customer" and "Applying Critical Thinking to the Customer Service Life Cycle." Attendees were from Peninsula and Southside hotels, tourist attractions, public service agencies, city government and colleges. The spring sessions also attracted attendees from colleges as far away as Covington, Fredericksburg and Manassas.

Government Contracting Series

For the fifth year running, the 10-week "Government Contracting Business Management Seminar Series" was held September through November at the Peninsula Workforce Development Center. The series is designed to help defense contractors, exiting military personnel, small business owners, entrepreneurs and current government employees who are interested in moving up the ranks.

Kudos to the staff

The Virginia Association of Career and Technical Educators named Matthew James, PCFWD CEO and president, Legislator of the Year and Shawn Avery, vice president, Business Partner of the Year. Avery also was awarded a 2013 Chancellor's Award from Virginia Community Colleges.

The Peninsula Council for Workforce Development would like to acknowledge the following member localities, organizations and businesses as Workforce Champions:

LOCALITIES



EXECUTIVE PLATINUM



PREMIUM PLATINUM



PLATINUM



GOLD



SILVER

Bon Secours Hampton Roads • Bryant & Stratton College • Old Point National Bank
Thomas Nelson Community College • Virginia Natural Gas • Walmart Distribution Center • ZelTech

BRONZE

1st Advantage Federal Credit Union • Centura College • Coliseum Central • The Commonwealth Co.
Harvey Lindsay Developers • Suttle Motor Co • TowneBank • VersAbility Resources



2013-2014 FINANCIAL RESULTS

FEDERAL DIVISION

Workforce Investment Act (WIA)

\$3.552 million

**Healthcare Workforce Partnership
(H-1B) Technical Skills
Job Training Funds**

\$1.988 million

Rapid Response

\$218,675

**Re-entry to Education and
Employment Program (REEP)**

\$75,000

**Disability Employment
Initiative Funds (DEI)**

\$65,507

The Peninsula Council for Workforce Development Board of Directors and staff are proud to be good stewards of the workforce development funds that come to our region. We continually strive to grow our funding base to implement programs that meet the needs of the Greater Peninsula's citizens and businesses.

As the grant recipient for the Greater Peninsula Workforce Investment Board, through PCFWD's Federal Division, our local elected officials who comprise the Greater Peninsula Workforce Development Consortium are responsible for properly expending federal grant awards.

From July 1, 2013, through June 30, 2014, PCFWD's Federal Division received approximately \$5.889 million in federal funds to support activities provided through the local public workforce service delivery system. The primary sources of these revenues are listed at left.

Of the total revenues available, \$4.614 million went to support services for eligible populations, and to fund WIB committee work and administrative functions. About 80 percent of this was earmarked for programs that provided workforce development services for at-risk youth, low-income adults, dislocated workers, under-employed workers and local employers. By the end of PY '13, about \$4.189 million had been expended on direct participant services assisting some 11,256 individuals through either core, intensive and/or training activities.

PCFWD's Private/Public Partnership Division receives funds from various sources to provide education and workforce development activities that support the Greater Peninsula's business and industry, youth and citizens.

During PY '13, the P/PP Division received approximately \$825,000 in private and public investments to support various activities, including the Youth Career Cafés, industry focus groups, career pathway development, professional development and economic development efforts. The primary sources of these revenues are listed at left.

PRIVATE/PUBLIC PARTNERSHIPS DIVISION

**Grants and
Special Contributions**

\$309,254

**Local Government
Contributions**

\$255,226

**Private Investment and
Fee for Service**

\$260,596

The Peninsula Council for Workforce Development

2013-2014 Workforce Investment Board, General Members and Staff

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* Also a member of the Greater
Peninsula Workforce Development
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PCFWD STAFF

Matthew James, president
and CEO
William H. Mann Jr., executive
vice president and COO
Gary Butler, vice president,
federal programs
Shawn Avery, vice president,
private/public partnerships
Terri Partain, accountant
Shannon Trochuck, program
support manager
Rita Bond, workforce
development coordinator
Sharnya Smith, Youth Career
Café coordinator
Cathy Ellis, executive support
specialist, administration
and operations
Jeanne Smith, executive
assistant
Carolyn Tarrant, senior office
assistant

FOR MORE INFORMATION, CONTACT:

Peninsula Council for
Workforce Development
11820 Fountain Way, Suite 301
Newport News, VA 23606-4478
(757) 826-3327
mail@pcfwd.org
www.pcfwd.org

Fifty percent of the cost of this report
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Peninsula Workforce Investment Board
(Local Workforce Investment Area 14).

Equal Opportunity Employer/Program



PENINSULA COUNCIL
For Workforce Development