



PENINSULA COUNCIL
For Workforce
Development



Workforce **LINK**

Volume 8 December 2013

From the Chair's Perspective

Greetings Workforce Supporters!

I hope everyone is looking forward to the Holidays!

This past summer and fall has been a busy time for the Peninsula Council, as highlighted by a few of the examples in this edition of *Workforce Link*. From coordinating programs that assist our area's youth and adults, to developing programs that meet the needs of business and industry, workforce development continues to be a coordinated effort that takes many partners to be a success.

All of our success would not be possible without the continued commitment of our Workforce Champions. We are very excited about what the next six months and beyond hold for the Peninsula Council and workforce development. From the Youth Career Expo to the Disney Institute, from job fairs to career exploration activities, the work of strengthening our workforce is a never ending opportunity for success.

Many thanks to all you for understanding the importance of what we do. I wish a happy holiday season to all!



Dr. John Olson
Chair, PCFWD

In the Spotlight



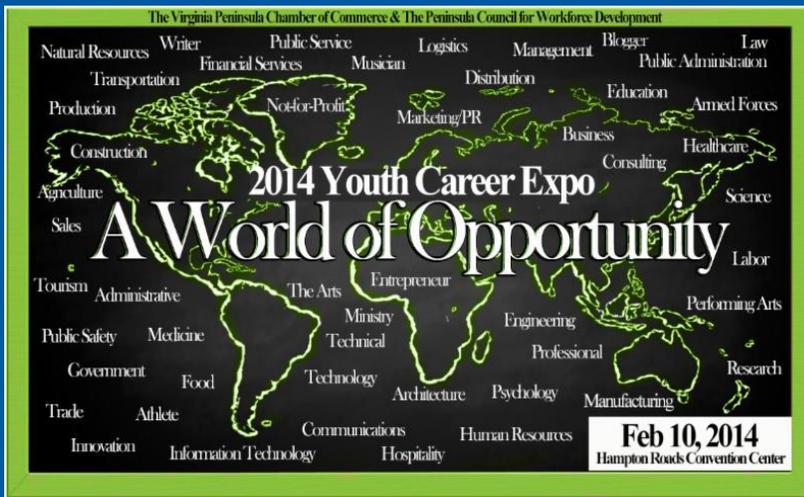
**Registration
NOW OPEN**

**Disney's Approach
to Leadership
Excellence**
March 13, 2014

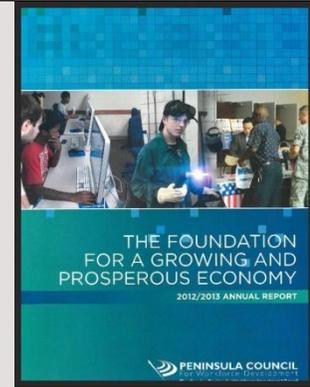
Click above picture for more info

**2012 / 2013
Annual Report
Now Available**

MOCK INTERVIEWERS NEEDED!!!

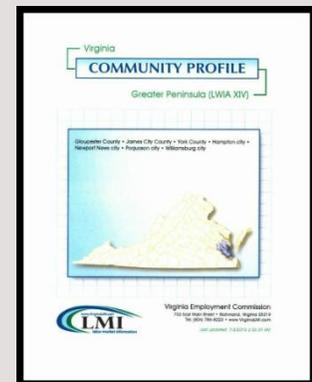


Youth Career Expo 2014
February 10th
[Click here](#) for more information



Click above picture for more info

Community Profile



Click above picture for more info

Employers receive Honors for "Championing" Disability Employment



Chris Rogan presents Terry Cooper from IBEX Global with a Champions Award.

The Hampton/Newport News office of the Virginia Department for Aging and Rehabilitative Services and the Peninsula Worklink honored area employers for their outstanding commitment to hiring

and supporting people with disabilities in the workplace. The awards event on September 12th kicked off a series of activities planned across the region in celebration of October as Disability Employment Awareness Month. Bob Baker, technical director of Alcoa Power and Propulsion in Hampton, was the event's keynote speaker.

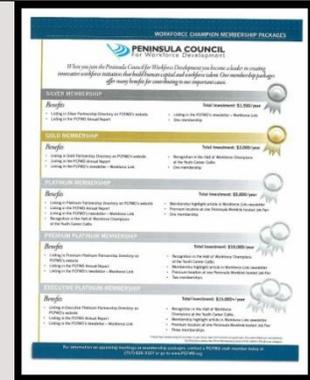
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"Success is oftentimes the result of solid partnerships," said DARS Commissioner Jim Rothrock. "This year's champions demonstrate the success that can be realized when talented Virginians with disabilities, supported by skilled professionals, meet the employment needs of progressive employers who readily identify the abilities, not disabilities, presented to them."



George Decker accepts a Champions Award on behalf of Newport News Shipbuilding.

2013 Honorees were AARP, Alcoa Howmet, College of William and Mary Athletic Department, Great Wolf Lodge, IBEX Global, Morningside Assistant Living, Newport News Economic Development Authority, Newport News Shipbuilding, Newport News / Williamsburg International Airport and VersAbility Resources.



Become a Workforce Champion

Click above picture for more info or contact Shawn Avery at 757-826-3327



How do I Manage that Difficult Customer???

"Managing the Difficult Customer" was the hot topic addressed at the 2013 Fall Customer Service Training Seminar on November 6th at The Mariners' Museum in Newport News. The participants represented various facilities that serve the public such as hotels, tourist attractions, public service agencies, city government agencies, and colleges from the Peninsula and the Southside.

The presenter was Keely Humphrey, Learning and Development Coordinator in Human Resources for the City of Newport News. Humphrey provided insight to understanding and identifying types of difficult customers, applying empathetic listening and questioning to resolve issues, acquiring the skills, techniques and methods of handling difficult customers, and learning how to reduced stress when encountering difficult customers.

The Hospitality Cluster of the Peninsula Council along with its partners - Hampton Convention and Visitor Bureau, Newport News Tourism Development Office and Newport News Hospitality Association, sponsor this event during the spring and fall of each year. The next customer service training seminar will be held in the spring of 2014. For more information concerning future customer service seminars, please contact Rita Bond, Workforce Development Coordinator at (757) 826-3327.



Café411



Never a Dull Moment at the YOUTH CAREER CAFE!

The Summer and Fall has been an exciting time at the Youth Career Café. From hosting the Newport News Public Schools' Camp Connect to exploring career opportunities for middle and high school aged youth to hosting various job fair opportunity...there is always something for everyone at the YCC.



ECPI University hosted the "That's my App" as part of the YCC Summer Camp Series.

A highlight this summer for 20 future "STEM Workforce" was the "That's my App" Camp held at ECPI University. The Camp gave juniors and seniors from Hampton, Newport News, Poquoson, Williamsburg / James City County and York County Public Schools the opportunity to develop their own application for their cell phones. In August, Youth Workforce Center graduates participated in a 4-day workplace readiness series and Career Exploration Camp, which took the participants on tours of the Wal-Mart Distribution Center, 1st Advantage Federal Credit Union, Marriott Hotel, Medical Careers Institute (MCI), CH2M Hill, Chick-fil-A, Newport News Shipbuilding and the Port Authority.

On October 11th, a Job Fair was held at the Youth Career Café. Sixty seven (67) youth were served and 6 employers participated: York River Electric, Wendy's, McDonald's, Bed Bath and Beyond, City of Newport News, and Orlando Landscaping. All of the employers were impressed with the students, all of which were required to participate in a pre-screening event (74 attended) at the Café on October 5th. The participants completed resumes, mock interviews and dress for success presentation.

The Youth Career Café has partnered with the Hampton City Schools Performance Learning Center (PLC) to offer a workplace readiness series to their students. Started in October, a series of events are planned through and will continue through March 2014, including hosting young PLC entrepreneurs on-site at the Youth Career Café, allowing the students to showcase their product and/or service.



Mark Bryan with York River Electric interviews one of the participants in the Youth Career Cafe Job Fair.

Visit www.youthcareercafe.com for the latest information and upcoming events. Check out the pictures below for a highlight of some other recent YCC activities!



Dale Stone with Walmart Distribution Center discusses the many career opportunities available in the Transportation, Warehousing and Distribution Industry.



Students from York River Academy participate in a Career Exploration Workshop at the YCC.



Expanding Opportunities for Out of School Youth

A unique alliance has been forged to provide participants of the Workforce Investment Act (WIA) funded Youth Workforce Center program at New Horizons Regional Education Center with additional vocational and technical options. To improve employment options, a partnership has been formed between the YWC and NHREC Adult Education Program to expand program offerings. As an alternative to offering only Pre-apprentice Electrical and Certified Nursing Assistant (CNA) programs, participants can now select Building Maintenance Tech, Welding 1 and 2, and Business Computer Applications. Successful completion of the latter allows interested participants the opportunity to transition into the CNA, Medical Assistant, Pharmacy Tech or Dental Assistant programs, along with other training options through the Adult Education Division.

In addition, recognizing the importance of career and work readiness, all participants must now successfully complete a mandatory 16 hours of the "Work and Career Readiness" component of the program presented by the Youth Career Café staff before they move forward into occupational training.

Comprehensive component topics include job search techniques, resume writing and cover letter preparation, first impressions, team work, attitude, integrity, initiative, time management, transportation, attendance and internet etiquette.

For more information on the Youth Workforce Center programs, click [here](#).



WIA In-school participants learn about the exciting world of Hospitality at the City Center Marriott.

Assisting with the "Transition" through Partnerships

70 participants (Veterans, Retirees, Transitioning Military, National Guard & Reservists and Military spouses) took part in the "TRANSITION ON THE GO" Event on October 17th at the Peninsula Workforce Development Center. The event was aimed at augmenting the resources already provided through the various Transition Offices of the Military Services by providing supplemental education/information resources to assist all military members and their family's before/during/after they transition from the military.



TEAM partners included the Hampton Military Affairs Committee, Fleet and Family Support Center, Ft. Eustis Soldier and Family Readiness Joint Base Langley-Eustis (Army Community Service), Langley Airman & Family Readiness Center, Fort Eustis Army Career and Alumni Program (ACAP), Coast Guard's Work Life Program, Virginia Employment Commission, Peninsula Worklink, Peninsula Council for Workforce Development, The Freedom Support Center at Ft. Monroe, Virginia Peninsula Chamber of Commerce, Newport News Shipbuilding, and Virginia Department

of Veterans Services

A separate recruitment event, "Military Workforce Recruiting", was held on October 24th at the Peninsula Workforce Development Center. 65 individuals and 13 employers attended the event. It was coordinated by the Department of Veterans Services, Virginia Employment Commission, Employee Support of the Guard & Reserve, Hero 2 Hire and Peninsula Worklink. Featured employers included Colonial Williamsburg, Absolutely American, Oceaneering, Bosh Global Systems, Newport News Shipbuilding, Inmotion Hosting, CTR Corporation, Electronic Systems, C4 Planning Solutions, Hampton Sheriff's Office, The Lee Group, AMSEC and Bon Secours.

These events are an excellent example of the military centers, business community, workforce partners, and veteran support organizations coming together to provide resources for transitioning veterans.

Effectively Navigating the World of Government Contracting

Designed to help defense contractors, exiting military personnel, small business owners, entrepreneurs and current government employees looking to move up the ranks, a 10-week "Government Contracting Business Management Seminar Series" series was held once a week from September 10th through November 12th at the Peninsula Workforce Development Center. This is the fifth year that the series has been sponsored by the Peninsula Council for Workforce Development.

Participants of the 2013 seminar series received valuable information on a host of topics including strategic planning; marketing; proposal development; contract performance, administration and accounting; government customer expectations; subcontracting with prime contractors; profitability and administration; employee relations and small business resources.

Hall of Workforce Champions

The Peninsula Council for Workforce Development would like to acknowledge the following localities, organizations and businesses as 2013-2014 Workforce Champions



Hampton



FERGUSON



Newport News Shipbuilding
A Division of Huntington Ingalls Industries

Walmart



Bank of America



Canon
CANON VIRGINIA, INC.



Dominion



W.M. **Jordan**
COMPANY



RIVERSIDE



WILLIAM
& MARY



APM Terminals Bon Secours Hampton Roads Cox Communications ECPI University
Everest College Old Point National Bank Wal-Mart Distribution Center
Williamsburg Community Foundation
1st Advantage Federal Credit Union Coliseum Central The ARC of the Virginia Peninsula The Commonwealth Co.
Thomas Nelson Community College TowneBank

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FOR MORE INFORMATION ON THE
PENINSULA COUNCIL FOR WORKFORCE DEVELOPMENT,

[Visit our Website](http://www.pcfwd.org)

or contact our offices at

Email: info@pcfwd.org or Call 757.826.3327