



Think Progress. Think Tomorrow. Think GRADD.

**GREEN RIVER WORKFORCE INVESTMENT BOARD
Regional Leadership Team**

January 12, 2012

M-I-N-U-T-E-S

The Green River Workforce Investment Board (GRWIB) Regional Leadership Team (RLT) met Thursday, January 12, 2012, at 2:00 p.m., at the Green River Area Development District (GRADD) office, located at 300 GRADD Way, Owensboro, Kentucky. The following persons attended:

MEMBERS PRESENT

Karen Cecil, Chairperson, GRWIB, Rio Tinto Alcan
Pam Cox, Vice Chairperson, GRWIB, Owensboro Medical Health System
Dan Lanham, Treasurer, GRWIB, Green River Intra-County Transit System
Dr. Nick Brake, Greater Owensboro Economic Development
Mike Baker, Hancock County Economic Development
Victor Doty, Career & Technical Education, Henderson County Schools
Connie Galloway, City of Henderson
Lawrence Garrity, Webster County Area Technology Center
Don Howerton, Kentucky Adult Education
Kevin Sheilley, Northwest KY Forward
Dr. Gene Tice, Western Kentucky University, Owensboro Campus
Dr. Kris Williams, Henderson Community College
Kim Humphrey, Alliance Coal Company
Gina Mitchell, Peplemark, Inc.
Brad Schneider, Henderson Chamber of Commerce
Joanna Shake, Associate Director for Community & Economic Development, GRADD
Tonya Logsdon, Associate Director for Workforce Development, GRADD

Bill Markwell, *Chairman* ■ Jody Jenkins, *Vice Chairman* ■ Bill Parrish, *Secretary* ■ Jack McCaslin, *Treasurer* ■ Jiten Shah, *Executive Director*

MEMBERS ABSENT

Karen Dueker, Secretary, GRWIB, Office of Employment & Training
Dr. James Klauber, Owensboro Community & Technical College
Allen Kennedy, Hancock County Industrial Foundation
Dave Phillips, Tyson Foods

GUESTS AND STAFF PRESENT

Tom Stellman, President, and CEO, TIP Strategies
Karen Beard, Senior Consultant, TIP Strategies
Jodi Rafferty, Program Planner, GRADD
Michelle Drake, Business Service Manager, GRADD
Marcie Vooris, Client Services Manager, GRADD
Peggy Willis, Support Services Technician, GRADD

I. WELCOME & INTRODUCTIONS

Tonya Logsdon welcomed all in attendance and introduced Tom Stellman and Karen Beard with TIP Strategies.

II. TIP STRAEGTIES

Tom Stellman began the meeting by giving a brief background of the TIP Strategies team. He then explained the primary focus of this meeting is to provide the opportunity to discuss objectives, identify initiatives, and review the expectations of the RLT. The primary focus will be on economic development and they will use a three-pronged approach.

1. Talent - skill set, attract, retain, develop;
2. Innovation - keep industry cutting edge; and
3. Place – quality of life.

The TIP planning model combines analytical tools, economic development, and workforce development to create a three-phase approach of discovery, opportunity, and implementation that has proven flexible enough to address a variety of challenges.

Phase I is workforce skills analysis. This will be an analysis of the occupational structure of the region and will provide data on the individual occupations in the region along with estimates of future demand due to new employment and growth.

Phase II is a sector analysis that will identify the most suitable targets for the region by looking at existing and emerging industries. This analysis will identify the industries that represent the highest potential for relocation or expansion to the region.

Phase III is a regional strategy and action plan that will provide the RLT with the tools needed to implement a long-term economic strategy. The goal is to have this completed by April 30.

Mr. Stellman stated this region is very strong in manufacturing but that manufacturing is also the most vulnerable. He asked the RLT for the top challenges in their areas. Included in the answers were:

- Skills – what is needed now and five years from now;
- Aluminum manufacturing – retiring employees, programs must be enhanced;
- Eco system – need companies with young entrepreneurs;
- EPA – laws for mining companies;
- Youth and youth offenders; and
- I69 - promote to industries.

In addition, Mr. Stellman asked the RLT for their opportunity and areas of focus concerns. Included were:

- Industry funding to promote workforce;
- Insight into what jobs are really needed, skill gap, analysis, and projections;
- Opportunity to get industries more involved;
- Have the students to place in internships, but lack of employers;
- Opportunity with community change – Owensboro Downtown;
- Agriculture, food processing, and biotech moving slowly;
- Build relationship with Indiana cities and counties;
- Better marketing in health field to attract employees;
- Education should be made an incentive by employers; and
- Coal gasification.

Mr. Stellman concluded by saying the team will return in February to conduct focus groups and in March for an opportunity workshop. He stated TIP would prepare an implementation process that will address actions, priority, measurement, and updates. The final report and presentation will include a public “roll-out” of the plan. TIP will provide a candid assessment of the economy, a clear picture of the region’s opportunities for growth, and a creative action plan for leveraging its competitive advantages.

III. OTHER BUSINESS

None.

IV. ADJOURNMENT

With no further business to conduct, the meeting concluded.

/pjw