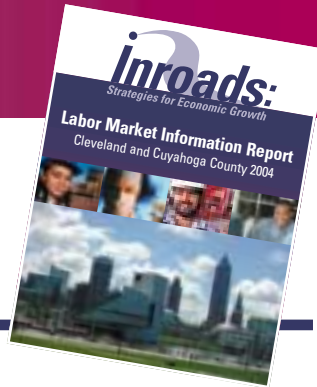


# inroads: workforce summit 2004

**September 9, 2004 • 7:30 am to 2:00 pm**  
**Cleveland Convention Center**  
**500 Lakeside Avenue • Cleveland, Ohio 44114**



Summit attendees will receive a copy of *Inroads*, the newest labor market information (LMI) report compiled by the Ohio LMI Department.

The report provides a clean and concise snapshot of the key labor market indicators and provides timely tools for businesses to stay competitive.

**Inroads: Workforce Summit 2004** is presented as part of a collaborative program between the City of Cleveland and Cuyahoga County Workforce Development Divisions. These divisions have entered into an unprecedented partnership that will change the landscape of our community's workforce development system and create positive change for business as never before.

To foster awareness and display their cooperative efforts, both divisions will use the name **Employment Connection**, and share a logo and tagline which will be unveiled at the Workforce Summit. The new brand represents a commitment to local businesses to provide excellent customer service, options for recruitment, training and educational programs, and valuable resources.



for more information, visit [www.workforcesummit2004.com](http://www.workforcesummit2004.com)  
 or call the hotline: **216-987-3322**

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Inroads: Workforce Summit 2004  
 1275 Ontario Street  
 Cleveland, Ohio 44113



# Inroads: Strategies for Economic Growth

## workforce summit 2004



Steve Forbes



Christopher M. Connor

Presented by the  
 Workforce Investment Boards  
 of the City of Cleveland and  
 Cuyahoga County

## theme

The theme of the Workforce Summit 2004 is *Inroads: Strategies for Economic Growth*. Join the best and the brightest of Northeast Ohio and participate in the creation of workforce strategies that help build a strong economic future. From a dynamic opening roundtable discussion to interactive sessions and a keynote luncheon program by Steve Forbes, this is *the* event for Cleveland area businesses. Hear from top panelists on:

- Economic development concerns: the rising cost of labor, the shortage of a skilled workforce, and the impact on business bottom line
- How the global economy, emerging technology, changing business patterns and demographics effect business
- How business can address area workforce concerns, and influence education and the community partners
- Introduction of the new City of Cleveland and Cuyahoga County Business Services Team

Following the Summit, job seekers will enjoy a Career EXPO with opportunities for employment.

## agenda

**registration & continental  
breakfast: 7:30 am**

**welcome: 8:30 am**

Mayor Jane L. Campbell  
 Cuyahoga County Board of Commissioners:  
 Peter Lawson Jones, Tim McCormack, Jimmy Dimora

**morning keynote: 8:45 am**

Christopher M. Connor  
 Chairman and CEO, Sherwin Williams Co.

**roundtable discussion: 9:25 am**

**break: 10:30 am**

**labor market information and industry  
breakout sessions: 10:45 am**

**keynote luncheon program: 12:15 pm**  
 Steve Forbes, President and CEO of Forbes, Inc.  
 and Editor-in-Chief of *Forbes* Magazine

**closing remarks: 1:45 pm**

Alex Machaskee, President and Publisher,  
 The Cleveland Plain Dealer  
 Randell McShepard, Chairman,  
 City of Cleveland Workforce Investment Board  
 John Carter, Chairman, Cuyahoga County  
 Workforce Investment Board

## sponsors



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## keynote speaker Steve Forbes



As an influential pro-growth advocate and a writer and speaker on domestic and foreign policy issues, Steve Forbes is one of the most well respected men of our time. As President and CEO of Forbes, Inc. and Editor-in-Chief of *Forbes* Magazine he also runs the nation's foremost business magazine.

A widely esteemed economic prognosticator, Mr. Forbes, whose column "Fact and Comment" appears in every issue, has won the prestigious Crystal Owl award four times as the financial journalist whose economic forecasts for the coming year proved to be most accurate.

## morning keynote Christopher M. Connor



Christopher M. Connor is Chairman and Chief Executive of The Sherwin-Williams Company. Sherwin-Williams is a \$5.2 billion global leader in the paint and coatings industry. Mr. Connor was elected Chief Executive Officer by the company's Board of Directors on October 25, 1999 and added the title of Chairman on April 26, 2000.

Mr. Connor serves on the Board of Directors of National City Bank and is a Trustee of Keep America Beautiful, University Hospitals of Cleveland, The Catholic Diocese of Cleveland Foundation, The Greater Cleveland Partnership, The Musical Arts Association and Walsh Jesuit High School. He is a 1978 graduate of The Ohio State University.

## roundtable participants:

**moderator: Dr. Jerry Sue Thornton, President**  
Cuyahoga Community College

**Mark Sweitzer, Assistant Vice President and Economist**  
Federal Reserve Bank

**John Ryan, Executive Secretary**  
Cleveland AFL/ CIO Federation of Labor

**Steve Millard, Executive Director**  
Council of Smaller Enterprises (COSE)

**Professor Ned Hill, Distinguished Scholar of Economic Development**  
Maxine Goodman Levin College of Urban Affairs,  
Cleveland State University

## breakout sessions

### healthcare

Healthcare is a vital sector of the economic growth of the Ohio economy. Hear about innovative approaches for recruiting new employees and increasing training capacity for the Cleveland area health care industry.

**facilitator: Deb Adams**, Manager of Provider Operations,  
Western Reserve Area Agency

**panelists: Lisa Anderson**, Vice President,  
Center for Health Affairs

**Karla Krodel**, Director of Health Industry Cluster,  
Youngstown State University Metro College

**Molly Seals**, Senior Vice President,  
Human Resources and Organizational Development,  
Humility of Mary Health Partners

**Steven Raichilson**, Executive Director,  
Menorah Park

### small business

Small business is crucial to the Northeastern Ohio economy. Participants will hear innovative ideas from small business leaders which will promote the continued success of this business sector for this area.

**facilitator: Steve Millard**, Executive Director, COSE

**panelists: Stephanie McHenry**, President, ShoreBank

**John Hogan**, Manager, Minority Enterprise Dev.,  
Small Business Administration

**Pat Perry**, President, Employers Resource Council

**Don Scipione**, President, Acme Express

### manufacturing

Manufacturing accounts for approximately two-thirds of private research and development expenditures, and employs some of the brightest and best scientific minds. Participants will learn how to build a recruitment and training system that will support the industry tomorrow.

**facilitator: Leslie Yerkes**, President, Catalyst Consulting

**panelists: Roger Sustar**, President, Fredon Corp.

**John Colm**, Executive Director, Westside Industrial  
Retention and Expansion Network (WireNet)

**Bill Brake**, Cleveland General Manager, ISG, Inc.

### construction

Construction continues to be one of the economic sectors that is on the rise. Hear from local industry leaders and participate in a panel discussion on how to grow our area workforce to help this sector succeed.

**facilitator: Arlene Anderson**, Executive Director,  
Black Trades Council

**panelists: Loree Soggs**, Executive Secretary,  
Cleveland Building Trades Council

**Mike Kucera**, General Manager, TESCO Builders

**Frederick DiPalma**, Regional Placement Coordinator,  
Home Builders Institute

**Dominic L. Ozanne**, President and CEO,  
Ozanne Construction

**Kathy Augustine**, Executive Director,  
Hard Hatted Women

# Inroads:

## Strategies for Economic Growth

September 9, 2004 • 7:30 am to 2:00 pm  
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500 Lakeside Avenue • Cleveland, Ohio 44114

Space is limited and preference will be given to registrants representing a company, business or business association. Please complete this registration form to sign up and select your breakout sessions. The registration fee is \$100 per person, which includes continental breakfast, choice of lunch entrée, keynote speech, and materials.

To pay by mail, fill out the form below and mail with your check made payable to the Cleveland Development Foundation to:

Inroads: Workforce Summit 2004  
Attn: Mary Kay Bitterman  
1275 Ontario Street  
Cleveland, Ohio 44113

To pay by credit card over the phone, please call  
**216-592-2222.**

## workforce summit 2004

### meet & greet

Executives will be given the opportunity to speak personally with Steve Forbes in the VIP Hospitality Room from 11:15 am to noon. *There are limited reservations available for this portion of the program.* The fee of \$200 includes Summit activities, keynote luncheon and entrance to the VIP room.

### career EXPO

Following the Summit there will be a Career EXPO from 1:00-4:00 pm which will connect your company with area job seekers. Career EXPO tables are \$125 each, and include *Plain Dealer* and Cleveland.com advertising incentives. For more information on securing your table, call 216-987-3322 or email [careereexpo2004@yahoo.com](mailto:careereexpo2004@yahoo.com)

### sponsorship

Sponsorships packages including table sponsorships are available at various levels and most include advertising incentives with *The Plain Dealer* and [cleveland.com](http://cleveland.com). Please contact Bob Paponetti, Cuyahoga County Director of Workforce Development at 216-698-2887 for details.

**SUMMIT REGISTRATION FORM:** Send with your remittance (\$100 for Summit, or \$200 for Summit and VIP Hospitality Room) made payable to the Cleveland Development Foundation.

Mail to: Inroads: Workforce Summit 2004, Attn: Mary Kay Bitterman, 1275 Ontario Street Cleveland, Ohio 44113

#### Personal Information

FIRST NAME	LAST NAME		TITLE	
COMPANY/ORGANIZATION NAME AND STREET ADDRESS				
CITY	STATE	ZIP	PHONE	EMAIL ADDRESS
SPECIAL ASSISTANCE REQUIRED				

#### Breakout Session choose one:

- Healthcare  
 Manufacturing  
 Construction  
 Small Business

#### Entrée Selection, choose one:

- Regular Entree  
 Vegetarian Entree

#### How did you hear about the Workforce Summit? (check all that apply)

- Postcard or mailing  
 The Plain Dealer  
 [cleveland.com](http://cleveland.com)  
 Radio  
 Industry Association:

Other: \_\_\_\_\_

#### Policies

*Payments must be made in full prior to the conference. All cancellations must be made prior to August 15th, 2004. There will be no refunds after that date. All refunds will be processed after the conference. Speakers and topics are subject to change without prior notice.*

**You will receive a confirmation email within two working days of receipt of your registration. If you do not receive a confirmation via email, please call: 216-987-3322**