

# the Workforce Quarterly

A Quarterly Update for the Central Pennsylvania Workforce Investment Board

Volume 6, Spring 2011

## Board Chair Message

**Jamie Aurand, Chairperson**

Central Pennsylvania Workforce Development Corporation

Unless you are Rip Van Winkle and have slept through the last several years, you have heard about the boom in activity related to the gas industry as it taps the reportedly vast resources within the Marcellus Shale play. It has contributed substantially to the local economy and will for decades to come. Because I reside in Northumberland County and work in Clinton County, I spend a lot of time on Interstate 80. I can personally attest to the presence of the gas industry in our region by the increase in the truck traffic (big and small) with names on their doors like Halliburton and Trican.

So what effect does this have on PA CareerLink® staff? The learning curve for the staff was quite short. They had to learn the unique wants and needs of a new industry with different terminology, while not losing ground on their established relationships with other employers in the community. While the gas industry is a blessing for our region, particularly during these tough economic times, the staff in our PA CareerLink® facilities must continue to be a 'One Stop Shop' for all customers (employers and job seekers) with limited and shrinking resources. This will be a major challenge for the foreseeable future. From my experience working with PA CareerLink® staff, they are up to the challenge. ●

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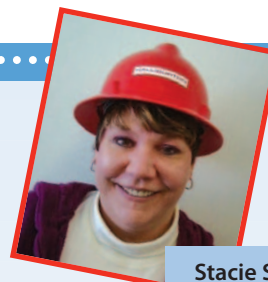
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## Guest Article... What's It Like to Work in the Gas Industry?

—Compiled from interviews by CPWDC staff

When picturing a FIT 4 Natural Gas student, a woman with her own translating service and a marketing/public relations background does not usually come to mind. But Dee Brown wanted to learn about the natural gas industry to prepare her for a job in public relations within that industry. In spite of hearing, "there are no openings for those types of positions," Dee followed her instincts to fill a need for good public knowledge of natural gas drilling and its effect on Pennsylvania. Dee completed the program, and even learned how to drive a front end loader and a backhoe.

At a Meet and Greet for FIT graduates and Natural Gas employers, Dee seized this opportunity to market



**Stacie Shearer,**  
Halliburton's Staffing Specialist.  
Find her story on page 5.

her talents to employers and, within six weeks, began public relations work for CUDD Energy Services in Canton. This position was created for her and is the first outside their Houston office.

Dee's advice for anyone curious about the natural gas industry is to learn the facts. Dee is passionate about CUDD's sustainability practices and the industry in general. She wants everyone to understand what the industry means not only in terms of revenue, but what homegrown fuel means to our country.

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## Legislative Update

Workforce Investment Act (WIA) funded programs remain in limbo on both the reauthorization and funding fronts. In early February, it appeared that the fifth attempt would result in legislative reauthorization of WIA especially since prominent workforce supporters in both the House and Senate were prepared to introduce bills. However, by mid-February, focus had shifted to budget priorities. First the US House of Representatives budget called for the elimination of WIA Adult, Dislocated Worker and Youth Programs. The US Senate version called for level funding. Both sides approved an agreement on April 15, 2011 that restores partial funding.

Over the past 2 years, participation rates in WIA programs have gone up 234% nationally. Continued funding for is vital to ensure that our economy continues to recover and that job seekers can return to careers with sustainable wages. ●

## Spotlight

### Career Readiness Certificate — Powered by WorkKeys®

CPWDC and the Central PA CareerLink® offices have incorporated WorkKeys® as a crucial component of the FIT 4 Natural Gas program which is designed to help job seekers plan and prepare for work in the Natural Gas industry. This program has assessed and awarded Career Readiness Certificates (CRC) to 50 individuals since April 2010. Several new employers emerging from the natural gas boom in the region have been educated about WorkKeys® and are recognizing the CRC as part of their hiring practices (i.e. Ensign Drilling, BBB Oil & Gas, Precision Drilling, Newalta and Paws Pumps).

Applicants who hold a CRC have spent a considerable amount of time and effort to obtain it. The nationally recognized CRC provides a snapshot of the individual's basic foundational skills, which may or may not be evident on a resume, and can provide a hiring employer with concrete information regarding whether the individual has skills that are a good fit for the job. Job analysis can help employers identify the skills their employees need to be successful on the job. CPWDC offers several job analysis options to assist employers with hiring, promotion and training. For more information, visit [www.cpwdc.org/workkeys](http://www.cpwdc.org/workkeys). ●

## News Flash...

### PA CareerLink® Lycoming County is Moving

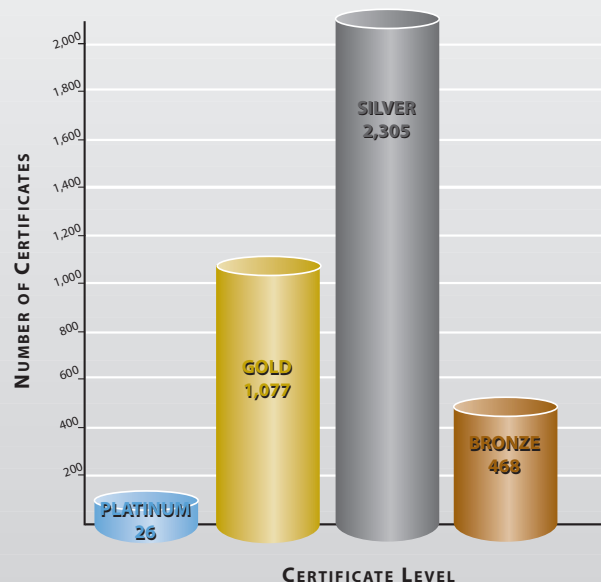
By July 1, 2011, the PA CareerLink® Lycoming County will have moved to 329 Pine Street in Williamsport. Only two blocks from the current location, the new facility was selected from responses to a Request for Proposal for office space in Williamsport.

The new facility holds great potential for our customers and staff is in the process of designing a PA CareerLink® office that will provide high quality services for job seekers and employers. The new facility offers 50% more space than the current location. The PA CareerLink® will continue to offer job seekers and employers with quality services and staff is



*CPWDC, in partnership with the Central PA CareerLink® offices, has awarded 3,876 CRCs since 2006.*

### Career Readiness Certificates Issued (March 2011)



working to ensure there is minimal disruption in services as a result of the move.

In addition to the services currently offered, the new site will have dedicated space to showcase the services and resources that specifically address the hiring needs of Natural Gas industry employers and tools for individuals who want to concentrate their job search within that industry. ●



## Board Member Profile

**Ted Wurfel**

### Vice President of Environmental Safety and Regulatory Affairs for Chief Gathering, LLC

With more than sixteen years' experience in the Natural Gas industry, Ted is currently the Vice President of Environmental Safety and Regulatory Affairs for Chief Gathering, LLC based in Dallas, Texas. An operations office in Montoursville brings Ted here several times a month and led to his involvement with the Central Pennsylvania Workforce Investment Board (WIB). He currently serves on the Workforce Trends and Strategy Committee where he enjoys the opportunity to represent the growing Natural Gas industry. Among the challenges faced by the WIB, Ted points to the high unemployment rate and lagging economy as the most pressing. He remains optimistic, though, that the region's economy may rebound more quickly than other areas because of the diverse group of industries here and the increased number of Natural Gas jobs. Ted holds a BS in Engineering from the Colorado School of Mines and currently lives outside Pittsburgh with his wife and two sons. ●

## Partnerships

### Marcellus Shale Career Expo — March 11 & 12, 2011

The PA CareerLink® Lycoming County once again partnered with the Williamsport/Lycoming Chamber of Commerce, Pennsylvania College of Technology and the Marcellus Shale Education and Training Center® to provide the third Marcellus Shale Career Expo in less than 12 months. The event began with a Vendor Reception and Networking session at the Holiday Inn in Williamsport on Friday, March 11, 2011 from 6:00PM until 8:30PM during which graduates from the past two FIT 4 Natural Gas classes were recognized. All successful FIT 4 Natural Gas participants were invited to speak one-on-one with representatives from hiring companies.

The public was invited to attend the Marcellus Shale Career Expo at the Pennsylvania College of Technology Field House on Saturday, March 12, 2011 from 9:00AM until 2:00PM. Job seekers had an opportunity to meet with representatives from hiring employers, discuss job openings and complete applications on site.

*The March Expo drew approximately 1,000 job seekers interested in networking with a dozen natural gas related companies looking to fill a variety of positions.* ●

## Staff Members

Shannon Miller  
Executive Director

Stacey Kifolo  
Fiscal Coordinator

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Assistant Director

Kathy Kresen  
Office/Accounting Assistant

Erica Mulberger  
Finance Manager

Korrie Lucas  
Workforce Coordinator

Kristy Anderson  
Associate WorkKeys® Coordinator

Cheryl Reish  
Senior Fiscal Coordinator

William Berry  
Research Coordinator

Donald Schwartz  
Grant Project Coordinator

Sandie Fairman  
Quality Assurance Coordinator

Laura Seward  
Office/Board Coordinator

Tracy Hower  
Research Coordinator

## • Grants •

The US Department of Labor awarded nearly \$5 million through a community-based job training grant to create ShaleNET, a comprehensive recruitment, training, placement and retention strategy to respond to the workforce needs in the Marcellus Shale play. Westmoreland Community College and Pennsylvania College of Technology will act as regional hubs to coordinate technical training for qualified workers in the Natural Gas industry in 69 counties in Pennsylvania, Ohio and West Virginia.

The drilling of a single well requires 400 people working in nearly 150 occupations. Because natural gas extraction is a relatively new industry, there are not enough job seekers with the specific skills needed to fill available positions, even with a higher-than-normal unemployment rate. As a result, much of the current gas drilling workforce is not local. Marcellus ShaleNET can change that.

The PA CareerLink® system will be an important partner in ShaleNET. Job seekers will be able to access a web-based comprehensive talent matching system at a PA CareerLink® location. PA CareerLink® staff will provide industry specific job readiness training and refer job seekers to training and employment opportunities focused on six high priority occupations: derrick operators, rotary drill operators, service unit operators, roustabouts, welding and brazing operators, and truck drivers. [For more information, visit www.shalenet.org](http://www.shalenet.org) or [www.msetc.org](http://www.msetc.org).

## PA CareerLink®

### A "Natural" Resource for an Emerging Industry

The PA CareerLink® sites in Lycoming and Clinton counties have gained valuable experience servicing the employment needs of over 60 Natural Gas industry employers, including Halliburton, Trican, Gas Field Specialties, Aerotek, Inc., McJunkin Red Man Corporation, Newalta and Weatherford Fracturing Technologies. In December 2010 alone, Natural gas hires accounted for 57% of the total hires at PA CareerLink® Lycoming County with a total of 78 job orders and 96 reported hires. In January 2011, there were 72 Natural Gas job orders and 154 reported hires in the industry according to the PA CareerLink® Lycoming County.

PA CareerLink® staff is available to assist with multiple stages of the hiring process from writing specific job postings, arranging targeted recruitment events and pre-screening the applicant pool according to individual employer needs. The staff can reserve space at the PA CareerLink® facility for an employer to interview job candidates. Along with these services which are typically utilized by a wide variety of industries, the Natural Gas industry is tapping into additional services including referrals to established contacts within the local area for information on housing, economic development, and suppliers of raw materials and services. The PA CareerLink® offices are prepared to be in step with this industry as its needs develop over the coming years.

#### Change of Address?

We want to be certain that you do not miss an issue, so please send address changes to [lseward@cpwdc.org](mailto:lseward@cpwdc.org) so that we can move with you.

#### Prefer the Electronic Version?

If you would rather receive the electronic version, please send your email address to [lseward@cpwdc.org](mailto:lseward@cpwdc.org). Thank you for helping us use our resources wisely.

### Did You Know?

#### Roustabouts & Roughnecks...

Roustabout is an official classification of the Natural Gas industry's personnel. In this entry level position, Roustabouts typically perform various general laborer duties on and around drilling rigs. They frequently turn out to be long-term employees and take on more difficult and sometimes dangerous jobs as they gain experience. Most go on to become Roughnecks. Roughnecks work on drilling rigs handling specialized drilling equipment for drilling and pressure controls.

## Labor Market Facts

### Profile of Pennsylvania's Unemployed People

In the last year, unemployment rates in Central Pennsylvania have dropped from 8.8% to 8.2%, but it remains unclear if the decrease is attributable to the Natural Gas industry and what direct impact the Natural Gas industry has had on the local workforce. There is a lag between current activity and data representation; traditional labor market data sources still do not reveal the effect of the Natural Gas activity that we see in the PA CareerLink® sites and in the daily lives of Central Pennsylvania residents. According to the Marcellus Shale Education and Training Center® (MSETC), it is estimated that approximately 410 individuals working in 150 different occupations are required for each well. However, individuals working on those gas wells may come from out of state. Local job applicants are sometimes unaware of the rigors associated with natural gas – long hours, physically demanding work and weekends or holidays – or lack the technical expertise and safety backgrounds required for these positions so companies are somewhat dependent on, at least in the short term, importing experienced workers.

MSETC estimates that the Natural Gas industry in the Central Region would demand at least 325 direct, full-time jobs in 2009. By 2011-2013, workforce requirements are projected to increase to at least 1,347 jobs.

The economic impact of the Natural Gas industry extends beyond drilling wells and extracting the gas. In addition to direct jobs, there will also be indirect jobs created in support industries such as quarries, and induced jobs in service-oriented industries such as real estate and hospitality. Using the Pennsylvania Economy League's job multiplier of 2.52, which means that each direct job in natural gas creates 1.52 additional jobs throughout the economy, this could mean a projected job increase of 3,394 jobs in the local area by 2011-2013. ●



Stacie Shearer,  
Halliburton's Staffing Specialist.

## Guest Article

...continued from page 1

When Halliburton, Inc., a company with 55,000 employees in more than 70 countries, broke ground in Montgomery, Pennsylvania last year, they needed a recruitment specialist who not only had the right credentials but also someone who knows Central Pennsylvania. Stacie Schearer was at that time employed by the PA CareerLink® system as an Employer Services Representative. That position required her to understand the needs of local employers and how the PA CareerLink® could help. However, Stacie had also been busy preparing her career path up to that time. She had earned her titles as a Certified Workforce Development Professional (CWDP) and Professional in Human Resources (PHR), along with obtaining a Masters Degree in Professional Leadership Training. All that work paid off when the opportunity with Halliburton came along. She is now the Staffing Specialist for Halliburton's Northeast District. Although her home base is Montgomery, she also travels to Homer City and Canonsburg, West Virginia to oversee recruitments throughout her District. Since she started with Halliburton in July 2010, the number of employees in the Northeast district has increased tremendously.

When asked what people may not know about Halliburton, Stacie notes that whether in the field or in administration, Halliburton employees are all on the same goal path, and everything is project and competency based. Impressed by Halliburton's level of safety consciousness, Stacie is fully trained in field safety. ●

## Calendar

### APRIL

26 – Local Management Committee

### MAY

12 – Workforce Trends & Strategy Committee

17 – Audit/Finance Committee

18 – Youth Council

19 – LEO Board

20 – Executive Committee

24 – Local Management Committee

### JUNE

2 – CareerLink Operations & WorkKeys® Committee

9 – Workforce Trends & Strategy Committee

21 – Audit/Finance Committee

21 – Local Management Committee

23 – Local Elected Officials Board

24 – Executive Committee



**Central Pennsylvania Workforce Development Corporation**

1610 Industrial Blvd., Suite 500 A - Lewisburg, PA 17837

Counties Served: Centre • Clinton • Columbia • Lycoming  
Mifflin • Montour • Northumberland • Snyder • Union

## Central Pennsylvania Workforce Investment Board Members and Affiliations

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**Dave Zartman, Second Vice Chairperson**  
Zartman Construction

**Kevin Varano, Treasurer**  
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**William "Joe" Agosta**  
Greater PA Regional Council of Carpenters

**Marc Baranouski**  
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**Diane Belusko**  
Columbia County Assistance Office

**Dave Capperella**  
Capperella Furniture

**Jason Dugan**  
Morgan Stanley

**David Frey**  
Williamsport Regional Airport

**Fred Gaffney**  
Columbia Montour Chamber/Columbia Alliance

**Tim Gage**  
Brodart Company

**Davie Jane Gilmour**  
Pennsylvania College of Technology

**Dean Girton**  
Girton Manufacturing Company

**Dennis Greenaway**  
Greenaway Certified Appraisals

**Eric Hussar**  
Mid-Penn Energy, LLC.

**Robyn Long**  
Conestoga Wood Specialties

**Harry Mathias**  
Central Columbia School District

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GE Inspection Technologies

**Rich Merkle**  
Geisinger Health System

**Chris Minnich**  
Northumberland County MH/MR Homekeepers Program

**Bill Moulfair**  
Bureau of Workforce Development Partnership

**Jim Nemeth**  
Rieter Automotive North America

**Rob Postal**  
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**David Reed**  
Excel Homes

**Russ Reitz**  
State Farm Insurance Company

**Pete Rickert**  
Five County Central Labor Council

**Dennis Robinson**  
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**Roger Sheets**  
Woolrich, Inc.

**Carol Shefrin**  
Tuscarora Intermediate Unit #11

**Susan Swartz**  
Office of Vocational Rehabilitation

**Harry VanSickle**  
Havsho, Inc

**Mike Wilson**  
Rose Pool and Patios

**Ted Wurfel**  
Chief Gathering

### Local Elected Official Board & Affiliations

**Commissioner Rich Rogers**  
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**Commissioner Tom Bossert**  
Clinton County

**Commissioner Dave Kovach**  
Columbia County

**Commissioner Jeff Wheeland**  
Lycoming County

**Commissioner Otis Riden**  
Mifflin County

**Commissioner Trevor Finn**  
Montour County

**Commissioner Frank Sawicki**  
Northumberland County

**Commissioner Malcolm Derk**  
Snyder County

**Commissioner John Mathias**  
Union County

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Centre County at State College  
Administrator: Jessica Bilger

Columbia/Montour Counties at Bloomsburg  
Administrator: Penny Hess

Clinton County at Lock Haven  
Administrator: Bruce Jones

Lycoming County at Williamsport  
Administrator: Linda VanDerPool

Mifflin County at Lewistown  
Administrator: Margie Eby

Northumberland County at Shamokin  
Administrator: Penny Hess

Union/Snyder Counties at Selinsgrove  
Administrator: Sue Snyder