



Gauging Canton's 'sustainability status': City, Chamber engage MIT team for evaluation



Timothy Terway and Sharlene Leurig of MIT's Successional Cities team are leading Canton's sustainability evaluation efforts.

"Sustainability: Development that meets the needs of the present without sacrificing the future."

-- Successional Cities design team

"Sustainability" is fast becoming the mantra of the 21st century. Cities, companies and even buildings are striving to "go green" to attract business while safeguarding the environment for future generations.

How sustainable is Canton? The City and Canton Regional Chamber of Commerce, with support from the Special Improvement District, are determined to find out. They've commissioned Successional Cities LLC, a planning and design team from the Massachusetts Institute of Technology (MIT) to assess the city in such areas as material and energy savings, public and environmental health, opportunities for civic participation, quality job creation and industry innovation. Findings and recommendations will be presented soon.

(continued on page two)

i n s i d e :

Manufacturing Series	3
New Members	5
LSC Bus Tour	6
Young Professionals	8
Safety Council	9
Business After Hours	11
Fast Break Breakfast	12
Community Salute	13
HOFF Winners	14
Biz Bitz	19

Workforce Development

Educators' conference: Dialogue with business leaders is crucial

Stark County needs educators and businesses to work together to create a skilled workforce with job candidates who are ready and able to meet the needs of business. That was the consensus of Stark County educators and area business people attending the Stark County Educational Service Center's recent annual Administrators' Conference "Are They Ready?" Their purpose: to discuss what can be done to make 21st century students prepared for their futures.

"We're trying to start having conversations with businesses about the workforce now and in the future so that businesses and Stark County can be successful together," said Barbara Barthel, conference planner and cur-

(continued on page seven)

Our Mission:

To serve our Members through partnership, programs, services and events to advance the economic growth of Canton and the Stark County region.

Educators' Conference ... (continued from cover)

riculum consultant at the Stark County Educational Service Center. According to Barthel, the conference, which kicks off each school year, is the center's first formal attempt to get these conversations started.

In the keynote address, Dr. Judith Crocker, education and training director for MAGNET, discussed specifically what students should know about entering the manufacturing workforce. MAGNET (Manufacturing Advocacy & Growth Network) partners with the Canton Regional Chamber of Commerce, Stark Development Board and five other Northeast Ohio chambers to help the region's economic development. MAGNET works with local high schools and colleges to ensure that workforce education needs are being met.

According to Crocker, one of the key problems faced by manufacturers is their image. Students are often unaware of the benefits of working in manufacturing and the fact that workers of all education levels are needed. "We need to help people understand that education is the key," she said.

One way to help students make good career choices is to show them how their academic knowledge translates to the workplace environment, Crocker said. MAGNET has created resources to change students' perceptions of work-

ing and engage them in active learning. MAGNET's "Dream it-Do it" campaign and Web site, dreamit-doit.com/northeastohio, helps educate students on manufacturing careers and also provides job and internship listings to help manufacturers and students find each other.



Dr. Judith Crocker addresses participants in the recent Stark County Educational Service Center's annual Administrators' Conference.

Area business people got the chance to voice their opinions, as well. Adrienne O'Neill, president of the Stark Education Partnership, moderated a panel during which three businessmen offered their input on what businesses need and look for in future employees. Included in the panel were Christopher Goff, J.D., president and CEO of Employers Health Coalition of Ohio and Employers Health Purchasing Corporation of Ohio; Richard Killion, vice president of Babcock and Wilcox Company; and George Mayes, senior vice president of Diebold

Incorporated.

The three panelists agreed that learning science and technology is imperative for students entering the 21st century workforce to gain a competitive edge. In the age of information technology, there is more pressure on the individual to be connected to the global workplace around the clock. "Students need discipline, integrity and the ability to follow the rules," said Mayes. "We are in a competitive battle for our way of life in America."

One problem with our technology-driven society, however, is the lack of communication. According to Killion, workforce communication must be improved, especially for people who sit at computers all day. He stressed that students interested in journalism may not know their communications

skills are needed at companies, especially in public relations and investor relations departments. "Communication with investors is important to companies," he said. Goff added that he sees a lack of good writing skills in the workplace.

The panelists also agreed that students need job skills and that preparedness for actual jobs has fallen behind. Human resources departments see students with intern experience as much more ready for the work environment, so an internship can be an advantage.

The consensus among the educators, administrators and business people at this year's conference is that students need to understand the value of obtaining an education. By working together, the education and business communities can develop students who are ready to enter the 21st century workforce.

Editor's note: This article was prepared by Alison Greenfield, a senior at Ohio University, in keeping with the Chamber's workforce development initiative, which promotes collaboration between businesses and educators to help employers flourish with the help of educated, skilled employees. Greenfield was a summer intern for the Chamber.

 SPRING REALTY GROUP 303 - 14th Street NE Canton, OH 44714 Phone: 330-455-6011 www.springrealtygroup.com 		
 3713 Progress St NE 12,000 to 20,000 Sq. Ft 4 loading docks, 3 phase, 3500 Sq. Ft. office.	 Bolivar Industrial Park 56,000 Sq. Ft. with 5000 office, rail siding, 6 docks, etc. Sale or Lease	 2407 Cleveland Ave NW Over 3800 Sq. Ft. office building in great location Only \$150,000!!