

Inside JEVS

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The Aging Workforce

Rapidly Growing, Vital to the Economy, In Need of Critical Support

In less than six years, the number of people in the United States over 65 will double. By 2010, more than 51 percent of the workforce is expected to be 40 or older, a 33 percent increase from 1980. By 2020, 20 percent of the labor force will be aged 55 and older.¹

Older Americans are staying in their jobs longer or seeking full- or part-time

positions after retiring. For many, work is the consummate strategy for longer and healthier life expectancy—an invigorating way to continue to contribute, feel valued and stay interested. But, the most compelling reason to work is financial need. The economy, re-structured pension plans, significantly low personal savings, and government policies are fueling the trend to delay retirement or to re-enter the workforce. AARP reports that 65 percent of those over 45 cited health insurance and coverage for prescription drugs as key reasons for remaining employed.

(Full story continues on p. 2)



New Door Opens for People with Disabilities

After 45 years in business, JEVS Orleans Industries closed operations, but in its place was introduced an exciting new program model. In closing ceremonies held this summer, JEVS' Rehabilitation Services celebrated its long history as a pioneer in the development of programs for individuals with emotional, intellectual, physical, and learning disabilities who are eager to find competitive employment and gain greater independence.

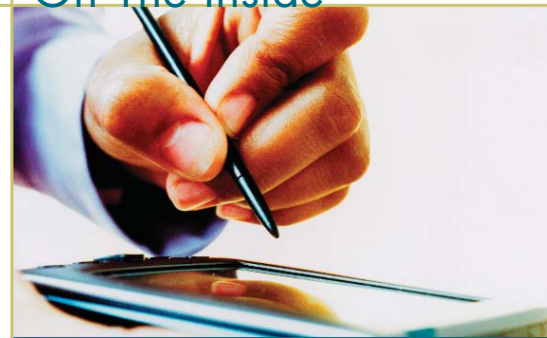
In 1980, the Orleans Center-based rehabilitation programs broke new ground by providing day treatment services in a vocational setting and providing a workplace where people with disabilities would thrive. Moving into the 21st century, JEVS wanted to find even more effective ways to help individuals to be productive members of their communities. A task force formed with one goal in mind: to develop the best program that would provide a continuum of services and a menu of choices.

The newly created **JEVS Work & Recovery Services** centralizes JEVS' mental health recovery, vocational preparation and training, and job coaching and placement for individuals with disabilities. The new programs provide—to those who choose it—the opportunity for preparation and training to enter the world of competitive employment and to be active in their communities.

Natan Gottesman, Ph.D., executive director of JEVS Work & Recovery Services, stresses the importance of providing choice to each individual through this new array of services: "It is the empowerment of the individual that is our focus—to provide each individual with the tools that will allow him or her to choose, and chart a direction that will lead to a bright and productive future."

For more information
JEVS Work & Recovery Services • 215.728.4429

On The Inside



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JEVS Finds Ageless Treasure

Francis Warren, 74, did not embrace retirement. After one year, he missed the emotional and financial benefits of work. A discouraging internet search for jobs for senior citizens had one bright light: it led him to **JEVS Career Solutions for 55+**.

At this unique program, which helps mature workers to achieve maximum levels of employability, productivity, and independence, Francis immediately encountered warm, constructive support and eager assistance to help him find work. It was determined that Francis would be perfect for a key position at JEVS' **Success Through Employment Preparation (STEP)**—a new welfare-to-work program that combines assessment and intensive case management to remove barriers to employment.

Now a vocational rehabilitation counselor at STEP, Francis is beloved by his clients and his coworkers for his consummate professionalism, incredible wisdom and insights, gracious generosity, optimistic attitude, and intense commitment. He lives by his own personal mantra, "For anyone who comes into my presence, he/she must leave having felt better for the experience." Everyone does.

(Continued from p. 1)

Aging Workforce

The boom is "a good thing" because the retention and re-employment of older workers are essential to our nation's economy. As the baby boom generation retires over the next 30 years, the Employment Policy Foundation estimates that more than 61 million Americans will leave the labor force. By 2013, the portion of the workforce aged 25 to 39 will decline 5.7 percent. Labor demand is going to exceed supply. Unless the skilled labor shortage can be averted, the United States will be unable to maintain its historic rate of economic growth.

Essential Steps

To offset the crisis, strategies must be implemented to retain and recruit mature workers. First, legislative changes (e.g., changes in Social Security, pension plans, IRS regulations) must be made to allow older workers to continue to work or return to work without financial penalty.

Second, employers and human resource organizations must be willing to make significant investments in training and professional development. Though the National Bureau of Economic Statistics has determined that workers who keep current on technology and computer skills retire later, resources to help people re-train and upgrade their skills are flat at best. Judy Cherry, coordinator of **JEVS Career Solutions for 55+**, points out that while the small program, which is funded by the Philadelphia

Corporation for Aging (PCA), offers effective career consulting, job search and placement assistance, résumé and interview preparation, "In many cases, technology retraining is needed. Currently, we refer clients to free and low-cost computer classes in the area."

Viable salaries, appropriate benefit options, and key supports are other needed solutions. One particular interconnected issue that demands attention is that while mature workers are dealing with their own careers, they will likely have responsibility for older parents or relatives. Eldercare is a fast growing workplace concern for employees and employers alike, and increasing support resources is a priority.

Experience Counts

"As the nation's workforce ages, it is critical for organizations to realize the benefits older employees offer employers," says Rodney D. Williams, PCA president. "A loss of expertise resulting from mature workers leaving an organization can impede the growth of a company. It is therefore in the best interest of an organization to actively recruit and retain older employees and to value the experience they provide." That realization also goes for the workers themselves. Judy Cherry reports that, "One of our biggest challenges is getting the amazingly vital and savvy people that come to JEVS to get past their intimidation and fear of 21st century job hunting, and to recognize how impressive and marketable their work history is."

For more information
JEVS Career Solutions for 55+
215.560.5465 x 268

¹ Bureau of Labor Statistics, Monthly Labor Review, April 2002

The Inside Track

For more information Development Department • 215.854.1827 • On-line donation form at www.jevs.org/supportjev.aspx

JEVS to Hold 7th Annual Strictly Business

Strictly Business 2005 will be held on November 3 at the Loews Philadelphia Hotel. This annual JEVS event honors businesses that are contributing to the health of the region's economy through a commitment to workforce development, as well as those employers who have developed relationships with JEVS to facilitate hiring and retention of employees.

This year's *Business Leadership Award* recipient is the Marlton, NJ, office of Honeywell, a nationwide provider of services to utility companies' customers. Over the past decade, Honeywell has hired 33 graduates of JEVS' **Orleans Technical Institute**, and ensures that training reflects current employer and industry

standards as a member of the school's Employer Advisory Council.

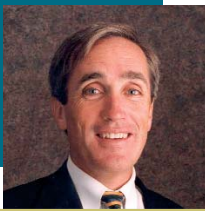
The Home Depot is named this year's *Workplace Solutions Award* winner because of its innovative workplace practices and commitment to the training, promotion, and well-being of its employees. Over the past year, The Home Depot King of Prussia has hired nine clients from JEVS' **Retail Skills Center**, where those moving from welfare to work receive job readiness training.

National Retail Federation Foundation will receive the *Economic & Workforce Development Award* because of its commitment to promoting retail and service-sector careers at all levels, increasing awareness

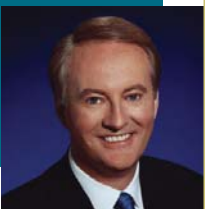
of the opportunities these careers offer, and encouraging excellence in the industry. Its partnership with JEVS in the development and operations of the **Retail Skills Center** and **Customer Service Training Collaborative** is just one small example of this commitment.

The *Inspiration Award* goes to 43-year-old Carmen Castilean for overcoming significant obstacles and getting his first paying job at a local Ross department store this past year. With help from **Community Job Service**, a supported employment program operated by JEVS, Carmen, who had an uncertain future is now charting an exciting course of newfound independence, responsibility, and productivity.

Featuring...



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John J. Brennan
Chairman & CEO
The Vanguard Group



Master of Ceremonies
Larry Mendte
Anchor
CBS 3 Eyewitness News

JEVS

Strictly
Business

Nov 3, 05

◀ S M T W T F S ▶

**Don't miss the region's premier
awards and networking luncheon...**

JEVS Strictly Business 2005

Thursday, November 3, 2005

Loews Philadelphia Hotel

12th and Market Streets

Philadelphia, Pennsylvania

Registration: 11:30 AM

Luncheon: Noon - 1:30 PM

For more information on sponsorship
packages call **215.854.1827**



Strictly Business Chair Becomes Board Chair

JEVS is pleased to announce that the Strictly Business chairperson, Benjamin E. Zuckerman, Esq., was recently appointed as the new chairman of the board of directors. Zuckerman is a senior member of Cozen O'Connor, where he is an attorney specializing in commercial and general litigation. He has a B.A. from Pennsylvania State University and a J.D. from Georgetown University. He is an adjunct professor of Advanced Trial Advocacy at Temple University and is a member of the Philadelphia, Pennsylvania, and American Bar Associations, as well as a member of the Philadelphia Bar Association Federal Courts Committee. Zuckerman has been a member of JEVS board of directors for 11 years.

"During my tenure, I intend to focus on three areas. First and foremost, I want to help JEVS continue its long and outstanding tradition of serving a broad and diverse client base through its variety of programs that help people with varying needs help themselves. Second, I'd like to increase JEVS' visibility throughout the Delaware Valley so that more people become aware of JEVS' valuable work and the professional and responsible way in which we carry out our programs and serve our mission. Third, I will work to insure JEVS' continued financial security through public and private funding and fund raising efforts."

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Strictly Business 2005 Sponsors

Proceeds from Strictly Business fund scholarships to JEVS' vocational assessment, job readiness, skills training, and career management services for individuals in need.

For more information on sponsorship packages call 215.854.1827.

Donor Levels

\$5,000+ Sponsor will receive 8 seats (one table), table sign, and listing in the invitation, event program, JEVS newsletter and annual report, event slide show, and pre/post event publicity.

\$2,500 Benefactor will receive 8 seats (one table), table sign, and listing in the invitation, event program, JEVS newsletter and annual report, and event slide show.

\$1,000 Underwriter will receive 6 seats, table sign, and listing in the event program, JEVS newsletter and annual report.

\$500 Patron will receive 4 seats and listing in the event program, JEVS newsletter and annual report.

\$250 Contributor will receive 2 seats and listing in the event program, JEVS newsletter and annual report.

The official registration and financial information of the Jewish Employment and Vocational Service may be obtained from the Pennsylvania Department of State by calling 1-800-732-0999. Registration does not imply endorsement.

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JEVS partners with the Jewish Federation of Greater Philadelphia and the United Way of Southeastern PA.



Service With A Smile

Improving Service from Market St. to the Supermarket

Competition is fierce. Organizations are spending millions of dollars to attract customers and keep them coming back. Good customer service seems easy enough—listen to your customers; be knowledgeable, efficient, and friendly; go the extra mile. But day after day customers still face unpleasant experiences, and companies' bottom lines feel the impact of their disgust.

Teaching employers to create a customer-friendly environment goes beyond hanging motivational posters in the breakroom. To get workers on board and ensure quality interactions with the public, organizations such as the Philadelphia Parking Authority (PPA) turn to JEVS for its expertise in customer service training and workforce development.

PPA (the entity that regulates taxi and limousine services) wanted drivers to operate as "ambassadors of the City"—offering people a nice ride by entering a clean cab, being pleasantly greeted, and getting to their destination safely. After completing the Gold Star Program, a customized training program created by **JEVS' Customer Service Workforce Initiatives** department, Philadelphia's drivers will know how to provide such pleasurable experiences for customers, according to Jim Ney, PPA's director of the taxicab and limousine division.

"We've heard a lot of good things from the public about an overall better experience," said Ney. "In addition, the partnership that JEVS forged with the Greater Philadelphia Tourism Marketing Corporation equips drivers with information that make riders' trips even more enjoyable."

Keeping Customers Happy

Good customer service is good business. This is what ShopRite Manager Tom Meeham had in mind when he scheduled his staff to attend the JEVS' program to prepare almost 200 employees for a store opening this summer in Eddystone, PA. Funded by the Delaware County Office of Employment and Training, the workshops emphasized professionalism, good work habits, problem-solving, as well as ways in which store associates could make their customers feel welcomed.

"After four months in operation, it's clear that the training has had a lasting effect," said Meeham. "Customers ask me 'how did you get everybody to be so friendly and say hello?'"

In addition to providing customized customer service training in the region, for the past seven years JEVS has been working to raise the standards of customer service by managing two employment and training centers: the **Retail Skills Center**, based in The King of Prussia Mall, and the **Customer Service Training Collaborative** in Center City. The skills centers teach new and incumbent workers the knowledge and essentials for providing remarkable customer service across many industries. Ultimately, participants ready themselves to take the National Professional Certification in Customer Service® exam, a credential based on national Customer Service Skill Standards identified by retail and service employers across the country.

Greater Philadelphia's service sector—and the need for a highly trained workforce—is fast growing. Stellar service gives a competitive edge to organizations that wish to be regarded as customer-friendly. Teaching employees how to provide superb customer service can help keep customers riding taxis, or pushing shopping carts, in the right lane...to happiness.

"Companies can no longer compete based merely on price or products. Instead, truly differentiated customer experiences will separate successful from unsuccessful organizations. Unfortunately, businesses typically explore how they can maintain a minimum acceptable service level rather than how to employ service levels as a strategic advantage."

Barry Goldberg,
*Alltel's Managing Director of
Customer Management Solutions*

*CRM Supplement, Call Center Magazine
March 2004*

For more information
JEVS Customer Service Workforce Initiatives
215.496.0655

1845 Walnut Street, 7th floor
Philadelphia, PA 19103-4707

JEVS provides a broad range of services, from health and rehabilitation to skills training and job placement, that help people from all walks of life across the Greater Philadelphia community achieve their personal and employment goals.

Helping People Help Themselves Since 1941
Learn more at www.jevs.org

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On The Cover



The Aging Workforce
Rapidly Growing, Vital to the Economy,
In Need of Critical Support



From The Inside Out

Many who are aged 55+ can't imagine life without working—even after a long, blissful vacation. Whether they stay on the job due to financial necessity or a desire to stay active, at some point older adults may have to expand their technical skills or adapt their knowledge base for a different career. As millions of pre-retirees and retirees re-evaluate their life plans to include full- or part-time employment, more training resources and better supports are essential.

The Aging Workforce is the topic of our cover story. If, like many, you think that securing employment for mature workers is the big challenge because of limited jobs and a marked preference for youth, think again. The greater challenge is finding ways to attract, encourage, and make it easier for older workers to stay in or re-enter the workplace. The future of the U.S. and, indeed, the global economy, is depending on them.

Jay Spector • JEVS President & CEO