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NOVEMBER 2020 E-NEWSLETTER

National Apprenticeship Week is a week-long campaign held each year by the U.S. Department of Labor to promote the benefits and opportunities in apprenticeship programs nationwide. For this year's Apprenticeship Week, being held from November 8th to November 14th, HIRE360 will host a panel discussion with workforce programs throughout Chicago to promote pathways into construction trade apprenticeships here in Chicagoland. HIRE360 will be joined by some of our peers in workforce development supporting candidates seeking construction trades apprenticeships, including, Chicago Women In Trades, Revolution Workshop, Central States SER and St. Leonard's Ministries.

Join us for a conversation about the challenges and benefits of an apprenticeship program. [Click here](#) to RSVP for the event, this Friday, November 13th at 1 pm!

Meet HIRE360's Manager of Youth Engagement

We are thrilled to welcome Ronald Lawless to our team as Manager of Youth Engagement! Ronald is from the Austin community on the West Side of Chicago and Oak Park, IL. Before joining our team, Ronald oversaw a 12-million dollar renovation project at CPS Prosser High School. He also spearheaded a marketing campaign to increase students' and parents' awareness of the trades in collaboration with the Chicago Teachers Union. Ronald materialized an expansive collection of partner agencies to provide support by increasing minorities in the building trades. He established a blueprint for increasing the number of participants in apprenticeship programs at Prosser High School and led parental engagement workshops, family events, and community events for the Illinois State Board of Education and the U.S. Department of Education.

Ronald has extensive experience working to improve the lives of those underrepresented in the trades, focusing on engaging youth and women to consider the trades as a viable and inspiring career path.

His areas of expertise include managing significant construction projects, recruiting and marketing, developing and implementing tools to increase minority participation in the trades, generating new ideas, and devising feasible solutions to broadly relevant problems confronting the trades while forging valuable relationships with internal and external partners.

Please join us in welcoming Ronald.

Diversity Dialogue Panel Discussion

HIRE360 launched its Subcontractor Committee with a Diversity Dialogue panel in partnership with the Chicagoland Association of General Contractors (CAGC). This virtual event, moderated by Business Development Manager, Antoinette Mitchell, focused on challenges that diverse subcontractors face and steps to address them, a topic HIRE360 will continue to address through its Subcontractor Committee. A big thanks to our insightful panelists:

- Mike Meagher: President, McHugh Construction
- Ernest Brown: President, Brown & Momen & CAGC Board member
- Vanessa Rhodes: President, Twenty Eleven Construction
- Shon Harris: President, LiveWire Construction and Chairman of HIRE360's Subcontractor Committee
- Rey Rivera: President, CSI 3000 and Co-Chair of HIRE360's Subcontractor Committee

The event included an audience of approximately 130 diverse subcontracting businesses and stakeholders and was extremely well received as an important step and the first of many topics to be discussed involved race relations and mentorship.

Business Branding and Marketing Webinar

HIRE360's Business Development team coordinated a virtual event, *Your Brand is Who You Are*. The aim was to educate businesses on how to grow their companies through brand recognition, website design, capability statements and the importance of client referrals. Participants were impressed with the session leaders who included President of BE Group, Owner/Designer of Bella Dia Designs, and Owner of KWdesigns. The event kicked off a series of business resources and tools that HIRE360 will provide as technical assistance to emerging and developing businesses.





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Partner Spotlight

HIRE360 is proud to announce recent support from [Verizon](#), which will help a cohort of future apprentices towards obtaining their commercial driver's license (CDL). A CDL is crucial in gaining access to many job opportunities, especially in the construction industry. Verizon has a three-part corporate responsibility framework that includes Digital Inclusion, Climate Protection and Human Prosperity. The Human Prosperity component has a focus on workforce development and placement in these unionized jobs are a prime example of the work Verizon hopes to grow in the coming years.

Verizon's "reskilling" program reaches to support workers who are unemployed, underemployed, or displaced because of automation or the pandemic. The program focuses on vulnerable populations, particularly those facing systemic challenges such as Black and



Small Business Spotlight

R.E.A. Masonry, LLC, a licensed, bonded, and insured contractor servicing the Chicagoland area, was founded in 2016 by Chicago native and owner Richard Ates. Richard has been a member of the Bricklayers and Allied Craftworkers Local 21 for almost 20 years. R.E.A. Masonry, LLC is a certified Minority Business Enterprise (MBE), Women-Owned Business Enterprise (WBE) firm holding certifications with various municipalities and agencies. This company specializes in residential, commercial, and restorative masonry with expertise ranging from lintel replacements to chimney repair, or even new building structures. R.E.A. Masonry, LLC also serves as Signatory for the Bricklayers and Allied Craftworkers union.

Latinx applicants, women, or those that do not have a four-year degree.

Verizon's support has been instrumental to HIRE360's commitment to restoring the Chicago region into a vibrant, thriving community.

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