

# Companies need creative ways to attract workers beyond pay



**Phillip L. Parker**  
CAE, CCE President & CEO

Employers continue to have many challenges attracting or retaining the skilled talent they need to drive the success of their organizations. Our community, like others across the nation, is hard at work in setting high expectations of our local K-12 education system to do more to develop ideas for young people and their parents as to the career-path opportunities our community offers. We are supporting initiatives, like Learn to Earn Dayton, and our local school districts, charters and parochial schools to focus more of their attention on education from cradle to career. Higher education, with more than two dozen entities in our region, is really doing a much better job these days of understanding regional job needs and the skill sets that go along

with those careers. But the 64-million-dollar question (please excuse the reference to bygone days) is what are other initiatives employers can do to attract and retain key talent. That involves much more creativity. There was once a time when workers looked mainly at just a paycheck and benefits. No more. Seems many employers are using other new and creative techniques to gain access to good recruits. Take, for instance, PSA Airlines, the only Ohio-based airline headquartered right here at the Dayton International Airport. Of course, they recruit pilots but also many airline mechanics using some creative techniques, like the Maintenance Student Pathway Program, that more than just pays the cost of earning key certifications and licenses, but the company also discusses their culture, additional forms of professional development, paid signing bonuses and more during their recruitment process. Dayton Freight, a local logistics company, is lessening the probable future driver shortage by train-

ing younger workers early while they are in school. In some cases, they work part-time on loading docks, but other jobs are available as drivers or mechanics where an employee can be more certain of a long-time career rather than just a job. They work hard at being flexible with drivers who may need to stay and work closer to home. All these creative applications open up more new recruits for large and growing transportation and logistics businesses. A local printing/marketing/fulfillment company, Think Patented, is applying other examples of creative thinking. They have established a new working relationship with Clark State Community College to support an associate degree program in "New Media." Last year, 100 percent of the graduates of this program had jobs prior to their graduation. They have a formal internship program, but have also brought back an apprenticeship program that gives participants a much more robust education and training program that then leads to job

offers and ultimately better long-term careers. My point in sharing these stories about three completely different companies in three completely different industries is that they are recruiting with more than just a paycheck. They are enticing employees with better ideas and understanding for advancement; better education and training programs; even better ways of earning additional paid time off - a critical currency in today's recruitment efforts. This is happening all over the country including right here in the Dayton region in an effort to help us fulfill our recruitment needs. Employers everywhere are benchmarking new or better ideas as to how they can be a candidate's first or best choice. Bottom line is that there is no one best answer to our workforce recruitment or development needs. That basket of ideas has to be full of creative opportunities by our local educators, parents and our employers alike. In most cases we have to grow our own.

## CALENDAR OF EVENTS

Register for all events at DaytonChamber.org.

### LEGISLATIVE DAY IN COLUMBUS

April 30, 8:30 a.m. to 1 p.m., Athletic Club of Columbus, 136 E. Broad St., Columbus

### GENERATION DAYTON DAY

May 3, noon to 7:30 p.m., Brightside Event & Music

Venue, 905 E. Third St., Suite B, Dayton

### DAYTON AREA LOGISTICS ASSOCIATION BREAKFAST

May 9, 7:30 to 9 a.m., Heidelberg Distributing, 3601 Dryden Road, Dayton. Speaker: ODOT Director Jack Marchbanks, Ph.D.

### SAFETY LUNCH WITH THE EXPERTS

May 16, 11:30 a.m. to 1 p.m., Crowne Plaza Dayton, 33 E. Fifth St., Dayton. Topic: OSHA updates

### GROUP RATING TWO-HOUR HOT TOPIC

May 22, 7:30 to 10 a.m., Montgomery County Business Solutions Center, 1435 Cincinnati St., third

floor, Dayton. Topic: EMS and fire safety in the workplace and at home

### GENERATION DAYTON SPEAKER SERIES

6 to 7 p.m., Victoria Theatre, 135 N. Main St., Dayton. Speaker: David Bach, NYT bestselling author, The Latte Factor. Topic: Secrets to financial freedom

# Day allows young professionals to give back

Contributed

Known as the Dayton region's largest service outing for young professionals, the 13th annual Generation Dayton Day is expected to send more than 100 young professionals into the Dayton region to give back to the community on May 3. Generation Dayton Day allows young professionals to take an afternoon off work and focus on the needs of the Dayton region, allowing for a better understanding of community needs and the ways our young business professionals can help. This year, the day of service will focus on the skills gap. As advances in technology require a higher level of

skills among workers, there is growing concern that this region is at a critical crossroads in its ability to compete for jobs. Many Dayton-area nonprofits are working to close the skills gap in a variety of ways. Generation Dayton members will volunteer at several of them, including Artemis Center for Alternatives to Domestic Violence, Big Brothers Big Sisters of the Greater Miami Valley, Catholic Social Services of the Miami Valley, Clothes that Work, Daybreak Inc., Dayton Metro Library, East End Community Services, Goodwill Easter Seals Miami Valley, St. Vincent DePaul Society-Dayton District, United Rehabilitation Services, YWCA Day-

ton and more. Volunteers are also asked to bring a new or gently used book to be donated to Project READ in exchange for their 2019 Generation Dayton Day service T-shirt. The day begins with lunch and volunteer check-in at the Brightside Event & Music Venue, 905 E. Third St., Suite B, Dayton. Following an afternoon of service projects, participants will celebrate with an after party, which will include food, drinks and raffle prizes. Those who are not able to participate in the volunteer activities are welcome to join the after party, which is scheduled to begin at 5:30 p.m. at Eudora Brewing Company, 3022 Wilming-ton Pike, Kettering.

The event is open to members and non-members of Generation Dayton, a program of the Dayton Area Chamber of Commerce. Generation Dayton is a diverse organization of talented young professionals who live and work in the Dayton region. Generation Dayton helps its members meet, network, learn, grow and establish themselves as integral components in the future success of the Dayton region. Young professionals are asked to register for Generation Dayton Day at DaytonChamber.org before noon on May 2. This year's Generation Dayton Day is sponsored by Brixey & Meyer.

## BUSINESS PEOPLE

The Greater Dayton RTA announced that two of its leadership staff have been elected to serve on local and statewide associations.



Caldwell

RTA Director of Transportation **Roland Caldwell** was elected to the Dayton Contemporary Dance Company (DCDC) Board of Directors and RTA Communications Manager **Jessica**



Olson

**Olson** was elected to serve as the next Ohio Public Transit Association (OPTA) Marketing Committee Chairperson.

The RTA takes pride in its staff being involved in community and statewide organizations. The agency thrives through its staff taking active roles in the communities we serve and building on leadership skills.

Caldwell was elected to his DCDC position at the end of March. He has worked closely with the dance organization, most recently when DCDC hosted the National Association of Blacks in Dance Conference in Dayton and the RTA provided support for the four-day conference.

Olson has been involved in the OPTA Marketing Committee for more than three years and was elected in April by fellow marketing committee members to represent the group's work to the OPTA board. Her duties as the chairperson will include organizing and executing statewide events, such as Ohio Loves Transit Day, and a new effort to increase participation in Ohio for Transit Driver Appreciation Day. The committee serves as a marketing idea generator and a networking system for



Elrich

marketing professionals working within Ohio transit agencies. **Lois Elrich** joined the Dayton Rotary Club on Monday, April 22, 2019. Elrich is the

Owner/President of Real Change Business Coaching and a resident of Dayton.

**Jean Masthay** joined the Dayton Rotary Club on Monday, April 22, 2019. Masthay



Masthay

is the Miami Valley Chapter Director of Prevent Blindness Ohio and resident of Lebanon. **Colliers International | Greater Cincinnati and Dayton** welcomes **Monique Reeves**, who will serve as a brokerage associate in Colliers' Dayton, Ohio office.



Reeves

In her role Reeves will serve office and industrial clients in the greater Dayton market. Reeves also currently serves as Owner and Operator of Beaver Creek Office Suites, an executive office center where she oversees clients from prospect to renewals, manages corporate partners, and communicates company goals to the team.

"As a long-time Dayton resident, Monique's knowledge of this market is invaluable. Additionally, her extensive experience in a variety of real estate solutions, landlord and tenant representations, and property management will be an asset to the Dayton office. She's an excellent fit, and as we continue to grow our presence in Dayton and Southwest Ohio, I am confident that Monique's experience coupled with the Colliers Global platform will deliver excellent value to existing and future clients," said Shenan Murphy, CEO and Principal, Colliers International | Greater Cincinnati and Dayton.

Reeves has 15 years of experience in providing real estate services. Active in her community, she currently serves on the board and executive committee for the Beaver Creek Chamber of Commerce.

For more information about Colliers International in Cincinnati, visit <https://www2.colliers.com/en/usa/united-states/cities/cincinnati>.

## MONTGOMERY COUNTY VENDORS LICENSE

- Allen, Venena, dba Perfect Proof, 1227 Cumberland Ave, Dayton 45406
- Byrd, Victor W IV, dba Bigg Swagg, 217 Nassau S, Dayton 45410
- Dorsey, Tantanina Q, dba Fetish4Mink, 5960 Culzean Dr Apt 1522, Trotwood 45426
- Frey, Zachary Thomas, dba Frey Lawn and Landscaping, 5780 Durand St, Dayton 45414
- Hot Yoga and Wellness Cent LLC, dba Hot Yoga and Wellness Center, 576 Miamisburg Centerville Rd, Centerville 45459
- Jalei Simone LTD, dba Premium Hair Extensions, 1116 Sunset Dr, Englewood 45322
- Nails, Lisa M, dba The Purest Love of All, 309 Whispering Dr, Trotwood 45426
- Smeltzer Hall, dba Small Batch Craftery, 442 Wiltshire Blvd, Oakwood 45419
- Watkins, Julie P, dba Crepe Rose Petals, 5048 Donlaw Ave, Dayton 45417
- Willis, Aaron Alan, dba Creekside Acres, 7747 Creek Rd, Germantown 45327
- Willis, Lora, dba Willis; Lora, 9546 Springboro Pk, Miamisburg 45342
- Zae Kouture LTD, dba Zae Kouture Boutique, 1116 Sunset Dr, Englewood 45322

## ECONOMIC INDICATORS

### Sales Tax Collections

County	Current Rate	Dec 2018	Dec 2017	12 Mos Change	YTD 2018	YTD 2017	YTD Change
Butler	0.75	\$3,692,202	\$3,556,373	3.82%	\$43,192,457	\$43,646,413	-1.04%
Clark	1.5	\$2,034,477	\$1,931,245	5.35%	\$23,472,415	\$25,138,403	-6.63%
Darke	1.5	\$751,228	\$711,579	5.57%	\$8,772,979	\$8,918,826	-1.64%
Greene	1	\$2,458,389	\$2,320,290	5.95%	\$27,255,117	\$27,070,277	0.68%
Miami	1.25	\$1,539,199	\$1,539,010	0.01%	\$18,120,145	\$18,163,942	-0.24%
Montgomery	1.25	\$8,186,962	\$6,111,771	33.95%	\$80,020,697	\$80,032,985	-0.02%
Preble	1.5	\$494,061	\$438,644	12.63%	\$5,683,107	\$5,731,734	-0.85%
Warren	1.25	\$4,452,375	\$3,357,919	32.59%	\$50,603,045	\$40,310,488	25.53%
<b>Region Total</b>		<b>\$23,608,893</b>	<b>\$19,966,831</b>	<b>18.24%</b>	<b>\$257,119,960</b>	<b>\$249,013,068</b>	<b>3.26%</b>

Source: [http://www.tax.ohio.gov/tax\\_analysis/tax\\_data\\_series/sales\\_and\\_use/publications\\_tds\\_sales/S1M1218.aspx](http://www.tax.ohio.gov/tax_analysis/tax_data_series/sales_and_use/publications_tds_sales/S1M1218.aspx)

### Residential Home Sales

	Dec '18	Dec '17	%Change	YTD '18	YTD '17	%Change
Number of Homes Sold	1029	1076	-4.37%	16266	16149	0.72%
Total Home Sales	\$170,647,178	\$164,587,989	3.68%	\$2,693,417,846	\$2,513,130,160	7.17%
Average Sale Price (\$)	\$165,838	\$152,963	8.42%	\$165,856	\$155,621	6.40%

Source: Dayton Area Board of Realtors, Dayton Area Home Sales for December 2018

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