

GROUNDBREAKING PROGRAM TO ADVANCE TRADESWOMEN PARTICIPATION ON NEW YORK CITY CONSTRUCTION PROJECTS

Nontraditional Employment for Women (NEW) will lead this effort with the launch of the Signature Projects Program, Announced at Today's Equity Leadership Awards Luncheon

NEW YORK—Thursday, June 10, 2010—**Nontraditional Employment for Women (NEW)** today announced the launch of the **NEW Signature Projects Program** at their **Equity Leadership Awards Luncheon**. Industry leaders signed on today and invited others to join in this groundbreaking effort. The Signature Projects Program was created by NEW's Board of Directors and targets high profile, large scale New York City construction projects including **Forest City Ratner's Atlantic Yards development, Columbia University capital projects, and Related Companies' mixed-use development at 440 West 42nd Street** as Signature Projects with stated goals for tradeswomen hours participation.

The Signature Projects Program is designed to increase the utilization of tradeswomen on New York City construction projects; strengthen the skilled labor workforce in New York City's construction industry; ensure an adequate supply of skilled tradeswomen prepared for the demands of the industry; and help industry leaders adopt best practices.

"The Signature Projects Program is taking the mission of NEW and really moving it to the next level. I'm so proud of this collaboration that will ensure that once women are trained in the building trades, they will also get the hours on the job sites that they need to support themselves and their families," said Christine C. Quinn, Speaker of the New York City Council. "I commend all of the partners in the Signature Projects Program for being both forward thinking and equality minded."

INCREASED DEMAND FOR WOMEN ON NEW YORK CITY CONSTRUCTION PROJECTS

A strong commitment from owners, developers, and construction managers is required to increase demand for tradeswomen in the workforce.

Owners that committed to this initiative today include **Columbia University**. Joe Ienuso, Executive Vice President for Columbia University Facilities and NEW Board Member said, "Columbia University has had a long history of working with women, minority and local contractors and workforce. This new initiative provides us with another opportunity to focus our efforts and raise the bar in reaching our local community including the women and minorities that are so vital to creating a strong workforce."

"**Forest City Ratner Companies** is committed to ensuring that a diverse workforce representative of the local community will build Atlantic Yards," said Joanne Minieri President and Chief Operating Officer, Forest City Ratner Companies. "Working with

Nontraditional Employment for Women, Forest City Ratner will meet the commitment we have set for significant tradeswomen participation on the project along with our local and minority goals”.

"Related is pleased to support NEW's efforts to increase the utilization of tradeswomen in our developments," said Related Companies' Executive Vice President Bruce A. Beal, Jr. "Our 1.2 million square foot mixed-use development will create hundreds of construction jobs and in partnership with our Construction Manager, **Tishman Construction Corporation**, and through the innovative leadership of NEW we will ensure that tradeswomen play a significant role in bringing this new development to fruition."

Susan Hayes, President and CEO of **Cauldwell Wingate** and NEW Board Member, is “pleased and honored to commit to NEW’s Signature Projects Program. Cauldwell Wingate has long been committed to the recruitment and advancement of women in the construction industry. The time has come to advance these efforts through a strong, unified commitment from owners and construction managers throughout New York City. Having skilled tradeswomen on our workforce is the result of a collaborative effort with our partners in organized labor who have worked with us to meet this mission over the last several years. It’s great to have the opportunity to see it come to fruition on large scale projects. “

“I have always believed that the revitalization of Lower Manhattan and the rebuilding of the World Trade Center should benefit all New Yorkers,” said Larry Silverstein, President and CEO of **Silverstein Properties**. “I am proud to continue our excellent relationship with NEW and delighted to include our World Trade Center towers in the organization’s Signature Projects Program.”

“This is a significant effort on the part of NEW’s Board of Directors” said Louise Matthews of **Avon**. “Avon, as the Company for Women, is pleased to join NEW in their efforts to ensure that women are afforded equal opportunity and equal pay for a hard day’s work.”

According to Reverend Jacques A. De Graff of the **Minority Business Leadership Council**, “It is time for new solutions to ensure that a strong, skilled diverse workforce that reflects all of our communities is building our great city. Initiatives like the Signature Projects Program are vital and the key to our success in strengthening the workforce of New York City.”

NEW has pioneered strong partnerships with building trade unions, contractors, developers, and owners providing a skilled workforce who are prepared, reliable, and committed. Starting in 2006, the building and construction trades unions set a goal to place women in ten percent of all new apprenticeship slots. The results of that commitment are striking. As of June 30, 2009, women are 7.8 percent of all apprentices in registered apprenticeship construction programs in New York City or 628 women out of 8,004 apprentices. Since 2005, NEW has placed over 600 graduates with 27 different regional unions, including 22 in New York City.

Amy A. Peterson, NEW President said, "It is important that women continue to have increased access to opportunities throughout the City. Women working in the skilled trades earn two to three times more than those in jobs traditionally held by women. Unionized jobs offer equal pay, family health benefits and pensions. The average starting wage for NEW graduates is \$15 per hour. Wages increase by almost 50 percent within two years, and NEW graduates earn \$40-\$50 per hour after a four-to five-year apprenticeship program."

ABOUT NONTRADITIONAL EMPLOYMENT FOR WOMEN

Nontraditional Employment for Women (NEW) prepares, trains, and places women in careers in the skilled construction, utility, and maintenance trades, helping women achieve economic independence and a secure future. At the same time, NEW provides a pipeline of qualified workers to the industries that build, move, power, maintain, and green New York.

Founded in 1978, NEW is a sector-based workforce development program that prepares women for careers in the construction, transportation, energy, and facilities maintenance industries. NEW focuses on skilled, unionized jobs in the trades with starting wages averaging \$15 per hour, benefits, and a path to higher-wage employment. NEW primarily serves low-income minority women from all five boroughs in New York City. These careers enable NEW graduates to provide a secure future for themselves and their families.

ABOUT NEW'S EQUITY LEADERSHIP AWARDS LUNCHEON

Nontraditional Employment for Women celebrated the women who build New York City at the 2010 Equity Leadership Awards Luncheon at noon on Thursday, June 10, 2010 at the Sheraton New York Hotel and Towers.

Each year NEW honors industry leaders, labor leaders, and tradeswomen who are actively involved in changing the face of New York's workforce by increasing the number of women in the trades. This year, NEW was honored to recognize Goldman Sachs accepted by Timur Galen, Managing Director, Global Head, Corporate Services and Real Estate; Pamela Liebman, President and CEO, The Corcoran Group; Terence M. O'Sullivan, General President, Laborers' International Union of North America; and Marie Sullivan, Operating Engineer and NEW Graduate, International Union of Operating Engineers Local 15.

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Please visit www.new-nyc.org for additional information about NEW.*