



Diversity Recruiting & Workforce Development

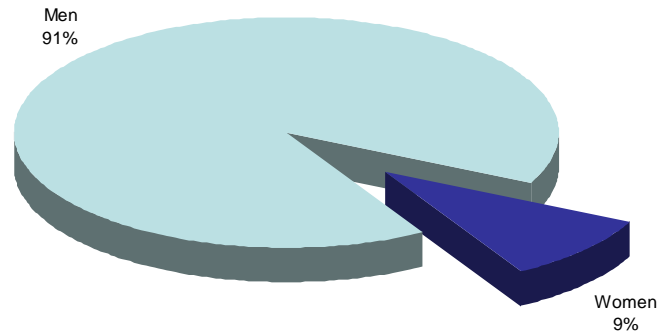
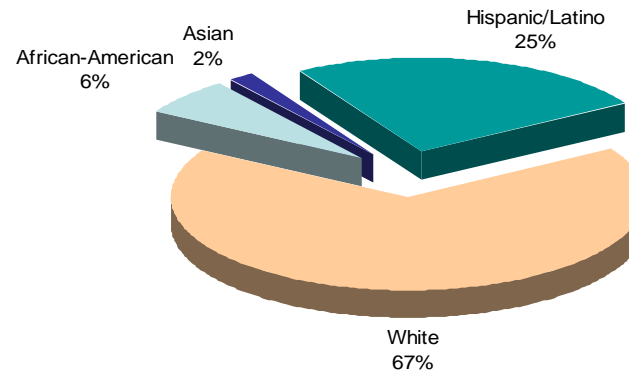
July 15, 2008

WORKFORCE DEVELOPMENT
Southern Generation - Southern Nuclear - Southern Power - Southern Telecom - SouthernLINC Wireless



**Penny Manuel, Vice President
Southern Company Generation, Technical Services**

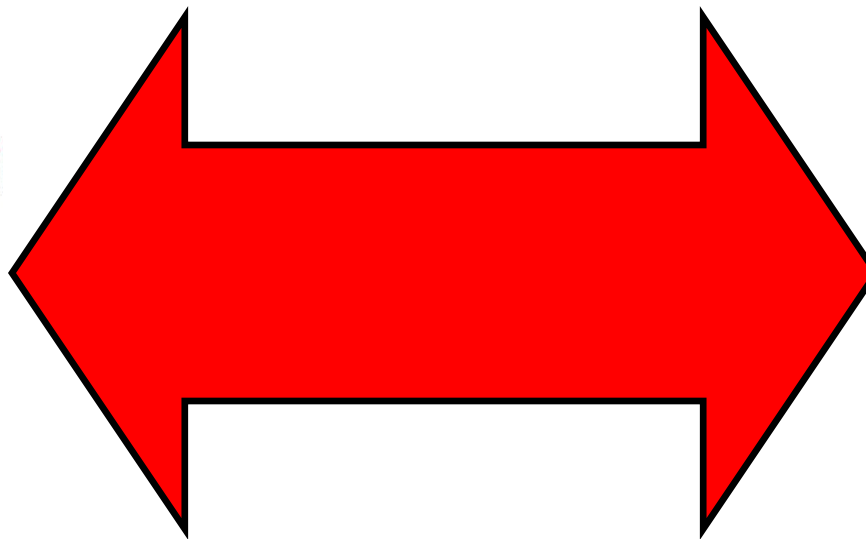
Construction Industry



	% US Workforce
2006 data	
African Americans	11%
Hispanic	14%
Asian	4%
Women	46%

Source: Bureau of Labor Statistics, Current Population Survey (CPS)
Annual Averages for 2007

Collaboration



**Awareness and Recruiting
Training
Technology
Workplace Acceptance**

National

- CEWD
- CURT
- U.S. DOL
- Gov't Entities

Regional

- CWDC
- CGIA
- SEMTA

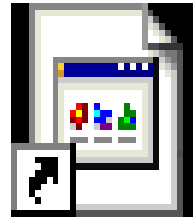
State

- Consortiums
- Construction Expos
- CTE Conferences
- CEFA & CEFGA
- Organized Labor Partners

WORKFORCE DEVELOPMENT



Non-Traditional Employment for Women



YouTube - Women Doing Man's Work.url