

## The InterMedium - First Quarter 2004

### **An Interview With Jackie Rohosky Head of Georgia's Quick Start Training Program**

Editor's Note: Quick Start is Georgia's acclaimed economic development program providing workforce training free of charge to qualified companies, which include companies new to Georgia, companies that are expanding their workforce, and existing companies that are investing in new technologies.

Quick Start has teams of experts in instructional design, computer-based training, and classroom instruction, who work hand-in-hand with company personnel to design and implement training that is customized to the needs of that particular business. Quick Start's budget ranges between \$12 and \$14 million depending on the state's economic activity. Jackie Rohosky joined Quick Start in May of 1990 as the State Projects Director. She became head of the Quick Start program in 1995.

**IM Q? How has Quick Start changed since you took over the program?** Our methods have been refined and our talent base has expanded through hiring from the private sector and through extensive experience with hundreds of companies in a wide range of industries. Since 1994, we've worked on more than 2,600 expansion and relocation projects delivering training to more than 300,000 client employees. Although manufacturing has been a major focus we've also had great success training workers for service operations such as call centers, corporate headquarters and large consolidated business service centers.

**IM Q? Is Quick Start a major incentive to attract new companies?** Quick Start is a key member of Georgia's economic development team. Along with the lead agency, The Department of Industry, Trade and Tourism (GDITT), Quick Start collaborates with both public and private economic development partners. Together, this team exhibits Georgia's attractive and flexible options to prospective industry.

**IM Q? What are the top four competitive advantages Georgia provides to companies?** First is the overall commitment of Georgia's leadership and Georgia's pro-business climate to support companies in our state. Second, of course is our ability to provide a skilled, qualified workforce. Third, is the market access that Georgia provides by being in the epicenter of the nation's fastest growing region as well as providing very quick and cost-effective access to the nation's major population centers. Fourth, would be Georgia's world-class transportation system, which makes these markets very accessible.

**IM Q? What do you see as growth industries over the next five years?** We anticipate growth in the logistics sector, due to Georgia's excellent transportation infrastructure, which includes our seaports, interstates and airports. Another growth area is likely to be automotive and aviation components manufacturing. Last year, we worked with 49 such companies, many of which supply these components to the auto and aircraft manufacturers located in Georgia and neighboring states. Another area of growth will involve call centers and headquarters operations. We also anticipate growth in following industries: Biotechnology, Logistics, Food Processing, Plastics and Metal Fabrication.