



Susan Shaffer

*Director of Workforce Initiatives
Wall Street West*

Susan Shaffer has been appointed Director of Workforce Initiatives for Wall Street West. Shaffer has more than ten years experience in workforce and program development.

Shaffer's responsibilities include all WIRED workforce development activities in the nine northeastern Pennsylvania counties represented in Wall Street West (Berks, Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike and Wayne). She will work with educators, training providers and other organizations to best align the workforce development system with the needs of the financial services industry.

Shaffer was previously Workforce Development Manager for the Northeastern Pennsylvania Alliance, Pittston. She addressed the workforce pipeline challenges faced by the region's employers. Prior to that, she served as Director of the Institute for Training and Lifelong Learning at Keystone College, where she was responsible for the development and delivery of continuing professional education and corporate training. She was a program developer for Blue Cross of Northeastern Pennsylvania, Director of Health and Safety Services for the American Red Cross, and taught in the Wilson School District in West Lawn, PA.

Shaffer holds a Bachelor of Arts degree in Social Sciences from Marywood University. She also serves as a board member and in a volunteer capacity in a variety of regional workforce initiatives.

In the wake of the September 11th attacks, the Securities and Exchange Commission recommended that financial services firms develop reliable back-up operations outside the New York City power grid, watershed and geographic proximity. This federal action provided the impetus for Governor Ed Rendell to submit the Wall Street West proposal for northeastern Pennsylvania. The \$15 million Workforce Innovation in Regional Economic Development (WIRED) grant was awarded by the U.S. Department of Labor, Education and Training Administration, to the Ben Franklin Technology Partners of Northeastern Pennsylvania. The northeastern Pennsylvania WIRED grant was one of just thirteen nationwide.

With a separate power grid, water system, and transportation system from New York City, and close enough for synchronous data transfer, northeastern PA is uniquely situated to provide a complete back-up of the New York financial markets in the event of

another disaster. The three-year federal WIRED grant encompasses nine counties and provides workforce development initiatives to support business attraction in the financial services sector, as well as other technology-dependent sectors. Another part of Wall Street West, the construction and deployment of high-speed broadband connectivity, will provide the necessary infrastructure for this well-trained workforce.

The Ben Franklin Technology Partners of Northeastern Pennsylvania is the project manager of the Wall Street West initiative. Shaffer's office is located in Ben Franklin's Pocono Northeast regional office, Wilkes-Barre.