

Southern Company Workforce Development

October 24, 2008

WORKFORCE DEVELOPMENT

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

Susan Rossman
Workforce Dev Coordinator
Southern Company
Generation & Construction



ALABAMA
POWER
A SOUTHERN COMPANY

GEORGIA
POWER
A SOUTHERN COMPANY

GULF
POWER
A SOUTHERN COMPANY

MISSISSIPPI
POWER
A SOUTHERN COMPANY



Challenges

- Lack of skilled craft workers:
 - ✓ build new infrastructure
 - ✓ install, maintain and repair equipment
 - ✓ operate facilities
- Unprecedented economic growth in the Southeast
- Demand exceeds supply



Skilled Craft Labor

DIRECT

Generating Plants

Plant Control Operator
Auxiliary Equipment Operator
Coal Equipment Operator
Instrument Control Specialist
Nuclear Technician
Mechanic/Welder
Electrician

Distribution/Transmission

Fleet Mechanic
Lineworker

INDIRECT

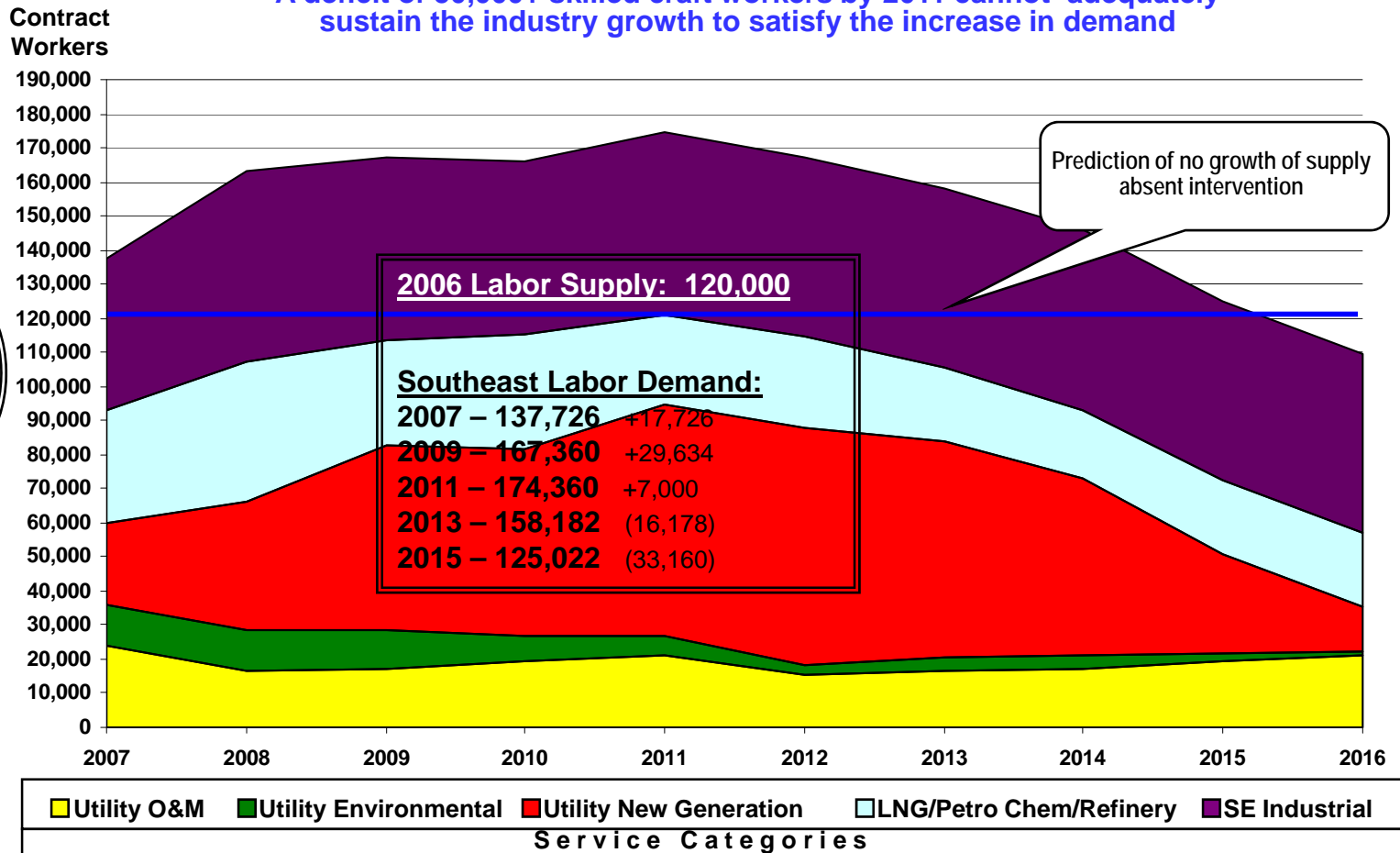
Generating Plants

Pipefitters
Welders
Electricians
Boilermakers
Millwrights
Iron Workers

W
O
R
K
F
O
R
C
E
D
E
V
E
L
O
P
M
E
N
T

Southeast Skilled Craft Labor Demand

A deficit of 50,000+ skilled craft workers by 2011 cannot adequately sustain the industry growth to satisfy the increase in demand



- Pipefitters
- Welders
- Boilermakers
- Tube welders
- Electricians
- Millwrights
- Iron workers

WORKFORCE DEVELOPMENT

SOURCE: Industrial Information Resources (IRR) Listing of New Projects Report 2007; Southeast Manpower Tripartite Alliance (SEMTA) and Central Gulf Industrial Alliance (CGIA) data 2007

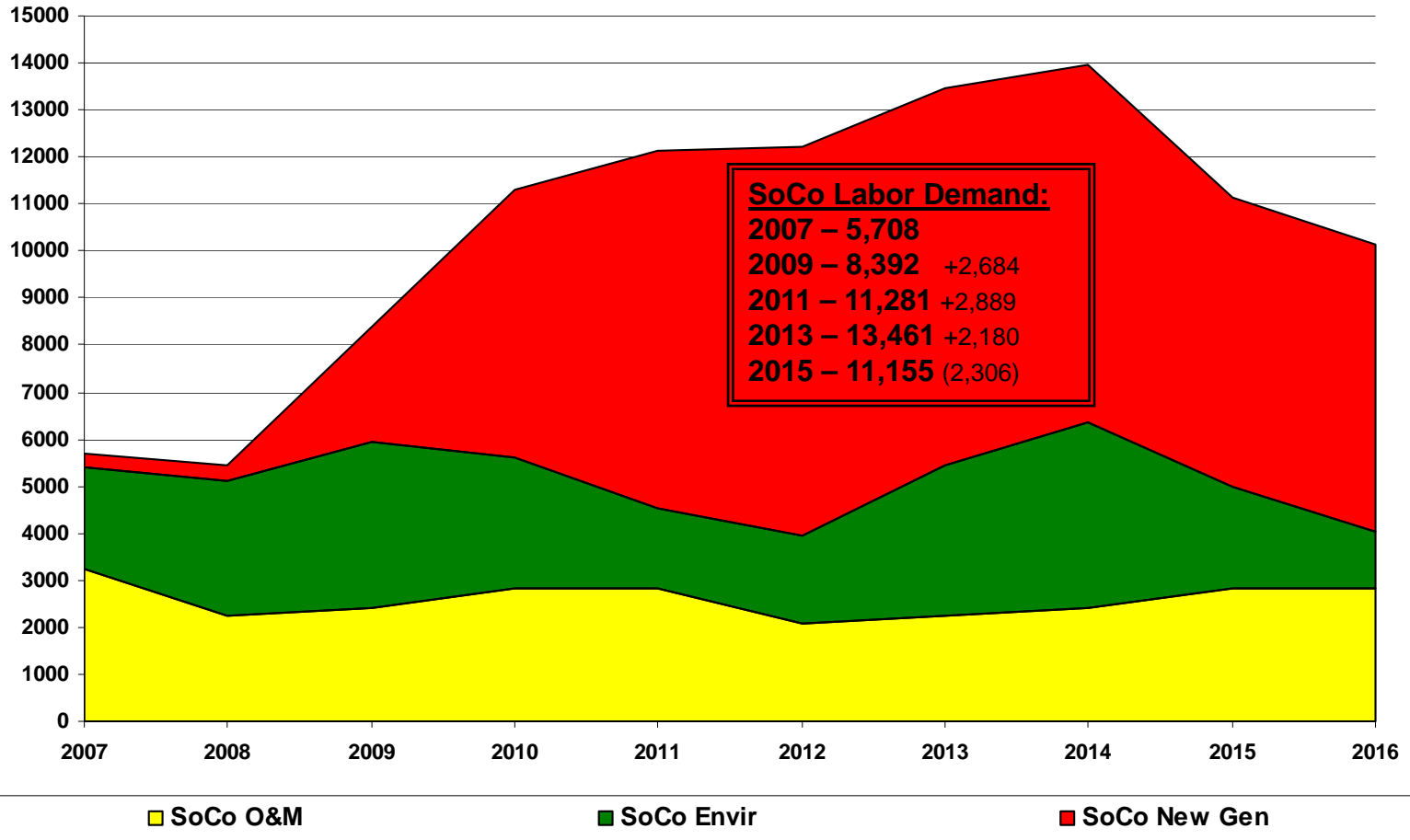


Southern Company

Skilled Craft Labor Demand

Contract Workers

- Pipefitters
- Welders
- Boilermakers
- Tube welders
- Electricians
- Millwrights
- Iron workers



WORKFORCE DEVELOPMENT

SOURCE: Southern Company Generation and Southern Nuclear internal research data

What is So Co doing?



So. Co. Workforce Development Council

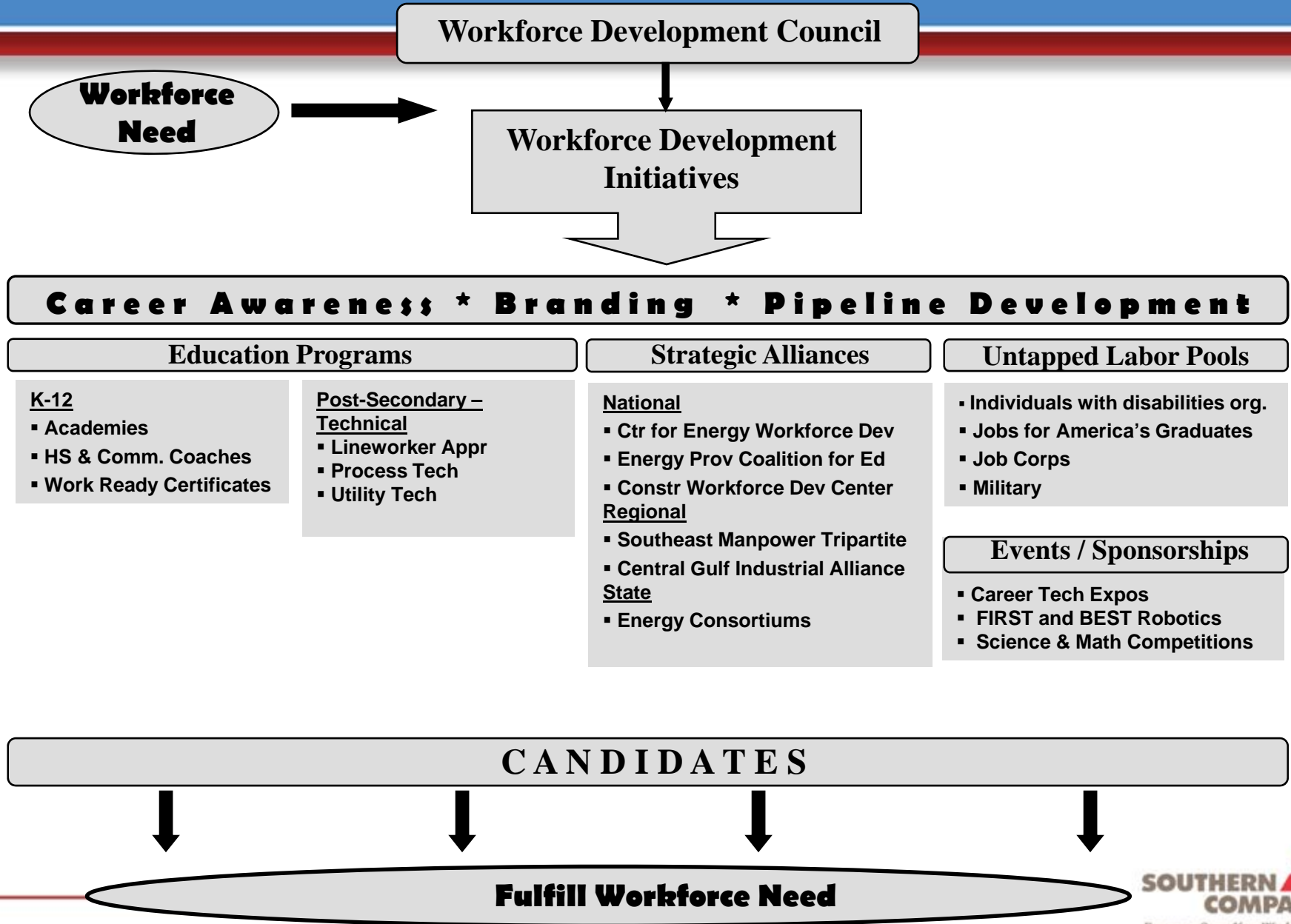
Leverage Southern Company and external resources to implement Workforce Development Initiatives that will produce a pipeline of qualified, diverse applicants for professional skilled craft direct and indirect labor



WORKFORCE DEVELOPMENT



So Co Workforce Development Strategy



WORKFORCE DEVELOPMENT



Construction Workforce Development Center

- Develop a supply/demand forecasting model
- Market construction as rewarding career choice
- Facilitate training/placement through a "Choose Construction" initiative
- Promote qualified training and outreach programs
- Encourage construction owners to hire contractors engaging in these workforce development programs



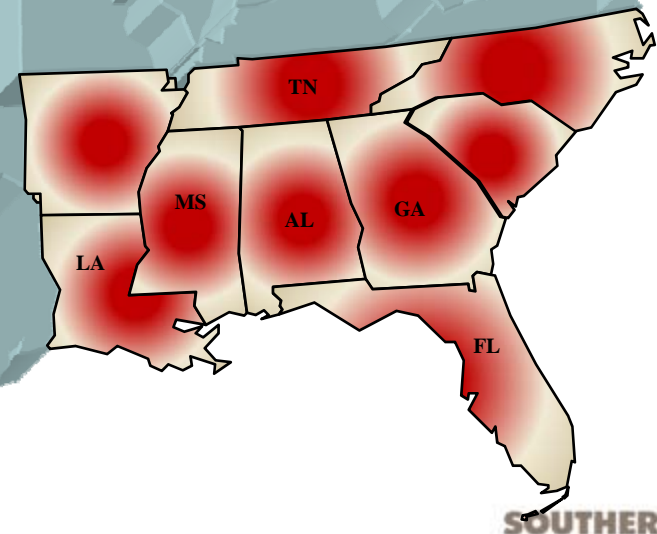
Branding & Marketing

- Develop an marketing/recruiting strategy & website
- Enable candidates to choose their career path
- Implement the program regionally then nationally
- Partner with org. & employ their outreach programs
- Manage database of trained/placed workers
- Develop network for labor supply/demand forecasting
- Metric reporting of program outcomes

Construction Workforce Development Center



- Campaign pilot will begin in Alabama
- Expand to contiguous states in a few months
- Campaign will expand nationally
- The web-based forecasting pilot be will be national

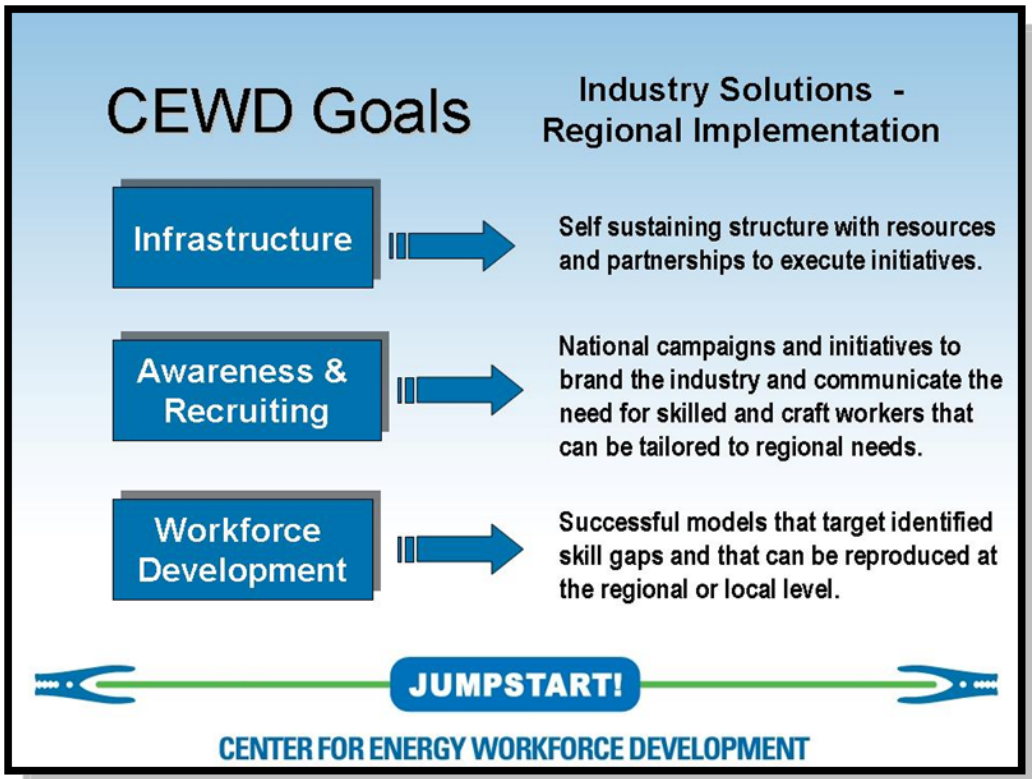


www.cwdcamerica.com



Partner - National

Center for Energy Workforce Development (CEWD)



www.cewd.org
www.getintoenergy.com

WORKFORCE DEVELOPMENT



Partners - Regional

Southeast Manpower Tripartite Alliance (SEMTA)

- Owners, contractors and org. labor in the Southeast
- Focused on determining the craft labor needs for the above average regional growth and construction activity
 - ✓ Manage supply/demand gaps
 - ✓ Lower demand spikes
 - ✓ Share workforce recruitment best practices



Central Gulf Industrial Alliance (CGIA)

- Develop solutions to meet the increasing demand in the Gulf Coast (MS-FL) region
- Comprised of industry owners, contractors, and associations across the MS, AL and FL Gulf Coast area

What will you do?

W
O
R
K
F
O
R
C
E
D
E
V
E
L
O
P
M
E
N
T