Written Testimony of Cheryl Feldman
Director, District 1199C Training & Upgrading Fund of Philadelphia
Hearing on "A Stronger Workforce Investment System for a Stronger Economy"
Before the Committee on Health, Education, Labor and Pensions
United States Senate
February 24, 2010

Chairman Harkin and Honorable Members of the Committee:

Thank you for inviting me to participate in today's hearing. My name is Cheryl Feldman and I am Director of the District 1199C Training & Upgrading Fund. The Fund is a labor management partnership of 49 Philadelphia area and South Jersey healthcare employers and the AFSCME-affiliated National Union of Hospital and Health Care Employees. I thank you for the honor and the opportunity to share our experience in creating a workforce strategy that integrates education and training with career pathways linked to quality jobs.

With limited time, I can only tell you about a portion of the work we do with a wide range of healthcare workers and employers. My written testimony will go into more detail. But, my main point to be made today is that we are uniquely situated within our industry, as a labor-management partnership, to bring together a wide range of public programs, private-sector firms, and private industry dollars to help solve our city's healthcare workforce challenges. We use WIA Title I funds to train workers, WIA Title II funds to teach workers reading writing and math skills needed in the workplace, and TANF dollars to help low-income women get on a career path. We work with local universities and local employers to help healthcare workers get time off to attend specially designed credit-bearing programs that lead to college degrees. We work with youth to interest them in health careers, and we work with incumbent workers already in the industry who are looking for new options for advancement.

The state and local WIA Title I job training system and Title II literacy system are indispensable partners. But federal WIA policies could make our balancing act much easier if they did not create barriers against aligning adult basic education, technical training, public assistance, work supports and work release for workers in our industry. Due to state budget cuts in Pennsylvania, our workforce literacy program has been cut by 30% resulting in a waiting list of over 400 applicants wanting to come in our program. Without the existing silos, we could potentially enroll some of those on the waiting list in blended literacy-skills training programs and get them started in healthcare careers.

WIA could make a much greater investment in sector strategies such as ours, much as our state has already done through its Industry Partnership program. And, ultimately, WIA needs to be much better funded, to help programs like ours grow and serve the larger number of workers and employers who are seeking our services.

Our Fund in 1974 began with fifteen hospital service workers in a GED class held around a folding table in the union hall. Today, we host a fully-equipped learning center in the heart of downtown Philadelphia and satellite locations in the region that educate 3,200 youth

and adult students annually. We have opened doors to career advancement and prepared students to play a role in the healthcare workplace of the future with GED, literacy, skills training, college preparatory and degree programs. We also provide 18,000 Philadelphia area community residents with a variety of services, including testing for healthcare credentials, GED testing, VITA tax preparation, job placement services, academic assessments, and career counseling.

Philadelphia is currently experiencing parallel workforce crises: employers in the region lack a strong talent pipeline to fill critical jobs, while an alarmingly high percentage of adults are in the labor force only marginally or not at all. Indeed, 70% of jobs in our city require basic literacy skills, but less than 50% of our residents possess these minimum skills. Healthcare is no exception. Our industry, comprising 15% of Philadelphia's economy, is showing growth during the recession but the new jobs require literate, trained workers.

Our Fund offers a powerful solution to Philadelphia's challenges by simultaneously addressing the skill needs of low-income workers and the talent needs of regional businesses. Our partnership brings together multiple employers in the same industry to identify talent gaps. Then, we help prepare low-skilled adults to fill these available, midskilled positions. This sector approach builds on the mutual interest of employers and workers, and provides an excellent example of the innovative "industry partnership" model that the Pennsylvania Department of Labor & Industry has launched statewide. Thanks to state leadership, there are now more than 70 industry-led partnerships similar to ours, engaging more than 6,300 businesses and helping to train more than 75,000 workers.

In the 35 years since the Fund was created, this unique collaboration of employers and labor has never once reached an impasse. We have built a strong alliance that is able to assess the rapidly evolving needs of today's healthcare workplace with labor market data provided by the Pennsylvania Center for Health Careers and the state workforce system. In response to the nursing shortage of the late 1990's, we leveraged H-1B funding with Training Fund and employer dollars to train 1700 nurses and allied health staff in partnership with area schools. We called this initiative the New Faces Program, encouraging non-traditional students, immigrants, and youth to take advantage of the shortage to enter a healthcare career. As hospitals move toward adoption of Electronic Health Records, we are engaged in proactive discussions about how best to prepare frontline healthcare and clerical workers to expand their technology skills.

The trajectory of Elizabeth Vasquez exemplifies how programs that address employers' workforce needs also benefit individuals. At 19, Elizabeth enrolled in our TANF funded Nurse Aide training program. Upon completion, she obtained a unionized Nurse Aide job. Because her employer contributed 1.5% of gross payroll through its collective bargaining agreement, Elizabeth had access to the Training Fund's educational benefits to train as a Practical Nurse, tripling her hourly wages. Elizabeth is now completing a Registered Nursing Program in three semesters as a result of Training Fund and state Industry Partnership funding which helped create an LPN to RN Articulation Program.

Our Jobs to Careers Program uses innovative best practices to retool and advance incumbent workers along a career pathway. Job competencies are embedded in a work-based curriculum that replaces traditional classroom hours with on-the-job learning assignments. An accelerated literacy component ensures academic success. Cohorts of workers attend the program together on release time from their job, receiving support from peers, supervisors, and a Career Coach. Twenty-one college credits, articulating with Associate's and Bachelor's Degrees, are awarded for completion of the technical training. The outcomes speak for themselves. 100% of the graduates have received wage increases with promotions in some cases, many are now college students, and new employers are implementing the program.

As a member of the Philadelphia Youth Council, I am delighted that we are investing in our future healthcare workers by expanding youth pipeline programs. Subsidized employment is making it possible for healthcare employers to open their doors to young workers in internships and supported work programs with opportunities to transition into unsubsidized jobs. ARRA funding is providing the opportunity to create innovative industry pipeline programs for in school youth and GED to college programs for out of school youth. By allowing alternative eligibility criteria for WIA funding we will ensure that even more disadvantaged youth can participate.

By leveraging public and private funding, the Fund's labor management partnership has helped over 100,000 workers secure and advance in careers with family sustaining wages. We are not alone. Other labor management partnerships in healthcare and other industries are engaged in equally compelling work. We can build greater capacity with dedicated workforce and literacy funding for sector work as part of the national workforce development system. With long term resources, we can replicate innovative and sustainable workforce initiatives that prepare adults and youth with the skills to compete in the global economy.

Thank you very much for the opportunity to speak today.

DISTRICT 1199C TRAINING & UPGRADING FUND

Helping Today's Healthcare Workers Prepare for Tomorrow's Workplace

District 1199C Training & Upgrading Fund

55 Years of Excellence in Healthcare Education



MISSION STATEMENT

The District 1199C Training & Upgrading Fund is a Labor-Management Partnership dedicated to providing access to healthcare employment for current and future workers while also serving the educational and training needs of our Delaware Valley healthcare employers.

The History

The District 1199C Training & Upgrading Fund has played a critical role in offering academic, career exposure and workforce development opportunities to youth and adults in Philadelphia for 35 years. Tomorrow's healthcare needs drive our training and education agenda. Occupational projections from the Bureau of Labor Statistics indicate that within the next decade, 45 percent of the jobs will require a postsecondary credential compared with only 25 percent today. In addition to our current offerings, we are preparing for future jobs such as health information technology and preparing future workers by, for example, strengthening the youth pipeline into entry level healthcare careers.

The Highlights

Scope of Service: Providing Career Pathways in Healthcare

• In FY 2009, we served a total of 17,856 people. The Fund's expansive offerings include programs in nursing, allied health, behavioral health, computer technology, college prep and collegiate partnerships programs. We provide a variety of services

including American Red Cross Nurse Aide testing, VITA tax preparation, job placement services, academic assessment services and healthcare career exposure workshops. The Fund offers a part time practical nursing program designed for working people. Half of the students of District 1199C Training & Upgrading Fund are members of the Training Fund and half are community residents – dislocated and unemployed workers as well as immigrants.



Employer Engagement: Meeting Employer Needs for a Qualified Workforce

 We are the educational arm of our 49 employer partners. The Fund has multiemployer sector initiatives including customized career advancement training for entrylevel workers, licensure and certification review classes and skills-based classes that support the delivery of quality care. Temple University Health Systems has co-chaired the Fund's Board of Directors for 20 years.

Adult Academic Readiness Services: Accelerating Transition to Postsecondary Education

• In FY 2009, we provided educational services to 3,200 students. Our programs range from GED/Adult Diploma programs to healthcare contextualized English, mathematics and ESL classes as well as a variety of technical training programs resulting in an industry recognized credential that articulates with college credits and degree programs. We provide blended preparatory and technical bridge curricula that enable students to accelerate learning and successfully transition into postsecondary.



District 1199C Training & Upgrading Contributing Employers

Americhoice

Brandywine Hall

Broomall Rehab. & Nursing Center

Burlington Woods/Genesis Eldercare

Cadbury Corporation

Centennial Village

Chestnut Hill Lodge

Cooper River West/Genesis Healthcare

Covenant House

Crozer-Chester Medical Center

Deer Meadows

District 1199C Benefit Fund

District 1199C Legal Fund

District 1199C Philadelphia Hospital

& Health Care Employees

District 1199C Pension Fund

District 1199C Training & Upgrading

Dresher Hill Nursing Center

Elkins Crest

Fairview Care Center-Bethlehem

Fairview Care Center-Paper Mill Rd.

Green Acres Health Systems

Golden Living-Stenton

Innova Health & Rehabilitation-

Deptford

Innova Health & Rehabilitation-

Hammonton

Hahnemann University Hospital/Tenet Hillcrest

HUP/Morrison Healthcare & Crothall

Inglis House

John F. Kennedy MH/MR Center KenCCID

Kresson View Ctr./Genesis Eldercare

Lakewood of Voorhees

Maplewood Manor

Montgomery Rehab Center of Chestnut Hill

National Union if Hospital & Health

Care Employees

North Philadelphia Health System-

Girard Medical Center

North Philadelphia Health System-

St. Joseph's

Presbyterian Medical Center/ARA

Presbyterian Medical Center/Sodexho

Silver Care Center

Simpson House

Spectrum Health Services, Inc.

St. Monica Manor

The Association for Independent

Temple University Hospital-Episcopal Campus

Temple University Hospital-Main Campus

West Philadelphia Consortium

Thomas Jefferson University Hospital Voorhees Pediatric Facility

Highlights (continued)

Youth Pipeline Services: Preparing the Future Workforce

 The Fund offers a variety of programs that serve close to 400 youth annually. We have partnered with the School District of Philadelphia and Philadelphia

Academies for 15 years to host a Health Career Day targeting 10th – 12th graders, exposing them to healthcare careers, and for the past two years we have sponsored Job Shadowing Day for high school students. In partnership with the Philadelphia Youth Network, we also offer the Summer Health Exploration Program, the GED to College Program, the Nurse Aide Training for Out of School Youth Program and the 21st Century Continuum Program for 11th and 12th graders at



Lincoln High School, a collaboration of the Philadelphia Academies Inc., Community College of Philadelphia, Children's Hospital of Philadelphia and the Fund.

Career Pathways Counseling & Placement: Offering Supportive Services

 The Fund provides comprehensive coaching to support students in achieving their career advancement goals. A career counselor helps individuals create an individual educational plan as well as help individuals with resume development, interviewing skills, and job placement.

Funding

• In FY 2009, the Fund leveraged \$2.8 million dollars. We were awarded public and foundation grants from 16 organizations to enhance programs and expand our services. Our funders include the National Fund for Workforce Solutions, the US Department of Labor, the Pennsylvania Departments of Labor and Industry and of Education, the City of Philadelphia, the Robert Wood Johnson Foundation, the Hitachi Foundation, the Knight Foundation, the William Penn Foundation, the Annie E. Casey Foundation and United Way of Southeastern Pennsylvania.

The Collaborations

- Pennsylvania Center for Health Careers
- Philadelphia Council for College and Career Success
- Life Science Career Alliance
- Philadelphia Academies Inc.
- School District of Philadelphia's Perkins Advisory
- Citywide Health and Life Sciences Advisory Council
- Workforce Solutions Collaborative
- Careerlink Philadelphia North Advisory Committee
- National Network of Sector Partners
- The National Skills Coalition
- President's Economic Recovery Advisory Board Education & Training Subcommittee Healthcare Workforce Meeting





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Helping Today's Healthcare Workers Prepare for Tomorrow's Workplace

Education Works

Education and career advancement programs in healthcare change lives, improve patient care and prepare employees for tomorrow's workplace

District 1199C Training & Upgrading Fund

Bringing vital educational resources to healthcare providers



Education Works

Educational and career advancement programs in healthcare change lives and improve care



"I like education. You can never learn as much as you want to learn. Things are always chang-



ing. I want to keep climbing the ladder for me and my kids. I just can't stop."

Training Fund CNA and LPN graduate; formerly unemployed, now employed

In healthcare today, every employee counts

Delivering top-quality healthcare while remaining financially sound has never been easy. But today's healthcare providers face greater challenges than ever before:

- Severe shortages and high turnover of nurses, allied health professionals and direct care workers
- Competition from new forms of healthcare delivery
- Constant demands to update technology and equipment
- Steep cuts in governmental funding

To survive and thrive, successful healthcare organizations must find cost-effective ways to prepare employees for a more complex, demanding workplace. At a time when providers must do more with less, the skill level of every employee counts.

Education works - for the entire organization

Employee educational and career advancement programs strengthen the organization's ability to:

- Prepare for changes that are constantly reshaping healthcare practice and policy
- Maximize the knowledge and skills of those already on the job
- Create life-changing opportunities, particularly for workers in low-wage, low-skill positions
- Reduce the high cost of turnover by retaining skilled workers
- Attract workers trained to meet the needs of your organization

As employees advance, so does the entire organization. Workers gain greater skill, job satisfaction, career advancement—and the ability to deliver better quality patient care.





Opening doors to life-changing opportunities

Every year, nearly 5000 employees enroll in training and educational programs offered by the Training Fund at the Breslin Learning Center and area schools of nursing and allied health. These students are a vital asset to their employers and enjoy the benefits of greater job satisfaction, higher wages and the opportunity to contribute to the quality of care in their organization.



District 1199C Training & Upgrading Fund

"The Training Fund works with Temple University Health System to identify the educational needs of our employees and develop



innovative strategies that help workers attain the academic skills to advance their careers.

Through the Training Fund,
Temple successfully retrained 50
workers who obtained the
credentials needed to take new
positions, and helped many more
take advantage of educational
opportunities available through
the Fund. Our partnership has
resulted in an increasingly skilled
workforce that benefits the
Health System and the patients
we serve."

Joseph W. "Chip" Marshall, III Chairman and CEO Temple University Health System

The Training Fund - Partnering with 54 regional healthcare and human services employers

Because most healthcare employers do not have the time or resources to develop full-service educational programs of their own, a unique collaboration was formed between District 1199C and healthcare providers in Southeastern Pennsylvania and southern New Jersey. Since 1974, this educational partnership has:

- Improved patient care
- Helped thousands of employees move up the career ladder while on the job
- Boosted employer recruitment and retention efforts
- Attracted new workers to the healthcare field
- Enabled employers to build a more skilled, diverse workforce

The Training Fund is a jointly managed, non-profit trust of District 1199C of the National Union of Hospital & Healthcare Employees, AFSCME and 54 healthcare employers

in the Philadelphia region. The Fund serves more than 17,000 Delaware Valley residents annually.



Providing vital resources to the region's healthcare employers

The Training Fund helps regional healthcare providers gain access to valuable expertise and resources through its network of governmental agencies, labor and business organizations, grass-roots community-based organizations, foundations, area colleges and universities, the School District of Philadelphia and the William Penn School District in Delaware County. These links enable the Training Fund to take a leading role in shaping healthcare policy and practice, to collaborate on new initiatives and to keep employers and workers current with changes in the field.

The U.S. Department of Labor and the PA Department of Labor and Industry have awarded the Training Fund millions of dollars in federal and state grants for nursing and allied health programs. The Training Fund has been recognized as a national model for its innovative programs in healthcare career advancement.

Providing vital educational resources for healthcare providers in the Philadelphia region



Photo: Harvey Finkle

A one-stop resource for health career training

From basic education to specialty training programs



At the Fund's spacious, well-equipped Center City Philadelphia location, at satellite centers in the region or customized programs at your work site, the Training Fund offers a wide range of programs, including:

Basic academic preparation

- Basic education, literacy and English as a Second Language (ESL) programs
- Tuition-free, self-paced adult high school diploma program
- GED preparation
- Pre-college academic enrichment/preparation for higher education
- Pre-nursing programs
- IC³ Certification in Microsoft Word, Excel and Internet computing

Professional programs in healthcare and human services

- Nurse Aide and Extended Nursing Duties
- Licensed Practical Nurse (LPN)
- Funding for Associate, Bachelor, Registered Nurse, and Allied Health degrees
- Behavioral Health College Program
- Child Development
- Allied Health Technical Programs
- Health Information Technology

Flexible, part-time collegiate programs leading to degrees

- Articulation of the Training Fund's Practical Nursing Program (LPN) with the Registered Nursing Program of Community College of Philadelphia (Under development)
- 30-credit certificate and 60-credit Associate Degree program in Behavioral Health offered at the Training Fund. This program articulates with Philadelphia University's Behavioral Health and Human Services bachelor's degree program
- Philadelphia University Prerequisite Courses for Nursing and Allied Health
 College-level credit prerequisites are now offered at the Breslin Learning Center in collaboration with Philadelphia University—in flexible evening, morning, and weekend formats

"I worked as a nursing assistant but I aspired to be an RN. I'd been out of school for a long time, and had some doubts. But the instructors at the Training Fund were very patient. And as a member of 1199C, I was reimbursed for my tuition. I'm a single parent and I didn't have to get the finances together to start the program."

Eunice Gadson, LPN Temple University Hospital – Episcopal Campus

Workforce development and employment services

The Training Fund Placement Service works with more than 100 healthcare facilities to refer pre-screened, qualified job candidates, including program graduates, new entrants to healthcare and experienced employees looking to advance in their field.

Customized educational and organizational development programs

Training Fund staff also work with employers to create customized solutions for specific educational or training objectives, based on the needs of the organization and skill levels of the employees. These have included: specialty skills training to fulfill mandated insurance regulations; pre-nursing/pre-allied health; effective communication skills; multi-cultural and cross-cultural understanding; English as a Second Language (ESL) and basic foundation skills in reading, writing and mathematics; conflict management; mentoring training for frontline direct care workers and job coach training for their supervisors.



Member employers in the District 1199C Training Fund

Americhoice

ARA at Presbyterian Medical Center

Deer Meadows Retirement Community

Belmont & Parkside Geriatric Center

Benefit Fund for Hospital and Health Care Employees

Brandywine Ha

Broomall Rehabilitation & Nursing

Burlington Woods Care Center

Cadbury Nursing Center

Chestnut Hill Lodge

Chestnut Hill Rehabilitation Hospital

Cooper River Convalescent Center West

Covenant House

Crozer Chester Medical Center

District 1199C Legal Fund

District 1199C Philadelphia Hospital & Health Care

Employees

District 1199C Training & Upgrading Fund

Dresher Hill Nursing Center

Elkins Crest Health & Rehabilitation Center

Fairview Care Center – Bethlehem

Fairview Care Center - Paper Mill

Graduate Hospital

Green Acres Nursing Home

Greenbriar East Health Care Center

Greenbriar Health Care Center of Hammonton

Greenwich Services, Inc.

Hahnemann University Hospital

Hillcrest Center

Inglis House

JFK Community Mental Health/Mental Retardation Center Kensington Community Corp. for Individual Dignity

(KenCCID)

Kresson View Center

Lakewood of Voorhees

Maplewood Manor

Morrison-Crothall Support Services, Inc, Graduate Hospital Morrison-Crothall Support Services, Inc, University of

Pennsylvania

National Union of Hospital and Health Care Employees

North Philadelphia Health System (St. Joseph's)

North Philadelphia Health System (Girard Medical Center)
Pension Fund for Hospital and Health Care Employees

Silver Care Nursing Center

Silver Care Nursing Center

Simpson House

Sodexho Graduate Hospital

Sodexho Presbyterian Medical Center

Spectrum Health Services, Inc.

St. Monica Manor

Stenton Hall Nursing Home

The Association for Independent Growth (T.A.I.G.)

Temple Children's Hospital

Temple University Hospital – Episcopal Campus

Temple University Hospital – Main Campus

Thomas Jefferson Hospital

Voorhees Pediatric Facility

West Philadelphia Consortium

Helping healthcare workers advance up the career ladder

Helping employees pursue their education while on the job

Juggling full-time jobs and family responsibilities can make it challenging for many adults to re-enter the classroom. The Training Fund helps ease the transition through a range of services: confidential academic and vocational counseling, academic and career interest assessments, and assistance with resume writing, interviewing and job search. While in the program, participants receive mentoring from Training Fund faculty and staff to encourage, motivate and guide them toward their educational and career goals.

Flexible scheduling helps everyone succeed

To help insure the success of fulltime employees attending training programs, the Fund works with employers to offer release-time programs, either on or off the clock. Working adults can choose from among flexible, part-time programs, offered seven days a week in two shifts.

Offering many convenient locations

Students may attend educational programs at:

- The Training Fund's Thomas Breslin Learning Center in downtown Philadelphia
- Our satellite location in Cherry Hill, NJ
- Customized career ladder programs at the employer's workplace

Full educational and financial benefits for partnering employers

Employers who contribute to the District 1199C Training Fund can obtain the highest level of education and training benefits for their employees. Government funding obtained by the Training Fund helps employers leverage their training investment and expand opportunities for member employees, who are eligible for three levels of educational funding support:

- Tuition reimbursement up to \$5,000 per year for approved courses, workshops, seminars and conferences at area colleges, universities and vocational programs as well as programs by accrediting organizations
- Full-time scholarships covering tuition up to \$10,000 per year for up to two years of study
- Free continuing education programs with flexible (day, evening and weekend) schedules at the Breslin Learning Center and satellite locations. Many classes are open to community members, as well as union members



Healthcare training programs open to community members

Community members who wish to attend programs at the Training Fund, or healthcare employees who are not covered by the educational benefit may pursue educational programs at the Training Fund at a non-profit tuition rate, or may be eligible for free training through a range of government programs.

Concept and writing: Jane F. Century, Century Communications • Design: Biddle Design, www.biddledesign.com

District 1199C Training Upgrading Fund

Transforming Philadelphia's healthcare workforce

"The 31-year partnership of Delaware Valley employers and District 1199C represents an



extraordinary joint commitment to address workforce development in the healthcare industry.

The Training & Upgrading Fund works with employers across all the healthcare and human services sectors, leveraging public and private dollars to create a unique educational resource that exists solely to serve employers and workers."

Henry Nicholas, President, District 1199C and National Union of Hospital and Health Care Employees, AFSCME

District 1199C
Training &
Upgrading
Fund

Helping Today's Healthcare Workers Prepare for Tomorrow's Workplace

Creating a pipeline for new healthcare workers

As the healthcare industry copes with a severe shortage of qualified workers, the Training Fund is helping employers by creating a pipeline to new employees. By virtue of its credibility and well-established reputation in the community, the Training Fund successfully attracts incumbent workers, minorities, immigrants and young people into the field of healthcare, and provides employers with greater access to a more diverse, skilled workforce.

Preparing youth for careers in healthcare

The Training Fund has partnered with the School District of Philadelphia through its health-care academies and Citywide Health Advisory Council, as well as with the Philadelphia Youth Network to create high-quality secondary school curricula and work-based learning opportunities for youth interested in careers in healthcare. The Training Fund has led efforts to draw more in-school and out-of-school youth to careers in the healthcare field and better prepare them to pursue higher education and professional careers.

Designing career ladders for other settings and industries

As healthcare delivery has changed, the Training Fund's educational offerings have moved beyond hospitals to include long-term care facilities, mental health and retardation programs, home care and community-based agencies. In addition, the Training Fund develops educational programs for other industries to enable workers to move up the career ladder within their particular organization. The Fund works with employers to integrate instruction in reading, writing, math and ESL with the specific work skills needed on the job. Examples include transit workers, parking facility attendants and university dining service employees.

For more information

The District 1199C Training & Upgrading Fund provides significant employee benefits to member agencies. If you need more information about the work of the Training Fund, please contact us at:

District 1199C Training & Upgrading Fund

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