

LI People ON THE MOVE

NONPROFITS

East End Disability Associates Inc. in Riverhead has two new hires.



L. Von Kuhen of South Setauket, director of growth and development, was senior vice president of Community Development Corp. of Centereach.



Camden Ackerman of Westhampton Beach, manager of development and public relations, was managing director of political and strategic communications at BGT Consulting in Westhampton Beach.

BOARDS/ASSOCIATIONS



Cristina Keiley of Rockville Centre, account manager at LDI Color Tool-Box in Jericho, has been appointed vice president of the **Long Island Junior Chamber of Commerce (Jaycees)**.



Terri Elkowitz of Mount Sinai, Northeast manager at VHB Engineering, Surveying and Landscape Architecture in Hauppauge, has been appointed to the board of trustees of the **Old Westbury College Foundation** at SUNY Old Westbury.

REAL ESTATE

Signature Premier Properties has two new associate brokers.

Nancy Pafites of Dix Hills, hired in Dix Hills, was with Realty Masters North Shore in Huntington.

Conny Jay of St. James, hired in Smithtown, was with Coach Realtors in Smithtown.



New Signature Premier associate brokers Pafites, left and Jay



Jonathan Evans of Huntington has been hired as team leader/CEO at **Keller Williams Points North** in Woodbury. He was chief technology officer at Daniel Gale Sotheby's International Realty in Cold Spring Harbor.

ENGINEERING

GEI Consultants Inc. in Huntington Station has new hires.



Caroline Black of Manhattan, a project specialist, was a project coordinator at Integral Consulting Inc. in Manhattan.



William Fitchett of Astoria, Queens, an environmental scientist, held the same position at CA Rich Consultants Inc. in Plainview.



Kevin McCarty of Rhinebeck, a senior practice leader, was a principal at Integral Consulting Inc. in Manhattan.



Wendy Monterosso of Commack, a senior hydrogeologist/project manager, held the same position at Roux Associates in Islandia.



Stacey Ng of Freeport, a geologist, held the same position at Integral Consulting Inc. in Manhattan.

— DIANE DANIELS

Send submissions and color headshots to peopleonthemove@newsday.com

Entry-level jobs getting more skilled, technical

The Associated Press

Asia Thomas knew she was at a disadvantage. It had been 16 years since she quit a job at McDonald's to raise her kids. When she left, restaurants didn't have kiosks to take orders, people didn't use smartphones to pay, and job seekers did applications on paper. "Things have changed," said Thomas, who lives in Baltimore. "And there were a lot of things I forgot."

Getting a job at a store or fast-food restaurant — often a way into the economy for an unskilled worker — used to be as simple as walking up and down the mall and applying. Now, with store chains closing and laying off thousands, that path is more complicated. Stores still financially healthy are actually raising wages in a tight labor market. But they're seeking a new type of worker: one who has a lot more skills up front.

Tech use required

Thomas, 44, was able to get a job at wholesale club B.J.'s for \$12 an hour — after signing up for computer lessons and taking a class in retail basics like how to track inventory and handle returns.

Across all entry-level retail jobs, the number of skills being demanded rose from 2010 to 2016, according to an analysis by Burning Glass Technologies, which scours 25 million job postings. It found a greater emphasis on customer service and communications skills for cashier, stock and sales jobs. And for many jobs employers want more skills, like ability to use customer relations software like Salesforce. Even forklift operators are being asked to be proficient in inventory management software.

This has major consequences for workers without college degrees or vocational training. "The bottom may be coming out of the career ladder," said Burning Glass CEO Matt Sigelman.

Experts say those who might have started out at a store may head instead to dishwashing or health aide jobs. The number of jobs in those fields is expected to grow far



Haitian immigrant Nadine Vixama, a cashier at a Whole Foods in Cambridge, Mass., has taken classes in English and store basics.

more than in retail. They may pay about the same as retail, but can be more demanding physically and provide less opportunity to move up.

"This phenomenon is creating more pressure on incomes at the lower end of the middle class and will push people down closer to and even below the poverty line," said Fred Crawford, senior vice chairman of consulting firm Al-xPartners. "It will exacerbate the growing gap between the haves and have-nots."

Changes are being driven by companies' use of large amounts of data not available a generation ago. That means front-line workers must do more. Take cashiers. Employers asked for five skills in 2016, up from three in 2010. The job often requires running sophisticated registers that track loyalty cards, digital coupons and real-time inventory.

Literacy lacking

Nearly a third of all first jobs in the United States are in retail. But 62 percent of service-sector workers, which includes jobs like cashiers and store sales assistants, have limited literacy skills, and 74 percent have limited math abilities, according to the National Skills Coalition, funded by Walmart Inc.'s charitable arm.

There were more than 700,000 current job openings in retail in March, according to government data. The retail industry "relied on a

largely unskilled entry labor force. Now, it's leaning more toward skilled people and competing with other sectors" like technology, said economist Frank Badillo, founder and director of research at MacroSavvy.

Training available

Training programs are making a difference. Nadine Vixama would have never had a shot without them. Vixama, 42, emigrated from Haiti eight years ago and worked in a money payment business and then at a dry cleaners. But she wanted something more about customer service. She did snag a job at Whole Foods in Cambridge, Massachusetts, first as a bagger and now as a cashier, making a little more than \$11 an hour. But that was after taking English classes and the store basics program developed by the NRF.

"I've learned to treat customers in a better way . . . how to keep pace with them," Vixama said. At another class offered by a workplace group, she learned about spreadsheet programs like Excel and studied basic accounting. Vixama just finished the second class, and shadowed a manager at CVS as part of that training.

She's considering an entry-level job at a drugstore and mulling her options. "I don't want to stay like this," she said. "I want to have better growth opportunities."