

## NEWS RELEASE

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**USC ACADEMY**

## FOR IMMEDIATE RELEASE

**December 2, 2019**

### **Retired NFL star and Rochester native Roland Williams to deliver keynote address at skilled trades graduation on December 11**

*Williams aims to motivate and inspire US Ceiling Corp's inaugural class of USC Academy foremen, along with students from his Champion Academy*

WEBSTER, N.Y., December 2, 2019—Roland Williams is returning to his Rochester roots to deliver the keynote address at [US Ceiling Corp's](#) USC Academy graduation on December 11. The inaugural class of 13 construction foremen recently completed their year-long training series where they spent nearly 40 classroom hours expanding their industry knowledge and enhancing their leadership skills. Junior and senior high school students from Williams' [Champion Academy](#) are also invited to attend the ceremony and then participate in several hands-on skilled trades demonstrations in hopes of inspiring a possible career path.

*"Building a winning workforce within the Rochester region requires teamwork, consistency and a commitment to invest in citizens long before their work career begins," says **Champion Academy Founder Roland Williams**. "We are excited to partner with US Ceiling Corp to expose our members to outstanding trades and careers that can transform their families and generations to come."*

*"We couldn't be prouder of our fearless leaders who stepped up and committed to our year-long foreman training program," says **US Ceiling Corp President and USC Academy Co-Founder Melissa Geska**. "They are the best of the best in my eyes and will continue ensuring that our talented field crews deliver timely and successful projects. We are especially appreciative of Roland's willingness to take part in our first graduation ceremony and thrilled to partner with Champion Academy to provide his students with exposure to the skilled trades, a clear career*

*path and employment opportunities. Our cultures are completely aligned. When you learn, teach and when you get, reach back and pay it forward."*

To date, USC Academy has delivered 240 learning opportunities to nearly 70 US Ceiling Corp employees and YouthBuild participants, with 20 guest speakers appearing this year. US Ceiling Corp reports that 50 of its employees are now cross-trained in a new discipline, which remains one of the Academy's biggest goals, as the construction industry faces an unprecedented skilled labor shortage.

The USC Academy foreman graduation will take place on December 11 from 5 to 7 p.m. at 439 Central Avenue in Rochester. The event is closed to the public; however, all media and local dignitaries are encouraged to attend.

### **About US Ceiling Corp**

Founded in 2001, US Ceiling Corp ([usceiling.com](http://usceiling.com)) is a NYS Certified M/WDBE subcontracting firm that offers extensive experience in commercial, multifamily and residential construction, including acoustical ceilings and drywall; insulation and air barrier systems; metal stud and wood framing; finished carpentry and general trades; and construction management. The Webster, N.Y.-based firm's consistent stability and growth stem from the hard work and dedication demonstrated across its expanding footprint, allowing a broad reach of services for local and out-of-town projects. With an unwavering commitment to diversify the construction industry, US Ceiling Corp aims to empower the Rochester community and partners with like-minded organizations, including the Urban League of Rochester's YouthBuild Program, to provide skilled trades training and employment opportunities.

### **About USC Academy**

Launched in 2019, USC Academy was established to cross-train and enhance the skills of US Ceiling Corp's existing workforce, and provide priority populations in the Rochester community with exposure to the construction industry, skilled trades training and employment opportunities. USC Academy's shared training space is located in Rochester and features hands-on instruction and soft skills courses throughout the year.

### **About Champion Academy**

Founded in 2015 by NFL Super Bowl Champion and former teen in poverty, Roland Williams, the Champion Academy Extreme Mentoring & Empowerment Initiative ([Champion Academy championacademyroc.org](http://championacademyroc.org)) is a trauma-responsive mentoring program providing urban teens in poverty the critical accountability, consistency and support necessary to overcome obstacles and maximize their potential in school, at home and in the community. The Champion Academy combines firsthand knowledge of the cultural nuances of urban teen culture, along with proven mentoring fundamentals to produce unprecedented academic and social emotional outcomes.

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