

WORKFORCE ALLIANCE BUSINESS OUTREACH COMMITTEE

THURSDAY, April 2, 2009

Attending: Kelly Smallridge, Amy Dean, David Talley, Pam Sands and Randy Johnson

Staff: Kathryn Schmidt; Steve Craig; Maria Heredia; Paul Hederman; Gerry Genovese; Jackie Halderman; Maryann Garrett and Suzanne Rodrigues.

- I. The meeting was called to order by Kelly Smallridge. No additions, deletions or corrections were made to the agenda. A motion was made to approve the minutes of the February 5th, 2009 meeting. Motion made by Dave Talley, Randy Johnson second.
- II. Old Business
 - a. Summit – Steve Craig reminded everyone that our Summit is scheduled for May 28th and that Dan Pink will be presenting. Steve said that he met with Channel 25 and they are considering putting Dan Pink on the news as they are advertising our Summit. Kelly Smallridge asked who are the invitees to the Summit. Pat Cannan said there are a number of lists of invitees and he was working the lists now. Pat said that he anticipates close to 400 attendees. Kelly asked if we needed support. Jackie said we could use support in getting the word out about the Summit. Steve added that Channel 25 is reaching out to us and they may be our lead sponsor for the Summit. Kelly acknowledged the positive publicity that Workforce Alliance is receiving. Kathryn added that we are getting support from our Legislators and the Governor is considering attending our Summit if possible. Kathryn said the Summit does conflict with the State Partners meeting in Tallahassee. She and Steve will be leaving the Partners meeting early to participate in our Summit.
 - b. Workplace Excellence Award - Kathryn announced that, due to the stimulus activity and the demands of same, our Excellence Award is being tabled for this year. All the communication regarding the Excellence Award has been pulled. The work done this year will position Workforce Alliance to get a head start on the award event for next year.
 - c. Board Meeting – Our next Board Meeting is scheduled for April 16th. A discussion took place regarding a conflict with the City Hall Grand Opening. Due to this conflict, it was agreed to move our meeting time later. Lunch will begin at 1 PM and the meeting to immediately follow at 1:30 PM. Further discussion took place re the necessity to have a Quorum at our meeting to approve some critical agenda items. Randy Johnson asked that we send out an email to all Board Members asking they make every effort to attend this meeting for quorum purposes.
 - d. Walgreens – Steve Craig provided an update on Walgreen activity. Steve is in contact with Lamar Jones with Walgreens. Mr. Jones has visited our career center and has sent three of his top managers to our center. We could have as many as 80 Walgreens stores to work with. Our mobile unit in support of Walgreens is still possible.
 - e. Partnership with Mayor, Chamber of Commerce, Business Development Board and Workforce Alliance - Kelly advised this partnership continues to move forward. She stated the BDB hired an intern to coordinate everyone's calendars which involves Palm Beach Gardens, West Palm Beach and Boca Raton with anticipated increase to other areas. Kelly stated that Metritek in Boca Raton is on the calendar to visit and Campus Management in Boca has already been visited. Our elected officials are learning about their major tax payers. Challenging to coordinate but a very positive experience. They are open to suggestions as to names of other companies to visit. The companies have been surprised to learn all the services that Workforce Alliance offers. Kelly stated there could be more challenging times ahead if any more large facilities go dark. Kathryn stated that we need to be aware of such possibilities up-front so we could be more proactive rather than reactive. Kelly said she would encourage business to

contact us early. Gerry Genovese contributed by saying companies need a comfort zone and we must obtain entry early. We could present some options for a smoother transition. There has to be a synergy there between WA and the company. Kelly stated this business retention program between the Mayor and others is a step in the right direction. Kelly talked about the unpaid intern who has handled the coordination of the meetings. Kathryn said that we may be able to assist with a paid position using stimulus dollars and asked Gerry to look at his area for a potential candidate for this role. Someone who can coordinate the meetings and ensure that information is shared among all parties. As this program becomes more demanding, it will not be possible for Kathryn and Kelly to participate in every meeting. Gerry Genovese is a suitable backup for Kathryn. Eventually, it will be up to our managers to take on this role.

- f. Market Street Report – Although the initial report was a duplication of efforts, Kelly feels that this has been a vehicle to pull together all of the leaders to address issues. The report did bring out and highlight regulatory barriers, those being delays in housing permits and delays with establishing residences, renovation of same, and/or development of new business.

III. New Business

- a. Job Readiness Expo – Steve gave a summary of the Job Readiness Expo that took place on a Saturday and was a joint effort with Channel 25. This expo was well received and Channel 25 was very pleased with the results. The success was that people were pre-enrolled in the classes offered. Kelly asked what the numbers were in regards to filling positions. Steve said we may have 300 to 400 job orders with 1,200 to 1,400 people coming in. If there are 400 jobs and we are filling 300+ positions, we know we are matching up the right talent for the position. Kelly was told we have over 6,000 individuals with Bachelor's Degrees in Palm Beach County alone. Maryann said that we are working with Academy for Practical Nursing & Health Occupation (APNHO) and will have a practical nursing program available in April. We are working with CNA's going to an LPN status. Unlike the past, there are well educated individuals who are coming into the welfare system.
- b. Health Care Initiative – Kathryn said planning for the health care initiative has been underway for approximately four months. It involves training for advancement such as moving an LPN up to an RN. Working with HCA. This is a very detailed operation and, once finalized, it will be a standard for 4 counties (Broward, Dade, Palm Beach and Treasure Coast) and possibly more as the program can be duplicated. Both Amy Dean and Kathryn will attend the Health Care Committee meetings. Current focus is on the barrier of no space and no faculty. Steve Parrish encourages us to push this initiative to other hospitals and health care facilities. Kathryn stated that we have been in touch with Rob Hill at Bethesda, Gina at JFK and the new CEO at Good Sam. Kathryn would like to spend the majority of stimulus dollars within the first 120 days. She is working with Dr. Gallon to customize the program and then we can pay "up front" from the stimulus dollars. In regards to the teachers' salary, we need to work around a way to pay them. Stimulus funds, at least 80% of funds, needs to be spent by June 30, 2010.

IV. General Discussion

- a. EFM – Paul provided explanation why information in EFM may not always be complete in that the education portion is not mandatory therefore some individuals may not provide their formal education information.
- b. Date for next meeting – June 4, 2009