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PRO Youth and Families

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SAFE Credit Union

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Sacramento Central Labor Council

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Five Star Bank

**RICK WYLIE – Chair**  
Villara Building Systems



**SACRAMENTOWORKS**

**SACRAMENTO WORKS, INC.  
EMPLOYER OUTREACH COMMITTEE**

**Date: May 11, 2021**

**Time: 3:00 p.m.**

**Location: via Zoom**

<https://us02web.zoom.us/j/88637529096?pwd=VHUwREwvYWpYeXdQRXILbVZsTHVuQT09>

In response to the Governor's Executive Order N-29-20 relating to the COVID-19 Pandemic, the Sacramento Works Youth Committee is conducting this meeting on Zoom at:

<https://us02web.zoom.us/j/88637529096?pwd=VHUwREwvYWpYeXdQRXILbVZsTHVuQT09>

Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or listen to the meeting by dialing any of the following telephone numbers and entering in the Meeting ID: 886 3752 9096. Passcode: 093149: One tap mobile: +16699006833,,88637529096# US (San Jose). Find your local number: <https://us02web.zoom.us/j/88637529096?pwd=VHUwREwvYWpYeXdQRXILbVZsTHVuQT09>. Members of the public are encouraged to participate in the meeting by submitting written comments in the Q&A section of the Zoom meeting or by email to: Wendy.Tanner@seta.net. Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Wendy Tanner at (916) 263-5660 or Wendy.Tanner@seta.net. Please include in your request which item you would like to participate on. Additionally, during the meeting any questions or comments may be submitted via the Q&A or chat features on Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the CAB, and included in the record.

Closed captioning will be available. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: [www.seta.net](http://www.seta.net).

**AGENDA**

- 1. Call to Order/Roll Call**
- 2. Action - Approval April 13, 2021 Meeting Minutes**
- 3. Featured Employer - Villara (*Brittany Jones*)**

4. Information Items:
  - A. Employer Meetings
  - B. Seminars Workgroup (*Andrea Ellinghouse*)
    1. Update on Seminar/Workshop Topics Under Consideration
    2. Presentation Preview (*William Walker, Terri Carpenter*)
    3. Request for Information
  - C. Newsletter Update (*Terri Carpenter*)
  - D. Survey Response & Data Update (*William Walker*)
5. Other Reports
  - A. Committee members
  - B. Staff
  - C. Chair
  - D. Public
6. Next Meeting 2nd Tues., June 8, 2021 3:00 PM
7. Adjournment

**Committee Members:** Ed Baker, Ron Ellis, Andrea Ellinghouse, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Christine Laster, Janet Neitzel, Ron Orr, Kriztina Palone, Fabrizio Sasso

**This meeting is open to all members of the Sacramento Works, Inc. Board and the public.**

**DISTRIBUTION DATE: May 5, 2021**

**Employer Outreach Committee**  
Minutes/Synopsis  
(Minutes reflect the actual progression of the meeting.)

Tuesday, April 13, 2021  
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:04 p.m. The roll was called; a quorum was established.

Members Present: Ron Ellis, Ed Baker, Andrea Ellinghouse, Renee John, Janet Neitzel, Ron Orr, Linzie Fukushima, Spencer Hoke (arrived 3:08 pm)

Members Absent: Brittany Jones, Christine Laster, Fabrizio Sasso

Others Present: Phil Cunningham, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter

2. **ACTION** (Approval of March 9, 2021 Minutes)

Moved/ Baker: second/ Ellinghouse to approve minutes as presented.

Aye: 7 (Ellis, Baker, Ellinghouse, John, Neitzel, Orr, Fukushima)

Nay: 0

Abstentions: 0

Absent: 4 (Jones, Laster, Sasso, Hoke)

3. **FEATURED EMPLOYER:** Villara (Brittany Jones) – Due to the absence of Brittany Jones the featured employer was tabled and will be moved to the May meeting agenda.

4. **DISCUSSION ITEM: 'Action Plan'** for Employer Outreach

Mr. Ellis reviewed the Action Plan objectives and the committee members ratings. Mr. Ellis asked for committee input on when he should survey members again on the progress towards Committee objectives. The committee agreed that quarterly updates would be appropriate.

5. **DISCUSSION ITEM:** EOC business

Authorize a '*Represented*' member for Michael Jasso. Mr. Ellis asked for committee approval to have Kriztina Palone serve as an EOC member representing Michael Jasso.

Moved/ John: second/Baker to approve Kriztina Palone as alternate for Michael Jasso.

Aye: 8 (Ellis, Baker, Ellinghouse, John, Neitzel, Orr, Fukushima, Hoke)

Nay: 0

Abstentions: 0  
Absent: 3 (Jones, Laster, Sasso)

6. **DISCUSSION ITEM:** Seminars Workgroup (Andrea Ellinghouse)  
Ms. Ellinghouse provided an update on the seminar/workshop topics under consideration and reported that at the next meeting Mr. Walker and Ms. Carpenter will be delivering the SETA/Sacramento Works - Employer Services presentation to the committee . The idea is that the Employer Services presentation can be part of or an add-on to Sacramento Works sponsored workshops/seminars to let attendees know about the services that are available to them.

7. **ACTION:** Approve Request for Information – Business Workshops/Seminars

Mr. Cunningham was asked if the Request for Information is necessary and he stated it is a request to do a background study, then the committee would need to decide if they want to do an actual procurement. Depending on the cost and the way the Employer Outreach Committee structures the program, the committee may have to do a formal procurement or an informal procurement.

Mr. Ellis asked if it is a small dollar amount, can it be a micro procurement and can such purchases even have a single bidder process. Mr. Cunningham said this is correct under certain circumstances. This is the starting point to see who in the community is interested. Any who respond to the request will be subsequently advised of the applicable procurement procedures.

Moved/Ellinghouse; second/Orr to approve and release the Request for Information as presented.

Aye: 8 (Ellis, Baker, Ellinghouse, John, Neitzel, Orr, Fukushima, Hoke)

Nay: 0

Abstentions: 0

Absent: 3 (Jones, Laster, Sasso)

8. **DISCUSSION ITEM: Newsletter Update**  
Newsletter update – Thoughts about future content, EOC contributions, etc. (Terri Carpenter)  
Released the first E-news series:  
First email featured New Life Electronics  
Second email– featured candidate screening services; and  
Third email-promoting customized recruiting process.  
Responses from the first newsletter included four employers. All of these employers have been contacted and staff are in the process of determining what

their next steps will be. Most of them were interested in finding out about SETA/Sacramento Works services.

The second E-news release will be next week, and the featured employer will be Turner Construction. The second email will promote career fairs and customized recruitment events. The third email will be on job posting and candidate screening.

The featured employer after Turner Construction will be Decore-ative Specialties with the second email about tax incentives and the third email covering the information regarding Career GPS-labor market information and what the demand occupations are in the region. We need to identify the additional employers to move forward.

Several committee members expressed their desire to participate in contributing to newsletters, such as content, distribution and other suggestions. Ms. Neitzel said most of the committee members have partners that would benefit from the newsletter but not necessarily need outreach activities. Mr. Hoke asked if committee members can participate with the newsletter activities. Ms. Carpenter told the committee that any of the Employer Outreach Committee members are welcome to contribute to the newsletter project.

**9. DISCUSSION ITEM:** Data Analysis  
Preliminary survey results (William Walker)  
Key Performance Indicators for the EOC

Mr. Walker said that a couple of point-in-time surveys were sent out and he received responses last week from two employers. The employers either heard about us through a friend or job fair recruitment event. They also said they would recommend us to other employers.

The larger employer has 51-100 employees and is a restoration company and the smaller employer is electro-plating and has 11-25 employees. Both of these employers are looking to expand their work force.

Data Collection – Ms. Carpenter and Mr. Walker are looking into getting enough employers for the next survey. They are looking to get employers with Email addresses out of Econovue. Email addresses are harder to come by than telephone numbers. You have to go through a security process in order to get those numbers and release the information to Mr. Walker with permission from Dun & Bradstreet. Mr. Walker was able to get 372 employers that we now have access to and received the information from Econovue based on targeted industries we are slated to serve.

Mr. Walker was asked what are targeted industries. He identified: (1) Information and Communication Technology; (2) Transportation, Production and

Manufacturing; (3) Construction and Clean Energy Technology, (4) Health Services and Life Sciences; (5) Agriculture, Food and Hospitality; (6) Administrative and Support Services, and (7) Installation, Maintenance and Repair. These are the industry groupings used on the SETA/Sacramento Works websites for job training offerings.

Mr. Ellis brought up Key Performance Indicators for the EOC. He asked if Mr. Walker or his staff could think about some numbers that could periodically be shared with the committee to help build it's understanding and which, might lead to a related newsletter article.

10. **DISCUSSION ITEM:** The developing **Annual Program Calendar for 2021** with EOC Meetings, Monthly Employer visits, Newsletters, Virtual Seminars, etc. Annual Program Calendar for 2021 was screen shared for the committee to review. No questions or comments.
11. **DISCUSSION ITEM:** Future EOC Initiatives?  
Mr. Ellis shared the list of Future EOC Initiatives and no additions were made by committee members. There were no questions or comments.
12. **DISCUSSION ITEM: (\*\*LIVE\*\*) EMPLOYER MEETING with Alto Ingredients**
  - Objectives
  - Template/Checklist
  - Discussion
  - Volunteer for August 2021
  - Review of support by EMRL (Terri Carpenter)

The goal of our employer meetings is simply to have a positive interaction and opportunity to meet and learn about SETA/Sacramento Works employers. We want a member of the committee and of the SETA/Sacramento Works staff to spend time with the employer, learn about what they do, what makes them unique and take notes during the interview with the employer to facilitate writing a follow-up article.

Mr. Ellis and Mr. Kim did a "live role play" with Ed Baker of Alto Ingredients. It touched all the steps for doing an employer meeting.

Mr. Ellis asked Mr. Kim if an employer is located outside the Sacramento County, could a virtual meeting take place and assist with recruitment? Mr. Kim responded that SETA has had this experience and could help the employer. Mr. Ellis asked doing a virtual job fair and Mr. Kim said that it may be possible.

Mr. Orr asked how to be assigned an employer to interview. He would be happy to go through the process with employers. Mr. Kim advised that the

SETA/Sacramento Works staff was making the employer selections on behalf of EOC members who volunteer.

Ms. Neitzel asked if the committee members should go by the template provided in the agenda packet, so everyone is asking the same questions to employers. Mr. Ellis said "YES using it as a guide is exactly what's intended."

Terri Carpenter said the committee members have support from the staff so they should feel free to ask questions prior to scheduled interviews with employers.

13. **DISCUSSION ITEM:** Other comments from guests, committee members, etc. Mr. Hoke asked about the use of social media, such as Facebook, Instagram, LinkedIn, Twitter, etc. Ms. Carpenter said the agency has a Sacramento Works page on Facebook and does not use Instagram. LinkedIn was mentioned and Terri Carpenter said she will do some research on possibly using LinkedIn for social media outreach. She noted that there is information posted on the Facebook page regularly.
14. Next Meeting 2<sup>nd</sup> Tues., **May 11, 2021 3:00 p.m.**
15. **ADJOURNMENT:** The meeting was adjourned at 3:59 p.m.

**Committee Members:** Ed Baker, Ron Ellis, Andrea Ellinghouse, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Christine Laster, Janet Neitzel, Ron Orr, Fabrizio Sasso,

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## INFORMATION ITEM A: EMPLOYER MEETINGS

**Alto Ingredients, Inc.** (PEIX), formerly known as Pacific Ethanol, Inc., is a leading producer of specialty alcohols and essential ingredients. The company is focused on products for four key markets: Health, Home & Beauty; Food & Beverage; Essential Ingredients; and Renewable Fuels. The company's customers include major food and beverage companies and consumer products companies. For more information please visit [www.altoingredients.com](http://www.altoingredients.com).



We had the chance last April to spend a bit of time with Alto Ingredients – VP of Human Resources **Ed Baker** who told us a bit about the company that was founded in 2005 and that has recently re-invented itself to adapt to a changing way of life (e.g. COVID-19) and changing fuel standards (e.g. the decline of market interest in Ethanol). The company began with no ‘company-owned’ manufacturing capabilities, but in 2006 – 2008 built four production facilities in the Western states and has been pleased to take advantage of local Workforce Development Agencies to help in getting staffed-up at each location (about 400 total) and then in managing the ups-and-downs of its staffing needs.

Now as Alto Ingredients, the company is engaged in producing new products that help downstream manufacturers produce a variety of familiar consumer products and some not-so well-known ones too!

Asked about the meaning of the new name Ed referred us to the website:

*“The name reflects the unlimited potential of our business as we evolve to focus on our unique capability to manufacture high-grade alcohols for the food, beverage, health, and ingredients markets, and strengthen our transformation of corn into feed, pet food, and renewable fuel.”*