

## WIB BOARD MEMBERS

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Frank M. Booth, Inc.

**LESLIE BOTOS**  
Blood Source

**BRIAN BROADWAY**  
Sacramento Job Corps

**BILL CAMP**  
Sacramento Central Labor Council

**PAUL CASTRO**  
California Human Development Corporation

**LYNN R. CONNER**  
Parasec

**MICHAEL DOURGARIAN**  
MDDV, Inc.

**DIANE FERRARI**  
Employment Development Department

**TROY GIVANS**  
County of Sacramento, Economic  
Development

**DAVID W. GORDON**  
Sacramento County Office of Education

**JASON HANSON**  
Sierra Pacific Home and Comfort, Inc.

**LISA HARR**  
Vision Service Plan

**BARBARA HAYES**  
Sacramento Area Commerce & Trade  
Organization

**THOMAS P. KANDRIS**  
American River Packaging

**MATTHEW KELLY**  
Sacramento Sierra Building & Construction  
Trades Council

**GARY R. KING**  
SMUD

**DANIEL KOEN**  
California Teachers Association

**KATHY KOSSICK**  
Sacramento Employment & Training Agency

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**ELIZABETH MCCLATCHY**  
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**DENNIS MORIN**  
Sacramento Area Electrical Training Center

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Sacramento Metropolitan Chamber of  
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**JAY ONASCH**  
California Department of Rehabilitation

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California Employers Association

**MARTHA PENRY**  
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**DEBORAH PORTELA**  
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**JONATHAN RAYMOND**  
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California Indian Manpower Consortium

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Sutter Health – Sacramento Sierra Region

**MICHAEL R. TESTA**  
Sacramento Convention & Visitors Bureau

**DR. DAN THROGMORTON**  
Los Rios Community College District

**KINGMAN TSANG**  
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**TERRY A. WILLS, ESQ.**  
Cook Brown, LLP

**RICK WYLIE**  
Beutler Corporation

**DAVID P. YOUNGER**  
Lionakis Beaumont Design Group



SACRAMENTOWORKS

## SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

**Date:** Wednesday, February 20, 2013

**Time:** 4:00 p.m.

**Location:** Frank M. Booth, Inc.  
4220 Douglas Blvd.  
Granite Bay, CA 95746

### AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of the November 14, 2012 Meeting Minutes
3. Strength, Weaknesses, Opportunities, Threats (SWOT) Report
4. WIB Member Organization Outreach Update
5. Salute to New Industry Event
6. Marketing Plan Review- Update on Employer Outreach Activities for 2013
7. Adjournment

**Committee Members:** Terry Wills (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Tom Kandris, Kim Parker, Anette Smith-Dohring.

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

**DISTRIBUTION DATE: WEDNESDAY, FEBRUARY 13, 2013**

SACRAMENTO WORKS 925 Del Paso Boulevard, Suite 100 • Sacramento, CA 95815

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## Employer Outreach Committee

Minutes/Synopsis

*(Minutes reflect the actual progression of the meeting.)*

American River Packaging  
4225 Pell Drive  
Sacramento, CA 95838

November 14, 2012  
4:00 p.m.

### 1. **Call to Order/Roll Call**

Ms. Wills called the meeting to order at 4:00 p.m.

Members Present: Terry Wills, Diane Ferrari, Lisa Harr, Barbara Hayes, Kim Parker, Anette Smith-Dohring, Tom Kandris

Members Absent: Larry Booth,

Others present: Janet Nietzel, Terri Carpenter, Phil Cunningham, Keith Devey, Superintendent, Guy DeYoung, President of Northern Sheets, William Walker, Kathy Kossick.

### 4. **Sacramento Works Success Story - Guy DeYoung, Northern Sheets**

Mr. DeYoung worked with employer services to get assistance in recruiting employees. He and staff worked on a 10 question survey that was posted on craigslist and there was a link to survey monkey. The information was filled in and allowed SETA staff member Josh Woodson to contact qualified candidates. There were 850 responses and 600+ actually tested for 40 slots available. 200 candidates were interviewed. Sixty percent of the initial group is still employed at the plant.

Mr. Walker stated that this was the first time WorkKeys was utilized to screen employees.

Mr. DeYoung reported that they now have 48 employees with three shifts. They will be adding more employees.

### 6. **Tour - American River Packaging**

#### 2. **Action Item:** Approval of the September 19 Meeting Minutes

The minutes were reviewed; no questions or corrections.

Moved/Ferrari, second/Wills, to approve the September 19, 2012 minutes.  
Voice vote: Unanimous approval.

**3. Update on WIB member employer outreach presentations**

Ms. Carpenter reported that Mr. Larry Booth is working on scheduling a presentation before the Rotary Club; he will let her know the dates, but it will probably be after the first of the year. Mr. Kandris and Ms. Carpenter will be making a presentation at the Entrepreneurs Organization in January or February. Ms. Parker had CEA annual conference last week and will be making a presentation before the West Sacramento Chamber of Commerce in January.

Ms. Carpenter stated that when there is an opportunity to have a table at events, staff will be there to talk about the services available. Ms. Wills suggested asking people to raise their hands if they have utilized our services so people can network.

Ms. Harr asked if there is a contact at the American Marketing Association. Ms. Harr has a partner that is on the board of the AMA; Ms. Harr will ask if they would be willing to present. Lisa Harr will check into outreach opportunities with the VSP doctor groups.

**5. Update on Sacramento Works Local Workforce Investment Act Plan**

Ms. Kossick reported that staff is in process of looking at a new five-year plan. One public hearing has been held and staff is in the process of gathering more input. The plan must be finalized by July 1. The Planning/Oversight Committee has taken on this duty. Staff is asking for input on resource allocations for the plan. Ms. Kossick anticipates there will be active participation of WIB members to develop the plan and tailor it to our local and regional needs. There will be a full update at the November 28 WIB meeting.

At the last meeting, there was discussion of allocating funds for sponsorships. Ms. Carpenter was charged with negotiating for more mike time and higher level focus of events we sponsor. She will also look at getting a higher presence at larger events. Center for Economic Research sponsorship was moved to the print budget because it is not an event. She was able to negotiate the sponsorship to \$5,000 instead of \$6,500.

Ms. Carpenter stated that she is in the process of evaluating whether to sponsor the Metro Chamber Mixer event on December 4. For \$2,000, we get a booth and ten tickets to the event. Ms. Carpenter will call WIB members to see who would be willing to staff the table. This has a very good attendance of businesses/employers. This event will be held at the Tskapoulous Library Galleria and it is hoped that 2,000 will attend. Mr. Kandris suggested that Ms. Carpenter ask for a preferred table location.

Ms. Carpenter asked to take video of board members at the November 28 breakfast about what they think of the WIB/WIA. Ms. Carpenter will send an e-mail out to notify board members of this opportunity. She will be looking for people to explain in basic terms what the Workforce Investment Board does in a very brief statement.

Ms. Lisa Harr and Ms. Anette Smith-Dohring offered to host the next meeting.

7. **Adjournment:** The meeting was adjourned at 5:09 p.m.