



CAPITAL AREA WORKFORCE DEVELOPMENT BOARD  
MEETING MINUTES  
October 16, 2008

The Capital Area Workforce Development Board met in regular session on Thursday, October 16, 2008 at 8:30 a.m. at Wake County Commons Building, Raleigh, North Carolina. Members present: Susan Jackson, Chair; Robert Barham, Barrie Davis, JoAnne Honeycutt for Dr. Anthony Parker, Terry Keene for Earl Marett, Linda Lemar, P.R. Latta, Patricia Little for Vicki Shore, Gerald Mitchell, Dr. Donald Reichard, David Rockefeller, Nelson Rose, Michele Tavernise, Linda Ware for Marie Watson and Durwood Woodall. Staff: Regina Crooms, Alfreda Barnett, Janice Ivey, Joan Lindley, Jessica McLeod, Lisa Ramsey and Georgia Steele. Guests: Jamie Ballance, Yes I Can Program, Johnston County Industries; Virginia Brogden, Division of Workforce Development, NC Department of Commerce; Deborah Barham Butler, John Deere; Carmen Carroll, Capital Area JobLink at Swinburne; Eleanor Cole, Workforce Investment Act Adult Participant; Susan Cole; Brenda Rand-Davis, Workforce Investment Act, Wake County Human Services; Reginna Z. Ford, Labor Market Information, Employment Security Commission; Toni Hewitt Gibson; Teresa Johnson, Division of Workforce Development, NC Department of Commerce; Cheryl Lloyd, North Carolina State University; Becky Long, Capital Area JobLink at Cary Employment Security Commission; Gene Norton, Capital Area JobLink at Raleigh Employment Security Commission; Jan Oakley, Yes I Can Program, Johnston County Industries; Jessica Owens, Yes I Can Program Participant, Johnston County Industries; Margaret Owens; Zaida Partin, Capital Area JobLink at Clayton Corners; Gillian Singleton, YES Program Participant, Community Partnerships Incorporated; Trina Simpson, YES Program, Community Partnerships Incorporated; Nancy Stancil, Capital Area JobLink at Johnston Community College; Laurie Stickney, Community Partnerships Incorporated; Rosena West, Wake County Southern Regional Center; and Tom White, Economic Development Partnership, North Carolina State University.

Chairman Susan Jackson called the meeting to order and welcomed everyone. She extended an invitation for introductions, and then proceeded to ask if there were any corrections to the draft minutes of August 28, 2008. The minutes were approved as written.

The first item on the agenda was the AARP's Mature Workforce Speakers Bureau. Chairman Jackson called upon Mr. Robert Jackson, State Director, AARP-NC to present an overview of their program.

Mr. Jackson indicated that volunteer speakers trained at the AARP North Carolina state office are available to speak to human resource managers, groups and other organizations across North Carolina to raise awareness of the pending shortage of skilled workers and knowledge loss as baby boomers near retirement.

He explained that as we are dealing with an aging workforce, nearly one in three workers will be 50+ years of age by 2016. We are headed for a skill and labor shortage, the loss of organizational

knowledge and experience, and an increased competition for talent. Industries identified as having impending skill shortages include healthcare, teaching, public administration, information technology, manufacturing, skilled crafts, engineering and science.

Mr. Jackson continued by saying that “baby boomers” will reinvent retirement, as many American workers are not financially ready to retire. We will also experience a significant increase in “working caregiver” roles.

Companies can gain a competitive edge by capitalizing on the value and experience of the 50+ year old worker, as there are successful and proven strategies that can help recruit, retain and engage all workers. To aid in this endeavor, AARP offers the following programs and resources:

- Employee/employer survey
- Employee job search and website information
- Employer best practice programs and resources

In 2007, AARP conducted surveys to gain a better understanding of the concerns of North Carolina employees and employers regarding retirement and the aging workforce.

A survey conducted with 800 North Carolina workers age 30 years or older indicated that the majority are not saving enough for retirement, the majority have not calculated the dollar amount needed to retire, and the majority believe they will need to work longer. Six in 10 workers planned on working beyond their normal retirement years for money, healthcare benefits and prescription drug coverage.

Of the 103 North Carolina employers surveyed, attracting and retaining skilled workers, retaining organization knowledge, and rising healthcare costs were their main concerns.

AARP offers the Workforce Assessment Tool to assist employers in assessing and planning for their current workforce needs. The Workforce Assessment Tool produces an individualized report that:

- Helps the employer assess how the aging workforce will impact their business;
- Maps out current employer practices and identifies areas of improvement;
- Recommends ways to create an “age-friendly” workplace that appeals to all workers;
- Provides an inventory of workplace strengths that can be used to enhance the employer brand.

Mr. Jackson concluded by saying that organizations can complete a free online assessment called the Workforce Assessment Tool by visiting [www.aarp.org/workforceassessment](http://www.aarp.org/workforceassessment). Chairman Jackson thanked Mr. Jackson for the informative presentation.

The next item on the agenda was Capital Area Outstanding Participants, Business and Customer Service Awards. Chairman Jackson explained that each year Capital Area submits nominations for the Governor Awards for persons in our programs that have overcome significant barriers to employment. Although Capital Area received notice that our participants were not selected to win the Governors Awards, we wanted to provide a special tribute to these individuals to let them know they are winners to us, and we are extremely proud of their efforts.

Chairman Jackson called upon Ms. Jamie Ballance with Johnston County Industries, Yes I Can Program, to join her in the Older Youth Participant of the Year presentation. Ms. Ballance revealed that Ms. Jessica Owens entered the Johnston County Industries, Yes I Can Program in 2004 at the age of 19. At that time, Jessica was an eleventh grader and living with her mother. She had never had a job and reflects that she really wasn't interested in school either. She described herself as a person with no direction.

Everything changed after Ms. Owens entered the Yes I Can Program. She has been steadily employed for the past three years and is currently following her dream by working on her college degree in Criminal Justice at Wayne Community College. Ms. Owens has even managed to create an independent living situation as she now shares an apartment with her best friend and she has recently been able to purchase her own car.

Chairman Jackson and Ms. Ballance congratulated Ms. Owens on her accomplishments. She was awarded a plaque and gift certificate.

At this time, Chairman Jackson called upon Ms. Trina Simpson with Community Partnerships Incorporated, YES Program to assist with the Younger Youth Participant of the Year presentation. Ms Simpson spoke of Ms. Gillian Singleton's commitment to succeed despite the challenges she faced in a public high school with the large class size, difficult workload, and her desire to gravitate toward the wrong crowd. These obstacles made it difficult for Ms. Singleton to stay focused, and school was the last item on her agenda.

However, it was the YES Program that provided the resources Ms. Singleton needed toward achieving self-sufficiency and accomplishing her goals. She became a shining example of what determination and believing in oneself can do, as she tackled her studies receiving A's & B's for her persistence. As a result, Ms. Singleton was honored with the "Spotlight on Students Award" for outstanding achievement. She also participated in the 2008 Capital Area Youth Summit and the Statewide Youth Summit in Greensboro, North Carolina.

Chairman Jackson and Ms Simpson commended Ms. Singleton and her achievements. She was awarded a plaque and gift certificate.

The next presentation was the Outstanding Adult Participant of the Year Award, and Chairman Jackson called upon Ms. Brenda Rand-Davis with Wake County Human Services, Workforce Investment Act to assist with the presentation. Ms. Rand-Davis described Ms. Eleanor Cole's plight to obtaining employment.

Upon entering the Adult Workforce Investment Act Program in January 2007, Ms. Cole became the "determined" student. Since her initial enrollment date, she has only missed one day of class and has continued to work part time to help support her family to "make ends meet". Her dedication and commitment to reaching her goals is evident in her recent 3.5 GPA.

Chairman Jackson and Ms. Brenda Rand-Davis applauded Ms. Cole for her determination toward achieving her goals. She was awarded a plaque and gift certificate.

Next, Chairman Jackson recognized the Outstanding Business of the Year, and called upon Ms. Rosena West with the Wake County Southern Regional Center to present the award. Ms. West

announced that John Deere has been a long-standing partner of the Wake County Southern Regional Center and JobLink Career Center. The company is highly respected and sought out by jobseekers because of the manner in which they recognize and value employees. Demonstrating a commitment to education and training, John Deere is a member of the Business School Alliance with Wake County Public Schools, and they partner with Wake Technical Community College to offer welder training through the NC Manufacturing Certification program.

John Deere has worked closely with the JobLink Career Centers in Fuquay-Varina and Raleigh to recruit workers. They make numerous efforts to keep pace with wages and benefits to ensure that their wages are highly competitive with similar industries.

Workforce Development opportunities have also been improved through the company's philosophy. By establishing long-term relationships, John Deere has demonstrated the value of the employer, worker, and community partnerships. Focusing on diversity in the workplace, John Deere has shown a strong commitment to applicants by giving preference to military veterans, individuals with disabilities and minorities.

At this time, Ms. West called upon Ms. Deborah Barham Butler to accept the award on behalf of John Deere. Chairman Jackson and Ms. West praised John Deere for their commitment to workforce development in the Capital Area.

Ms. Rosena West presented the final award, the Outstanding Workforce Development Professional, to Ms. Janice Ivey, JobLink Coordinator, Wake County Southern Regional Center. Ms. West spoke highly of Ms. Ivey's efforts to ensure that the JobLink Career Center at the Southern Regional Center presents an environment that facilitates the attainment of goals.

Through Ms. Ivey's expertise, she engages customers in building their portfolio through job coaching, guidance and resources. Ms. Ivey's strongest attribute is her belief in a customer's ability to be successful regardless of the situation or experiences. She introduced a model to JobLink customers that focuses on career development, employment resources, methods to the job search, interviewing and a customer action plan.

Chairman Jackson congratulated Ms. Ivey and all of the award recipients for a job well done.

In reviewing the next agenda item, Chairman Jackson recalled that the North Carolina Incumbent Workforce Development Program provides funding to North Carolina businesses to offer educational and skills training for their current workforce. Chairman Jackson called upon Mr. Gerald Mitchell, Strategic Alliance Committee Chair, to provide an update.

Mr. Mitchell thanked Strategic Alliance Committee members Linda Horton, Nelson Rose, Alfreda Barnett and Regina Crooms for serving on this committee and announced the revised guidelines and application for the North Carolina Incumbent Workforce Development Program under the Workforce Investment Act.

Beginning July 1, 2008, there is a maximum funding level of \$25,000 in a single grant year; however, a company may apply for a subsequent grant(s) to reach the lifetime maximum funding of \$40,000, which includes a company, its parent and subsidiaries throughout North Carolina.

During this current round of funding, applications had to be submitted to Capital Area by September 30, 2008. The Strategic Alliance Committee made recommendations to the North Carolina Department of Commerce, Division of Workforce Development on five applications. The grant announcement for this first round will be October 31, 2008.

Mr. Mitchell continued by announcing the remaining rounds of funding as listed below:

<u>Submission to Commission</u>	<u>Grant Announcement</u>
January 30, 2009	March 2, 2009
May 29, 2009	June 30, 2009

The next segment on the agenda was a brief presentation that provided insight in serving individuals with disabilities. Chairman Jackson reminded the Board that Capital Area received a grant to serve individuals with disabilities in Wake, Johnston and Durham Counties and called upon Ms. Georgia Steele, Disability Program Navigator Coordinator, to provide the presentation.

Ms. Steele announced that October is Disability Awareness Month and Capital Area Disability Program Navigators are educating Capital Area and JobLink staff on The Ten Commandments of Communicating with People with Disabilities. Ms. Steele provided a handout that included the following Ten Commandments when working with individuals with disabilities:

- I. Speak directly to the person with the disability rather than through a companion or sign language interpreter.
- II. Offer to shake hands when introduced. People with limited hand use or an artificial limb can usually shake hands. Offering the left hand is an acceptable greeting.
- III. Always identify yourself and others who may be with you when meeting someone with a visual disability.
- IV. If you offer assistance, wait until the offer is accepted.
- V. Treat adults as adults. Never patronize people in wheelchairs by patting them on their head or shoulders.
- VI. Do not lean against or hang on someone's wheelchair. People with disabilities treat their chairs as extensions of their bodies.
- VII. Listen attentively when talking with people who have difficulty speaking and wait for them to finish.
- VIII. Place yourself at eye level when speaking with someone in a wheelchair or on crutches.
- IX. Tap a person who has a hearing disability on the shoulder or wave your hand to get his or her attention.
- X. Relax. Don't be embarrassed if you happen to use common expressions such as "See you later" or "Did you hear about this?" that seem to relate to a person's disability.

Chairman Jackson thanked Ms. Steele for these insights when working with individuals with disabilities and encouraged everyone to utilize the valuable handouts at their place of business.

The Board Spotlight was the next item on the agenda, and Chairman Jackson called upon Ms. Linda Lemar to give her presentation. Ms. Lemar began her spotlight by comparing her life's experiences to three (3) wedges of pie with the first wedge covering birth to 18 years of age.

Born in Winston-Salem, North Carolina, Ms. Lemar grew up with one sister, five years her senior. Her father earned a living as a chicken farmer, and her mother worked at R.J. Reynolds on the first machine made for industrial packaging. From an early age, Ms. Lemar learned about responsibility. As a daughter of a chicken farmer, her job was to sleep on the back porch until she heard an egg crack. She equates this responsibility to being her "first job in operations".

Upon graduating from Mount Tabor High School in Winston-Salem, North Carolina, Ms. Lemar felt called into the mission field and began attending Liberty University in Lynchburg, Virginia. When reminiscing on this first "wedge of pie" of her life, Ms. Lemar says her favorite experience was working on a chicken farm. She learned to take on responsibility with both pride and truth.

The second wedge of Ms. Lemar's life brought on many life changes including marriage, changing her college major, graduating, landing a job, and the birth of her son.

Graduating from college at 20 years of age with a Bachelor of Science in Business Administration, Ms. Lemar began working at R.J. Reynolds where she spent the next 20 years of her life. During this extensive tenure, Ms. Lemar held many positions including clerk, timekeeper, manufacturing supervisor, total quality manager, project manager and plant manager. It was through this time that Ms. Lemar learned the life lessons of strength and integrity.

The last wedge of Ms. Lemar's life continued with monumental changes. Her son graduated from high school and went on to receive a recording contract in Nashville, Tennessee. Today, he works in sales for Mohawk Industries and gives back to the community at large by raising money to fight against drug abuse.

It was also during this time that Ms. Lemar sold a family business, received her MBA from Wake Forest University in Winston-Salem, North Carolina, and began working as the Director for the Center for Creative Leadership in Greensboro, North Carolina. In 2000, she accepted a position at RPM International as Vice President and General Manager for Guardian Projects Inc. and later when on to work for Kepner Tregoe, Inc. as the Industrial Practice Leader of Americas.

In 2007, Ms. Lemar moved to Raleigh and began working as Vice President, Human Resources and Community Relations at Carolina Sunrock LLC. The Sunrock Group prides itself on being a privately-held, family-owned construction materials business. They offer customers a "one-stop shopping" experience by producing aggregates, recycled aggregates, asphalt and concrete.

It is in this final wedge of Ms. Lemar's life she has learned "that no matter what your fate, being energized and enthusiastic will get you to the next step". She concludes that "whatever you do, do it with pride, integrity and enthusiasm; thus a wedge of PIE". Chairman Jackson thanked Ms. Lemar for her delightful presentation.

In the Chair's Report, Chairman Jackson reminded the Board that the State and Local meetings are scheduled for October 22-24, 2008 at the Joseph S. Koury Convention Center in Greensboro, North Carolina. Our Board Standards review will be conducted January 22, 2009.

Also, Chairman Jackson recapped the Board Planning Retreat held in April 2008, and the need for Board members to select a committee of interest in which to serve. She distributed committee definitions and a sign-up sheet for members to indicate their committee preference. Ms. Crooms noted it is important for our Board members to select a committee to serve, as there are currently four (4) sector strategy awards available through the North Carolina Department of Commerce; therefore, Capital Area could utilize some Board committee members to focus on capitalizing on some of these strategies.

Under Public Participation, Chairman Jackson advised that The American Society for Training & Development (ASTD) recently announced that 40 organizations from Hong Kong, India, and the United States were winners in the 2008 ASTD BEST Awards. The BEST Awards recognize organizations that demonstrate enterprise-wide success through employee learning and development. WakeMed Health and Hospital was ranked #10 in the world.

Additional business/announcements included:

The Triangle Workforce-Education-Economic Development Partnership Meeting is scheduled for November 3, 2008, 12:30 pm to 2:30 pm at the RDU Authority.

The 2009 Board Meeting Calendar was distributed.

Chairman Jackson thanked everyone for attending and reminded the Board that the next meeting is scheduled for December 4, 2008 at 8:30 am at the WakeMed Heart Center. The meeting was adjourned at 10:00 am.