



Business, Finance & Retail Advisory Committee Minutes

Wednesday, December 8, 2010

12:00 - 1:30.

Redwood Credit Union

3033 Cleveland Ave., Ste. 100, Santa Rosa, CA

Members Present:

Lee Alderman, Redwood Credit Union; Deb Armstrong, CGHS/RCHS/SRHS; Patricia Biagi, SCOE/ROP; Bobbi Beehler, RCUSG; Lucy Lucchesi, MCHS/SVHS; Gay Kimmel, Empire College; Dennis Magatelli, RCHS; David Ohman, Manpower;

Members Unable to Attend:

Bao Alderson, MHS; Chuck Antonetta, CVS/Longs; Carmelo Avila, Whole Foods Market; Denise Beeson, Cal-Bay Mortgage; Jeff Beltran, Safeway; Elizabeth Bishop, Heffeman Insurance Brokers; Chris Fachini, Longs; Kendra Fetch, Lucky Stores; Deb Fitch, PCSD; Larry Flor, SRHS; Monica Focha, Beverly's; Amanda Howell; Stephen Jackson, SCOE/ROP; Brian Kilkenny, Warren Capital; Patrick Kilkenny, Kilkenny Advisors; Kerry Lowell, PCSD; Beth Ryan, Exchange Bank; Chris Manning, Safeway Stores; Sylvia Proctor, Clover/Stornetta; Crystal Ramirez, Macys; Elizabeth Sadler, Verizon; Steve Schofield, North Coast Bank; Karen Wilson, PCSD

Agenda:

▪ Welcome and Introductions:

- Introductions were made and Lee Alderman from Redwood Credit Union was acknowledged for graciously hosting the site and congratulated on RCU receiving outstanding recognition from the State of California Credit Unions.

▪ Industry Statistics:

- Feedback from industry representatives in other advisory meetings indicated the business climate is depressed but not suicidal but still better than last year. The service sector is the only sector with projected substantial employment gains with services, office and administrative support ranking among the 30 largest growing occupations.¹
- Employment projections for California through 2016 indicated significant growth in accounting, financial analysts, and retail sales positions.²

▪ Industry Update:

- Results were positive from Manpower's Quarterly Employment Survey (hiring, not hiring, and laying off); however, there is a projected gap between the skilled manufacturing positions versus availability of skilled workers, particularly machinists

¹ Employment Projections, 2008-2018, Monthly Labor Review, Bureau of Labor Statistics. www.bls.gov, September 2010.

² America's Career InfoNet. www.acinet.org, September, 2010.

and those skilled in tooling. Businesses are backfilling vacant positions but not creating new ones. Green jobs and financial incentives for these businesses are forecast to be strong.

- Start-up companies are still looking for financing; but investors are more selective. Funds are not flowing as they were in past six or seven years, and investors want owners to invest their own funds as well. Existing businesses are not expanding but hunkering down and avoiding incurring more debt due to the uncertainty in taxes (income, cuts, capital, and inheritance.) With \$1.5 trillion dollars in banks, there is more incentive and confidence to make investments.
 - The real estate sector, including construction, is particularly difficult to navigate. Many construction companies have gone out of business, and the cost to build a new residential home is greater than purchasing an existing home. There is a lot of shadow inventory which will keep prices where they are. Real estate is a huge part of the economy, and property taxes are degenerating as people walk away from homes due to foreclosure. This is compounded by those also walking away from homes not in foreclosure but greatly devalued.
- **Curriculum and Course Outlines:**
- Feedback on the course outlines for Accounting 1, 2, 3 4, Business Management, Entrepreneurship, and Business Co-Op should be emailed to pbiagi@scoe.org prior to Friday, 12/17/10.
 - Industry representatives indicated their H.R. departments may receive 300-500 resumes weekly. The impact of retirees and postponed retirements is impacting jobs historically held by high school students. Networking continues to be the best way to obtain a job. Recommendations to high school students in this “service” sector included:
 - Focus resumes on accomplishments versus job descriptions
 - Omit the objective as it is usually not updated for different job applications
 - Prepare for an initial interview which may be via telephone
 - Know the difference between fulfilling the job requirements and going beyond what may be expected within the protocol of the position, and be prepared to describe when asked or volunteer the information
- **Events:**
- *Education Day, February 2011* – forward feedback from educators to David Ohman, Manpower on suggested issues or topics (other than budgetary)
 - *Financial Literacy, Spring & Summer 2011* – workshop for high school students with opportunity for credit. Patricia will follow up with Lee Alderman for curriculum and inclusion in the career exploration unit guaranteed in all course outlines.
 - *Social Innovation Camp, one-day TBD* - modeled after the HP-sponsored camp in San Jose, students will write an essay to be accepted and participate in a project (i.e. create an invention addressing a societal and/or environmental need.)

Sincere appreciation is extended to our industry representatives for their time, participation, support and guidance in sustaining meaningful career technical education programs and in assisting students to succeed in the world of work.

The meeting adjourned at 1:45 p.m.