

WorkNet Chairman's Report

PINELLAS

Employment Statistics Pinellas County December 2010*

8,909 Initial Unemployment
Compensation Claims

↓ 12% November 2010
↓ 41% December 2009

Unemployment Rate

- 11.7% Pinellas, Dec '10
- 12.0% Tampa Bay MSA, Dec '10
- 11.6% Florida, Dec '10
- 9.1% U.S., Dec '10

* Source: Agency for Workforce
Innovation; Numbers Not Seasonally Adjusted

Pinellas County's December 2010 unemployment rate was the second lowest rate in the four-county Tampa-St. Petersburg-Clearwater metro area. Three major industries that added jobs were professional and business services (+5,300 jobs); education and health services (+2,600 jobs); and leisure and hospitality (+2,300). Mining, logging, and construction (-4,500 jobs) lost the most jobs; followed by manufacturing (-2,500 jobs); and trade, transportation, and utilities (-1,000 jobs).

Pinellas Civilian Labor Force
446,167

Unemployed Pinellas Citizens
52,418

Over-the-Year Job Growth
Tampa-St. Pete-Clearwater
MSA
1,800 jobs in 2010

Annual Wage
(Pinellas County '09)
\$39,957



February 2011

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Commissioner Norm Roche Visits One Stop

Newly elected Pinellas County Commissioner Norm Roche was appointed Vice Chairman of the WorkNet Pinellas Board of Directors. In order to acquaint the Vice Chairman with mission, operations and facilities of WorkNet, he participated in a briefing and tour of our Gulf-to-Bay One Stop Center on January 26th.

During the tour President Ed Peachey explained the multi-faceted role of WorkNet as Pinellas County's Regional Workforce Board and our obligations to serve employers and the workforce. Ed stressed the impact that the current economy has on the local economy, especially the large number of unemployed workers. Commissioner Roche indicated that he is focused on the importance of job creation and economic growth in his newly elected capacity and the service on the Board of Directors will complement his work on the BCC.

Commissioner Roche emphasized the importance of transparency and accountability in all of our activities. We must ensure there is never a perception that the public funds with which we are entrusted are being used for anything but their intended purposes. He also indicated that he was familiar with our role, having visited our centers in the past for information. Throughout the briefing

Commissioner Roche asked questions and indicated his understanding and support for our mission and organization.

Following the briefing and discussion, the Commissioner visited the staff and customers using the job search systems. He was warmly greeted by staff eager to explain their roles. The job seekers were pleased to meet one of their elected representatives and each recounted how long they had been seeking work and their general satisfaction with the service they receive. One was struck by how frequently those who spoke with him use the Center. One young lady said she comes into the center at least three times each week and will do so until she is hired.

As he departed, Commissioner Roche met Ms. Maro Sfougataakis, an AARP Volunteer, serving as our greeter. She explained the system of having job seekers sign in at the kiosk so that WorkNet can track the services provided and ensure that each customer receives all of the services available.

Commissioner Roche indicated he was pleased to meet all of the staff and customers and that he is looking forward to serving on the Board of Directors in order to better serve the employers and workforce of our community.

WorkNet Board Member Honored with Award



On January 21, 2011, Dr. Tony Leisner, a WorkNet Board Member and member of Walden University's School of Public Policy and Administration, was honored with the prestigious Presidential Award for Faculty Excellence. Dr. Leisner accepted this impressive award at the Walden University Board of Directors Honors & Awards Dinner held in Miami.

The Presidential Award for Faculty Excellence is awarded to Walden faculty members who have made outstanding contributions to the university. It recognizes their leadership and commitment in providing the highest quality student experience as well as to upholding Walden's mission of promoting positive social change.
Congratulations Dr. Leisner!

Upcoming Events & Meetings

- **February 2, 11:45 AM**
Executive Committee Meeting
EpiCenter
- **February 11, 9:00 AM**
Youth Economic Opportunity Committee Meeting
EpiCenter
- **February 16, 9:00 AM**
Business & Economic Committee Meeting
EpiCenter
- **February 16, 12:00 PM**
Collaborative Industry Forum—Manufacturing / Aviation
EpiCenter
- **February 16, 5:00 PM**
WorkNet Wednesday Professional Mixer
Ruth Eckerd Hall
- **February 18, 11:45 AM**
Public Relations Committee Meeting
EpiCenter
- **February 22, 9:00 AM**
One Stop Consortium Meeting
EpiCenter
- **February 23, 3:00 PM**
Business Seminar Series: Building and Maintaining a HR Handbook
EpiCenter
- **February 25, 9:00 AM**
Finance Committee Meeting
EpiCenter

Connecting Business & Education

Youth Attend Employability Skills & Food Prep Workshop

On January 26, 2011, 16 youth participating in the **Department of Juvenile Justice (DJJ) Youth Initiative** attended an Employability Skills & Food Prep Workshop sponsored by WorkNet Pinellas and hosted by Mt. Zion Human Services.

The initiative is a partnership between WorkNet Pinellas, the Department of Juvenile Justice, Mt. Zion Human Services and Family Services/Boley Centers. The program is designed to train youth ex-offenders, ages 16-21, to successfully enter the workforce. Participants are provided paid work experience with Pinellas County employers and assistance if they are interested in post-secondary education.

The interactive training workshop required the youth to participate while learning to write a resume and cover letter, prepare for an interview and to discuss work ethic. The food prep presentation included cooking procedures and temperatures for various meat products as well as vegetables and fish. Each student received a certificate of completion for this workshop.

Council Member Wengay Newton Sr. visited the workshop and offered words of encouragement in their journey towards changing their behavioral environment and beginning new goals in their education and employment.

For additional information on the DJJ Youth Initiative please contact Rose Kelly, Youth Program Coordinator, rkelly@worknetpinellas.org or (727) 608-2537 and Kevin Gilds, Special Projects Coordinator, kgilds@worknetpinellas.org or (727) 608-2306.



Local Business Owners Offer Ideas at Jobs Creation Summit

In a joint effort to spotlight Pinellas County's number one economic problem, lack of jobs, a Jobs Creation Summit was held Friday, January 21st at the EpiCenter at St. Petersburg College. More than 80 local business owners attended the event hosted by Senator Jack Latvala along with Representatives Ed Hooper, Jim Frishe, Jeff Brandes and Larry Ahern.

Local business owners were invited to share their ideas with the legislators on ways the State of Florida can assist businesses in job creation and job stability. The Summit took place prior to the bill filing deadlines for the 2011 Legislative Session so that valid ideas could be included in proposed legislation. Ideas presented ranged from clearing away regulatory impediments to hiring to energy credits. It was obvious that the audience was urging government to emphasize re-employment assistance rather than unemployment benefits and taxes. The legislators responded by suggesting possible state laws to solve the problem. If the issue was at the local or Federal level they offered contact information and moral support.

Senator Latvala summed up the reason for the Job Creation Summit by stating, "This is a prime opportunity for us to hear from businesses on how we can better serve them. No one can create jobs better than those who are actively engaged in the business community. We want these business people to tell us what the state can do for them, or what impediments to job creation the Legislature can eliminate either temporarily or permanently."

You're Invited!

Building & Maintaining a HR Handbook

Please join Beverly Kent, HR Account Manager for Alpa Staff, as she presents how to build and maintain a company human resource handbook. The event will be held at the EpiCenter, Room 2-304, on **February 23rd** from **3:00 p.m. - 4:30 p.m.** To RSVP contact mbrowne@worknetpinellas.org.

Manufacturing/Aviation Industry Forum

Help shape the future workforce in Pinellas County! The Manufacturing and Aviation Industry Forum will focus on current and future staffing needs and offer businesses a chance to have their voice heard by educators on curriculum development and class offerings. The event will be held at the EpiCenter on **February 16th** from **12:00 p.m. - 1:00 p.m.** To RSVP contact mbrowne@worknetpinellas.org.