



WORKFORCE INVESTMENT BOARD

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Come Discover The Vitality of Santa Barbara's Workforce!

The Purpose...

Santa Barbara County represents an economic community, which is diverse, while constantly changing and developing. Each employee and employer contributes to the county's regional workforce that represents the heartbeat of the economic community. The Workforce Investment Board (WIB) appreciates the crucial roles of these two factions, and the goal of our presentation event: Industry, Employment, and Skills in a Time of Transition: An Employment Forecast for Santa Barbara County, is to help the community better understand how the WIB will utilize this perspective to create a positive impact on Santa Barbara's workforce.

The Event...

Attended by: local businesses, key industry members, education leaders, local government officials, and press.

The event will begin with an opening from the WIB's Executive Director Raymond L. McDonald, who will be sure to establish a positive atmosphere before introducing Santa Barbara County CEO Chandra Wallar.

CEO Wallar will utilize her knowledge and experience as the County CEO to discuss the current economic state of affairs in Santa Barbara County.

After the backdrop for the county's economic situation has been established, Josh Williams of "bw Research Partnership" will then present the indispensable information that his firm discovered, in partnership with the WIB, while investigating Santa Barbara's key industry clusters.

Mr. William's in-depth explanation of his research is sure to spark further economic inquiry, and therefore, the WIB has invited a roster of significant representatives from each of these key industry clusters to take part in an open panel discussion. This panel includes:

Jack Freeland –Santa Barbara City College acting President

Laura Mohseni- General Manager of Riverbench Winery

***Moderated by:**

Stephen Nellis- Technology Editor for Pacific Coast Business Times

Your Role...

You represent an important member of this county and its economic community and have been invited to come join the WIB so that you can contribute to your county's economic advancement. This is an exciting opportunity to enhance your personal comprehension of the economy, so that you can best prepare yourself and your business for success in Santa Barbara County.



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RIVERBENCH

BeneFLEX Customized Solutions ...
HR RESOURCES INC. ... Predictable Results

ABOUT THE WORKFORCE INVESTMENT BOARD OF SANTA BARBARA COUNTY

The Workforce Investment Board, www.SantaBarbaraCountyWIB.org, is dedicated to serving the workforce needs of businesses, adults, laid-off workers and youth throughout Santa Barbara County. The WIB is a public/private partnership created by the Federal Workforce Investment Act (WIA) and is staffed by the County of Santa Barbara.

Job seekers and employers can take advantage of free services at two Workforce Resource Centers ("One-Stops") to help find work or new employees. Programs include employment services for job seekers, the latest labor market information and regional workforce research for businesses, as well as training that specialize in helping people gain the skills and confidence necessary to find and obtain a job. The One-Stop Shops are at 1410 S. Broadway in Santa Maria, (805) 614-1550, and 130 E. Ortega Street in Santa Barbara, (805) 568-1296. Online information is available at www.workforceresource.com.

For more information please go to: www.SantaBarbaraCountyWIB.org or to www.labormarketinfo.edd.ca.gov for the full statewide unemployment figures.

