



workforce

SOUTHWEST WASHINGTON

Investing in employment and job training services
for businesses, job seekers and youth in Clark, Cowlitz and Wahkiakum counties.



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April 2018

A Message from the CEO

In the last few months, WSW introduced several new initiatives, among them awards to recognize organizations for innovation and excellence in developing workforce programs. We recently honored three Cowlitz organizations – Red Leaf Coffee, Life Works and Housing Opportunities for SW WA – for their leadership in workforce development. Please see the article below to learn more about their contributions.



We also launched our new workshop series to help companies meet the challenges of hiring and retaining employees. We've heard your concerns and we're working closely with our business partners to develop workshops that will let you hear best practices directly from your peers who are successfully putting them into action. These workshops are one more way WSW is striving to meet the workforce needs of industry. Our next workshop, "Finding Talent in a Tight Labor Market" is in June. See details below.

Our second annual Youth Employment Summit (Y.E.S.) was even bigger and better than last year, thanks to the partnership of Lakeside Industries, WA State Department of Transportation, LiUNA, NW Laborers and numerous organizations that brought out construction equipment that allowed our young attendees hands-on interaction. Speaking directly to individuals working in industry is key to enabling youth to see themselves doing a particular job or working in a certain field. We need business, trades and education involved to make events like Y.E.S. possible and we thank everyone that was involved in making this year's event a success.

The articles that follow offer numerous ways for you to engage with young adults or shape the regional workforce plans that guide our work. We hope you will join us.

Sincerely,

Jeanne Bennett, CEO

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OTHER NEWS

Board Meeting

Kevin Perkey will be New WSW CEO



Workforce Southwest Washington (WSW) is pleased to announce that Kevin Perkey will be the nonprofit's new CEO beginning July 1.

Kevin currently oversees adult and collaborative grant programs at WSW and joined the organization in June 2017.

Before coming to WSW, Kevin was CEO of South Central Pennsylvania Works (SCPa Works), a regional workforce development board investing more than \$12 million of public workforce development funds across an eight-county region of Pennsylvania.

Prior to SCPa Works, Kevin was Director of Youth Programs at the Three Rivers Workforce Investment Board in Pittsburgh, Pennsylvania. He has also held positions in a nonprofit technology services organization that delivered cloud-based application development, GIS analysis and community business intelligence services to the nonprofit sector.

Kevin has a BA in Environmental Studies and a Master's in Public Administration and Nonprofit Management, both from the University of Pittsburgh. He has served in leadership roles on several boards, most recently serving on the board of the U.S. Conference of Mayor's Workforce Development Council.

"Kevin's years of experience in the private sector and as CEO of a workforce board and Director of Youth Programs gives him the background and foundation to hit the ground running," said John Vanderkin WSW Board Chair. "We look forward to his leadership as WSW continues to fulfill its mission to prepare and promote a skilled and adaptive workforce for a thriving economy in Southwest Washington."

Kevin will replace Jeanne Bennett, who is retiring after six years with the organization. During Bennett's tenure, WSW sought and received millions of dollars in competitive grant funds, enabling it to provide numerous workforce training programs, including YouthBuild, YouthWorks, LEAP (a partnership with the Clark County Jail), Career Connect WA and the South Kelso Youth Construction Project, among others.

WSW has also been instrumental in launching career fairs for high school students in Wahkiakum, Clark and Cowlitz counties, shifting workforce programs to an industry focus to ensure local companies have the skilled workers they need and job seekers receive training in sectors projected to grow in the future.

June 13, 2018
4-6 p.m.
Partners in Careers

[Click for details.](#)

Mission

To prepare and promote a skilled and adaptive workforce for a thriving economy in Southwest Washington.

Our Partners



"I'm thrilled to be part of such an innovative and forward-thinking organization," said Kevin Perkey, incoming CEO. "Under Jeanne's leadership, WSW has become a true community asset and I'm looking forward to keeping our momentum going as we enter our next phase of growth."

Since its founding in 2002, the nonprofit organization has invested more than \$82.3 million in programs that help employers recruit workers and provide job training to adults and youth.

Reach Kevin at kperkey@workforcesw.org or 360.567.1066.

Cowlitz Businesses Honored for Excellence in Workforce Development

Workforce Southwest Washington (WSW) presented its Excellence in Workforce Development Awards to three Cowlitz County organizations at its March board meeting.



Awards were given in two categories: Innovation in Workforce Development and Excellence in Building Workforce Partnerships.

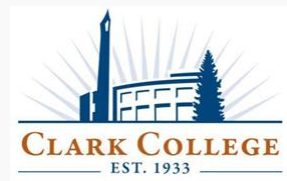
"Business engagement in creating and implementing workforce development programs is critical for the growth and sustainability of our region," said Workforce Southwest Washington CEO Jeanne Bennett.

Two firms – [Life Works](#) and [Red Leaf Organic Coffee](#) – received the Innovation in Workforce Development Award for their strong engagement in the community and creation of opportunities for jobs and career pathway exploration.

[Housing Opportunities for Southwest Washington](#) (HOSWWA) received the Excellence in Building Workforce Partnerships Award for its efforts to assist homeless veterans and their families with housing, supportive services and employment services.

[Read the complete article.](#)

Photo above: (l to r) Housing Opportunities of SW WA CEO Chris Pegg, Director of Community Services Jon Dieter, Veterans Integration Program Operations Manager David Pennington, and WSW Board Chair John Vanderkin



Comments/Questions?

Julia Maglione
Communications Manager
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Follow us on Twitter

[@WorkforceSWWA](https://twitter.com/WorkforceSWWA)



(l to r) WSW Board Chair John Vanderkin, Life Works Assistant Coordinator Kayla Lowery, Program Manager Debbie Westerby and Assistant Coordinator Kyle Eddington



(l to r) Red Leaf Organic Coffee Owner Melissa Vandervalk, General Manager Ann Lucas and WSW Board Chair John Vanderkin

Workshop Series to Help Businesses Find Employees in Tight Labor Market



Attendees at WSW's recent workshop on "Managing the Generation Gap in the Workplace" heard from panelists Ronda Cross of [Big C Industries](#), Tom Studdert of [DiscoverOrg](#), John Hurd of [Lakeside Industries](#) and Cinthia Manuel of the [Portland Leadership Foundation](#) about how their companies balance the needs of employees from various generations to ensure the work gets done.

The next workshop, "Finding Talent in a Tight Labor Market," will be held June 21 in Cowlitz County and June 28 in Clark County and will:

- Highlight benefits of diversifying workforce – find talent where you haven't been looking
- Dispel myths of working with non-traditional candidates
- Share first-hand employer/employee experiences
- Discuss the ROI / Social ROI of working with a diverse workforce
- Address how a culture of inclusivity plays a role in building a stable workforce

The workshops are free to business; however, space is limited and reservations are required. [Click here to RSVP for Clark County](#) and [Click here to RSVP for Cowlitz County](#). To see all upcoming



Manufacturing Workforce Plan



Construction Workforce Plan



Tech Workforce Plan

workshops, go to www.EventBrite.com and search for "Workforce Southwest."

To learn about workforce development programs for business, contact Cass Parker, Senior Industry Initiatives Manager, at cparker@workforcesw.org or 360.567.1076.

Aligning Education with Cowlitz County Business Needs



Cowlitz and Wahkiakum Businesses: please join us on May 16 to learn how two K-12 school districts and Lower Columbia College are aligning to build pathways to prepare the next generation of workers. You will have the opportunity to provide feedback on the alignment between business and education.

The event will take place 11:30 a.m. – 1:30 p.m. at the Cowlitz County Event Center, 1900 7th Avenue, Longview 98632. Lunch will be provided.

The event is free to businesses and reservations are required by May 9. [Click here to RSVP.](#)

If you have questions, please contact Alyssa Joyner at ajoyner@workforcesw.org or 360.921.2966.

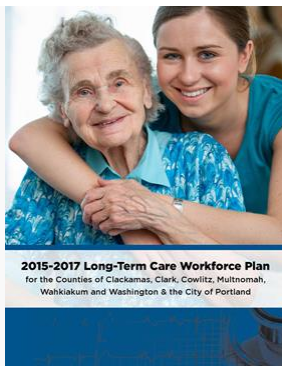
Ralph Clark Joins WSW Board of Directors



Ralph Clark, Owner of [Cowlitz Container & Die Cutting](#) has been appointed to the Workforce Southwest Washington (WSW) board of directors.

Cowlitz Container & Die Cutting is a specialty die cutting, custom packaging manufacturer located in Kelso, WA. A regional supplier since 1971, the company also provides shrink

wrapping, custom boxes, litho lamination, contract slitting, gauge plastic conversion, custom EPS, flexible foam cutting and digital printing. Cowlitz serves the regional printing industry with customer



Long-term Care Workforce Plan

specific, high-quality, flexible cutting and digital print solutions for use in presentations, marketing and ad agency work.

A life-long resident of the area, Clark grew up in Kelso and graduated from Kelso High School and Lower Columbia College. He studied Architectural Engineering at the University of Washington and served a four-year apprenticeship with the United Association of Steamfitters.

The workforce board includes representatives of private businesses, education, organized labor, local governments, community-based and nonprofit organizations, state agencies and economic development councils.

[Click here for a complete list of WSW Board members.](#)

Workforce Southwest WA Job Openings



WSW is hiring for several positions. Click the links below for job descriptions and directions on how to apply.

Director of Business Services will lead development, implementation and evaluation of all programs, products and services invested in our local (Clark, Cowlitz and Wahkiakum counties) and regional (Columbia Willamette Workforce Collaborative) business customers and partners.

Director of Operations is responsible for developing, implementing and administering operations within the WSW administrative office and our two WorkSource centers.

Program Manager is focused on employment and training services contract management and development, grant administration, and creative networking to continually enhance and broaden the reach of workforce development programs.

Job descriptions are also available at **www.workforcesw.org** in the "News & Events" section in the bottom right corner of the homepage.

Health care Input Sought for Development of Regional Workforce Plan

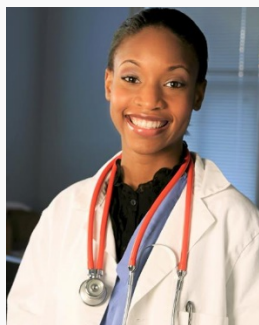
Workgroups are forming to discuss industry-wide workforce challenges being faced by health care companies and to identify potential solutions. Groups include: Training in Health care and Youth & Diversity in Health care.



Health care providers, including hospitals, clinics, dental offices, mental health providers, home health agencies, long-term care facilities and others are invited to share their workforce challenges and needs with WSW as it works with the industry to build the Health care Workforce Plan for 2018-2020.

Employers interested in contributing to the conversation about how to improve talent and meet training needs in health care, should contact Melissa Boles, Industry Initiatives Manager, at mboles@workforcesw.org or 360.567.3185.

Medial Assistant Apprenticeships Coming to SW WA - Company Applications Due by May 18



WSW has partnered with the Washington Association of Community and Migrant Health Centers through the Career Connect Washington grant to expand Medical Assistant Apprenticeships in Southwest Washington.

If you are a health care organization in Southwest Washington interested in having Medical Assistant apprenticeships at your facility, please contact Melissa Boles at mboles@workforcesw.org or 360.567.3165 for additional information.

Apprenticeships begin in July and applications must be received by May 18, 2018.

Manufacturing Workforce Panel to tour Clark College Mechatronics Lab

The regional Manufacturing Workforce Panel will hold its next quarterly meeting on May 3 from 7:30-9 a.m. at Clark College's Columbia Tech Center campus, 18700 SE Mill Plain Blvd., Vancouver 98683. A tour of the college's mechatronics lab will follow the meeting.



Mechatronics technicians troubleshoot, maintain and repair mechanical equipment controlled by electrical, electronic and computer systems in manufacturing, technology and other fields.

The Manufacturing Panel is comprised of Southwest Washington and Portland area manufacturers who are working together to identify industry workforce trends and challenges and develop solutions to address them.

To learn more or to join the panel, contact Cass Parker, Senior Industry Initiatives Manager at cparker@workforcesw.org or 360.567.1076.

Tech Employers Invited to Share Workforce Challenges and Insights



WSW is seeking tech leaders and those who employ large numbers of tech workers to participate in an industry panel to identify Southwest Washington's tech workforce needs.

Prior discussions aided in creation of the [Tech Talent Workforce Plan](#).

For more information about workforce and tech, contact Cass Parker, Senior Industry Initiatives Manager, at 360.567.1076 or cparker@workforcesw.org.

Meet Qualified Candidates at Hiring Event for Veterans



Veteran* Hiring Event

May 16th, 4:00 to 6:30 p.m.

Armed Forces Reserve Center
15005 NE 65th Street, Vancouver, WA 98682

Employers are hiring!
WorkSource Vancouver, Joint Service Support, and Work For Warriors is hosting a hiring event to help businesses connect with qualified veterans. Dress Professionally, bring copies of your resume and be prepared to meet with company representatives.

To register and see how you could win an Xbox! - Click here: WorkSourceWA.com/WorkshopsandHiringEvents,Vancouver

Click on the QR code for an updated listing of over 50 confirmed employers!

For more information, contact:
Monique Martin at
360.735.4985
or momartin@esd.wa.gov

WorkSource
A proud partner of the **Armed Forces Reserve Center** network.

WorkSource is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Service: 711

Companies seeking qualified candidates to hire are encouraged to reserve a table at the May 16 Veterans Hiring Event.

Contact Monique Martin at WorkSource at 360.735.4985 or momartin@esd.wa.gov.

Companies can Connect with Experienced Camas Mill Workers Facing Layoffs

Companies in need of experienced process engineers, instrumentation technicians, training managers, millwrights, pipefitters, maintenance planners, production operators, electricians, engineers, quality control inspectors, inventory control and more should contact Darcy Hoffman at WorkSource at dhoffman@esd.wa.gov or 360.735.5038 to learn about opportunities to interview some of the more than 200 Georgia-Pacific mill workers facing layoffs in May.

Camas Mill workers facing layoffs, are encouraged to contact John LeMarte at 360.735.5060 or jlemarte@esd.wa.gov or go to WorkSource, 204 SE Stonemill Drive, Suite 215, Vancouver 98684 to get information on companies with job openings, Trade Act and unemployment benefits, and assistance with skills assessments, resume writing, interviewing, training, job placement and more.

Job seekers can create an account on www.WorkSourceWA.com, post their resume or create one, gain exposure to employers that have job openings and see training and workshop information.

Clark College Offering Leadership Training



A leader is a critical asset to any organization—and how you lead impacts the productivity of your workforce. Clark College Economic & Community Development is offering 16 hours of leadership training designed to empower individuals to create a dynamic workplace environment. In this 16-hour course, you will learn:

- Your Personal Brand: What are you known for as a leader? (Thursday, 5/24/18)
- Communicating Effectively: How do you communicate to get your message across. (Thursday, 5/31/18)
- Setting the Example: Setting a confident example through your skills and abilities. (Thursday, 6/7/18)
- High Performance Teams: Setting goals and expectations. (Thursday, 6/14/18)

All courses will be held 8 a.m. to 12 p.m. at the Clark College Economic & Community Development campus, 500 Broadway, 2nd Floor, Vancouver. [Learn more and register.](#)

Kelso Longview Chamber's Small Business HR Boot Camp begins May 4



2018 Small Business BOOT CAMP

2018 Series begins Friday, May 4

Friday Mornings • Lower Columbia College
7:30 am - 9 am • Heritage Room at LCC • Admin. Bldg.

★ **HUMAN RESOURCES SIX PACK** ★

May 4	Washington Paid Family Leave Jan. 2019 - Every business and Every employee. Facilitator: Employment Securities, TBA
May 11	Drug Testing Today - Marijuana included, not included? Facilitator: Carly McMans, CIC Credit, President of SHRM
May 18	Having difficult conversations - Ways to coach up or coach out?! Facilitator: Treedra Gam, Cowitz FUD
May 25	Hiring Qualified Candidates - How to interview to get the best candidate. Facilitator: Donna Hughes and Frank Mesa, WorkSource
June 1	Workplace Harassment - It's not what you know it is, what you should have known. Facilitator: James Sikora, Landerholm
June 8	Employee Handbook, Update it. - With Legislative updates to paid sick leave and family leave - you need to update your employee handbook, NOW. Facilitator: Nicole Tideman, Walstead Mertsching Law offices

Sponsored by:



No pricing change since 2013! **\$100 Members** ★ **\$160 Non-Members**

“New this is Truth in Advertising ‘Tools you can use to help you immediately’. The Kelso Longview Chamber of Commerce hit the nail on the head with their most recent Business Boot Camp. As an administrator and business owner with over 25 years leadership experience, I walked away every week with new tools, inspiration, motivation and a desire to strive to improve my business by leaps and bounds. The courses were well planned, the content was interesting, relevant, informative, inspiring, thought provoking and challenging. I can not say that I have ever spent so little and enjoyed so much. I can not wait until the next series. The best investment in my business I have ever made.”

Barbara A. Sailer • Administrator Longview Odyssey
Owner/Partner, Estetica Day Spa



KELSO LONGVIEW
CHAMBER OF COMMERCE
360-423-8400 www.kelsolongviewchamber.org

The Kelso Longview Chamber will host six classes on human resources and new laws for businesses. The series begins May 4.

To learn more, contact KLCC at 360.423.8400 or [click here to register](#).

SAVE THE DATE: Washington Workforce Conference is November 6-7

Mark your calendars! The Washington Workforce Conference will take place November 6 and 7 at the DoubleTree Hotel, 18740 Pacific Highway South in Seattle.



Early Bird registration (on or before 10/5/18) is \$495. Regular registration (after 10/5/18) is \$545. Registration includes all educational sessions and meals.

Check the website for additional conference and hotel information or contact WWA at 360.867.8817 or Info@WashingtonWorkforce.org.

Beware of Required Poster Scam

The Washington State Employment Security Department (ESD) has issued a notice that it has learned Personnel Concepts of San Dimas, California, is mailing invoices to Washington businesses for required labor posters that businesses can download for free from the Employment Security Department and other state agencies.

The invoices have been sent in an envelope that appears as though it was sent from the Employment Security Department. This is a scam. Do not pay the invoice.

If you receive such correspondence, please contact Carol Mathews at cmathews@esd.wa.gov.

SWCA Draws Crowd at Construction Executive Summit



The Southwest Washington Contractors Association (SWCA) hosted its first Construction Executive Summit, presented by RSV Building Solutions, in February.

The debut regional event drew a crowd of 230 individuals, representing more than 70 companies and provided an opportunity for executive-level business leaders in the construction industry to expand their professional networks and gain new knowledge to aid in business growth. Topics presented included: financial wellness, safety programs, legal challenges and solutions, employee retention, and industry-specific courses.

The next SWCA Construction Executive Summit will be held Thursday, February 21, 2019. Learn more at www.swca.org.

Photo: Ron Frederiksen, RSV Chairman, kicks off the summit (photo courtesy of the SWCA).

Business & Trades Connect with Next Generation at Youth Employment Summit



More than 40 companies and 600 high school juniors, seniors and young adults ages 16-24 participated in the second annual Youth Employment Summit (Y.E.S.) on April 10. [Click here to view a KOIN-TV story about the event.](#)

The event focused on preparing young adults for first jobs by enabling them to speak with local businesses and apprenticeship training programs.

Two events were combined this year: Y.E.S., led by community-based organizations and WSW, and the Construction Career Day led by Lakeside Industries, the District Council of Laborers and the Washington State Dept. of Transportation. The construction day organizers provided a generous donation to help fund the day.

A highlight this year was the addition of construction equipment. Students were able to test their skills by operating equipment provided by local companies and Pape Machinery. Several trades, including the NW Laborers Training, LiUNA, and

Operating Engineers Local 701, were on-hand to answer questions and discuss apprenticeships and careers.

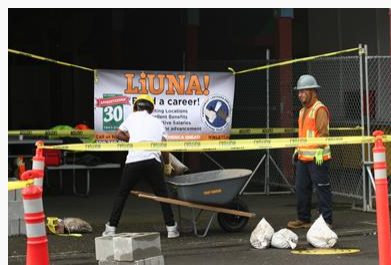
In the afternoon, students applied for summer jobs and participated in mock job interviews. Volunteers conducting the mock interviews included former Vancouver City Councilmember Jack Burkman and Leadership Clark County members, among others.

As raffle prizes, several students won a meeting with one of five local mayors from Vancouver, Battle Ground, Camas, Washougal or La Center.

The event was a collaboration between Workforce Southwest Washington, Partners in Careers, WorkSource, Lakeside Industries, LiUNA, Northwest Laborers Training, WA State Department of Transportation, Columbia River Economic Development Council, ESD 112 and the Boys & Girls Club.

Students attended from Battle Ground, Camas, Evergreen, Kelso, Ridgefield, Vancouver and Washougal school districts, the Washington State School for the Blind, Partners in Careers and the Boys & Girls Club.

To participate in next year's event, contact Youth Initiatives Manager Miriam Martin at mmartin@workforcesw.org or 360.567.3183.





Next Step for Youth Workforce Programs Coming in July



After more than two years of planning and preparation, Workforce Southwest Washington (WSW) and its partners that operate the region's workforce services programs for out-of-school youth will open a youth one-stop center in Clark County in July.

After conducting focus groups with youth, partners and the community to gather input, the center and all the programs located in the space will be branded as "Next" to create a single name, message and identity for all the services, regardless of which organization is providing them.

Next will bring Partners in Careers, Educational Service District 112, Job Corps, WorkSource, Boys & Girls Club, Clark College, local industry and others together to integrate services for Opportunity Youth (16-24 year olds who are not in school and not working) in one physical space.

Next will integrate education, job placement and training, housing support and other services in one place to provide better outcomes for youth and offer a space where young adults can feel safe and empowered, and where they can build community and relationships with one another.

To learn more and get involved, contact Miriam Martin at mmartin@workforcesw.org or 360.567.3183.

WorkSource Vancouver Hiring Events 2nd & 4th Wednesdays



Job seekers can interview for positions with a variety of companies at upcoming hiring events at WorkSource in Vancouver.

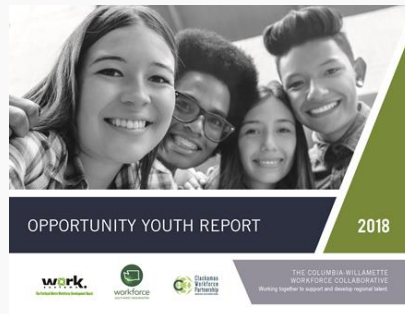
The events take place 10 a.m. to noon at WorkSource, 204 SE Stonemill Drive, Suite 215, Vancouver, WA 98684 on the second and fourth Wednesdays of every month.

Job seekers should bring copies of their resume and dress for an interview.

Free workshops on resume writing, interviewing skills and other topics are held at the WorkSource centers.

- [Vancouver workshops calendar](#)
- [Kelso workshops calendar](#)

Youth Employment Remains Stagnant Despite Strong Regional Economy



WSW and its partners in the Columbia-Willamette Workforce Collaborative have released their 2018 [Opportunity Youth Report](#) that finds nearly 30,000 young adults ages 16 to 24 are not in school or working. Despite a strong regional economy, in which nearly

71,000 jobs were added between 2014 and 2016, the share and number of opportunity youth in the region remained stagnant.

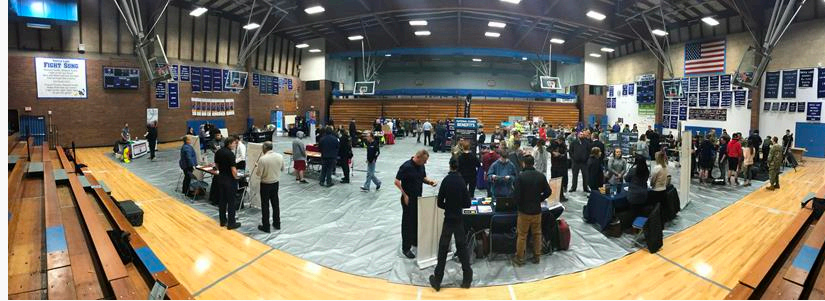
The report identifies key demographic data and barriers faced by these young people. The information assists the organizations in designing programs and services to strategically reconnect these young people to post-secondary education and/or career-track employment.

"Knowing the barriers these young people face enables us to connect with partners to identify service gaps and resources within our community needed by these youth," said Jeanne Bennett CEO of Workforce Southwest Washington.

Six in 10 opportunity youth did not work at all in 2016. Eighty-three percent were employed for less than half the year or had no employment.

[Click here to download the report.](#)

Castle Rock-Toutle Lake Career Day Brings Industry and Youth Together



Thirty employers came together with approximately 175 students in 11th and 12th grades to talk about local companies, industries and job opportunities. The event was held in the Toutle Lake High School gymnasium.

Workforce Southwest Washington, WorkSource, Castle Rock Chamber of Commerce and the Castle Rock and Toutle Lake school districts organized the event.

Companies interested in participating in future career day events should contact Alyssa Joyner at ajoyner@workforcesw.org or 360.921.2966.



Wahkiakum Fair Gives Students Glimpse of Financial Reality



Approximately 120 high school students learned about their potential financial futures during a Financial Reality Fair at Wahkiakum High School in March.

The hands-on budgeting simulation lets students test-drive their future finances. The journey begins with each student selecting the career they are interested in pursuing post-high school. When students arrive at the fair, they are given the appropriate income, tax and student loan information for this career and are randomly assigned a credit score. Armed with this information, they get to shop for housing, transportation, entertainment, food and other "life necessities," while also taking a turn on the "Wheel of Reality" to see what extra challenges or windfalls may come their way.

Students meet one-on-one with a financial coach who reviews their decision-making and offers advice on future real money choices. The reality fair helps schools and students meet several of Washington State's financial education standards.

In addition to the financial fair, juniors and seniors participated in mock interviews and resume reviews.

Fibre Federal Credit Union presented the Financial Reality Fair in collaboration with Wahkiakum High School and Workforce Southwest Washington.





Workforce News

View media coverage, press releases and past newsletters at [Workforce News](#).

WorkSource Workshops

Clark County: 204 SE Stonemill Drive, Suite 215, Vancouver, WA 98684, 360.735.5000. [Click to view Clark County Workshops and Hiring Events](#).

Cowlitz-Wahkiakum: 305 S. Pacific Avenue, Suite B, Kelso, WA 98626, 360.577.2250. [Click to view Cowlitz/Wahkiakum Workshops and Hiring Events](#).

WSW, a nonprofit organization founded in 2002, contributes to regional economic growth by providing investments and resources to improve the skills and education of the workforce in Clark, Cowlitz and Wahkiakum counties.

WSW-funded programs help businesses find and hire the employees they need and provide people the skills, education and training to find work or advance in their careers.

WSW partners with employers, community colleges and universities, labor groups, government and economic development agencies, high schools and community organizations to provide employment and training services to businesses, job seekers and youth.

Workforce Southwest Washington
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