



workforce
SOUTHWEST WASHINGTON

FOR IMMEDIATE RELEASE

Contact: Julia Maglione, 360.567.3176, jmaglione@workforcesw.org

**Registration open for Feb. 20 Workforce Workshop
to help businesses find employees in this tight labor market**

Summer Jobs: A strategy to build your workforce

Vancouver, Wash. (Feb. 6, 2018) — To help companies meet the challenges of finding new employees in a tight labor market, Workforce Southwest Washington is launching a workshop series to enable employers to learn best practices from businesses that have successfully found and hired good employees.

The first workshop on February 20 is “Summer Jobs: A Strategy to Build Your Workforce.” It will take place 7:45 a.m.-9:30 a.m. at the Cowlitz County Event Center, 1900 7th Avenue, Longview 98632.

A panel will discuss various topics, including:

- Benefits of hiring youth
- Myth-busting the risks
- First-hand experiences from employers who hire youth
- Why hiring young adults is good for your business ROI
- Culture of inclusivity and social ROI

Panelists include: Josie Bryan with the WA State Department of Labor & Industries; and Deken Letinich with NW Laborers. The panel will be moderated by Miriam Martin, Workforce Southwest Washington’s Youth Initiatives Manager.

There is no cost to attend, however, space is limited and registration is required. Go to www.evenbrite.com and search for “Workforce Southwest” and choose the Cowlitz County event.

For assistance or more information about workforce development programs for business, contact Cass Parker at cparker@workforcesw.org or 360.567.1076.

Workshops will be held every other month:

- April 17 – Managing the generation gap in the workplace (location: Ilani Casino Resort)
- June 20 – Finding employees in a tight labor market
- August 22 – Tips & tricks for finding and keeping great workers
- October 24 – When your best workers retire ... what do you do now?

###

Workforce Southwest Washington (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 operated by WorkSource and community-based organizations help businesses find and hire the employees they need and provide people with the skills, education and training to find work or advance in their careers. WSW collaborates with employers, community colleges and universities, labor groups, government and economic development agencies, high schools, nonprofits and community organizations. Learn more at www.workforcesw.org.

Serving businesses, job seekers and youth in Clark, Cowlitz and Wahkiakum counties.