

The Catalyst

Under-the-radar efforts help business hit its stride.



PASCO HERNANDO JOBS AND EDUCATION PARTNERSHIP REGIONAL BOARD, INC.

2004-2005 ANNUAL REPORT



Gregg Holloway, 2004-2005 Chair

Pasco Hernando Jobs and Education Partnership Regional Board, Inc.

The Pasco Hernando Jobs and Education Partnership Regional Board, Inc., is a not-for-profit organization that administers federal and state workforce development and welfare reform programs. Its volunteer board—35 business professionals, educators, community-based organizations, and labor and government representatives—oversees Career Central's efforts to meet area businesses' needs with high-quality services, a skilled workforce, strategic labor market information, and more.

From: The Chairman
Re: The Tipping Point

To use a familiar phrase, Pasco and Hernando counties have arrived at a Tipping Point—a critical stage of transformation that will alter our communities like none before.

Driving this transformation is population growth, now at an all-time high. Community leaders must simultaneously confront the issues that most regions have the luxury of addressing over time—including land-use, educational resources, transportation needs, and development priorities, among others. However, our biggest challenge is our ability to attract and build businesses that support the burgeoning workforce.

Fortunately, the collaboration so essential to commercial innovation is much easier among friends. With established private-public partnerships already in place, our communities are well-positioned to meet the challenges ahead. This, specifically, is where we come in.

Over the past year, the Pasco Hernando Jobs and Education Regional Board (PHJEPRB) has focused on, and dedicated resources to, serving our area businesses—particularly those within five key growth industries—by acting as a catalyst. Together with partner organizations, we work behind the scenes through the Career Central brand, providing crucial services to employers with a stake in our mutual success. We have made terrific progress this year, and are postured to continue over the coming year.

I personally extend my thanks and appreciation for the dedication of our boardmembers, and specifically to the Board’s CEO/President, Lee Ellzey. We have made tremendous strides this year—and this report presents an overview of the advancements we have made. As a committed catalyst for local business growth, “Our business is helping you make the most of yours.”

**“The Tipping Point is the moment of
critical mass, the threshold, the boiling point.”**

Malcolm Gladwell, The Tipping Point

Fostering Success: One agency's off-stage efforts play a leading role in building the local economy.

Imagine keeping a job posted long after filling the position. One area law firm did just that after hiring a receptionist referred to the firm by Career Central. “The candidates they interviewed were so well-qualified that they wanted to keep that door open,” explains the firm’s Career Central Business Services representative. “They didn’t want to pass up an opportunity [to hire an additional employee] who might come their way.”

Throughout Pasco and Hernando counties, Career Central is earning a reputation as a resource for quality business services and information. As part of Workforce Florida’s state-wide Employ Florida network, Career Central enjoys a high level of employer-customer satisfaction as measured by the American Customer Satisfaction Index (ACSI), a key economic indicator tracked by the Stephen M. Ross Business School at the University of Michigan.

Ranking Satisfaction

<i>Company</i>	<i>ACSI Score</i>
Federal Express	83
Publix	81
Career Central	76
Target	75
BellSouth Corporation	73
<i>Career Central Customers</i>	
Employer Satisfaction	76.22
Job-Seeker Satisfaction	70.39

Like the businesses it targets, Career Central recognizes that customer satisfaction builds retention and—as a result—economic strength. But fostering a diverse base of high-wage industries with long-term potential is equally important.

With that in mind, Career Central staff analyzed labor market data, survey data and growth projections to identify five “tier one” industries—business segments that not only offer maximum potential for growth and related employment opportunities, but also foster economic progress. The five identified business sectors are construction, manufacturing, healthcare, public administration, and professional services.

Over the past year, Career Central has honed-in on the specific needs of these crucial industries. Business Services reps are assigned to specific industries and charged with establishing key relationships and staying abreast of the latest developments. They attend industry events, network with leaders, and monitor the needs of new and expanding businesses.

As the public face of Career Central, Business Services reps are out in the community, making one-on-one contact with employers.

They also communicate frequently with Career Central’s Resource Room and Job Hub departments—ensuring qualified job-candidates and guaranteed follow-up on industry-specific concerns, particularly in these five crucial sectors.

Career Central’s five target industries include 4,278 employers, representing nearly half of all area businesses and responsible for 46 percent of total payroll.

Pasco-Hernando Employers Served

2,117

2004-2005 Performance Measures

WIA Entered Employment Rate	89.86%	(+35%)
Welfare Entered Employment Rate	33.96%	(+22%)

The High Five

Construction—Pasco-Hernando’s construction industry faces a record number of housing starts. As a result, masons, welders, carpenters, electricians and other tradespeople are in constant demand. By helping businesses find workers with specific skills, Career Central also helps to benefit area communities.

Between 2003 and 2004, the number of area construction-related employers increased by more than 400, average monthly employment-entry grew from 10,200 to 12,100, and the average annual wage increased by \$975.

“Not only is housing growth driving employment in construction,” explains PHJEPRB’s Career Central liaison Ken Russ, “but the industry is also elevating the standard of living in Pasco-Hernando in general. With construction comes revitalization.”

To meet that demand, Career Central reps attend building association meetings, take note of new and expanding construction companies, and provide ongoing updates about available services, events and facilities.

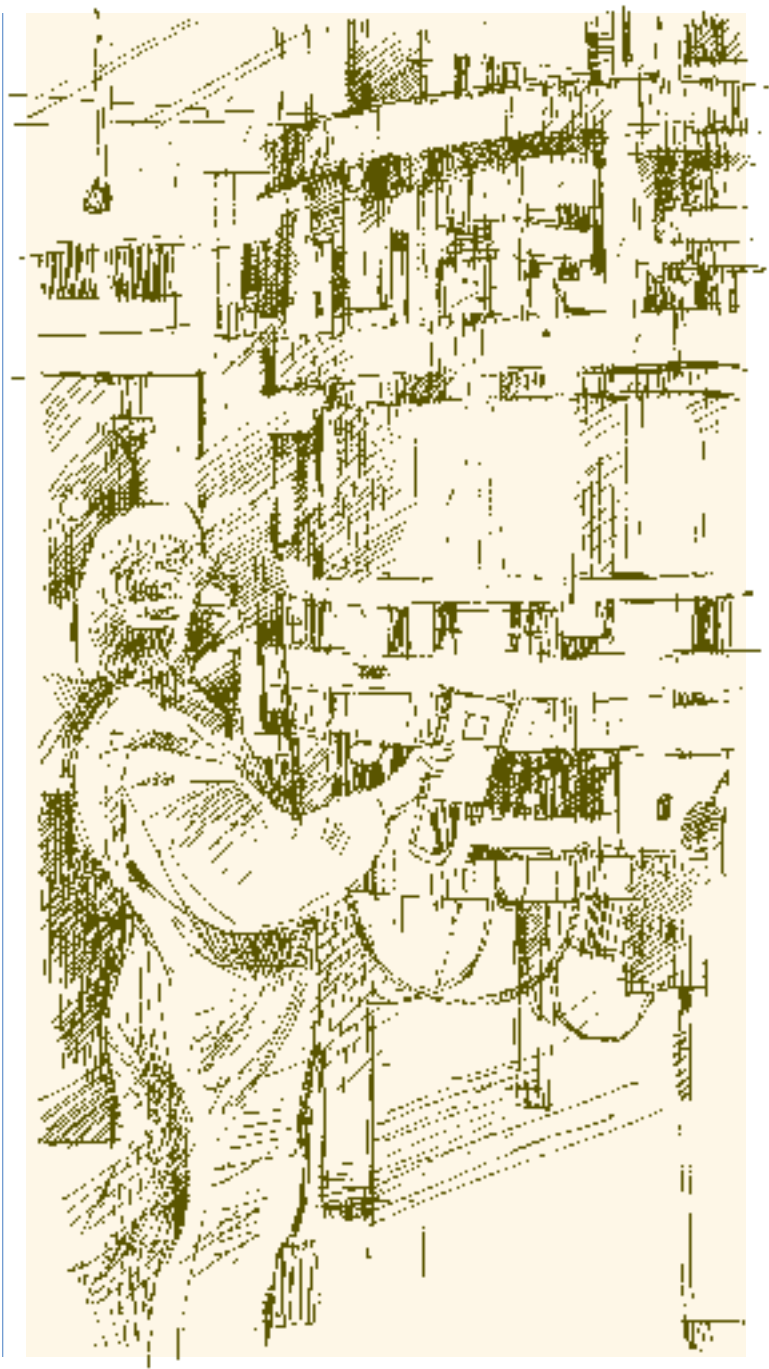
Healthcare—Our burgeoning population, along with a sizeable older demographic and nationwide deficit in skilled healthcare workers, makes healthcare one of the most important business sectors that Career Central focuses upon. Hospitals, senior living centers, therapeutic facilities and other related operations offer clear career paths with corresponding opportunities for wage increases.

Career Central takes an as-needed approach to meeting the needs of the healthcare industry, carefully monitoring its nuances. For example, after hosting an industry “roundtable” some years back, it advised employers that low-wages contributed greatly

A total of 52 job-seekers received healthcare-related training this year: 21 RN’s, 30 LPN’s and one surgical technician. Of those, nearly half benefited from two special training grants—Nurses Now, a regional workforce program, and HCA Cares.

to low retention. Career managers then set about building and upgrading job-seeker skills through training programs, and business reps began conducting personalized “candidate matches” for specific healthcare positions.





Manufacturing—As a longtime hotbed for manufacturing, Pasco-Hernando today boasts many thriving operations in sectors such as space and aviation, construction, and high-tech components. Career Central works with the Pasco Economic Development Council (PEDC) and the Hernando County Office of Business Development (HCOBD) to assist manufacturers looking to move or expand their operations.

“When businesses have questions about the labor market, we provide that data through the EDC’s,” explains Career Central’s Russ. “Right now at least 55 percent of our workforce commutes outside of the counties and would love to work closer to home. [Manufacturers] are finding out the workforce is here.”

Public Administration—Already a strong job sector, public administration is expected to burgeon in the years to come, as population growth places drives demand for civic and government services.

“I have a personal relationship with a rep who understands [my business]. That’s where the value lies.”

—Vector USA

Employers in this area offer a stable work environment, solid wages, and growth opportunity—not to mention a regular need for special services (such as last year’s hurricane-related recovery efforts). In addition, busy human resource professionals in this sector greatly appreciate the many time-saving benefits of working with Career Central.

Professional Services—The fifth targeted industry is professional services—businesses providing support to other businesses, such as engineers, lawyers, accountants, communications and business supply operations.

Career Central announced this year an exclusive hiring agreement with Zephyrhills Spring Water Company—an entity of Nestle Waters North America and Pasco’s second largest private sector employer (with a workforce of approximately 450). The agreement covers both production-line and mid-management positions and streamlines the hiring process via criteria review and applicant testing.

Thanks to Career Central’s extensive database, these employers have free access to higher-skill candidates without the expense of advertising or headhunter fees. In addition, Career Central’s assessment tools help narrow the field of candidates by pinpointing unique strengths.

Team Efforts

Career Central works with its community partners to address these employer priorities. For example, by agreement with the Pasco Economic Development Council, Career Central funded a full-time staff liaison to the business/manufacturing sectors. Based in PEDC’s headquarters, this liaison now facilitates employed-worker training programs and coordinates recruitment for expanding industries and/or businesses interested in relocating to the area.

Career Central’s Business Services also named an internal point person to serve as liaison with Hernando County

Office of Business Development. By

collaborating with the two organizations, Career Central played an integral role in welcoming to the area businesses such as Hernando’s Top Line Automotive Engineering, now building a 168,000-sq. ft. facility at the RailPark near the Airport Industrial Park and with an anticipated workforce of 150. In Pasco,

“SAGE [assessment] lets us know people can do the job, which helps since they have a greater chance of passing our training class.”

—Sparton Electronics

“Most companies want to be able to find a cost-effective way to recruit employees. The new businesses want an organization that helps them find the people and skills needed to operate. That’s when we lean on Career Central. They are our workforce experts.”

**—Mike McHugh, director,
Hernando County Office of
Business Development**

“The two most important issues for business looking at sites are the availability of trained or trainable labor.”

—Fishkind & Associates

Florida Custom Mold, which manufactures components for the computer, aerospace and aviation industries, made a \$3.25 million move to Odessa, bringing with it 150 additional jobs.

Career Central also works closely with approved training providers to tailor and promote programs that meet employers' specific workforce needs. For example, Pasco Hernando Community College's (PHCC's) Office of Professional Development and Corporate Training established both its supervisory training program, now in its fourth year, and its popular Lean Manufacturing (Six Sigma) program to enhance the skills of Career Central employers. At Webster College, qualified trainees can take advantage of ongoing medical assistant and Certified Nursing Assistant(CNA) programs, as well as other in-demand occupational training. Working with these and other institutions, Career Central helps employers identify, build and maintain a high-quality workforce.

To take advantage of unused training funds before fiscal-year end, Career Central's PEDC liaison Jennifer Fairchild Borecky worked with the Florida Manufacturing Extension Partnership and PHCC to sponsor Lean Manufacturing Process Management training for 19 workers from eight area companies. "It's a great example of us working together," says Jennifer. "Employers are starving for this kind of inexpensive process improvement information."



One of the most popular services is Career Central's Business Advantage Seminars and roundtable events. Business Advantage is a day-long overview of crucial factors impacting businesses—now and long-term. Seminars cover topics such as recruitment, retention, assessment, tax incentives, turnover, labor market information, and other timely topics. Roundtables, which began in 2004, feature guest speakers focused on timely topics, such as the minimum wage increase.

Career Central's quarterly Business Advantage seminars cover topics such as recruitment, retention, assessment, tax incentives, turnover, labor market information, and other timely topics.

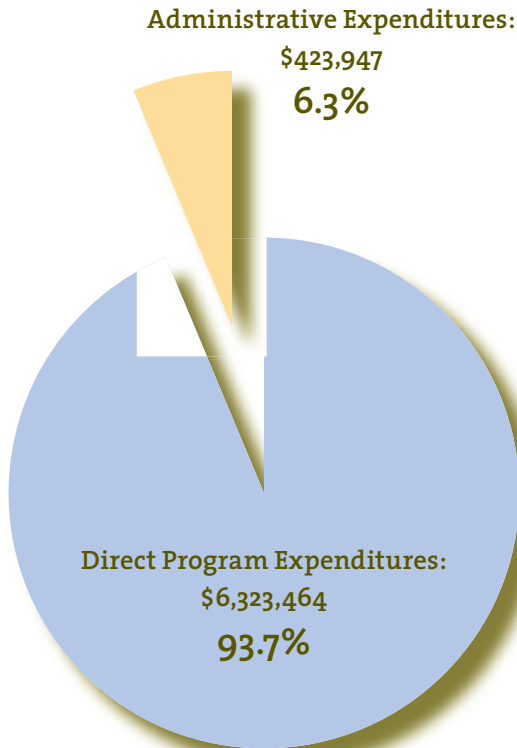
From recruitment to training to labor market information, Career Central has become a clearinghouse for business information and support. By facilitating team efforts designed to enhance our most dynamic industries, Career Central garnered above-average performance scores for more than half of its goals for 2004-2005. In the year ahead, Pasco Hernando Jobs and Education Partnership Regional Board, Inc., will continue in its vital role as catalyst for business growth and opportunity.



**Pasco Hernando
Jobs and Education Partnership Regional Board, Inc.
2004-2005 Financial Performance:**

Total Revenues:	\$7,026,041
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Total Expenditures:	\$6,747,411
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Board Members:

<i>John Balestrieri</i>	<i>Amsouth Bank</i>
<i>Mark Barry</i>	<i>Arc Nature Coast</i>
<i>Ed Blommel</i>	<i>Tampa Electric Co.</i>
<i>Don Burgher</i>	<i>Florida Insurance Brokers of Central Florida</i>
<i>Dennis Callaghan</i>	<i>Dept. of Children & Families District</i>
<i>Elizabeth Callaghan*</i>	<i>Hernando Co. Health Department</i>
<i>David Davis</i>	<i>Experience Works, Inc.</i>
<i>Mark Earl</i>	<i>Wal Mart</i>
<i>Heather Fiorentino</i>	<i>Pasco County School District</i>
<i>Gregg Holloway</i>	<i>PALL Aeropower</i>
<i>Dr. Katherine Johnson</i>	<i>Pasco-Hernando Community College</i>
<i>Emile Laurino</i>	<i>Center for Independence</i>
<i>Roseann Liriano</i>	<i>Dept. of Children & Families</i>
<i>Robert Maldunas</i>	<i>Teamsters Local #79</i>
<i>Commissioner Jack Mariano</i>	<i>Pasco Board of Co. Commissioners</i>
<i>Michael McHugh</i>	<i>Hernando Co. Office of Business Development</i>
<i>John Mistal</i>	<i>American Building Materials, Inc.</i>
<i>Janice Montero</i>	<i>Manpower</i>
<i>Denise O'Berry</i>	<i>The Small Business Edge Corp.</i>
<i>Dennis Phillips</i>	<i>Certified Financial Planner</i>
<i>Maria Risco</i>	<i>Dept. of Education, Div. of Voc. Rehab., Area 4</i>
<i>Steve Sacone</i>	<i>VLOC</i>
<i>Robert Schenck</i>	<i>Hernando Board of Co. Commissioners</i>
<i>Lex Smith</i>	<i>Suntrust Bank</i>
<i>Mary Jane Stanley</i>	<i>Pasco Economic Development Council</i>
<i>W. Paul Sullivan</i>	<i>Management Consultant</i>
<i>Dr. Wendy Tellone</i>	<i>Hernando Co. School District</i>
<i>Joan Thiel</i>	<i>First American Title Ins Co.</i>
<i>Michelle Tracey</i>	<i>St. Leo University</i>
<i>Karen Turner</i>	<i>Pasco Co. Housing Authority</i>
<i>Larry Utt</i>	<i>West Central Florida Federation of Labor</i>
<i>Claire Walker</i>	<i>Webster College</i>
<i>Francine Ward</i>	<i>Mid-Florida Community Services</i>
<i>Dr. Marc J. Yacht*</i>	<i>Pasco Co. Health Dept.</i>

**Pasco Hernando
Jobs and Education Partnership
Regional Board, Inc.**

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