

September 16, 2008 Meeting Minutes

Introduction & Opening:

The September meeting was held at CTTC. Barry Brittain opened the meeting by welcoming members and guests.

Member companies present were: Aggregate Industries, Alamo Worksource, CTTC, Coleman, Detex, Edisto, Fedex, Great American Products, Hawkins, ITM, NB Chamber, NB Herald-Zeitung and Star Manufacturing.

Guests present were: Sylvia Pilgreen (New HR at Coleman), Bryan Murphy (New Braunfels Machine, Inc), Judy Ingals (SAMA-DreamIt Do It) and Kaki Leyens (Texas Workforce Commission)

Officer Reports:

The scholarship votes have passed and we have six recipients of scholarships from NBMA. We had to fill out some tax forms for American Express and should be receiving a check for \$3500 soon. There are some member companies looking at the program which could bring more referral bonuses to NBMA.

Talent Project:

Michael Meeks talked about the talent project being conducted in New Braunfels. The project is a study to determine what resources and amenities are needed to attract employees to the area. The purpose of the study is outline the types of facilities, services and “quality of life” projects that the city would need to implement to entice people to move to the area to seek employment. The current generation “Y” individual tends to decide where they want to live first, and then seek employment. New Braunfels needs to be an area where these people want to live so that they can become employees of our companies.

The project is being funded through various organizations; 4B, NB Chamber, City of New Braunfels, etc... Mr. Meeks requested that NBMA consider contributing to the funding so that the Manufacturers have exposure and a voice in the study.

Featured Program:

Cookie Wallace and Barbetta Womack for the Alamo Worksource Career Center provided an overview of the Work in Texas website. The website is a one stop recruitment solution provided at no cost to the employee or employer, providing a lower cost-per-hire for the employer. There are 1.8 million candidates annually that use the system. The purpose of the system is to match skills, not just job title.

Since jobs are matched by skills required, companies should provide as much detail about the job requirements as possible. The website will guide the employer through various screens to enter in job detail. The more specific the job requirement, the system will return a better match of candidates. The candidates can be reviewed, qualified, disqualified, etc. on the website to create a valid pool of candidates.

Individuals seeking employment can fill out their profile in the same manner and include their resume. Again, the more specific they outline their skills, the better match for employment they can find and apply for the position as directed in the job posting.

The Alamo Worksource Career Center assists both the employee and employer in job searches. Contact them for help at 830.606.2055. The Worksource Center has various publications to assist employers with HR requirements. To request a copy of the employer rules book titled "Especially for Texas Employers" call 800.832.9394.

Next Meeting:

The next meeting will be held on October 21 at 11:45 a.m. at Mamacita's. Mike Fitsko will be presenting a program on the Entrepreneurship Center.

Respectfully submitted:
Paul Webber
NBMA Secretary/Treasurer 2008

The Herald-Zeitung

To thrive, community see itself honestly

Editorial Board
The Herald-Zeitung

Published October 28, 2007

Traditional measures show that New Braunfels is in a thriving area. Lower-than-average unemployment, lower taxes than neighboring communities, and a building boom all would seem to point to a place that's doing well.

But the key to continued and greater success lies in ongoing economic development efforts. It's not just what the community is doing today, but how it is paving the way for tomorrow.

For New Braunfels, a community proud of its history, success and people, that means adapting as the community outgrows its rural beginnings and recognizes that time and growth have made it a suburban community in prime location between two of the state's major cities.

Two contrasting efforts to help guide the community in the future are going on right now: The economic development community measuring the area's economic indicators; and the United Way-led effort to identify the local population's greatest needs is under way.

This week, an economic development meeting involving members of a dozen local entities ranging from city and county leadership to the chamber of commerce, utility company officials and a host of local volunteers on local government commissions and committees took place at the Landmark Apartments.

Ordinarily, these types of meetings take place at city hall or at the civic center — currently being renovated and so unavailable. It's fitting, however, that the Landmark served as the venue, a towering symbol from New Braunfels' past that has a vibrant, long-term use in its future.

At the meeting, consultant Tom Stelman focused on how different age brackets may have dissimilar work ethics and differing sets of values in the workplace. One of New Braunfels' attractions is that it has a wide spectrum of attractions for the younger generation. Certainly, for some, the quick trip to San Antonio for an NBA game or clubbing, or a run up to Austin for a major concert might be an attraction to move here. But New Braunfels, with its music in Gruene and downtown, more shopping opening up, and something going on virtually every weekend of the year is a destination for visitors and residents alike.

The economic indicators being looked at now don't just involve the price of taxes, the level of salaries and the level of unemployment. Younger generations entering the workforce make decisions based on quality of life issues, too.

The economic indicators coupled with the needs assessment study, this community stands to be in a position of having a set of benchmarks to strive for success in the community during this time

of great transition. We know this community has great people, some here a lifetime and others relatively new. The challenge will be to look at all this information and ensure the future is focused on directing growth in such a way that to minimize impact on anyone who could be left behind.

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August 13, 2008

Chakib Chehadi
WorkSource Solutions Alamo
115 E. Travis Suite 220
San Antonio, TX 78205

Re: Talent Project

Dear Mr. Chehadi:

The City of New Braunfels is in support of the Talent Project, and encourages WorkSource Solutions Alamo to participate in the project as well. Our city realizes that success creates less of a burden on tax-payers and creates a better quality of life for all citizens. The Talent Project will help us be better able to prepare, retain, and attract the talent needed to support this area's economic vitality in the 21st century. We believe strongly that this project will be applicable to other entities in the WorkSource Solutions Alamo area.

We look forward to WorkSource Solutions Alamo's affirmative decision to "join the team" and help get the Talent Project underway.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce Boyer", is written over a faint, larger version of the same signature.

Bruce Boyer
Mayor



In The Matter Of:
TIP Strategies Talent Project

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In the Commissioners Court
Comal County, Texas

Resolution of Comal County Commissioners Court

WHEREAS, Comal County is committed to support, encourage and promote the general economic welfare of the County and its residents and businesses; and

WHEREAS, success in this area creates less burden on all Comal County taxpayers with lower indigent care, delinquent or uncollectible payments owed, and an overall higher quality of life; and

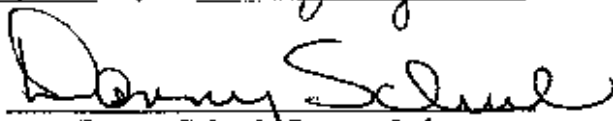
WHEREAS, TIP Strategies Talent Project is a response to a most pressing challenge; the ability to prepare, retain, and attract the talent needed to support the community's economic vitality; and

WHEREAS, the project is a direct result of the 2nd Annual Economic Development Summit last October attended by a diverse group of local stakeholders in wealth-creation efforts; and

WHEREAS, participation in the funding of said project has been committed to date by the Greater New Braunfels Chamber of Commerce, the Greater New Braunfels Economic Development Foundation, and the New Braunfels Industrial Development Corporation.

NOW THEREFORE BE IT RESOLVED, that 1. Comal County Commissioners Court hereby supports the Talent Project and intends to participate at a funding level of \$10,000; and 2. Comal County Commissioners Court will encourage WorkSource Alamo to participate in funding the Talent Project as a regional demonstration project for their service area.

APPROVED this 17th day of July, 2008.



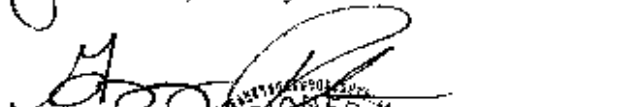
Danny Scheel, County Judge



Jack Dawson, County Commissioner Pct. #1



Jay Millikin, County Commissioner Pct. #2

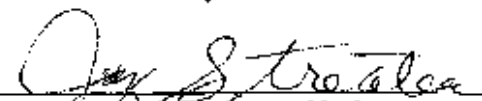


Gregory Park, County Commissioner Pct. #3



Jan Kennedy, County Commissioner Pct. #4





Joy Streater, County Clerk

RESOLUTION OF THE NEW BRAUNFELS INDUSTRIAL DEV. CORP.

WHEREAS, the purpose of the New Braunfels Industrial Development Corporation (herein after known as the NBIDC) is to encourage and promote the general economic welfare of the City and its residents and businesses, and;

WHEREAS, the NEW Braunfels Talent Project is a response to the most pressing challenge: the ability to prepare, retain, and attract the talent needed to support the community's economic vitality, and;

WHEREAS, the project is based on the assumption that if you better understand how different segments of the population relate to work and place, you can make better decisions about training, economic development and city planning, and;

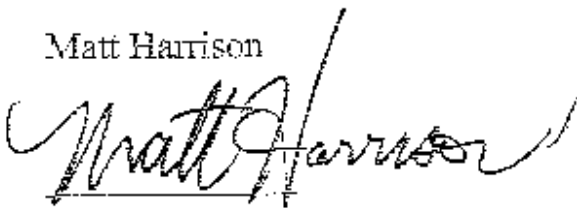
WHEREAS, the project is a direct result of the city-sponsored 2nd annual Economic Development Summit last October attended by a diverse group of local stakeholders in wealth-creation efforts, and;

WHEREAS, participation in the funding of said project has been committed to date by the Greater New Braunfels Chamber of Commerce, the Greater New Braunfels Economic Development Foundation, and a presentation was made to Comal County Commissioners Court this morning;

NOW THEREFORE BE IT RESOLVED, that the NBIDC supports the New Braunfels Talent Project and intends to participate at a funding level of \$20,000. The NBIDC also encourages other local stakeholders in economic development to pledge its support and funds to this project as well as Worksource Alamo in the San Antonio region.

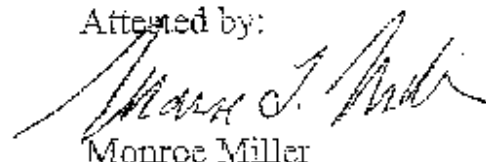
Approved this the 26th day of June, 2008.

Matt Harrison



President

Attested by:



Monroe Miller

Secretary



TIP
S T R A T E G I E S
I N C

August 8, 2008

Michael Meek
Rusty Brockman
Greater New Braunfels Chamber
P.O. Box 311417
New Braunfels, TX 78131-1417

Dear Mike and Rusty,

I received your note about the Talent Project and the questions from Chakib Chehadi with the workforce board regarding deliverables and related impact on economic development. Hopefully my responses below will provide more clarity on the deliverables, timing, and potential impact.

Project Purpose

The New Braunfels Talent Project is a response to the most pressing challenge: *the ability to prepare, retain, and attract the talent needed to support the community's economic vitality*. In this case, we use term "talent" to describe the employee, entrepreneur, and leader with the education, experience, and training to help New Braunfels remain competitive in an increasingly global economy. As was agreed by the area leadership, there is a significant need among employers, education and training providers, and civic leaders to understand how different generations relate to work and place.

The project is based on the assumption that if you better understand how different segments of the population relate to work and place, you can make better decisions about: (1) education and training, (2) city planning (e.g., infrastructure, parks, and zoning), (3) economic development, and (4) human resource management. The aim is to develop strategies to enhance New Braunfels' ability to prepare, retain, and attract talent.

Deliverables

The proposed work includes three elements: (1) understanding the current and potential resident's relationship with work and place, (2) identifying solutions to address the area's challenges, and (3) developing mechanisms for carrying out the solutions.

The tasks of each phase will be adjusted based on the outcome of the previous phase.



The deliverables from phase one will include an online database of the survey responses, searchable by cohort (age, occupation, education, skills, residence), project web site, and findings document.

The deliverables from phase two will include a "talent summit" and "solutions document."

Deliverables from phase three will include an implementation plan document (identifying responsible party, specific tasks, budget requirement, potential funding sources, performance measures, and feedback mechanism) addressing each significant strategy.

Timing

From project start, it is estimated that phase one will take 4 to 6 months to complete. Phases two and three will depend on the client's schedule and the desires of the steering committee to move forward. I have outlined a suggested timeframe in the table below:

TASK	START DATE	END DATE
Kick-off Meeting	10/15/2008	10/15/2008
Phase 1: Survey	10/15/2008	3/15/2008
Phase 2: Talent Summit	3/15/2008	6/15/2008
Phase 3: Implementation Plan	6/15/2008	8/15/2009

Potential Impact

As acknowledged by the city leadership, the biggest issue facing both public and private sector employers is finding and retaining the "talent" necessary to make their organizations effective. Hiring needs range from registered nurses at the local hospital to maintenance technicians at local manufacturing operations. While there are many institutions providing education and training support in the area, no one is taking a "holistic" look at how the area population does or does not fit with local hiring needs. For example, many area employers cite "lack of a good work ethic" as limiting the employability of the younger workforce. This talent project seeks to shed light on whether there is a true "work ethic" crisis or whether some of the issues are related more to divergent expectations based on generational differences. The outcome will hopefully be a better awareness by all parties of how area residents relate to the place they work and live, resulting in better communication and allocation of resources.



Examples of potential impacts include:

The Central Texas Technology Center offers an array of programs designed to meet the needs of area employers and jobseekers. Do their offerings match what current employers are seeking? Do their course offerings match with the learning styles of specific segments of the job-seeking population? Having answers to these questions will allow better use of training resources and make them more effective.

Higher fuel and energy prices are affecting consumer spending, where people choose to live in relation to their work, and how employers are relating with their workforce. How important is a flexible work schedule to different employers and to different segments of the existing workforce? Understanding preferences will lead to greater efficiencies by both employers and jobseekers.

The City of New Braunfels has a capital improvement plan. Elements of this plan address proposed park amenities. Do we invest in a new baseball park, skatepark, or new greenway with a bike path? Understanding the desires of the area residents and the relative importance of specific amenities could save the city significant money by making wiser investments.

The Greater New Braunfels Chamber is the lead organization in assisting local businesses expanded and recruiting new business to the area. Understanding the skills of the existing labor pool will make the chamber more effective in identifying specific target industries and companies.

These are but a few of the potential impacts of the Talent Project. We recognize that many of these outcomes will be difficult to quantify in traditional terms, but there are a number of "indicators" that will be developed as part of this work that can be used to track its impact over time.

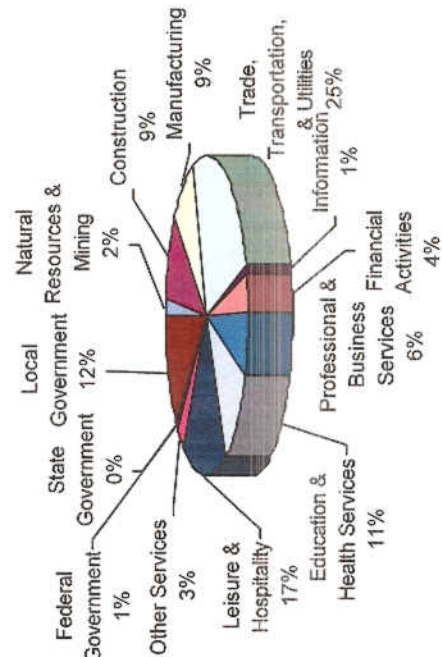
Hopefully, the outline above will answer some of the questions raised, but please do not hesitate to contact me for further discussion. This project is at the cutting edge of "talent management" and we expect what we learn from this to be of value to the entire Alamo workforce region.

Regards,

Tom Stelman
President/CEO
TIP Strategies, Inc.

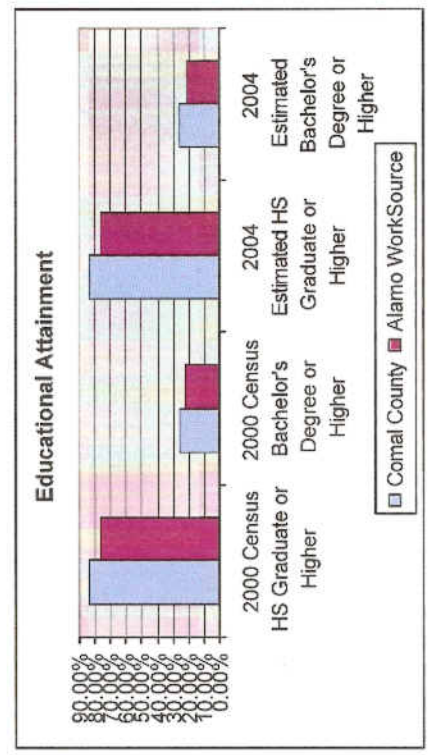
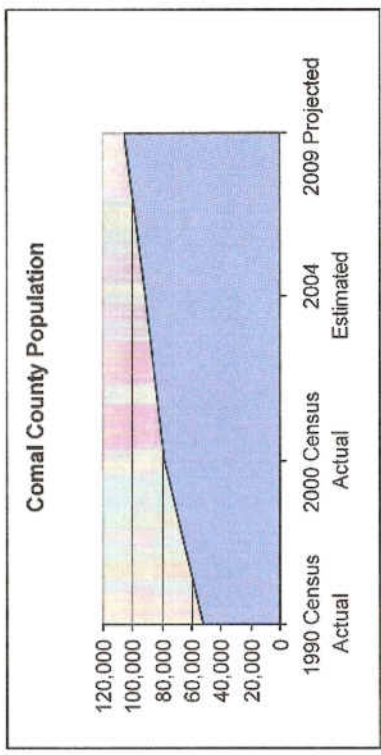
Comal County Workforce Profile

Comal County Employment: Q3 2004



	Comal County Employment: Q3 2004
Natural Resources & Mining	557
Construction	2,861
Manufacturing	2,993
Trade, Transportation, & Utilities	8,243
Information	396
Financial Activities	1,236
Professional & Business Services	2,052
Education & Health Services	3,674
Leisure & Hospitality	5,607
Other Services	992
Unclassified	32
Federal Government	175
State Government	152
Local Government	3,783
Total	32,753

	Comal County	Alamo WorkSource Region
Population		
1990 Census Actual	51,832	1,487,172
2000 Census Actual	78,021	1,807,868
1990 to 2000 Population Change	50.50%	21.60%
2004 Estimated	90,783	1,984,546
2009 Projected	105,766	2,127,753
2004 to 2009 Projected Growth	16.50%	8.90%
Household		
2004 Estimated Households	34,779	713,792
2009 Projected Households	41,500	804,377
2005 to 2009 Projected Household Growth	19.30%	12.70%
2000 Owner Occupied Housing Units	68.60%	60.00%
2000 Renter Occupied Housing Units	20.30%	32.30%
Income		
2000 Census Per Capita Income	\$21,610	\$17,984
2004 Estimated Per Capita Income	\$25,295	\$20,371
2000 Census Median Household Income	\$46,244	\$38,699
2004 Estimated Median Household Income	\$50,037	\$42,049
2000 Census Families Below Poverty Level	1,415	55,007
2000 Census Individuals Below Poverty Level	6,585	267,118
2000 Census Mean Travel Time to Work	28	
Educational Attainment		
2000 Census HS Graduate or Higher	83.86%	76.95%
2000 Census Bachelor's Degree or Higher	26.19%	21.90%
2004 Estimated HS Graduate or Higher	83.71%	76.76%
2004 Estimated Bachelor's Degree or Higher	25.77%	21.57%



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- Save your searches



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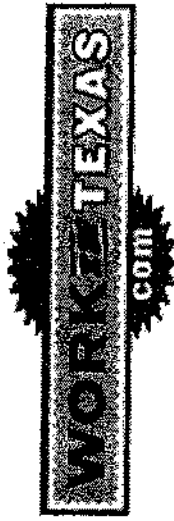
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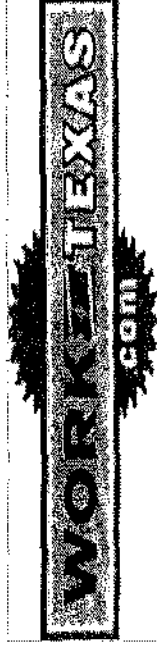
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A Desk Aid for Employers

HOW TO REGISTER IN WORKINTEXAS.COM

Step 1: Go to the WorkinTexas.Com website.

Step 2: If you have registered before or already have a job posting in WorkinTexas.com, enter your Tax ID number OR

Step 3: Begin the registration process by clicking on "Register".

Step 4: Select one of the registration options. If registering without a Tax ID, read the next page.

Step 5: Read the Use Agreement and click "I Accept."

Step 6: Complete the Create Logon screen, User ID, and password. Please write down your User ID and password. NOTE: Fields with a red (*) asterisk are required fields.

Step 7: Complete the Create Employer Account screen and click "Next."

Step 8: On the Registration Industry Selection screen, select an:

- Industry Sector
- Industry Subsector
- Industry Group

Step 9: Click the "Computer Skills" hyperlink at the bottom to add additional computer skills, if needed.

Step 10: The Confirmation page displays.

Now you can:

- add job postings
- search for job seekers
- set up other users for your account
- view the calendar for the local workforce center

POSTING A JOB

Step 1: Log on to WorkinTexas.com and access your account.

Step 2: Click on "Job Postings."

Step 3: Click on "Add New Job Posting" on the left navigation menu.

Step 4: Complete the Basic Job Posting screen. Be sure to complete the Pay, Benefits and Workweek Details by clicking on the hyperlink.

Step 5: Under Occupation section:

- Select an Occupational Category
- Select an Occupation
- Click on "Add Skills for this Occupation." NOTE: It is important to add skills to your job posting to rank your job seeker results.

Step 6: Complete the job description under the Job Description area.

Step 7: Complete the Contact information. Indicate how the job seeker can contact you:

- In person
- Phone
- Email

Step 8: Click on "Save."

Step 9: Click on the "Computer Skills" hyperlink at the bottom to add additional computer skills, if needed.

Step 10: Click on "Save."

Step 11: Click on "Custom Questions for Job Seekers" if you have additional questions you need answered.