



PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board (WIB)

COMMUNITY OUTREACH COMMITTEE

Association of Monterey Bay Area Governments (AMBAG)

445 Reservation Road, Suite G, Marina, CA

Friday, April 2, 2010

10:00 a.m.

David Bernahl, II,
WIB & Executive Chair

Erik Cushman,
1st Vice Chair

Joanne Webster,
WIB 2nd Vice Chair

Robert Brower, Sr.,
Past WIB Chair

Community Outreach Committee Members:

Wendy Brickman,
Chair

Chris Chidlaw
Harry Gamotan
Scott Grover

AGENDA

CALL TO ORDER/INTRODUCTIONS

Wendy Brickman, *Chair*

CHANGES TO THE AGENDA

PUBLIC COMMENT – For items not listed on the agenda. Limited to 3 min.

BUSINESS MEETING

- | | |
|--|-----------------------------------|
| 1. Action: Approve the minutes of the February 5, 2010, Advertising & Public Relations (Ad&PR) Committee meeting. <i>(See attached)</i> | Wendy Brickman |
| 2. Information: Update regarding the Executive Committee's action to change the name of the Ad&PR Committee to "Community Outreach Committee". <i>(See attached)</i> | Marleen Esquerra |
| 3. Action: Consider and approve sponsorship of the Monterey County Business Council's "Best Places to Work" annual event that recognizes exemplary businesses in Monterey County. <i>(See attached)</i> | Chris Chidlaw |
| 4. Action: Review and recommend media proposals for the promotion of the Summer Youth Employment Program (SYEP) to employers. <i>(See attached)</i> | Marleen Esquerra
Chris Chidlaw |
| 5. Action: Review and recommend proposals for the promotion of the One Stop Career Center system. <i>(See attached)</i> | Chris Chidlaw |
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ANNOUNCEMENTS OF EVENTS OR SERVICES

Wendy Brickman

- Chambers/Associations at-a-glance *(See attached)*
-

Upcoming Ad&PR Meetings:

- June 4, 2010
- August 6, 2010

Upcoming WIB Meetings:

- May 5, 2010 – *Shoreline, Marina*
 - June 2, 2010 – *One Stop, Salinas*
-

ADJOURN

Wendy Brickman

If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. To request information, please contact the Monterey County Workforce Investment Board staff at (831) 796-3313 or visit our website at www.montereycountywib.org.

Monterey County
Workforce Investment
Board (WIB)

Loyanne Flinn,
Acting WIB Director

730 La Guardia Street
Salinas, CA 93905
(831) 759-6644
Fax (831) 796-3512
flinnlg@co.monterey.ca.us
www.montereycountywib.org



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www.onestopmonterey.org



Monterey County Workforce Investment Board (WIB)

Contact Information

Loyanne Flinn, WIB Acting Director

Salinas One-Stop Career Center
730 La Guardia Street, Salinas, CA 93905
Phone: (831) 759-6644
Email: flinnlg@co.monterey.ca.us
Website: www.montereycountywib.org
General Phone: (831) 796-3313
Fax: (831) 796-3512

WIB STAFF:

Miguel Banda, (831) 796-3311, bandam@co.monterey.ca.us
Manley Bush, (831) 796-3320, bushm@co.monterey.ca.us
Yuri Dew, (831) 796-3349, dewy@co.monterey.ca.us
Marleen Esquerria, (831) 796-3381, esquerraml@co.monterey.ca.us
Stephanie Shonley, (831) 796-3387, shonleys@co.monterey.ca.us
Gloria Torrez, (831) 796-3313, torrezg@co.monterey.ca.us

Monterey County One-Stop Career Center Operators

Contact Information



Office for Employment Training (OET)

Lynda Dunn, Deputy Director
Phone: (831) 796-3330
Email: dunni@co.monterey.ca.us
Website:
www.onestopmonterey.org

CalWORKs Employment Services (CWES), Community Action Partnership (CAP), Monterey County Child Care Planning Council (CCPC)

Barbara Verba, Deputy Director
Phone: (831) 796-1520
Email: verbab@co.monterey.ca.us
Website:
<http://mcdses.co.monterey.ca.us>

Employment Development Department (EDD)

Ruben Garcia, Manager
Phone: (831) 796-3632
Email: RGarcia@edd.ca.gov
Website:
www.edd.ca.gov

Monterey County One-Stop Career Center Locations

Salinas One-Stop

Salinas Airport Business Park
730 La Guardia Street
Salinas, CA 93905
(831) 796-3600

Seaside One-Stop

University Plaza Shopping Center
1760 Fremont Blvd, Ste. D-2
Seaside, CA 93955
(831) 899-8236

King City One-Stop

Towne Square Shopping Center
200 Broadway Street, Ste. 62
King City, CA 93930
(831) 386-6801

ACTION #1

UNADOPTED

**Minutes of the Monterey County Workforce Investment Board
Advertising and PR Meeting**

Friday, February 5, 2010, 10:00 A.M.

Association of Monterey Bay Area Governments (AMBAG) 445 Reservation Road, Marina

MEMBERS PRESENT	REPRESENTING
Wendy Brickman, <i>Chair</i>	Business
Scott Grover	Business
Harry Gamotan	Labor
Chris Chidlaw	Business
MEMBERS ABSENT	REPRESENTING
James Culcasi	Business
OTHERS PRESENT	REPRESENTING
Loyanne Flinn	Acting Director
Marleen Esquerria	WIB Staff
Stephanie Shonley	WIB Staff
Miguel Banda	WIB Staff

CALL TO ORDER:

Ms. Brickman called the meeting to order at 10:04am. She welcomed those in attendance and called for introductions from those present. A quorum was established.

CHANGES TO THE AGENDA: None.

PUBLIC COMMENT: None.

1. Action: Approve the minutes of the October 2, 2009, Advertising & Public Relations (Ad&PR) Committee meeting.

Motion: Mr. Chidlaw moved to approve the minutes, as stated.

Second: Mr. Gamotan

Motion Passed Unanimously

2. Action: Consider and approve changing the name of the Ad&PR Committee to “Public Relations (PR) & Outreach Committee”.

At the WIB retreat, Ms. Esquerria reported the members recommended changing the name of the Ad&PR Committee to “PR & Outreach Committee”, for the purpose of emphasizing the need to increase outreach strategies and advocacy of the One-Stop Career Center system and its services to the community. Mr. Chidlaw suggested adding “Community” to the name. Ms. Brickman was in favor of the idea. Mr. Gamotan asked if the name change would have any effect on what the committee does. Ms. Esquerria stated not likely based on guidance in the Office of Management and Budget (OMB) CIRCULAR A-87. Ms. Esquerria passed out copies of OMB Circular A-87 which provides a list of allowable advertising and public relations cost principles for State, Local, and Indian Tribal Governments.

Motion: Mr. Chidlaw moved to approve the name of the committee to PR & Community Outreach.

Second: Mr. Gamotan

Motion Passed Unanimously

3. Information: Discussion regarding the Ad&PR Committee’s efforts to support the 2009 WIB Retreat work plans.

Ms. Esquerria highlighted the list of promotional ideas recommended by the full WIB at the 2009 Retreat for review and discussion. Once the members reach consensus on the types of initiatives for promotion, Ms. Esquerria recommended scheduling a special meeting on March 5 to review and take action on funding recommendations. The actions taken from this meeting will be presented back to the Executive Committee and full WIB. The proposed campaign start date for the summer youth employment program would be April 1. Mr. Chidlaw agreed to collect radio, TV and print media proposals before the next meeting on March 5 for the members to review and approve. Ms. Esquerria stated that she met with Ms. Lynda Dunn, Deputy Director of the Office for Employment Training to discuss the summer youth employment program and promotional ideas. During this meeting, Ms. Dunn recommended using the same summer youth promotional materials as last year, with the addition of the One Stop logo. Ms. Dunn also agreed to look into using the website as well as the email blast to employers. It’s estimated that OET will be enrolling approximately 400 youth this year. For the website and email blast, Mr. Chidlaw requested changing the phrase “you’ve got nothin’ to lose” because it’s too casual. He also suggested updating the photos to use youth who have completed the summer youth employment program. Ms. Brickman stated the “Summer Earn & Learn” logo works. Mr. Gamotan agreed the photos should be replaced with our youth. Ms. Brickman inquired about the recipients of the email blast. Ms. Esquerria stated business contacts are compiled by OET’s

program staff. Promotional information is also distributed throughout the school systems, at recreation centers, and libraries for example. Applications are generally accepted on a first come; first serve basis. Ms. Esquerra stated that the WIA and ARRA funding may impact the target audience and age groups. Ms. Brickman recommended using balloon comments with thoughts of the youth that are geared towards going to college, earning money or buying a car. Ms. Esquerra stated that she will check with OET about plans to work with the website developer to update the email blast and SYEP website based on comments received. Ms. Esquerra stated that OET supported the promotion of WorkKeys and Rapid Response activities. Mr. Gamotan presented information on the services offered through the One Stop for employers and employees impacted by layoffs and company closures. He welcomed feedback from the members. A few ideas included running the promo packets by business representatives for feedback and to add client testimonials. Mr. Chidlaw stated that he liked the Business Solutions flyer and requested that the pictures be used for the youth promotional materials. Last year, Ms. Esquerra reported \$12,000 was expended for outreach and promotion of the summer youth employment program. Proposals will be brought to the next meeting for the members to review and consider. Mr. Grover recommended checking into using Facebook & MySpace to increase outreach to the youth. For the print advertisement, Mr. Chidlaw stated that he will check with Mr. Cushman on the status to revitalize this campaign. This can be used to outreach to the community, promote One Stop services and recruit new Board members. Ms. Shonley suggested promoting the number of years the members served on the WIB. Ms. Esquerra stated that testimonials from our clients and service providers may also be used and featured on the WIB's website. Ms. Esquerra stated that she will revitalize the Chambers & Associations-at-a-glance to be emailed out to WIB and Youth Council to increase outreach. As for recognition events, Ms. Flinn recommended featuring all the various customer groups served by the One Stop system instead of only recognizing individuals with disabilities. Ms. Esquerra presented an update on the 'Pillars of Success' program that is being considered for implementation in Monterey County. Ms. Brickman and Mr. Chidlaw liked the concept. For the Economic and Workforce Development Event on April 23, 2010, Ms. Esquerra stated that she will contact the Business Council to see if they might be interested in support to coordinate a speakers panel and/or staff support. Ms. Esquerra passed out an example of an ARRA sticker to promote businesses hiring employees, using ARRA funds. Mr. Banda suggested using a triple bottom tag line on the sticker. Ms. Brickman recommended updating the label to add a call to action and to use a triple bottom tag line such as "Puts People to Work. Allows Businesses to Grow. Stimulates Local Economy". As another means of outreach support, Ms. Esquerra stated that she contacted each of the cities for a list of their updated business licenses to share with the One Stop partners and subcontractors.

4. Information: Update regarding the Ad&PR Committee's calendar of meetings for 2010.

Ms. Esquerra reviewed the upcoming calendar of meetings.

ANNOUNCEMENTS:

Ms. Brickman announced the Special Ad&PR meeting on March 5, 2010 and the full WIB meeting on April 7, 2010.

ADJOURNMENT:

Motion: Mr. Gamotan moved to adjourn the meeting.

Second: Mr. Grover

Motion Passed Unanimously

Ms. Brickman adjourned the meeting at 11:04 am

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INFORMATION #2

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD (WIB) COMMUNITY OUTREACH COMMITTEE

FROM: LOYANNE FLINN, ACTING WIB DIRECTOR

SUBJECT: UPDATE REGARDING THE EXECUTIVE COMMITTEE'S ACTION TO CHANGE THE NAME OF THE AD&PR COMMITTEE TO "COMMUNITY OUTREACH COMMITTEE"

DATE: APRIL 2, 2010

SUMMARY:

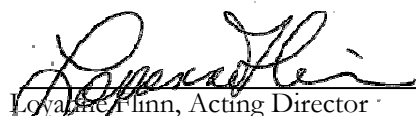
Based on input received from the WIB retreat, the Ad&PR Committee approved the recommendation to change the name of their committee to Public Relations & Community Outreach Committee to emphasize the need to enhance outreach efforts in the community.

DISCUSSION:

At the Executive Committee meeting on February 17, 2010, the WIB's State of California Employment Development Department regional representative recommended that the name not include Public Relations, based on guidance in the Office of Management and Budget (OMB) CIRCULAR A-87 which provides cost principles for State, Local, and Indian Tribal Governments. The Executive Committee amended the Ad&PR Committee's action and recommended the name be changed to Community Outreach Committee.

ATTACHMENT:

Attached is a copy of OMB CIRCULAR A-87 with a list of allowable advertising and public relations costs.



Loyanne Flinn, Acting Director
Monterey County Workforce Investment Board

This report was written by Marleen Esquerra, WIB Management Analyst

3/29/2010

Date

Office of Management and Budget (OMB) CIRCULAR A-87 (REVISED 5/4/95, As Further Amended 8/29/97)
Cost Principles for State, Local, and Indian Tribal Governments

Advertising and Public Relations Allowable Costs

- a. The term "advertising costs" means the costs of advertising media and corollary administrative costs. Advertising media include magazines, newspapers, radio and television programs, direct mail, exhibits, and the like.
- b. The term "public relations" includes community relations and means those activities dedicated to maintaining the image of the governmental unit or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public.
- c. Advertising costs are allowable only when incurred for the recruitment of personnel, the procurement of goods and services, the disposal of surplus materials, and any other specific purposes necessary to meet the requirements of the Federal award. Advertising costs associated with the disposal of surplus materials are not allowable where all disposal costs are reimbursed based on a standard rate as specified in the grants management common rule.
- d. Public relations costs are allowable when:
 - (1) Specifically required by the Federal award and then only as a direct cost;
 - (2) Incurred to communicate with the public and press pertaining to specific activities or accomplishments that result from performance of the Federal award and then only as a direct cost;
or
 - (3) Necessary to conduct general liaison with news media and government public relations officers, to the extent that such activities are limited to communication and liaison necessary to keep the public informed on matters of public concern, such as notices of Federal contract/grant awards, financial matters, etc.
- e. Unallowable advertising and public relations costs include the following:
 - (1) All advertising and public relations costs other than as specified in subsections c. and d.;
 - (2) Except as otherwise permitted by these cost principles, costs of conventions, meetings, or other events related to other activities of the governmental unit including:
 - a. Costs of displays, demonstrations, and exhibits;
 - b. Costs of meeting rooms, hospitality suites, and other special facilities used in conjunction with shows and other special events; and
 - c. Salaries and wages of employees engaged in setting up and displaying exhibits, making demonstrations, and providing briefings;
 - (3) Costs of promotional items and memorabilia, including models, gifts, and souvenirs; and
 - (4) Costs of advertising and public relations designed solely to promote the governmental unit.

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ACTION #3

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD (WIB) COMMUNITY OUTREACH COMMITTEE

FROM: LOYANNE FLINN, ACTING WIB DIRECTOR

SUBJECT: CONSIDER AND APPROVE SPONSORSHIP OF THE MONTEREY COUNTY BUSINESS COUNCIL'S "BEST PLACES TO WORK" ANNUAL EVENT THAT RECOGNIZES EXEMPLARY BUSINESSES IN MONTEREY COUNTY

DATE: APRIL 2, 2010

RECOMMENDATION:

It is recommended that the Community Outreach Committee consider and approve sponsorship of the Monterey County Business Council's "Best Places to Work" annual event that recognizes exemplary businesses in Monterey County, in an amount not to exceed \$3,000.

INFORMATION:

At the last Community Outreach Committee (formerly Ad&PR) meeting the members reviewed a list of promotional initiatives identified by the full WIB at the annual Retreat. One of the workgroups identified the promotion of employer and customer recognition events as a WIB priority.

Over the last two years, the WIB has supported and provided sponsorship for the Monterey County Business Council's (MCBC) "Best Places to Work" event that recognizes private, enterprise, non-profit, and government organizations in Monterey County.

- **What is The Best Places To Work?** It is a national program that was developed to provide a confidential forum for local employers to participate in an evaluation of various local workplace best practices and programs using a 37-questionnaire survey. The survey is a measurable and objective tool that is easy to implement and covers different areas of employment. Each participating employer in the survey will receive a personalized report detailing the results.
- **What can it do for employers?** The program provides an opportunity for employers to compare themselves to other employers of a similar size in Monterey County. Employers who participate will receive a comprehensive report covering such areas as benefits, performance management, turnover, time off, compensation, and unique benefit programs. This report serves as a tool for Human Resource planning, staff recruitment and retention.

DISCUSSION:

This year, MCBC is seeking sponsorship support from the WIB in the amount of \$3,000. It will include recognition on all press releases, 300+ tagged TV spots, 100+ tagged radio spots, recognition at the awards luncheon, and logo recognition on all Best Places to Work reports.

FISCAL, PROGRAM, AND MANAGEMENT INFORMATION (MIS) ISSUES OR IMPACTS:

The Monterey County Business Council (MCBC) is seeking sponsorship support from the WIB's Community Outreach Committee budget to support their event in an amount not to exceed \$3,000.


 Loyanne Flinn, Acting Director
 Monterey County Workforce Investment Board

3/29/2010

Date

This report was written by Marleen Esquerra, WIB Management Analyst

ACTION #4

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD (WIB) COMMUNITY OUTREACH COMMITTEE

FROM: LOYANNE FLINN, ACTING WIB DIRECTOR

SUBJECT: REVIEW AND RECOMMEND MEDIA PROPOSALS FOR THE PROMOTION OF THE SUMMER YOUTH EMPLOYMENT PROGRAM (SYEP) TO EMPLOYERS

DATE: APRIL 2, 2010

RECOMMENDATION:

It is recommended that the Community Outreach Committee review and select the print and radio proposals for the promotion of the Summer Youth Employment Program (SYEP) to employers.

INFORMATION:

At the last Community Outreach Committee (formerly Ad&PR) meeting the members reviewed a list of promotional initiatives identified by the full WIB at the annual Retreat. One of the workgroups identified the promotion of the SYEP as a WIB priority.

At the request of the Community Outreach Committee, the members will be given an opportunity to review media proposals for the promotion of the SYEP. The target audience is employers who are interested in becoming “*Work Experience Training Sites*”, during the summer. The employers participation in this program will provide youth with an opportunity to gain valuable, real world work experience while using concepts and practices they learn in other program activities. The youth worksites are scheduled to start in mid June 2010.

DISCUSSION:

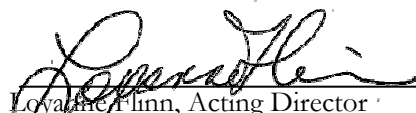
As requested, proposals were sought from various print and radio outlets, through the help of Mr. Chris Chidlaw, for the Community Outreach Committee to consider at their meeting on April 2, 2010.

FISCAL, PROGRAM, AND MANAGEMENT INFORMATION (MIS) ISSUES OR IMPACTS:

Currently, the Ad&PR Committee has a budget of \$35,000 specifically allocated for fiscal year 2009-10 for the implementation of promotional activities, as directed by its members and the full WIB. Funds that support the Ad&PR Committee’s work or products are provided from WIA formula funds for expenditure requirements for public relations and advertising activities implemented by the WIB.

ATTACHMENTS:

As proposals are received, they will be provided as handouts at the meeting.


Lorraine Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by Marleen Esquerra, WIB Management Analyst

3/29/2010

Date

ACTION #5

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD (WIB) COMMUNITY OUTREACH COMMITTEE

FROM: LOYANNE FLINN, ACTING WIB DIRECTOR

SUBJECT: REVIEW AND RECOMMEND PROPOSALS FOR THE PROMOTION OF THE ONE STOP CAREER CENTER SYSTEM

DATE: APRIL 2, 2010

RECOMMENDATION:

It is recommended that the Community Outreach Committee review and select proposals for the promotion of the Monterey County One Stop Career Center programs and activities for job seekers and employers.

INFORMATION:

At the last Community Outreach Committee (formerly Ad&PR) meeting the members reviewed a list of promotional initiatives identified by the full WIB at the annual Retreat. One of the workgroups identified effective community outreach and promotional marketing as a WIB priority. The purpose of this promotional effort is to effectively connect customers to our One Stop Career Centers to access valuable services that include the use of our resource room and computers, job search skills workshops, information on training and education, referrals to partner agencies, access to community resources and information on labor market growth industries in Monterey County.

DISCUSSION:

At the Community Outreach Committee meeting on April 2, 2010, the members will be given an opportunity to review proposals, through the help of Mr. Chris Chidlaw, for the promotion of the One Stop Career Center programs and activities.

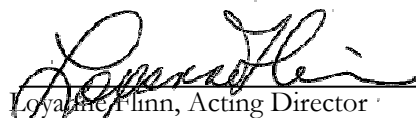
As a topic for today's discussion, it is recommended that the members develop consensus to identify the appropriate funding, budget and timeline to support the promotional initiatives of the One Stop, as agreed and prioritized by the full WIB at the annual Retreat.

FISCAL, PROGRAM, AND MANAGEMENT INFORMATION (MIS) ISSUES OR IMPACTS:

Currently, the Ad&PR Committee has a budget of \$35,000 specifically allocated for fiscal year 2009-10 for the implementation of promotional activities, as directed by its members and the full WIB. Funds that support the Ad&PR Committee's work or products are provided from WIA formula funds for expenditure requirements for public relations and advertising activities implemented by the WIB.

ATTACHMENTS:

As proposals are received, they will be provided as handouts at the meeting.


Lorraine Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by Marleen Esquerra, WIB Management Analyst

3/29/2010

Date

Convey-Your-Ad

Coming to

Save Mart
Davis Road, Salinas

Food Maxx
North Main, Salinas

Investment/Commitment

Your logo will be displayed on **5 of the business conveyor belts** in a Save Mart, Lucky or Food Maxx store. The 5 busiest belts, including the express lanes.

Investment for an individual 19 x 12 inch ad is only \$300 per month
(Your ad on all 5 belts in the store)

8 ads per belt.

4-month commitment

Examples:



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Announcements of Events or Services

2010

Monterey County Workforce Investment Board Chambers/Associations-at-a-Glance April 2010 - Calendar of Events



**Monterey County
Business Council**
(831) 883-9443
<http://mcbc.mcbusiness.org>

April 23, Monterey Regional Economic Forum 2010, "Partner, Promote & Prosper"
Time: 7:30 AM - 12:30 PM
Location: Embassy Suites - Seaside
Keynote Speaker: Economist Jon Haveman, Principal, Beacon Economics
Presented by the Association of Monterey Bay Area Governments and the Monterey County Business Council.
For more information, contact the Business Council at (831) 883-9443.

**Monterey County
Hospitality Association**
(831) 626-8636
www.mcha.net

April 13, General Membership Lunch
Monterey Plaza Hotel & Spa
Contact MCHA at (831) 626-8636 for additional information.
Members \$20 / Non-Members \$25
For more information, contact the Hospitality Association at (831) 626-8636.

**Monterey Peninsula
Chamber**
(831) 648-5356
www.mpcc.com

April 1, 2010, 2010 US Open - Volunteer Opportunity
Volunteer through the Monterey Peninsula Chamber of Commerce and receive credentials to attend the US Open. Volunteers will be trained by Andy Frain Services, the event management and security company for the 2010 US Open Golf Championship at Pebble Beach. Job Description: Volunteers will provide event management assistance, control entrances and access to designated areas and provide customer service for patrons. Shifts: June 14th thru June 20th. Shift Times: 7 and 7.5 hours, minimum of 3 shifts required. Morning shifts begin at 5am and 6am. Afternoon Shifts begin at 12pm and 1pm.
Requirements: Must be 18+ years of age, have good customer service skills, able to stand for a 7.5 hour shift, have good English communication skills, willing to submit to a criminal background check, and be a US Citizen or resident alien. Orientation: All volunteers must attend one orientation class to be eligible. Orientation classes will be held weekends beginning April 30th.

Location: 2010 US Open Golf Championship, Pebble Beach
For more information: 831.648.5356, or email: georgette@mpcc.com

April 14, Brown Bag: Smart Web Design, "OUTSMART YOUR COMPETITION WITH SMART WEBSITE DESIGN", presented by Terry Low, Byte Technology
Topics: First impressions, Standing out from your competition, Importance of consumer experience, and Driving sales performance. The Brown Bag Lunch Program is free, open to both Chamber members and the general public. Attendees can bring their own lunch and eat it while listening to qualified professionals who will present a variety of practical, useful topics of interest to business owners, employees and the public.
Time: 11:30 am - 1:30 pm

Location: Monterey County Fairgrounds - Turf Club, 2004 Fairground Rd. (At Casa Verde) Monterey
For more information: 831.633.4444, or email: brickman@brickmanmarketing.com



Monterey County Workforce Investment Board
Chambers/Associations-at-a-Glance
April 2010 - Calendar of Events

2010

April 15, Mixer/RC: Paluca Trattoria

Join us for a new member ribbon cutting and mixer at Paluca Trattoria. Experience Monterey Fisherman's Wharf dining at its best. Specializing in authentic Italian and California Cuisine, the freshest ingredients are used to create original Fisherman's Wharf favorites.

Time 5:30pm - 7:30pm

Location: Paluca Trattoria, 6 Fisherman's Wharf, Monterey Ca 93940

For more information: 831.648.5356 or email: georgette@mpcc.com, www.palucatrattoria.com

April 20, Ribbon Cutting: Peninsula Adventist School

Visit the campus, meet the teachers, find out why PAS is the best-kept education secret on the Peninsula!! Not only do they use their sustainable garden in hands-on learning exercises for their students, they also have made it one of their main goals to bring together children, neighbors, retirement communities and the people of Monterey Peninsula through the "community" of gardening.

Time: 5:30pm - 7:00pm

Location: Peninsula Adventist School, 1025 Mescal Street, Seaside CA 93955

For more information: 831.648.5356 or email georgette@mpcc.com, www.peninsulaadventist.org

April 22, Business Accelerator Workshop: On-line and Social Networking, presented by Terry Low,

Partner, Byte Technology

*Hands on demo with laptops

Time: 11:30 am - 1:30 pm

Location: Hilton Garden Inn Monterey, Presidio Room, 1000 Agujaito Rd., Monterey CA 93940

For more information: 831.648.5360 or email georgette@mpcc.com

April 24-26, Monterey Symphony Concert Six

One of the most creative programs recently presented, each of these great works uses only the low strings. Schubert's genius comes through this beautiful work for male voices can be translated as "The Song of the Spirits over the Waters." Brahms delightful Serenades have charmed audiences since their first introduction. Faure's endearing music so poetically captures the content of the Liturgical Text for a Mass for the Dead.

Time: 7pm (April 24th), 3pm (April 25-26)

April 24th: Location: Sherwood Hall, Salinas, 940 N Main St, Salinas CA 93906

April 25-26: Location: Sunset Center, CA, San Carlos at Ninth Avenue, Carmel CA 93921

For more information: 831-646-8511 or email: info@montereymsymphony.org, www.montereymsymphony.org

Salinas Chamber

(831) 424-7611

www.salinaschamber.com

April 1, US Census 2010

Every ten years, the constitution requires that every person living in the United States be counted in the Census. Participating gives us a voice and the federal funding our community deserves. Census Day will be April 1. Make yourself count! For information www.census.gov/2010census or call 1-877-EI-Censo



Monterey County Workforce Investment Board
Chambers/Associations-at-a-Glance
April 2010 - Calendar of Events

2010

April 1, 8, 15, 22 & 29, LeTip of Salinas

Location: Denny's 1255 De La Torre, Salinas, CA
 Guests get free breakfast and should bring 50 business cards to exchange with members.
 For more info please call Jack Wylie at 831-751-7377 or 800-LETIP90

April 2, First Friday's Art Walk

Local Artists, Live Music, Food Fun, and Family Friendly
 Cost: FREE
 For more info contact (831) 758-9126 or www.artistasunidos.org

April 2, "Aries & Friends at the Fair Dance Party with Mike Beck & The Bohemian Saints"

(www.mikebeck.com) will be held on Friday, April 2nd at 8:00 PM at the beautiful Turf Club at the Monterey County Fairgrounds, 2004 Fairgrounds Road, in Monterey. The event will feature a no-host bar and appetizers. The cost is \$8 per person in advance and \$10 per person at the door, \$5 with military ID. Open to age 21+. Advance tickets can be purchased online at montereycountyfair.com or at the Fair office at the corner of Garden Road and Fairground Road. For more information, contact Wendy Brickman at (831) 633-4444 or email brickman@brickmanmarketing.com.

April 2, Los Lobos & Leo Kottke Concert

A testament to the melting-pot of dynamic American music, Los Lobos has, for over thirty years, performed with fierce authenticity. With a boundless array of musical influences: from blues to country, psychedelic rock to latino folklorico, Los Lobos is enduringly popular. Along with innovative guitarist and vocalist, Leo Kottke, this concert will rock the house!
 Location: Sunset Center, Carmel
 For more info please call 831-620-2048 or visit www.sunsetcenter.org

April 3, Redwings Horse Sanctuary Open House Event

Pancake Breakfast
 Easter Egg Hunt & Music by Robert Duckworth
 47240 Lockwood-Jolon Road, Lockwood, CA
 For more info and directions call 831-386-0135 or go to www.redwingshorsesanctuary.org

April 3, Spring is in the air Aat Paraiso Vineyards

Soledad, CA: Paraiso Vineyards, perched high in the Santa Lucia Highlands overlooking the Salinas Valley, will provide a stunning setting for "Paraiso in Bloom" on Saturday, April 3rd from 12 pm to 4 pm. Paraiso Vineyards is owned by the Smith family, who will donate a portion of the proceeds from this event to the American Cancer Society's Relay for Life. This lighthearted event is the perfect way to kick off the season with springtime activities including a farmers market, a flower market, and fun games that are sure to bring out the kid in everyone. Activities include a "grown-up" Easter egg hunt and potato sack races. The Smiths will also offer and a wide

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assortment of springtime items in their Home and Garden Boutique, as well as tastings of their newest estate releases and select vintages.

Admission is \$7 at the door for the general public, and is complimentary for PTP Wine Club members. For more information, call the Paraiso Tasting Room at 831.678.0300, or email megan@paraiso.com

April 3, McShane's Nursery & Landscape Supply will continue to provide weekly FREE classes During the months of March, McShane's Nursery & Landscape Supply will continue to provide weekly FREE classes about gardening and landscaping to all folks of all experience levels.

April 3, Del Monte Shopping Center will be holding a free Easter Bunny Parade Del Monte Shopping Center will be holding a free Easter Bunny Parade special event on Saturday, April 3rd from 2:00 PM to 4:00 PM. Families are invited to "hop on over" to Del Monte Shopping Center and bring their camera to enjoy...

April 4-6, 2010 Athena International Women's Leadership Summit

Advancing Women's Leadership: Leading Authentically

Since 1994 ATHENA International Leadership Summits have provided an unparalleled opportunity for established and emerging leaders from across professional sectors to network, share ideas, develop and enhance leadership strategies for women in the 21st century.

The 2010 summit marks the 16th annual ATHENA Leadership Summit. Its focus is on leading authentically, the ATHENA Leadership Model and, more specifically, how attendees' individual and collective brands of leadership are informed and strengthened by it. Call the chamber for more information.

April 4, Annual Easter Scavenger Hunt At Marina's Farmers Market

Time 10:30 AM- 1:00 PM. Located at 215 Reservation Road. Join us for our Easter tradition! Start at the Information Booth and venture through a maze of fresh produce while learning interesting facts about the fruits and veggies found at the Market. Make it through the hunt and you'll win a prize! Enite event is free. More info: 384-6961.

April 6, SVCC Lunch Local-Bahama Grille

Come join the Salinas Valley Chamber of Commerce for their monthly lunch local. Location: 42 W. Gabilan Salinas. For more information please call 585-1286

April 7, North County Recreation Center BBQ Lunch

The North County Recreation Center invites you to help them help your community by joining them for lunch. If you can't dine in call ahead of time and get them to go. (Orders of 10 or more can be delivered) Location: North County Recreation Center, 11261 Crane Street, Castroville, CA For more info call 831-633-3084 or visit www.northmontereycountychamber.org



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April 7, Marketing Membership Committee Meeting
 Location: SVCC Conference Room

April 9-11, Next Generation Jazz Festival

Hosts Country's Top Young Jazz Musicians, April 9 – 11, 2010 in Downtown Monterey
 Jazz Competition Celebrates 40 Years of Jazz Education by MJF. 63 Big Bands, Combos, and Vocal
 Ensembles. From 13 States Compete For Spot on MJF Stages. 47 Bands from 13 California Counties
 Are Finalists. Special Appearances by Student Groups from Alaska, Montana, Illinois, Kansas, and
 Texas. 4-Time Grammy Winner Dianne Reeves Acts as Artist-In-Residence. All Competition Events
 and Activities Open to the Public, Free of Charge.

Media Contact: Timothy Orr
 Direct Line: (510) 652-1122
 MJF Phone: (831) 373-3366 X252
 timorr@montereyjazzfestival.org

April 10, Open House at The Farm

Stop by and meet our new animals. Puppet show at 11:00 am.
 For more info please call 831-455-2575 or visit www.thefarm-salinasvalley.com

April 10, Good Old Days Parade

Good Old Days Parade in Pacific Grove
 Visit www.pacificgrove.org for more info.

April 10, Tea at The Steinbeck House

Tea is being served at the Steinbeck House!! A Victorian Tea is being served. Enjoy the afternoon
 sampling our specially blended teas, a combination of sumptuous tea, sandwiches, scones, quiche, fruit
 and a selection of delectable desserts may be served.
 Relax in our serene, turn-of-the-century Victorian and savor an old-fashioned custom.
 Reservations are required. To reserve please call 831-424-2735.
 Cost \$25.00, including tax and gratuity.

April 10, San Juan Bautista Gallery Walk (2nd of each month)

San Juan Bautista Gallery Walk (1pm-7pm.) Wear your walking shoes and visit the many galleries
 featuring original fine art including, but not limited to oils, acrylics, photography, pottery, watercolor,
 etchings and mixed media. You will be greeted by artists and enjoy refreshments, music and affordable
 art in the "City of History". Look for the Gallery Walk signs along Third Street. The local shops and
 restaurants will be open for your enjoyment as well. Call 831-623-2454 for more details.

April 10, McShane's Nursery & Landscape Supply will continue to provide weekly FREE classes
 During the months of April McShane's Nursery & Landscape Supply will continue to provide weekly



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FREE classes about gardening and landscaping to all folks of all experience levels. FREE. RSVP to Morgan 455-1876

WHERE: McSHANE'S NURSERY & LANDSCAPE SUPPLY
115 Monterey Salinas Hwy. Salinas CA 93908 (831

April 10, Elkhorn Slough Safari Birding Excursion

2010 Spring Specialty Cruises
Birding Excursion
www.elkhornslough.com
831-633-5555

April 11, Stan Soroken "Jazz"

Location: Casa Sorrento, Salinas
(831) 757-2720
www.casasorrento.com

April 14-17, FASH Springfest Horse Show

Location: Pattee Arena & Barns, Gate 5, Monterey County Fairgrounds
Admission is FREE
For more info call 805-969-9812 or visit www.montereycountyfair.com

April 14, Twilight Bicycle Rides

The Twilight Rides are informal and the 2.238 mile track will be open to all levels of cyclists, including children, throughout the entire ride. the cost is \$10 per rider and a portion of the proceeds is donated to charity.
Location: Mazda Raceway Laguna Seca, Paddock Area
For more information please contact 831-242-8225.

April 15-18, Sea Otter Classic Cycling Festival

For more info call 831-373-2331 or visit www.seaotterclassic.com

April 15, Monterey Peninsula College Education Center at Marina

You are invited to the Groundbreaking Celebration of the Monterey Peninsula College Education Center at Marina
MPC Education Center at Marina
289 12th Street Marina CA 93933

April 15, "A Table Affair" The Lodge at Pebble Beach

"A Table Affair" The Lodge at Pebble Beach see over 30 beautiful themed table settings. There will be a no-host bar and complimentary light refreshments. You may our Board Secretary, Margaret Leighton at



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831-625-8455 if you have any questions

April 15, Art After Hours

Location: Monterey Museum of Art
 Art After Hours occurs on the third Thursday of every month from 5-7 pm. Admission is free.
 For more info please call 831-372-5477

April 17, The DNA LifePrint Child Safety Event

The DNA LifePrint Child Safety Event, Endorsed by John Walsh, America's Trusted Name In Fighting Crime. New Biometric Fingerprinting & DNA Identification Kit. This Program Provides Parents With The Vital Tools Recommended By The FBI and The Department Of Justice. A corporate citizen steps forward and underwrites this program. In your area, this service is being provided as a donation to your community by: COASTAL DENTAL CARE

Where: Coastal Dental Care
 Vladimir Benjamin, D.D.S., Inc.
 1244 N. Main Street, Salinas, CA 93906
 Contact: Tam Welker 831-442-2600
 When: Saturday, April 17th, 2010 9:30am – 2:00pm

April 17, Monterey County Spring Home Show

Monterey County Home Show exhibitors include general contractors, flooring, landscapers, kitchen and bath cabinets closet organizers, landscape designers, painters, countertops, tile, granite, appliances, solar energy, fireplaces, and much more!

Location: Monterey County Fairgrounds
 Admission is FREE
 For more info please call 805-772-4600 or visit www.montereycountyhomeshow.com

April 17, The Earth Day Food & Wine Festival

The Earth Day Food & Wine Festival is a weekend celebration of award-winning food and wine grown on California's scenic Central Coast. Enjoy the feature event on Saturday, April 17 and join us for barrel tastings, cooking demonstrations, live music, and vineyard tours throughout the weekend. Event will be at the Santa Margarita Ranch, Santa Margarita, CA
 1:00 PM Premiere Admission - \$100 each; \$600 for Table of 8.
 2:00 PM General Admission - \$75 each; \$250 for 4 GA Tickets; \$25 Designated Driver. For tickets and info 805-369-2288 or www.earthdayfoodandwine.com

April 17, McShane's Nursery & Landscape Supply will continue to provide weekly FREE classes

During the months of April McShane's Nursery & Landscape Supply will continue to provide weekly FREE classes about gardening and landscaping to all folks of all experience levels. FREE. RSVP to Morgan 455-1876

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WHERE: McSHANE'S NURSERY & LANDSCAPE SUPPLY
115 Monterey Salinas Hwy. Salinas CA 93908 (831) 455-1876

April 18, Monterey County Spring Home Show

Monterey County Home Show exhibitors include general contractors, flooring, landscapers, kitchen and bath cabinets closet organizers, landscape designers, painters, countertops, tile, granite, appliances, solar energy, fireplaces, and much more!
Location: Monterey County Fairgrounds
Admission is FREE

For more info please call 805-772-4600 or visit www.montereycountyhomeshow.com

April 18, Vintage Affair

The Barrel room doors swing open for a full day of specialty wine tasting- library wines, vertical tastings, large format bottles and much more. Select vintages and limited editions will be available for tasting and purchase this one day of the year. Come and see how we have aged over the years.

\$15 per person/ Club members: \$10 per person

For more info please call 831-624-2600 or visit www.chateaujulien.com

April 20, Community Foundation's Board Seminar Shares

On Tuesday, April 20th, the Foundation's Management Assistance Program will offer "Secrets of Successful Board Members" to support both new and prospective board members. The workshop covers how nonprofit boards work, how to strengthen skills, best practices for successful boards, and where to obtain help in matching one's skills and interests with the right board. This seminar is also part of LeaderLink, a partnership between the Community Foundation for Monterey County, Leadership Monterey Peninsula, Leadership Salinas Valley, and the Volunteer Center of United Way Monterey County designed to help community individuals and nonprofit boards connect. The presenter is Grace Hammond, who brings over twenty years experience as a consultant and trainer to nonprofit organizations. Her specialty is working with nonprofit organizations in the area of Board Governance, Fund Development, Organizational Development, and Strategic Planning.
"Board Seminar: Secrets of Successful Board Members"

April 20, Dancing Classrooms Colors of the Rainbow Competition

Our Teaching Artists are currently working with 12 elementary schools (39 classrooms and over 1,200 students) in the Salinas City Elementary School District. Their semi-final Colors of the Rainbow Competition will be held on Tuesday, April 20, 2010 at 6:00 p.m., at the Salinas Community Center/Sherwood Hall

Should you have any questions, call 449-6869.

April 22, McShane's Nursery and Landscape Supply Garden Party Mixer

Join the Salinas Valley Chamber for Garden Party Mixer at McShane's Nursery and Landscape Supply-



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115 Salinas-Monterey Highway, Salinas. For more information please call 751-7725 x 1287.

April 23, 2010 Health & Fitness Expo

The 2010 Health & Fitness Expo is located in the Monterey Conference Center at 1 Portola Plaza, adjacent to the Portola Hotel & Spa. At the Expo, participants in the Marathon, Relay, 21-, 10.6- and 9-Milers, 5K and 3K will pick up their race bibs, goody bags and event shirts. There will be over 80 vendors, businesses and other race representatives at the Expo offering a variety of fitness apparel and equipment as well as providing health and fitness related demonstrations. For more info please call 831-625-6226 or visit www.bsirm.org

April 23, Snap Fitness Ribbon Cutting

Join the Salinas Valley Chamber of Commerce and Snap Fitness for a Ribbon Cutting at 1128 South Main Street, Salinas. For more info call 751-7725.

April 23, National Steinbeck Center Asian Community Encounters Exhibit Reception

Asian Community Encounters: Chinese in Salinas Chinatown Exhibition opens at the National Steinbeck Center. For more information call 775-4724 or www.steinbeck.org

April 23, Kronos Quartet Balck Angels

Combining a fearless dedication to experimentation and a fresh emphasis on visual presentation, this San Francisco-based group is a leading voice for new music. Its eclectic body of work, unparalleled in its range of expression, has earned five Grammy® Award nominations. In this performance, they play George Crumb's musical response to the Vietnam War, "Black Angels." For more info please call 831-620-2048 or visit www.sunsetcenter.org

April 24, Monterey Symphony "Hear the World" Concert 6

The Monterey Symphony invites you to a concert series. Saturdays at 3pm & 8 pm at Sherwood Hall, Salinas & Sundays & Mondays at 3pm & 8pm at the Sunset Center, Carmel. Spiritual Uplift. Max-Bragado-Darman, conducting Monterey Symphony Chorus and soloists SCHUBERT BRAHMS FAURE. Call 649-8511 or www.montereysymphony.com

April 24, 2010 Health & Fitness Expo

The 2010 Health & Fitness Expo is located in the Monterey Conference Center at 1 Portola Plaza, adjacent to the Portola Hotel & Spa. At the Expo, participants in the Marathon, Relay, 21-, 10.6- and 9-Milers, 5K and 3K will pick up their race bibs, goody bags and event shirts. There will be over 80 vendors, businesses and other race representatives at the Expo offering a variety of fitness apparel and equipment as well as providing health and fitness related demonstrations. For more info please call 831-625-6226 or visit www.bsirm.org



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April 24, Earth Day @ Natividad Creek Park!

Earth Day community service event: Pick up trash and debris and help us plant native plants at Natividad Creek Park in Salinas. Follow the signs to the picnic tables by the playground; water, snacks, and tools are provided. Individuals, families, and volunteer groups are all welcome to join us in helping to beautify the park and commemorate Earth Day in Salinas!

April 24, Salinas Asian Festival - April 24, 2010!

The public is invited to celebrate the ongoing renewal of Salinas' Chinatown by attending the third annual Salinas Asian Festival on Saturday, April 24, 2010 from 11 am to 4 pm. The community is invited to this free event. For more information, contact Wellington Lee, Asian Festival Chair.

April 24, McShane's Nursery & Landscape Supply will continue to provide weekly FREE classe

During the months of April McShane's Nursery & Landscape Supply will continue to provide weekly FREE classes about gardening and landscaping to all folks of all experience levels. FREE. RSVP to Morgan 455-1876

WHERE: McSHANE'S NURSERY & LANDSCAPE SUPPLY
 115 Monterey Salinas Hwy. Salinas CA 93908 (831) 455-1876

April 24, Birthday Reception for Anna Caballero

Birthday Reception for Anna Caballero
 Home of Anna Caballero, Salinas
 RSVP: 831-422-6464

April 24, Elkhorn Slough Safari Marine Mammal Babies

2010 Spring Specialty Cruises
 Marine Mammal Babies
www.elkhornslough.com
 831-633-5555

April 24, National Steinbeck Center open the Asian Community Encounters Exhibit

The National Steinbeck Center opens their new Asian Community Encounters: Chinese in Salinas Chinatown Exhibit. For more information please call 775-4724 or www.steinbeck.org

April 25, Monterey Symphony "Hear the World" Concert 6

The Monterey Symphony invites you to a concert series. Saturdays at 3pm & 8 pm at Sherwood Hall, Salinas & Sundays & Mondays at 3pm & 8pm at the Sunset Center, Carmel. Spiritual Uplift. Max-Bragado-Darman, conducting Monterey Symphony Chorus and soloists SCHUBERT BRAHMS FAURE. Call 649-8511 or www.montereysymphony.com

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April 25, Big Sur International Marathon

Big Sur to Carmel. Run along scenic Highway One, the nation's first nationally designated Scenic Highway.

For more info please call 831-625-6226 or visit www.bsim.org

April 26, Monterey Symphony "Hear the World" Concert 6

The Monterey Symphony invites you to a concert series. Saturdays at 3pm & 8 pm at Sherwood Hall, Salinas & Sundays & Mondays at 3pm & 8pm at the Sunset Center, Carmel. Spiritual Uplift. Max-Bragado-Darman, conducting Monterey Symphony Chorus and soloists SCHUBERT BRAHMS FAURE. Call 649-8511 or www.montereyorchestra.com

April 27, Seaside Teen Advances To The State Finals For Boys & Girls Clubs of America

Erika Matadamas has advanced to the State Finals for the Boys & Girls Club of America Youth of Year competition. She is one of the three teens representing Northern California at the California Youth of the Year competition to be held in Sacramento on March 18th. This is the first time a youth from the Boys & Girls Clubs of Monterey County has advanced to the California State Finals. The Boys & Girls Clubs of Monterey County has played an integral role in the community for over 40 years, providing daily programs and services to nearly 800 young people daily in our Seaside and Salinas Clubhouses. Over 95% of the budget supporting the two Clubhouses comes from generous individuals, corporations and foundations. The Clubs are open Monday through Friday, 8 a.m. – 6 p.m. during summer and school breaks and from 12 p.m. to 6 p.m. when school is in session. Additional information is available at www.bgcmc.org or via phone at 831-394-5171.

April 28, Business 101 Workshop

Please join the Salinas Valley Chamber. Location: 119 E. Alisal St., Salinas. For more info call 751-7725.

April 29, Sixth Annual Valley of the World Awards

The National Steinbeck Center presents The Sixth Annual Valley of the Awards at Corral De Tierra Country Club Salinas CA

Tickets are available for \$300 per person or take advantage of the \$250 special "Early Bird" ticket price if purchased by April 9, 2010 To reserve your tickets please call Sandra Silva at 831-775-4729 or email sandra@steinbeck.org

April 30, Rotary Casino Royale

Rotary Casino Royale on April 30 2010 from 7pm – 11pm at the Fox Theater, Oldtown Salinas. For more info email rotarycasinoroyale@gmail.com.

**Small Business
Development Center**
(831) 479-6136

SBDC seminars and classes are designed to meet the needs of small business owners and individuals interested in starting a business. Seminars and classes are offered throughout the year in various locations in Santa Cruz and Monterey Counties. The seminars are often presented in cooperation with



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www.businessonline.org

local Chambers of Commerce, educational institutions, community economic development corporations, banking institutions and local governments.

Special Events

- Business Accelerator Workshops
- Small Business 2.010 Series
- Employer Advisory Council (EAC) Seminars
- Aptos Chamber of Commerce Showcase at Capitola Mall
- Pajaro Community Development Corporation Classes

Ongoing Seminars

- Business Plan Seminars
- Marketing 101 Seminars
- Bookkeeping 101: Practical Bookkeeping Skills for Small Businesses
- Quickbooks Basics
- Pre-Business Seminars

Community Education and Corporate Training Programs

Cabrillo College's Community Education Program and Corporate Training Program offers short term weekend and evening courses of interest to small business people, including courses in business, career, and finance.

For more information contact SBDC at (831) 479-6136, www.businessonline.org