



## Message from the WIB Chair

*Scott Kincaid  
 First Community Bank*

As you will see from the following articles, Sonoma County Job Link is doing fantastic work in training and re-training the county's unemployed workers for success in the 21st century job market. But more than training is needed. I would like to emphasize how crucial it is that local business and government continue to cooperate in a spirit of entrepreneurship to create jobs for this newly-trained workforce. In my tenure as WIB chair I plan to work intensively with Sonoma County employers and local government to achieve our mutual goals for job creation. I firmly believe that a dynamic public/private partnership is the key to our economic recovery.

## 2010 Summer Jobs Program

Last year's highly successful Summer Jobs Program continues in 2010 through a combination of federal funding and community support. The majority of the \$850,000 program is funded through WIA and the TANF Emergency Contingency Fund (ARRA funds). In addition, the Sonoma County Water Agency is providing up to \$100,000 in matching funds; Kaiser Permanente, Exchange Bank and the North Bay Labor Council contribute to the program; and tools used in the projects were purchased last year, thanks to the

discounts given to the program by Friedman's Home Improvement.

Five regional nonprofit youth agencies—Petaluma People Services Center, Social Advocates for Youth, West County Community Services, the Center for Social and Environmental and Social Stewardship, and Sonoma County Adult and Youth Development—have been contracted to hire, train and administer paychecks for 175 youth workers. Crew members are paid \$8.00 an hour, while assistant crew leaders can make \$9.50 an hour.

Crews work with environmental and conservation-related agencies from around the county on projects ranging from restoration and maintenance of local streams to beach clean ups and trail building. Crew members participate in an environmental education program, receive job-readiness training, and receive a lifetime subscription to KUDER, an online career assessment program.

## Job Link

Approximately 60 people attended Job Link's 2010 Open House in July, including Sonoma County Supervisor Efrén Carrillo and representatives from Senator Barbra Boxer, Congresswoman Lynn Woolsey, State Senator Pat Wiggins, Assembly Member Noreen Evans, Senator Mark Leno, Assembly Member Jared Huffman, and Supervisor Shirlee Zane. Job Link was presented with a California Senate Certificate of Recognition by Mark Leno's office "for providing residents of Sonoma County with the opportunity to acquire 21st century job skills . . . that

prepare them to succeed in these challenging times." Job Link was praised for its partnership with business, community, and educational organizations.

One of Job Link's innovative partnerships is the Elevate America program. This program is a public-private partnership between the state of California and Microsoft Corporation that allows job-seekers to complete Microsoft online courses and Microsoft business certification exams at no cost to the client.

## Clean Energy Workforce Training

The State of California expects to resolve PACE (Property Assessed Clean Energy) program loan issues in the near future, and Sonoma County will be positioned to move quickly to train workers to install solar panels and other energy retrofit projects.

The California Clean Energy Workforce Training Program, or "Green Grant" was awarded to the four counties of the North Bay Employment Connection (NBEC)—Marin, Sonoma, Solano, and Napa—to serve unemployed and underemployed construction workers. Participants will have the opportunity to take part in certificate training involving whole-house energy efficiency, performance testing, evaluation, and contracting. Training will help the local construction industry meet the increased demand for energy efficiency solutions and better quality, energy-focused remodeling, a market that is expected to grow for many years to come.