



Business and Marketing Committee Update – January 2010

By Chris Davies, Co-Chair

As we prepare for 2010 the Business and Marketing Committee can look back and be proud of how far we have come and at the same time anticipate the great things in store for the new calendar year. We are still fuelling the overall committee with the work of three sub-committees. HR Connect, Employer Leadership Forum and Marketing.

Here is the state of the Business and Marketing Committee:

HR Connect is brilliantly guided by co chairs James Emmet and Laura Owens. Highlights of HR Connect include the following: Work with TIAA-Cref Continues to go well. Orchard harvest season has been different this year due to economic factors and weather, so Badger Mountain (the orchard working with HR Connect) is scrambling to address harvest needs. There are several success stories with current participants. TIAA-Cref is very excited about expanding the project to California properties in 2010 and is also exploring training/career assessment options to allow for greater success in transition into workforce. TIAA-Cref is exploring the option of purchasing one of the larger vineyards in the world (in California). If this goes through, they are considering using this as a flagship property for the HR Connect partnership, which would open new opportunities in restaurant, tourism, etc. HR Connect recently visited the Best Buy distribution center and will continue communicating about possibilities. HR Connect will be visiting the Nevada Restaurant Association to explore some funding options for a project using stimulus funds. HR Connect is also currently finishing a proposal for the “Beyond the Label” campaign to help promote APSE and HR Connect to companies nationwide. HR Connect is continuing to discuss potential to develop contracts with Wall Mart, CVS Pharmacy and Lowes and is now starting to explore staffing options with various agencies.

The Employer Leadership Forum (ELF) committee is keenly guided by co chairs Jessica Quintanilla and Teresa Miele. This committee is working closely with APSE Georgia representatives to create what we expect to be the best Employer Forum ever. Soon the ELF committee will begin developing marketing materials to get the word out about the forum. APSE is looking into web tracking data collection, and this might be useful in promoting the forum to employers. The ELF will identify specific businesses and existing connections to use as a resource to begin contacting and inviting people to the forum.

The Marketing Committee is expertly guided by co chairs Phil Chase and Vanessa LaCoste. The new APSE membership brochure has gone to press and state chapters should have received their copies by now. The Next project is to develop an HR Connect brochure based on template of APSE membership brochure.