

# American Recovery and Reinvestment Act

Yuma Private Industry Council

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## REPO MAN HIRES CLIENT

The owner of RnD Retrievers of AZ, Jeff Ryks, hired Jacqueline C. in December, after repossessing her car in November. When Jeff went to repossess Jacqueline's car, she apologized to him for making him repossess the car. She explained that she had been laid-off from her job and could no longer make the payments. Jeff asked her what kind of job she was looking for and told her that if he heard of anything, he would let her know. A few weeks later Jeff's secretary resigned, so Jeff called Jacqueline. After interviewing, she was hired the week before Christmas.

Jacqueline had worked in the agriculture field for 15 years and was laid off in March 2009. She quit school when she was 14; her father had become ill and could no longer work. Jacqueline cared for her father until she was 16, then she went to work in the fields picking lettuce and cantaloupes, and thinning wheat. Jacqueline worked in the fields for 12 years. During those 12 years, Jacqueline had thought about going back to school to earn her GED, but she said the time just never seemed right. Two years ago she heard about Portable Practical Educational Preparation (PPEP), a partner agency in YPIC's One Stop Career Center that assists farm workers with education and training. Jacqueline started GED classes and has almost earned her GED. When she

took the GED the first time, she passed all but one part and still needs to retest in just that one area.

In the meantime, she is taking a class at Arizona Western College. Jacqueline said if she is going to get her GED, then her next goal will be to earn a college degree. Jacqueline reported no one in her family has ever graduated from high school, much less gone to college. Jacqueline said she came from a very poor family, "If we had two meals a day, we were lucky. We had to all start working at young ages and did not have the time for education."

While Jacqueline was working on her GED at PPEP, she was asked what her career goals were and she replied that she wanted to work in an office. PPEP helped her get a job in the office of the agriculture company she worked for. However when agriculture started slowing down last year, she was laid off. Jacqueline said the company started laying off people a few at a time and she realized it would be her turn soon, so she came to YPIC's One Stop Career Center for assistance with job search before she was laid-off. She was enrolled in WIA. Jacqueline worked with a resume writer to develop a resume and she started looking for a job right away. While in job search activities, Jacqueline attended



YPIC's Job Club on a weekly basis. She explained that while looking for work, she was constantly told she was not hireable because she did not know QuickBooks. Jacqueline said she mentioned this to Jeff after he hired her, now Jeff and Jacqueline have been learning QuickBooks together, through tutorials on the internet.

Jeff reported he has been very pleased with Jacqueline's work. "She has worked for RnD for one month. We work with 15 different banks and all of them require different paperwork. Jacqueline is learning to complete client updates and invoicing, and skip-tracing. She is a quick learner and she has been assisting with me with Spanish speaking clients."

Jacqueline is a single mother of two daughters, ages 13 and 8. She hopes she inspires her daughters to make education a priority. "I needed to finish my education so I could prove how important it is."

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### Numbers

ARRA funds spent to date:

Youth: Spent \$2,076,107  
Received \$2,233,610

Adult: Spent \$710,527  
Received \$1,287,729

Dislocated Workers:

Spent \$362,513  
Received \$871,599

Rapid Response

Spent \$31,229  
Received \$143,277

## BUSINESS SERVICES

The Career Resource Center, Yuma Private Industry Council's One Stop had 1517 customers in December, up from 1493 customers in November 2009.

343 indicated they were dislocated workers

144 indicated they were Veterans

27 indicated they were Migrant workers

109 indicated they were in-school youth

284 indicated they were out-of-school youth

YPIC's Rapid Response Team conducted 2 rapid responses in January, affecting 27 employees.

The Yuma Private Industry Council has a full-time Business Services Officer, Cynthia Marshall, who is located in the One-Stop. The purpose of this position is to coordinate the strategic business development and workforce investment in order to target limited resources to areas where they can have the greatest economic impact. The Business Services Officer proactively performs outreach with targeted employers for job development and marketing of the One-Stop services.

Cynthia joined The Yuma Private Industry Council as their Business Services Officer in April 2009. Prior to that she worked for The Yuma Sun, the local newspaper, for 20 years in several positions including sales, training and most recently as their Human Resources Director for the last 10 years.

After joining YPIC, one of her first priorities was to rebrand herself to the new position at The Yuma Private Industry Council. This included rejoining Rotary to establish new relationships and joining the Yuma Executives Association. She's also given several speeches about her position at YPIC and their services to get the word out. In addition, she's also appeared several times on local radio. With Cynthia's tie to the newspaper, she was instrumental in YPIC getting a monthly column in a business-to-business publication highlighting YPIC's services in Yuma County and in making sure that YPIC's awards and other services are in the forefront of The Sun's readers. In addition, she's visible at numerous community meetings.

Cynthia, in collaboration with The Yuma County Chamber of Commerce, created the SMART training program (Strategies Mandatory at Recessionary Times). She and the SMART team have completed 15 SMART sessions with various Yuma County businesses and plan on doing several more in 2010.

Within three months of her employment with YPIC, she assisted in the recruiting of eight people to attend the four-week Pima Community College's Photovoltaic Solar Training in Tucson. She recruited the students, arranged for affordable lodging and did the prep-training for the students.

One element of Cynthia's position includes helping new companies when they come to Yuma to recruit a workforce. She has helped two companies with finding their management personnel. Upon joining YPIC, she realized that while YPIC hired several resume writers to assist dislocated workers, there wasn't an organized system to categorize the resumes to use for future job placement. She created a system called Resume Central and she's now able to match employers' needs with the database of resumes that's been created.

Cynthia also helped a security company in recruiting, screening and selecting 20

armed security guards; Time Warner Cable in hiring two installers and a customer service rep; Farm Bureau Financial Services and The Yuma Sun in hiring customer service personnel; both the Shilo Hotel and Hampton Inn in hiring front desk clerks; and Dr. Feinberg in hiring both front and back office personnel. She has assisted numerous other companies also.

During her eight months, she's also been involved in helping to plan YPIC's fall Career Expo and Job Fair. Her business connections helped her to inform and recruit employers in both events.

Cynthia and two other co-workers also created YPIC Lunch and Learn where local businesses are invited for lunch, informed of YPIC's many services and provided with a tour of YPIC's six building campus.

Cynthia is a great asset to YPIC in building our employer base and helping job seekers find employment and/or training.



Cynthia welcoming Lunch & Learn business owners on January 14, 2010.

## NEW EMPLOYER WORKING WITH DISLOCATED WORKER

Dr. Dale Feinberg is a Podiatrist in Yuma County who recently gave YPIC the opportunity to fill a front office position in his office. Dr. Feinberg said he had known of YPIC's services for sometime however, he had not thought YPIC could provide him with quality employees. Dr. Feinberg received a call from YPIC's business services officer who told him of our services, so he agreed to interview some of the YPIC participants. He said he was very impressed, "These were some of the most qualified applicants I had seen in a long time. In fact, my wife who helps me interview asked

where did I find them and when I told her, she was pleasantly surprised."

"I chose the best applicant and Misty is doing a great job. She had the skills to run the front office, and now I'm cross-training her to help in the back office. I need employees who will give me 120% and she does that. I ask her to do something and I know it gets done. I don't need to constantly check back with her to be sure she did it. It is exhausting to place a job advertisement, interview unqualified applicants, and train someone to find out they really are not the

caliber of person I needed. Then I need to start the process all over again."

I feel like working with YPIC is a no-risk situation. YPIC screened the applicants before they came to me to be sure I was only seeing the best they had to offer. Then YPIC told me the person I hired could be here through an OJT (on-the-job training) contract and once that was explained I was very excited. This is giving me back some of the taxes I've been paying all of these years. I guess the stimulus funds really are helping."

21 ARRA participants found permanent employment in November

## DISLOCATED WORKER FINDS JOB

Misty P. has found a job after being unemployed for three months. Misty's position as an accounts payable and payroll clerk was eliminated after she had worked for a local gasoline distribution company for five years. Misty said she was shocked when she was let go, but she knew to come to YPIC for assistance right away. "My neighbor works for YPIC and she was always talking about her job and how YPIC helps people find jobs. I decided if they could help others, they could help me."

"I'm excited to have this job! I have a husband and one child

still at home. My daughter was used to the good life and it was difficult for her to understand that we had to cut back. We still aren't where we were before I was laid-off, but things are better now and I like my job. I'm also learning new skills; I had never worked in a medical office."

"I've mastered working the front desk, answering phones, scheduling appointments, putting together charts and inputting patient information into the computer. Now I'm learning the back office. I've learned to take patients back and document their concerns.

I've learned to develop x-rays and fit and dispense diabetic shoes. It is different to be working with people and not just paper. I like it."

"I appreciate all of the help YPIC gave me. I had not updated my resume in years and it definitely needed work. The resume writer I worked with made me sound really good. Everyone was so nice and concerned about me, and they were almost as excited as I was when I got this job. They continue to help me and I really appreciate that."



Misty scheduling an appointment for Dr. Feinberg

## Youth Programs

Yuma Private Industry Council has approximately \$100,000 left from the ARRA Summer Youth funds and due to the increase of out-of-school Youth seeking jobs and job

training, the funds are being used to start a few more young people in the program. Twelve youth began the ARRA program on January 11 and it will run through

March 2010. They will receive training in work readiness skills and will explore careers through Work Experiences.

## Yuma Private Industry Council

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**Yuma Private Industry Council**  
opening doors between job seekers and employers

**We're on the  
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The American Recovery and Reinvestment Act of 2009 was signed into law by President Obama on February 17, 2009. The Recovery Act is intended to preserve and create jobs, promote the nation's economic recovery and assist those most impacted by the recession. Yuma County was awarded \$4.5 million for activities authorized under the Workforce Investment Act (WIA) which will be administered by the Yuma Private Industry Council (YPIC). The Yuma Private Industry Council is a private non-profit organization whose purpose is to provide job seeker and employer services in the Yuma County labor market. Incorporated in 1988, YPIC serves as the Private Sector partner in the Public/Private Workforce Development Partnership with the Yuma County Board of Supervisors. With the advent of the Workforce Investment Act (WIA), the Yuma County Board of Supervisors designated YPIC as the official operator or the "One-Stop" delivery system for workforce development services in Yuma County. The Yuma County Board of Supervisors also appoints the Workforce Investment Board which is housed in the organizational framework of YPIC. The Board draws membership from the community and is made up of representatives from all areas of the public, private, and non-profit sectors.

## Successes and Upcoming Events

- YPIC staff presented *Teaching Soft Skills through Creative, Innovative, Collaborative Projects* at the California Workforce Association Youth Conference held in Long Beach, CA, from January 19 through 21. YPIC staff, along with community collaborators and Summer Youth participants presented the workshop.

- Yuma Private Industry Council was awarded an ARRA System Building Funds grant which was used to host a Workforce Economic Development Summit, Phase II, on January 20, 2010. Yuma is changing rapidly, and "taking the pulse" of the local economy will allow all the stakeholders to better understand current workforce conditions and assess the implications of

economic trends for the future work force. A plan will be developed by the community to address current employment problems. The focus will be on updating data compiled through previous research projects as well as investigating emerging and new economic opportunities. For more information on the summit, go to: <http://www.yumasun.com/news/yuma-55632-summit-morales.html>

- Manpower, a temporary hiring agency had to close their Yuma office due to lack of business. However they wanted to keep a presence in Yuma and to that end, they are now working at the YPIC campus one day a week. This is a great collaboration for WIA participants who need stop-gap employment.

- YPIC will host a Job Fair on February 24, for Yuma County residents. So far, 39 employers who are hiring will attend.

- 60 private and 16 Federal resumes were completed by the YPIC resume writers in December.

- A Lunch and learn was held on January 14; 24 business representatives attended. So far, two job orders were received as a result of the Lunch & Learn. Lunch and Learns will continue to be scheduled on a bi-monthly basis.



(L to R): Erick L., Stephanie M., and Cris O. spoke at the California Workforce Association Youth Conference about their Summer Youth projects.