



Getting A Job...Is A Job!

It's a recession when your neighbor loses his job; it's a depression when you lose yours ... Harry Truman

In this newsletter, we will discuss current economic conditions, including the job market, and focus on ways Marin County can help with your employment needs and business concerns. It is a difficult market and we hope we can inform as well as educate. In particular,

- * **What kinds of assistance programs exist to help with employment and training**
- * **Where is job growth occurring and what can we expect in the future**
- * **Small business support – Who can help you get started and grow**
- * **Marin Economic Forum – What is it and how will it function**

First - The Local and State Economy

Marin County's [unemployment rate](#) is 8.2%, with approximately [11,000](#) people out of work. Marin has the lowest rate among California's 58 counties and saw its rate increase from 8 percent in June. Each percent unemployed in Marin represents close to 1,400 residents. In a state where unemployment is 11.9%, it might appear that Marin is doing better at keeping a higher percentage of people employed. If you're unemployed, percentages don't really matter.

For California, this represents a post-World War II record and professional services, construction and trade continue to top the state's jobless categories. The state has approximately 11.4% of all U.S. jobs. A consensus of economists forecast that hiring won't start to pick up until some time in the first half of 2010.

Where will recent stimulus efforts help and where are these jobs likely to be found? Recent high-wage job growth has followed the venture capital funding trends. It is estimated that 2.3 million new and 3.5 million replacement jobs will be created by 2017. At least 50% of new jobs will be in the professional and services sectors, followed by jobs in healthcare, sales, office, transportation, construction and production. Replacement jobs will be led by professional, services, office and sales (75%). For every 100 "new" jobs created, there will be an additional 150 "replacement" jobs.

The enthusiasm about "green" job growth reminds us that opportunity for the growth of "good jobs" is not exclusively or primarily in manufacturing. The talent within California (and Marin) means we can compete for design, engineering, construction and the numerous support jobs as the green economy expands with the development of new products and ways of being more energy efficient. This holds true for cleantech jobs, as well. *Note:* Cleantech covers a range of industries in the green sector some of which include [renewable energy](#) (solar, wind, [biofuels](#), etc.), electronic and computing innovations, environmental safety (household cleaning products, for example), automotive engineering, [LEED construction](#), and creating a smart

grid....green job growth has enjoyed a steady rise over the last eight years. Some recent examples of job openings (and their links) in the cleantech arena:

[Executive Administrative Assistant/Office Manager](#)
[Managing Director - China](#)
[Manager, Screening and Evaluation, SDTC NextGen Biofuels Fund](#)
[Director of Finance and Operations – Sustainable Home Building Team](#)
[Investment Manager – European Venture Capital Team](#)
[Sales Manager – Environmental Measurement Company](#)

Second – How Can Marin Help?

A lot of fellows nowadays have a BA, MD, or Ph.D. Unfortunately, they don't have a J.O.B. ... Fats Domino

Marin has a strong list of business and employment organizations to help you navigate through this downturn. If you need a job, never had a job, are about ready to lose your job or wish to make a career transition, here are a few resources to explore:

Employment and Training

Marin Employment Connection (MEC): The [MEC](#) is a public and private partnership operated by the Marin County Department of Health & Human Services and supported by the Workforce Investment Board of Marin County. MEC provides employment and training services under the Workforce Investment Act (WIA). MEC is a one-stop shop that provides resources such as

Internet access to [Cal Jobs](#) and other employment-related information on the Web
On-the-job-training
Customized employee training
Basic employee skills evaluation and how to write a resume
Laid-off worker services and unemployment support groups
Business workshops: Employment taxes, labor law, workers comp, SDI
Pre-venture training program: [SBDC](#) connection
Facilities for on-site recruitment
Unemployment Insurance claim filing information
Computers, phones, photocopier, and fax for employment-related activities
Resource library of books, CDs and videos on self-assessment, job search techniques, resumes, cover letters, and interviewing.

Note: MEC opens its doors each Tuesday and Thursday at 10:15 am for a presentation on the resources noted above. Plan to drop by for this informative orientation session.

Canal Alliance: Since 1982, the vibrant and culturally rich Canal neighborhood organization has addressed the needs of Canal families in both good times and when times were hard and neighborhood families struggled. Through commitment and determination, adults find jobs (e.g., many Canal residents work as landscapers, nannies, housecleaners and laborers), families remain stabilized, and kids regularly attend classes. That experience makes Canal Alliance prepared to face the current crisis. A few successes include,

* City, county and school officials regularly seek the **leadership** of *El Concilio*, the Canal's community council, on issues of neighborhood concern;

* **Scholarships** from College Access Foundation and the Nancy Rosa Scholarship Fund help students transfer from community colleges to U.C. Berkeley, San Francisco State, and other four-year universities;

* **Promotoras**, or community health educators, provide valuable information to Canal residents on healthy eating and cooking, how new mothers can reduce depression, the benefits of recycling, and how to develop community gardens;

* **Worker cooperatives** focus on catering, handicrafts, and recycling which are building social networks, generating profits, and strengthening the Canal community.

Business Assistance

Do you want to start a business or need some assistance in keeping your business on track? Besides MEC, here are a few Marin-based organizations that can help you focus on getting that business humming during these troubled times.

[Small Business Development Center \(SBDC\)](#): At Santa Rosa Junior College, SBDC provides a valuable resource to Marin's current and future business owners and partners with various entities throughout the county that address economic and workforce development issues. The mission of this publicly funded organization, with satellite offices through out Marin County (Chambers of Commerce of Novato, San Rafael, San Anselmo and the Marin Employment Connection), is to help people who want to start a business or have a small business that they would like to grow. If you have fewer than 500 employees, *you are a small business!*

SBDC's business advisors are knowledgeable in a broad spectrum of industries and aspects of business management. All advisors have had their own business. This first-hand experience is helpful in addressing business issues with practical advice and solutions. Every meeting with the advisor is free, confidential, results oriented, and designed for your specific needs.

Free and low-cost workshops are available to everyone from people with no or little business experience to seasoned business owners. Have an idea for a new product? The *Sawyer Center* can advise you about how to turn your idea into a marketable product. Need a guest speaker? Advisors can address a whole range of business-related topics.

The SBDC also offers free career-related workshops to schools, organizations and agencies that work with or support youth. These programs teach young people, ages 14-27, valuable employment related skills to help them as they enter the work world and to acquaint them with the basics of starting a business.

Chambers of Commerce. Chambers of Commerce in Marin ([Corte Madera](#), [Fairfax](#), [Hispanic](#), [Larkspur](#), [Mill Valley](#), [Novato](#), [San Anselmo](#), [San Rafael](#), [Sausalito](#), [Stinson Beach](#), [Tiburon](#) and [West Marin](#)) have a mission to support local businesses and provide a focus for local business people to come together and link to the broader community. Each Chamber is a business advocate, staying current on policies and issues critical to a vital business climate. They track issues, develop positions and mobilize support on government policies of importance to the general membership, as well as support environmentally responsible business practices.

Chambers in Marin include hundreds of members in small businesses, merchants and professionals, nationally-recognized corporations, educational and health institutions, and community organizations. Serving as a voice for member interests, Chambers of Commerce function as resource and information hubs on business issues, government policies and community events. Chamber organizations work closely with existing member firms and provide expertise and advice if you have an idea or a company to launch but desire guidance and support.

[Marin City Community Development Corporation \(MCCDC\)](#): Located in Marin City, MCCDC builds on the strength and vitality of its residents and businesses to offer

- * Industry led transitional employment, job training, career advancement and micro enterprise support
- * Credit worthiness potential to its constituents through financial literacy and management training; saving (IDAs) and acquisition of property and small businesses
- * Opportunities to develop affordable housing, commercial and social enterprises
- * Targeted technical assistance, consultation, and fiscal management

Note: MCCDC will be offering job-training in renewable energy (e.g. solar) and energy efficiency sectors for positions such as solar panel installation, data entry, sales, information & finance management and office administration.

[College of Marin \(COM\)](#): If you want to “move up” to get a better job and more income, it may require additional training to allow you to compete in this market. Consider the many opportunities offered by COM in Health Sciences, Mathematics, Computer Science, Medical Assisting, Communications, Court Reporting, and more. There are hundreds of courses that may get you started on that new career you’ve been considering. Take time to browse the entire list of [credit/non-credit classes](#) at COM. COM offers a course on [Solar Installation and Integration](#), targeted to entry-level photovoltaic installers with the intent to provide a foundation of skills in trades involved in solar installation.

And look for opportunities at [COM’s Community Education & Services](#) and their on-line offerings. Maybe you’d like to run a great home business or be an eBay Power Seller. Then check out these learning opportunities [here](#).

[Clean Energy Workforce Training Program](#): Seventy million dollars will be invested in the **Clean Energy Workforce Training Program** to create a well-trained workforce capable of filling the jobs necessary to promote renewable energy development, climate change strategies, vehicle fuel technology and green buildings.

The California Energy Commission, EDD, the Employment Training Panel, and the California Workforce Investment Board (WIB) are leading a statewide partnership of public and private enterprises to deliver 21st century training programs for workers with all levels of experience. It will train more than 20,000 new or re-skilled clean energy workers to build a workforce capable of performing the jobs necessary to meet the state’s goals of renewable energy development, climate change reduction, clean transportation and green building construction. From hands-on jobs such as installing solar panels and maintaining electric vehicles to computer programming and researching fuel cell technologies, California’s job landscape is poised to grow a low-carbon, clean energy economy.

Third – Marin Is Planning For The Future

The Board of Supervisors has taken steps to develop a road map for a sustainable local environment and job growth through the Marin Economic Commission.

[Marin Economic Commission \(MEC\)](#): MEC is a ten-member panel appointed by the Marin County Board of Supervisors to promote economic vitality in Marin County. A broad agenda exists and is shared by the community that the county’s economy should be dynamic, innovative, socially equitable, and environmentally sustainable. Strategic goals include:

- * Advise on facilitation of economic vitality for Marin's residents
- * Recommend reform and streamlining of regulatory processes
- * Provide the County decision-makers with appropriate tools to determine the fiscal and economic impacts of industries and new projects
- * Address issues that affect business and the environment
- * Develop programs to assist in the retention and expansion of existing businesses
- * Target new businesses that provide employment opportunities for Marin residents
- * Promote the establishment and expansion of small businesses and work-place alternatives, including home occupations and telecommuting businesses
- * Increase the use of Marin's educational institutions to provide employment training
- * Provide opportunities for ethnic and racial groups, low income people and people with disabilities for full participation in the community

Marin Economic Forum (MEF): MEF is anticipated to become an independent public/private partnership organization focused on providing business support and leveraging resources to more effectively ensure a sustainable and viable local economy. MEF was formed in June 2009 and is comprised of Marin citizen, business and political leaders. Supervisor McGlashan serves on the Steering Committee. MEF will take guidance from a recently completed report, [Marin County Economic Sustainability Report](#). MEF is currently involved in creating a board and developing a mission statement. Ultimately, MEF seeks to “make things happen” with the following proposed goals:

- * **Coordination:** Foster collaboration among Marin’s economic stakeholders to strengthen Marin’s targeted industries, through business attraction, retention, and expansion, as well as development activities that encourage entrepreneurship and innovation;
- * **Education:** Provide information about trends in the Marin economy by collecting, analyzing and disseminating primary and secondary data and reports that describe Marin’s economic successes and challenges and help businesses identify local educational gaps required to meet their business growth goals;
- * **Assistance:** Deliver analyses to local governments that illustrate the benefits of local economic health as an integrated element of overall civic goals, with the intention of encouraging public policies and procedures that support a sustainable local economy;
- * **Integration:** Investigate opportunities to aggregate resources for local businesses, with the intent of lowering costs and/or increasing revenues, while facilitating the integration of social issues and environmental concerns with economic health by linking businesses, non-profits, and county agencies; and
- * **Engagement:** Host periodic roundtable meetings among economic stakeholders allowing mutually beneficial information exchanges to build a more sustainable Marin economy.

North Bay Leadership Council (NBLC): NBLC has as its mission; “Our members are dedicated to achieving the long-term economic sustainability and quality of life in the North Bay by collaborating with other business and civic leaders to promote sound, regionally-focused public policy.” NBLC is exploring “[innovation corridors](#),” [business incubators](#) and new business creativity to transform the North Bay into a jobs magnet, all within our strict land use values.

Jobs and a brighter future for Marin!

Supervisor McGlashan (cmcglashan@co.marin.ca.us) wants to hear from you about your thoughts on the economy. Please give us your [feedback](#) on our efforts to provide you with effective representation and quality service. If you have a topic for the D3 Dispatch, let us know. Finally, let others know about the D3 Dispatch. Sign up [here](#) and click on “Subscribe to this page.”