

**MINUTES OF THE CENTRALINA WORKFORCE DEVELOPMENT BOARD
CENTRALINA WORKFORCE DEVELOPMENT CONSORTIUM
TUESDAY OCTOBER 17, 2017 – 4:00 PM
ROWAN-CABARRUS CC – NC RESEARCH CAMPUS – ROOM 115
KANNAPOLIS, NORTH CAROLINA**

In attendance or present by proxy were the following:

WDB MEMBERS

Panico Peres, Chair
Gisella Aparicio-Busse
Mike Beaver
Corey Hill
Milton Chicas
Tracie Hampton
Danny Poplin
Anthony Simpson
Monica Johnson
Priscilla Nunn
Dr. Carol Spalding
John Challis
Carl Larson
Brandon Douglas
Fernando Little
Suzanne Hearn
Kristina Forbes, Vice Chair, Proxy
Mary Walls, Proxy
Lewis Goldsmith, Proxy

OTHERS IN ATTENDANCE

David Hollars, Centralina WDB Staff
Sherika Rich, Centralina WDB Staff
Solomon McAuley, Centralina WDB Staff
Asia Wilson, Centralina WDB Staff
Mark Seifel, Centralina WDB Staff
Narissa Knight, Centralina WDB Staff
Kenneth McCoy, Centralina Workforce Services
Lori Carlson, Vocational Rehabilitation
Donna Beaver, Rowan County DSS
Kim Carpenter, Centralina Workforce Services
Debbie Davis, NCWorks Career Center-Rowan
Linda Ejlali, NCWorks Career Center-Union
Donnie Mann, NCWorks Career Center-Stanly
Gary Mason, Centralina Workforce Services - NEXTGEN
Todd Morris, South Piedmont Community College
Amy Weatherman, Centralina Workforce Services
Kris Xaypangna, NC Department of Commerce, Career Pathways
Dayle Adams, Kannapolis City Schools
Keith Aardema, NCWorks Career Center-Cabarrus
Monica Gramling, NCWorks Career Center-Anson
Denisha Torrance-Nesbit, NCWorks Career Center-Cabarrus
Sylvia Jones, NCWorks Career Center-Mooresville
Craig Lamb, Rowan-Cabarrus Community College
Vivian Clawson, NCWorks Career Center-Cabarrus
John Metcalf, Workforce Systems Associates
Ronnie Grantham, Division of Workforce Solutions, Regional Operations Director
Leisha Smith, Lumbee Regional Development Association
Mindy Mills, Rowan- Salisbury School System

CONSORTIUM MEMBERS

Elizabeth Poole

Call to Order

Centralina WDB Panico Peres called meeting to order at 4:00PM. Centralina NEXTGEN Services Leader Gary Mason offered the invocation.

Confirm Quorum for Meeting/Mission & Vision Statement Affirmation/Minutes of Last Meeting

Nineteen (19) Board members, three (3) by proxy, were present or represented at the meeting thereby constituting a quorum for the Centralina WDB. One (1) Consortium member was present. No quorum was present for Consortium. Sherika Rich confirmed the quorum for the meeting.

Minutes of the August 8, 2017 WDB/Consortium meeting were reviewed. With no questions or comments regarding the minutes, a motion was made by Suzanne Hearn and seconded by Danny Poplin for the acceptance of the August 8, 2017 WDB/Consortium minutes as submitted. The minutes were unanimously approved.

Introduction/Welcome of Guests

Board Chair Panico Peres welcomed guests to the meeting. He also welcomed new Board members present at the meeting: Fernando Little, Carolinas HealthCare System (Cabarrus), Brandon Douglas, IBEW (Iredell); and Monica Johnson, Michelin North America - US11 (Stanly).

Mission and Vision Statements

Consortium member Liz Poole read the mission and vision statements for the Board.

Mission Moment

Keith Aardema, a retired Airline Supervisor and now on a work experience assignment at the NCWorks Career Center-Cabarrus in Concord greets every customer who walks into the doors of the NCWorks Career Center. He is the receptionist for the Center and got connected with the Center through NC Vocational Rehabilitation (VR) in Cabarrus County. He retired from his full-time job in 2015 where he worked for the airlines in Denver and Charlotte after having a host of medical issues. In February of 2009, his kidney shut down and he received a kidney transplant in January of 2010.

In October 2010, during a routine check-up, doctors found that Keith had a BK virus (a disease that is typically associated with patients who have had a kidney transplant; they tend to be mild: respiratory infection or fever) in his blood. Doctors later got the virus, but it had attached to the transplanted kidney and the transplant had to come out in 2014. This prompted Keith to getting connected with VR. He was at home but knew that he wanted to go back to work. Keith's social worker at the time heard his desire and connected him with VR. The wonderful partnership at VR allowed him the opportunity to get connected with the NCWorks Career Center-Cabarrus staff. Lori Carlson, Business Relations Representative at VR (who often works out of the Center) introduced Keith to NCWorks Career Center Leader Gary Mason and the rest was history. Keith interviewed with Gary Mason and landed the job on August 1, 2017. He is excited about the work experience opportunity and is looking to work at the Center long-term.

"I love the opportunity of working here! This job fits me," Aardema said. "This is what my personality is all about. There's great people here," he said. "It's friendly and fun but we know how to have a good time and people see that when they come in and are at ease!" Overall, he thinks the partnership between VR and NCWorks Career Center-Cabarrus is amazing and put him in the best

situation for his current life challenge. "It's a great partnership with the two. You couldn't get put into better situations than what both organizations have helped me with," Aardema said.

Leadership Life Lesson- Lori Carlson- Vocational Rehabilitation

On behalf of Board member Mary Walls, Cabarrus County Vocational Rehabilitation Specialist Lori Carlson presented a moving presentation emphasizing the importance of employers hiring individuals with disabilities. Lori also shed light on the topic by showing a video entitled, "Yes We Can" (<https://www.youtube.com/watch?v=vzjuQoNM534>). Giving Board members and guests a look at the world of disabled individuals that are breaking all stereotypes and performing all jobs and occupations. Lori Carlson shared with the Board and guests upcoming events commemorating National Disability Employment Awareness Month

Environmental Scanning – Leading Information

Board members and staff shared information about the current events in their respective counties and businesses.

- Danny Poplin- Stanly County Schools- Marketing region and economy (Stanly, Montgomery counties). Recently participated in NC School Board Association meeting where the focus was on the opioid addiction crisis.
- Monica Johnson- Michelin-There has been a lot of growth and change with Michelin, especially regarding retirements. Being an employer of choice presents challenges.
- Carl Larson- blue harbor bank - Strong loan demand because of more construction.
- John Challis- NGK Ceramics - Recruitment efforts are underway with NGK. Hosted West Iredell High School students at NGK to look at manufacturing careers.
- Tracie Hampton- S&D Coffee and Tea -Turnover issues with S&D Coffee. Installed new roaster and have incorporated 12 hours shifts as part of 7-day a week operation. Continuing partnership with JM Robinson High School.
- Dr. Carol Spading- Rowan-Cabarrus CC - Occupational Therapy Tech courses opened in September and have already developed a waiting list. NC Research Campus held Charlotte Regional Partnership (CRP) economic developers meeting on October 17, 2017. \$ 90 million of new investment in downtown Kannapolis
- Brandon Douglas- IBEW – The local chapters of the IBEW are very busy. Working hard to find qualified individuals to hirer. Willing to train the right person. Construction apprenticeship opportunities are available.
- Milton Chicas- Wayne Brothers Construction -Addressing issue of image of construction as a viable career. Program to improve literacy for entire family of employees.
- Panico Peres- No Borders Consulting - Lincoln County is booming with companies and residential customers
- Gisella Busse- Husky Rack & Wire - Hard to find entry level employees especially welders. Working 6 days a week. Company program certifying their own welders.
- Mike Beaver- Beaver Brothers HVAC- very Busy. Rowan County holding its own.
- Liz Poole-Cabarrus County Commissioner – Cabarrus County is booming. Commercial and residential. NC Association of County Commissioners constructed a County Map book- available online via website (<https://www.ncacc.org/>).

- Tony Simpson- NCWorks Career Center-Lincoln - Potential new economic developments. Gaston College Center for Advanced Manufacturing opened. Lincoln Economic Development Association (LEDA) promoting entrepreneurial vision. Forklift Rodeo will be held on October 19, 2017. LEDA planning for Edge Factor restart with Lincoln County Schools in 2018/
- Fernando Little- Carolinas Healthcare System - Landscape of healthcare is changing daily. Destination 2020- Pursuit of affordable healthcare. Nursing shortage lead to increased recruiting efforts and greater benefits packages as incentive.
- Corey Hill- UAW - Daimler Trucks added 104 people back to work in Rowan County. \$24 million in expansion of logistics center to be completed in 2018. The growth in Rowan County not as great as other counties around the region.
- Priscilla Nunn- ACCESS - Nothing to report currently.

Centralina- NCWorks Certified Career Pathway- Mark Seifel with Craig Lamb and Mandy Mills.

Centralina WDB Business Services Lead Mark Seifel, along with Craig Lamb (Rowan-Cabarrus CC) and Mandy Mills (Rowan-Salisbury Schools), presented a PowerPoint Presentation explaining to the Board and guests the process behind the development and certification of an NC Works Certified Career Pathway. The trio elaborated on the local development of the Advanced Manufacturing- Mechatronics and HealthCare pathways. The presentation highlighted the connectivity among key workforce partners (schools, community colleges, universities, NCWorks Career Centers, etc.) and the impact these pathways have on the workforce system.

Centralina- Strategic Communication and Advocacy- John Metcalf

Presenter John Metcalf spoke regarding the partnership the region's three workforce development boards have with Advocacy and Communication Solutions (ACS). The collaboration is focused on improving Board communication regarding the work and vision of workforce development boards.

Specifically:

- Board Members as spokespersons
 - Core Messages
 - Targeted messages and audiences
 - Communication and Collateral Materials
- Board as a key convener and resource
- Strategies/ Board Ambassador plan
- Expected Outcomes

Centralina WDB Communication Specialist Asia Wilson concluded the presentation talking about next steps with the implementation of the plan taking place in 2018.

Board member Suzanne Hearn asked if there would be an application process for ambassadors. Asia stated that the Board's Communications and Marketing focus team will handle the assigning of ambassadors but ensured Suzanne that all Board members would play a role.

NC Commerce 2017 Strategic Economic Development Initiative – Ronnie Grantham

NC Commerce – Division of Workforce Solutions Regional Operations Director Ronnie Grantham explained the process associated with the development of a regional strategic economic development strategy for the Southwest Prosperity Zone (10 counties). She shared the initial goals and strategies and the SWOT analysis of the region resulting from feedback from the local meeting held on August 10th at CPCC in Charlotte. Ronnie noted that the statewide roll-out from the process has begun in Southwest and Southeast prosperity zones. Ronnie asked that if anyone had any additional feedback on the draft presented to forward her their comments.

Workforce Activities and Briefing – David Hollars

- Centralina WDB meeting schedule for 2018 – approved and accepted by the Board
- Project Flash- Amazon HQ2 bid package- working with charlotte Regional Partnership on this project. Bids are due to Amazon by October 19.
- NC Manufacturing Institute update – 40+ employers are now participating
- LMI Overview- October 2017 – presented for information
- NEXTGEN Council Meeting – Tuesday October 31, 2017 -10:00AM- Rowan-Cabarrus CC Concord (South Campus)

Other Business

The next meeting of the Centralina WDB and Consortium is scheduled for Tuesday, December 12, 2017 at 4:00 PM at Rowan-Cabarrus Community College – NC Research Campus – Kannapolis.

There being no further business to come before the WDB and Consortium, Chair Panico Peres adjourned the meeting at 6:07 PM

Centralina WDB Minutes – 10/17/2017



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