



GOVERNOR'S WORKFORCE INVESTMENT BOARD  
500 E. Third Street, Room 200  
Carson City, Nevada 89713  
Telephone (775) 684-3911 \* Fax (775) 684-3908

## MEETING MINUTES

### Governor's Workforce Investment Board (GWIB) Manufacturing Sector Council Monday, February 2, 2015 10:00 a.m.

**Place of Meeting:** Department of Employment, Training & Rehabilitation  
2800 East St. Louis Avenue, Conference Rooms A-C  
Las Vegas, NV

*Some members of the Council may be attending the meeting in person or through a simultaneous videoconference and teleconference conducted at the following locations:*

**Nevada Job Connect**  
Reno Town Mall  
4001 South Virginia Street  
Reno, NV

**Department of Employment, Training & Rehabilitation**  
SAO Auditorium  
500 E. Third Street  
Carson City, NV

**Council Members Present:** Ryan Costella, Ray Bacon, Frederick Stater, Mike Skaggs, Councilwoman Gerri Schroder, David McElwain, Terry Culp, George Gussak, Jim New, Dr. Michael Spangler, David Steiger, Commissioner Vida Keller, Rich Reininger, Matt Verluis, Denise Castle

**Council Members Absent:** Leo Gobbo, Dana Ryan, Dr. David Ching Lee, Gary Blosl (excused), Craig Laub, Dr. Haris Doumanidis, Chris Zunis, Mark Rauenzahn, Mehul Mehta, Gina O'Connell (excused)

**Ex-officio Members Present:** Jeremy Hays, Byron Goynes, Beth Wicks, Mark Henderson

**Ex-officio Members Absent:** Lyle Smith, Patricia Baker

**DETR WSU Staff Present:** Coralie Peterson, De Salazar

**Others Present:** None noted.

*\*Please note that all attendees may not be listed above.*

- I. Welcome, Introductions and New Members..... Ryan Costella, Chair  
GWIB Manufacturing Sector Council

Due to videoconferencing technical difficulties, the Chair of this Council, Ryan Costella, called the meeting to order at 10:12 a.m. and welcomed everyone and thanked them for attending this meeting. He then asked Coralie Peterson, Administrative Assistant for DETR’s Workforce Solutions Unit, to call roll.

- II. Roll call and Establishment of a Quorum .....Coralie Peterson  
Workforce Solutions Unit, Department of Employment, Training and Rehabilitation (DETR)

Coralie Peterson called roll and informed the Chair that a quorum was present for this meeting.

- III. Verification of Posting.....Coralie Peterson

Ms. Peterson informed the Chair that the agenda for this meeting was posted in accordance with NRS 241.020.

- IV. **First Public Comment Session** .....Ryan Costella  
Members of the public will be invited to speak before; however, no action may be taken on a matter during public comment until the matter itself has been included on an agenda as an item for possible action. Public comment may be limited to three minutes per person at the discretion of the chairperson.

Ryan Costella announced the First Public Comment Session and invited members of the public to speak. No comments were made. Hearing none, the Chair moved to the next agenda item.

- V. **Discussion/ Possible Action** – Approval of the December 1, 2014 Meeting Minutes.....Ryan Costella

Mr. Costella asked for approval of the December 1, 2014 Meeting Minutes. A motion was made by Jim New and was seconded by Terry Culp. All were in favor and the motion carried unanimously.

- VI. **For Possible Action** – Economic Outlook for the Manufacturing Sector.....Mike Skaggs, Industry Specialist  
Nevada Governor’s Office of Economic Development (GOED)

Due to videoconferencing difficulty, the Chair welcomed Bob Potts to provide information on behalf of Mike Skaggs on the economic outlook for the Manufacturing Sector. Mr. Potts said that manufacturing is expected to change greatly within the next 5 years due to activities taking place in northern Nevada.

Mr. Potts explained how data is best used to determine comparative advantages indicating where effort should be made to develop the sector further. He displayed a PowerPoint presentation showing a broad overview of manufacturing throughout the state.

Mr. Potts presentation highlighted: 1) Nevada’s high jobs multiplier (3.4) indicating opportunities for growing both wealth and jobs statewide, 2) Trends – manufacturing in Nevada is recovering faster from recession than the U.S. as a whole; 3) Forecasts – job growth is expected to grow by 13.7% over next 10 years.

He said that examining the industry’s supply chain shows areas for import substitution that will allow for more economic development and give more opportunity for local sales in this industry sector.

Mr. Potts also provided information about the state’s workforce demand information in manufacturing, noting that few of the jobs in high demand require post-secondary education. He stressed that their forecasts show a workforce gap of 6,923 and anticipates that the northern Nevada Tesla project will increase workforce needs for an additional 6,500 direct jobs and 5,000 supply chain jobs.

He stated in conclusion that much industry is coming and the workforce for the sector needs to be grown. Jim New asked if regional breakdowns could be provided for northern and southern Nevada to demonstrate to the colleges how their educational programs should be ramped up, and Mr. Potts agreed to do this, adding this would be a good idea. Discussion ensued amongst sector council members about skills sets needed and developing a curriculum to provide the workforce training. Ryan Costella reminded sector council members of the role of the industry sector’s in workforce development and emphasized the need for the NCRC (National Career Readiness Certificate), previously endorsed by the Council. He asked Bob Potts if the NCRC assessment score levels (bronze/silver/gold) required for a job could be shown in his research, and said they could discuss this further offline, and thanked him for his presentation.

**VII. For Possible Action – Company Profile and Skill Needs.....**Joe Dutra, Founder  
Kimmie Candy

Mr. Costella welcomed Joe Dutra and invited him to provide a company profile of Kimmie Candy and discuss their workforce skill needs. Mr. Dutra explained that he had moved his confectionery manufacturing back to the United States from offshore Korea, relocating to Reno, Nevada in 2006, and began full-time candy manufacturing in 2008. Basically starting with a marketing team, he now has a staff of approximately 36 employees.

He mentioned that the demand for more skilled labor has come recently as their company has become larger and the work previously done by hand now needs to be mechanized. Workers with rudimentary computer or packing skills will be more desirable, and he agreed with Bob Pott’s earlier forecast of a greater future workforce demand, anticipating that his company will need to pay more to retain hourly employees.

He concluded by commenting that Kimmie Candy is growing each year, recently adding a new certified organic facility in Reno, and this increase in mechanization will mean that they will seek employees with higher education and programming technology experience.

**VIII. Discussion/Possible Action – Strategic and Marketing Plan for the Pilot Program**  
.....Deborah Campbell, Owner  
Deborah Campbell and Associates, LLC

Mr. Costella welcomed Deborah Campbell to explain the strategic and marketing plan for the GWIB Manufacturing Sector Council’s approved pilot program using the National Career Readiness Certificate (NCRC). Providing a brief work history focusing on her experience in communications, Ms. Campbell explained that the marketing efforts will be an employer outreach to explain the cost and time-saving benefits on the use of the evaluation, and mentioned that she will be taking the NCRC WorkKeys testing herself to better understand the assessment and communicate this more effectively to employers.

She added that the campaign is based on a graduated series of communications with employers, and she thanked Bob Potts for his information, which she explained will help to determine areas needing greater focus.

She added that enrollment activities need to be further vetted, follow-up assessment, and the sustainability of the program all need to be taken into consideration. She mentioned the value of having “champions” perhaps 10 employers who have had success in the use of the NCRC to generate greater interest.

Mr. Costella emphasized that success of the program will be measured with trusted employers consistently using the ACT WorkKeys infrastructure and the NCRC as part of their hiring process. It is important that this is a smooth process, so that these employers, in turn, can share their good results and explain the benefits of the program to other business owners.

Ray Bacon commented that employers now can spend \$4,000.00 or \$5,000.00 to recruit new employees and can reduce costs by using the NCRC assessment.

Terry Culp asked about the ACT WorkKeys program, and Mr. Costella explained that the ACT (American College Test) has a program called WorkKeys, that measures many different skills sets. Three of their tests (measuring problem-solving, applied math, and reading ability) constitute the National Career Readiness Certificate, and provide fundamental indicators for a trainable employee.

Deborah Campbell said she will be putting a message together to put forth the benefits of the use of the NCRC, not only in cost saving, but also from a human resources standpoint, noting that the certification is already widely recognized.

Mr. Costella added that an individual passing the NCRC testing at a silver or higher level assures the employer that he will be hiring a skilled employee, and the testing also can be used as a coaching tool to develop and promote existing employees, minimizing turnover.

Matt Verluis asked how the NCRC could be integrated into the standardized testing his company requires, and Mr. Costella said he would speak with him further offline, but also suggested that he speak with Judy Turgiss (Nevada Workforce Development Center) after the meeting for this information .

**IX. For Possible Action –New Business and Future Agenda Items.....Ryan Costella**

Suggestions for new business and future agenda items included:

- DETR Update on the Strategic Re-focus of the Sector Councils – Dennis Perea and Bill Anderson

**X. The next meeting will be held on Monday, April 6, 2015 at 10:00 a.m.....Ryan Costella**

**XI. Second Public Comment Session.....Ryan Costella**

Members of the public may now comment on any matter or topic, which is relevant to or within the authority or jurisdiction of the Board. You may comment now even if you commented earlier; however, please do not simply repeat the same comment you previously made. Please clearly state and spell your name. Each comment may be limited to three (3) minutes.

Mr. Costella announced the Second Public Comment and invited members of the public to speak. Byron Goynes (One Stop Career Center) commented that he has been appointed as an Ex-Officio Member to the GWIB Manufacturing Sector Council and he said he just received a call from a tortilla manufacturer seeking assistance for locating 16 new work candidates. Mr. Goynes said he will use the opportunity to present the NCRC assessment program to the manufacturer for prescreening these candidates. Mr. Costella thanked him for his comments and suggested that this employer could provide comments on his results with the NCRC testing as an agenda item in a future meeting.

In preparing for workforce needs, Dr. Spangler questioned what skill sets are needed for positions in plant facilities maintenance, adding that these jobs cross many sectors. Mr. Costella said that the Chairs of all the sector councils will be meeting together in future and will be looking at working together on areas where they share common issues.

The Chair adjourned the meeting at 11:15 a.m.

*Agenda items may be taken out of order, combined for consideration by the public body, and/or pulled or removed from the agenda at any time. The Chair may continue this meeting from day-to-day. Pursuant to NRS 241.020, no action may be taken upon a matter raised during a period devoted to comments by the general public until the matter itself has been specifically included on an agenda as an item upon which action may be taken.*

**GOVERNOR’S WORKFORCE INVESTMENT BOARD**  
**MANUFACTURING SECTOR COUNCIL**

Ryan Costella (Chair), Ray Bacon (Vice Chair), Fredrick Stater, Leo Gobbo,  
Commissioner Representative Denise Castle, Mike Skaggs, Councilwoman Gerri Schroder, David McElwain,  
Terry Culp, George Gussak, Dana Ryan, Jim New, Dr. David Ching Lee, Gary Blosl,  
Dr. Michael Spangler, David Steiger, Dasya Duckworth, Craig Laub, Dr. Haris Doumanidis, Chris Zunis,  
Mark Rauenzahn, Commissioner Vida Keller,  
Rich Reininger, Matt Versluis, Mehul Mehta, Gina O’Connell

**Notice:** *Persons with disabilities who require special accommodations or assistance at the meeting should notify Coralie Peterson, DETR, Workforce Solutions Unit, between the hours of 8:00 a.m. through 5:00 p.m., in writing at 2800 E. St. Louis., Las Vegas, Nevada 89104; or call (702) 486-0523; or fax (702) 486-6426 on or before the close of business Friday, January 30, 2015.*

**Notice of this meeting was posted at the following locations on or before 9:00 a.m. on the third working day before the meeting:** DETR, 2800 E. St. Louis, Las Vegas, NV; DETR, 500 East Third St., Carson City, NV; DETR, 1325 Corporate Blvd., Reno NV; NEVADA JOBCONNECT, 3405 S. Maryland Parkway, Las Vegas, NV; NEVADA JOBCONNECT, 119 Water St., Henderson, NV; NEVADA JOBCONNECT, 2827 N. Las Vegas Blvd., North Las Vegas, NV; NEVADA JOBCONNECT, 1929 N. Carson St., Carson City, NV; NEVADA JOBCONNECT, 172 Sixth St., Elko, NV; NEVADA JOBCONNECT, 480 Campton St., Ely, NV; NEVADA JOBCONNECT, 121 Industrial Way, Fallon, NV; NEVADA JOBCONNECT, 475 W. Haskell, #1, Winnemucca, NV; NEVADA JOBCONNECT, 4001 S. Virginia St., Suite G, Reno, NV; NEVADA JOBCONNECT, 1675 E. Prater Way, Suite 103, Sparks, NV; GRANT SAWYER OFFICE BUILDING, 555 E. Washington Ave., Las Vegas, NV; LEGISLATIVE BUILDING, 401 S. Carson St., Carson City, NV; NEVADAWORKS 6490 S. McCarran Blvd., Building A, Unit 1., Reno, NV; WORKFORCE CONNECTIONS, 6330 W. Charleston Blvd., Las Vegas, NV. This agenda was also posted on DETR’s Web site at [www.nvdetr.org](http://www.nvdetr.org). In addition, the agenda was mailed or e-mailed to groups and individuals as requested.