

Marketing/Public Outreach Committee
Wednesday, November 1, 2006
3:30 – 5:00 pm
Capitola Career Center
2045 40th Avenue
Capitola, CA 95010

MEMBERS:

Howard Sherer, Chair
Hutton Sherer Marketing

Paul Arsenault, Business Representative
Sheet Metal Workers Local Union, #104

Alla Ayyad, Director
Center for Employment Training
UC Santa Cruz

Donna Blitzler, Director, Govt. & Community Relations
UC Santa Cruz

Dene Bustichi, President
Bustichi Construction

Tony Campos, Supervisor
SC County Board of Supervisors

John T. Collins II, Senior Vice President
Goodwill Industries

Christina Cuevas, Program Director
Community Foundation of Santa Cruz County

Greg Carter, Executive Director
Santa Cruz Chamber of Commerce

Janeen Diltrick, Manager
Employment Development Department

Jo Anne Dlott, VP, Human Resources
Santa Cruz Seaside Company

Russ Elliot, Human Resources Manager
O'Neill, Inc.

Cecilia Espinola, Director
Santa Cruz County Human Resources Agency

Bob Gelwicks, Rehabilitation Supervisor
Department of Rehabilitation

Bob Harper, Director
Watsonville/Aptos Adult School.

Jane M. Heinen, Human Resources Manager
Discol Strawberry Associates, Inc.

Christine Johnson-Lyons, Executive Director
Community Action Board

Linda Kennedy, VP, Human Resources
West Marine, Inc.

Marvin Labrie, Executive Director
Physicians Medical Group of Santa Cruz, Inc.

Julie Lambert, Controller
S. Martinelli and Company

Bonnie Morr, Chair
United Transportation Union, Local 23

Al Nocella, VP Human Resources
Sutter Santa Cruz

Karen O'Brien, Sr. Human Resources Director
Agere Systems

Carlos J. Palacios, City Manager
City of Watsonville

Rock Plotenhauer, Dean of Instruction
Cabrillo College

Tonee Picard, VP, Marketing
Bay Federal Credit Union

Mary Powers, Principal
Santa Cruz Adult School

Ron Slack, Publisher
Good Times

William E. Wagdy, Equipment Manager
Granite Construction Company

DIRECTOR:

Kathy Zwart
WIB Director

3:30 – 3:40 Call to Order and Public Comment

Procedure: The public is welcome to comment. All comments not related to Items on the Agenda may only be made at the beginning of the meeting.

3:40 – 3:45 Approval of October 11, 2006 Meeting Minutes

3:45– 5:00 Discussion and Action Items

- D.1 Discuss Forum Program and Finalize Panel/Keynote
- D.2 Review and Discuss Business Retention and Expansion Survey Preliminary Results for Forum Program
- D.3 EDGE Campaign-Staff will provide Background and Materials at the meeting

Next Meeting: TBD

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please contact Lisa Quail at (831) 454-4873 (TDD Number 454-2123) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.