



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, July 7, 2014 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:

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

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

Council Members Present: Ray Bacon, Commissioner Representative Denise Castle, Mike Skaggs, Councilwoman Gerri Schroder, David McElwain, George Gussak, Dr. David Ching Lee, Gary Blosl, Dr. Michael Spangler, David Steiger, Dasya Duckworth, Craig Laub, Commissioner Vida Keller, Rich Reininger, Matt Versluis.

Council Members Absent: Ryan Costella (excused), Frederick Stater (excused), Leo Gobbo (excused), Terry Culp (excused), Dana Ryan, Jim New (excused), Cornelius Eason, Dr. Haris Doumanidis (excused), Chris Zunis, Mark Rauenzahn, Mehul Mehta (excused).

Ex-officio Members Present: Jeremy Hays, Beth Wicks, Mark Henderson.

Ex-officio Members Absent: Kenadie Cobbin Richardson, Lyle Smith, Ken Pierson, Patricia Baker.

DETR WSU Staff Present: Earl McDowell, De Salazar, Coralie Peterson, Ansara Martino, Doug Van Aman, Odalys Carmona, Samantha Hill-Cruz.

Others Present: Judy Turgiss (Nevada Workforce Development Center), Kirsten Heise (GOED)

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

AGENDA

- I. Welcome, Introductions and New Members.....Ray Bacon, Vice-Chair
GWIB Manufacturing Sector Council

The Vice-Chair of this Council, Ray Bacon, called the meeting to order at 10:00 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 QuorumCoralie Peterson
Workforce Solutions Unit, Department of Employment, Training and Rehabilitation (DETR)

Coralie Peterson called roll and informed the Chair that a quorum was not present. Upon concluding Agenda Item VI, Ms. Peterson advised the Vice-Chair that a quorum was now present and he returned to address Agenda Item V.

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

Ray Bacon asked for Coralie Peterson to verify that the agenda for this meeting was posted according to Nevada statute. Ms. Peterson verified that the agenda was posted according to NRS 241.020.

- IV. **First Public Comment Session**Ray Bacon
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.

Mr. Bacon announced the First Public Comment Session and invited members of the public to speak. No comments were made. Hearing none, Mr. Bacon proceeded to Agenda Item V.

- V. **For Possible Action** – Approval of the May 5, 2014 Meeting Minutes.....Ray Bacon

Lacking a quorum, Mr. Bacon tabled this item and moved to address Agenda Item VI. Upon concluding Agenda Item VI, Ms. Peterson advised the Vice-Chair that two council members had joined the meeting and a quorum was now present. Mr. Bacon then returned to Agenda Item V. Ray Bacon asked for approval of the May 5, 2014 Meeting Minutes. A motion was made by Mike Skaggs and was seconded by Denise Castle. All were in favor, none were opposed. The minutes were approved unanimously.

- VI. **Discussion** – DETR Director Update.....Dennis Perea, Deputy Director/Interim Director
and Mae Worthey, Public Information Officer
Department of Employment, Training and Rehabilitation

Dennis Perea, Interim-Director for the Department of Employment, Training and Rehabilitation, greeted the sector council members and proceeded to explain DETR is in the process of negotiating the 3rd year contract for WorkKeys. He also mentioned that both OJT (on the job training) and certification programs are under consideration and recommendations will be made after further review. He also mentioned that he will come back to the Sector Council with performance updates on the In-Demand Occupations that were designated by the Manufacturing Sector Council. Upon concluding his comments, discussion ensued amongst sector council members of the benefits of the OJT versus certification programs.

Ray Bacon stated that some companies, such as steel mills, foundries, and paper mills, may represent unique hiring challenges, which may make on the job training more beneficial. Gary Blosl, Plant Manager for Clearwater Paper Corporation, agreed, however, he mentioned that in maintenance, the certification programs may work better, and Mr. Perea thanked the sector council members for the comments and stated that both types of programs will be considered for use in future pilot proposals.

He then asked Mae Worthy, Public Information Officer for the Department of Employment, Training and Rehabilitation, to discuss marketing strategies for the Manufacturing Sector. Ms. Worthy explained that typical strategies, such as television/radio/billboard marketing can be used; however, the Manufacturing Sector Council may decide that they wish to use a business development consulting firm to design a more creative marketing strategy. Michael Spangler questioned Ms. Worthy on how the Manufacturing Sector can be made more appealing to young people.

Ms. Worthy mentioned a couple of examples, such as the advertising approach taken by CSN and the “*What happens in Vegas stays in Vegas*” slogan, but also commented that young people may be approached with reasoning on “What’s in it for me?” to get them to think about manufacturing as a possible career choice, stating that a business development consultant may be able to ‘find the sexy’ to develop a marketing strategy to appeal to young people directly.

Mr. Bacon thanked her for her comments, and proceeded to Agenda Item VII.

VII. **Presentation** – Company Profile: Clearwater Paper Corporation.....Gary Blosl, Plant Manager
Clearwater Paper Corporation

Mr. Blosl with the use of a PowerPoint presentation explained that Clearwater Paper Corporation is the 4th largest paper manufacturing company in the U.S. and handles the ‘pulp side’ of paper manufacturing producing such items as:

- Bathroom Tissue
- Paper Towels
- Facial Tissues
- Napkins
- Tissue Parent Rolls
- Machine-glazed Tissue
- Away-from-home Products

He went on to mention that Clearwater has 3,800 employees, and is capital intensive in machinery producing more than 550,000 tons of tissue products annually, with \$1.9 billion in sales per year, and has moved from costly air transportation of products to trucking predominantly within an approximate 500-mile radius.

Mr. Blosl stated that in 1963, Clearwater was producing value/economy products, but in 1993, when the Clearwater North Las Vegas facility opened, they moved into ultra and premium products lines. The staff of the North Las Vegas facility has also grown from 100 to 260 team-based employees.

He concluded his presentation by stating that Clearwater Paper Corporation sets and expects high standards, mentioning their outstanding safety record and their continuous efforts to be environmentally conscious. To date, their company is 99% land-fill free. In addition, Clearwater works to be community-involved, forming partnerships with such organizations as Goodie Two Shoes, Three Square, United Healthcare and City Impact Center. Mr. Blosl was asked by Dr. David Ching Lee if the North Las Vegas facility uses chlorine in their production of paper products, and Mr. Blosl responded that no chlorine is used locally, as no colored paper products are manufactured. Mr. Bacon thanked Mr. Blosl for his presentation and moved to discuss Agenda Item VIII.

To view Mr. Blossl's PowerPoint presentation, click on the following:



Clearwater Paper
June 2014 v2.....

VIII. **For Possible Action** – Discussion on Support/Endorsement of the German Exchange Initiative..... Ray Bacon

Ray Bacon asked Kirsten Heise, Technology Commercialization Director for the Governor's Office of Economic Development (GOED) to give an update on the status of the German Exchange Initiative. Mr. Heise stated that the Initiative has now reached government level (he is awaiting a letter of approval from the Minister of Commerce & Innovation, also a letter of approval from Stephen Hill (GOED) and he will report to the sector council members in the next meeting.

He reminded the sector council members of the need to coordinate visas, make contact with Social Security, and also reach out to both Nevada and Germany to locate prospective companies to place exchange candidates in the best-suited environment during their 12 month internship, and provide them with a support structure, such as in a family setting, which will eliminate any difficulties in language or culture. Mr. Bacon asked Michael Skaggs if GOED required any action on the part of the Manufacturing Sector Council, and Mr. Skaggs requested a formal endorsement of the German Exchange Initiative. Mr. Bacon then asked sector council members for a motion to endorse the Initiative. The motion was raised by Mike Skaggs and was seconded by Commissioner Vida Keller. All were in favor, none were opposed. The motion was passed unanimously.

IX. **Discussion** – Discussion on Senate Bill 391.....Ray Bacon

Ray Bacon provided comments on Senate Bill 391, stating that it will have an impact on the funding methods used for community colleges, and will place positive attention on the state's four community colleges, impacting 2.8 million of the state's population, 1.7 million in the workforce and another 1.1 million possible candidates for some community college participation. Mr. Bacon further commented that the additional attention will allow community colleges to address credit issues, such as the transfer of credits from community college to universities. Mr. Skaggs mentioned that the change in assessment, which will be focused on program completion not just enrollment, which should have a positive effect. After concluding his comments, he proceeded to Agenda Item X.

X. **For Possible Action** – Subcommittee Update..... Ray Bacon

Mr. Bacon invited sector council members to comment on any possible subcommittee updates, and hearing no comments, he moved to Agenda Item XI.

XI. **For Possible Action** – Update on the Pilot Program.....Ray Bacon
and Earl McDowell, Deputy Administrator, Workforce Solutions Unit, DETR

Mr. Bacon asked Earl McDowell, Deputy Administrator for DETR's Workforce Solutions Unit, to provide updates to the sector council members on the pilot program. Mr. McDowell reminded the council members that the pilot provided for the WorkKeys testing/training for 1,500 candidates. He stated that currently DETR is in the process of contract negotiation, tracking for the testing and developing a marketing strategy, which was mentioned earlier by Ms. Worthey.

Mr. Bacon asked about the testing locations, and Mr. McDowell asked that Judy Turgiss, Nevada Workforce Development Center respond to this inquiry. Ms. Turgiss commented that all four of the community colleges are ready to proceed with the WorkKeys testing (Truckee Meadows Community College, College of Southern Nevada, Western State College and Great Basin College). Mr. Bacon commended the WorkKeys program, mentioning that Click-Bond is using this testing extensively for their company. He then moved to Agenda Item XII.

XII. For Possible Action – New Business and Future Agenda Items.....Ray Bacon

- Company Profile: Click Bond - Ryan Costella
- Update on the Pilot Program - Ryan Costella
- Review of the 2014 Strategic Plan - Ryan Costella

XIII. For Possible Action – Future Meeting Schedule/Next Meeting.....Ray Bacon

- Monday, September 8, 2014 at 10:00 a.m.
- Monday, November 3, 2014 at 10:00 a.m.

Mr. Bacon suggested that meeting dates coinciding with holiday weekends be changed to a more convenient date. The date and time for future meetings will be posted publically.

Vice-Chair Ray Bacon mentioned that a good opportunity to publicize the manufacturing sector would be through events such as the Manufacturing in Nevada Conference that had been scheduled in Sparks, Nevada for October 1-3, 2014, which he had informed council sector members of previously by sharing the following leaflet:



~~ManConf-Questions... ManConf-Sponsors...~~

Jeremey Hays commented that he has been working with Bob Potts to develop the first supply-chain data for UAS and that a similar event, a mini-fair or even CTE classroom presentations would allow other opportunities to give better understanding of manufacturing to students, which he will discuss further with Dr. Spangler. Mr. Bacon commented on positive efforts of the CTE training at Great Basin College he had discussed with Felicia Gonzales such as high enrollment and high graduation rates. Mr. Bacon then moved to address Agenda Item XIV.

XIV. Second Public Comment Session.....Ray Bacon

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. Bacon announced the Second Public Comment Session and invited members of the public to speak, no comments were made. When hearing no comments, he proceeded to Agenda Item XV.

XV. Adjournment.....Ray Bacon

Ray Bacon adjourned the meeting at 11:11 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, Cornelius Eason, 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 and Mehul Mehta

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 Thursday, July 3, 2014.*

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, 7251 W. Lake Mead Blvd., Las Vegas, NV. This agenda was also posted on DETR's Web site at www.nvdetr.org. In addition, the agenda was mailed or e-mailed to groups and individuals as requested.