

**Marketing & Business Outreach**  
**October 13, 2016**

**Members Present**

Les Vail, Chair  
Michelle Mullen, DWD  
Mary Weidler, NJLWD  
Bridget DiGiambattista, WDB Staff

Ricky O'Hara, NJLWD  
Vito Palo, DVRS  
Randi Woerner, Woodbury Econ. Devel.

**Members Absent**

Anthony Bellia, Co-Chair  
Dyanna Dessicino, GCIT  
Euletta Gordon, Business  
Carlos Pizarro, DWD  
Andrea Stanton, RCGC  
Mark Wilgus, Business  
Eileen Gallo, WDB Staff

Tom Bianco, GC Economic Devel.  
Carleen DiPaola-Greco, NJLWD  
John Mondelli, GCIT  
Michelle Shirey, WDB Director  
Alisha Thompson, DWD  
John Furfari, WDB Staff  
Vonnie Jackson, WDB Staff

Les opened the meeting at 2:15 pm.

Minutes from July 14 2016 were not approved, there was not a quorum. No quorum to approve June 8, 2016 meeting minutes.

**Old Business**

WDB / AJC Brochure – some minor changes were recommended.

Newsletter – story recommendations are: October job fair, target industry partnerships (TIPS) for talent network, Career Connections website replaces Jobs4Jersey.

Les stated TIPS is important because the one thing lacking in TIPS is the business community and K-12. Les stated we should start featuring in the newsletter career path opportunities not often talked about such as truck drivers, butchers, & bakers. Randi recommended partnering with SJ Times to have section and provide success stories. Les recommended we pick one of our services, show how 'dots are connected' i.e. companies we worked with, & services we provided to use as a spotlight in newsletter.

**New Business**

AJC – Open House – tentatively looking at 3<sup>rd</sup> week of January 2017 between 3:00-7:00 pm. Schedule to have John M. tape 1-2 commercials that can run during the open house. Invite an employer and employee to share their success stories. Invite Talent Networks to talk with employer and job seeker about what is available.

Ricky will ask Robert DeMarco to schedule orientation(s) day of event so visitors can see what orientation is about.

Possibly ask GCIT to sponsor by providing bakery goods, since they are working with Zallies. Invite State reps Catherine Starghill & Alice Honeycutt.

Les would like to discuss format for the 2017 Full WDB conferences to include show casing success story of a business, a job seeker, & a partner. Randi recommended sending special invitation to attend our conference to learn about our services and to learn of their needs. He would like this as agenda item for next meeting.

A motion for adjournment was made by V. Palo, seconded by R. Woerner.

The next meeting will be December 8, 2016.

Respectfully submitted,  
Bridget A. DiGiambattista, WDB Staff