

# Workforce Innovations



September/  
October 1999

News and insights to meet the needs of an evolving community of employers, job seekers and educators

## Feature Article:

### The hospitality forum is a big success

Three times a year, the Labor Market Information Plus unit of NOVA disseminates its in-depth industry studies to the community. This article is a follow-up to the May/June 1999 Feature Article: *Rising Opportunities In the Silicon Valley Hospitality Industry*.

**R**apid upward mobility. This seems to be the catch phrase for the local hospitality industry, according to NOVA Private Industry Council's recently released workforce study, *Rising Opportunities: Silicon Valley's Hospitality Industry*. The study was unveiled on September 10 at a public forum co-hosted by Mission College and NOVA.

Two keynote speakers and a panel of local employers discussed hiring, salary, and industry trends. Yet the real excitement came during two breakout sessions, when local employers, job seekers and job counselors made the most out of the opportunity to network with each other. Local employers attending the event were excited about the results of the forum. Because there is a shortage of well-qualified applicants, opportunities to meet with an array of candidates are golden. Representatives from the Hotel De Anza, Larkspur Landing,

“Outstanding event!

Extremely friendly

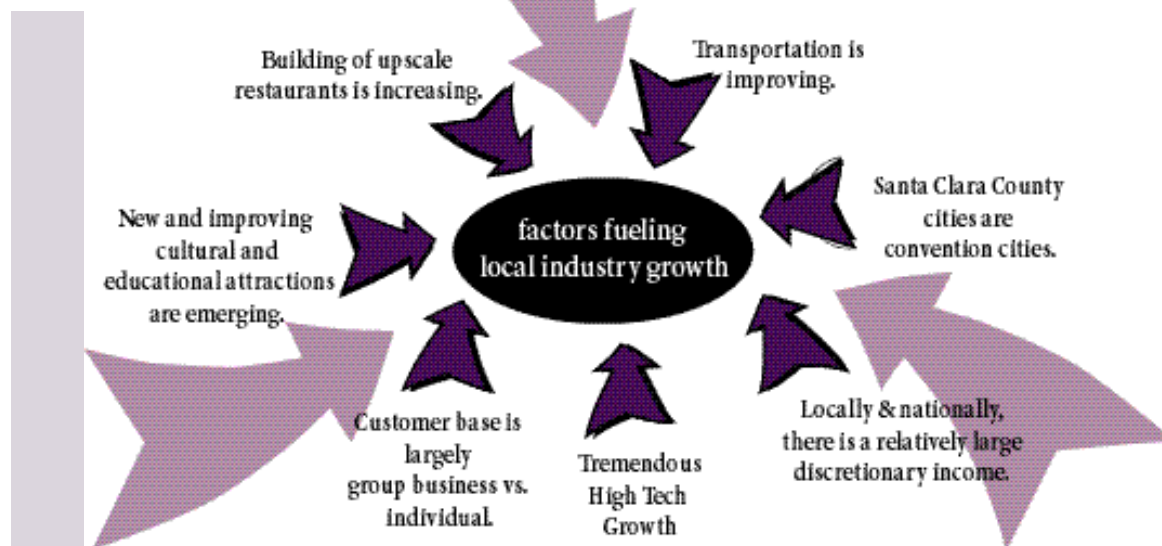
and fast-paced.

The speakers were

well chosen ” ”

and informed.

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Factors contributing to the tremendous growth of the hospitality industry in silicon valley

Continued from page 1



breakout sessions were a great success. Above: jobseekers work with Karie Geiger from Xpurs Landing.

ableTree in the Sunnyvale Hilton San Jose, the state Department of Commerce was the main attraction and more were interested in hearing speakers about career opportunities in the industry . . .

the Industry Council member and Director of Human Resources at the Sunnyvale Hilton Inn, explained that employers are eager to shift the idea of hospitality as a temporary industry where one works while on the way to something else, to self-contained industry that holds its own and rewarding career opportunities. Note speaker Lori Kohler exemplified the idea beautifully as she described her career progression. She began her career in Lake Tahoe after college graduation, where her waitressing job supported her passion for skiing. Attracted by the rich atmosphere of the hotel industry, she applied for a professional position. Today, roughly ten years later, Kohler is the General Manager at the prestigious Hotel Anza. She credits commitment and a passion for the industry as essential components in her success.

Please call 408-522-1043 if you missed the event but would like to receive a copy of the industry study.

# Campus Partner

## Employment Training panel

Since 1982, California's Employment Training Panel (ETP) has been serving the needs of employers through its innovative and highly successful program. Administered by a statewide panel appointed from business and labor, this highly regarded program provides financial assistance to employers to retrain their new and existing workers. This, in turn, improves the

Currently, ETP funds traditional classroom instruction, practical laboratory training, and structured, onsite schooling. Additionally, they are in the process of amending regulations to allow innovative technology-based forms of training. All of these training formats are implemented through a group of training programs targeting industries in which there is a demonstrated shortage of skilled workers, companies facing out-of-state competition, unemployed workers, and populations which are generally more difficult to serve. Funds have also recently been made available to assist in the retraining of those making the transition from welfare to work.

**ETP has provided over \$600 million to train over 300,000 workers at more than 28,000 businesses within California.**

Please contact the Sunnyvale EDD Office at 408-522-1044 if you are an employer interested in attending the initial orientation or an educational institution interested in working with local employers to provide training. You can also visit the ETP website at [www.etp.cahwnet.gov](http://www.etp.cahwnet.gov) for additional information.

economic vitality of local business and allows the state to remain competitive within the global marketplace. The San Jose Business Journal described ETP as "an unconventional weapon" in the fight against unemployment and a Santa Clara County official stated that "ETP is the best thing that has happened in California for some time." To date ETP has provided over \$600 million to train over 300,000 workers at more than 28,000 businesses within California.

Prior to receiving training funds, employers attend an introductory workshop and submit an application to the state panel for review. Locally, this mandatory orientation is offered the last Wednesday of every month on the Connect! campus at the Sunnyvale EDD Field Office. Once funding has been granted, staff EDD and NOVA Private Industry Council provide assistance both in completing the application and assisting with the implementation of the training itself.

etp is considered to be an unconventional weapon used to fight unemployment



# NOVA Program

## rapid response

Through job training and job placement programs, NOVA helps employers and jobseekers weather the Valley's turbulent economic climate. This month we take a look at one of the many programs available to aid employers and employees effected by layoffs.

Within Silicon Valley, a region known for its dramatic employment trends, everyone seems to know someone who has been "downsized" or "right-sized" out of a position at one time or another. Although layoffs are increasingly accepted as a way of life, it is never an easy process—for employer or employee. NOVA Private Industry Council provides a service designed to make this process as easy as possible for everyone involved.

Rapid Response is funded by the U.S. Department of Labor and functions locally to assist employers with the process of workforce restructuring in order to ensure economic well being at a local level. By reducing the amount of time a worker remains between jobs, the disadvantage to the individual and to the community as a whole can be minimized. NOVA's pur-

pose, therefore, is to step in early and work with both the employer and employee to make the duration of unemployment following the layoff as short as possible.

When a company announces a layoff—sometimes even before they announce it—NOVA staff are in contact with the company's human resources department providing information and offering services that are all custom tailored to the specific needs of a given employer. This ensures that the services being provided are the services truly needed and that the employees involved in the transition receive assistance that is truly beneficial. NOVA has provided Rapid Response services to all levels and all shifts within such major corporations as Apple, Intel, National Semiconductor, and Advanced Micro Devices. In the case of Lockheed-Martin, NOVA staffed an onsite



Rapid Response's goal is to minimize the duration of unemployment following a layoff.

Career Transition Center for over four years on two separate occasions, providing onsite transition workshops, personalized one-on-one counseling, and information on training opportunities.

For further information on how your company might benefit from Rapid Response services, contact NOVA at 408-730-7232.



## chair's corner

Clare Phillips & John Love

Co-Council Chairpersons, NOVA Private Industry Council

The City of Cupertino covers an area of 13 square miles within Silicon Valley and is home to almost 45,000 residents from a wide variety of backgrounds. Without a doubt, the residents settle here not only for the beautiful weather and excellent schools, but for its proximity to some of the world's largest and fastest-growing high tech companies, including Apple, Compaq, and Hewlett-Packard. The continued growth of the electronics companies in this area allows related industries to prosper as well, attracting more than just engineers to this quiet town. Some examples of these "piggyback" industries include manufacturing, service, and hospitality.

In order to expand upon the benefits associated with being home to these corporate giants, the Cupertino City Council in 1996 adopted its first economic development plan, which addresses specific goals and objectives and describes programs that will retain and expand existing businesses and attract new companies to the area. The Economic Development Committee, consisting of representatives from city staff, the city council, and the Chamber of Commerce, will develop and implement this plan.

The demographics of Cupertino reflect a heterogeneous community with an average age of thirty-six and a median family income of \$79,200. More than half of the adult population possess college degrees, and the great majority of residents work within the high tech or service industries. According to the 1990 census, while there may be plenty of occupational opportunities within city limits, only one of every five Cupertino residents works within the city itself.

The businesses that lie within Cupertino's borders continue to grow, and, as they do, this city on the edge of the Santa Clara Valley will continue to grow and prosper well into the 21st century.

# Labor Market Information

## tourism in california

Labor Market Information is valuable to employers due to the current low unemployment rate. As our recent forum has highlighted the travel and tourism industry is growing spectacularly.

Travel and tourism is currently the third largest industry both within California and across the nation. Globally, employment within the industry is expected to more than double over the next ten years. Along with telecommunications and information technology, travel and tourism is poised to be one of the three key components in the service-led economy of the 21st century.

Some interesting statistics:

- Over the last ten years, the travel industry has created jobs at more than twice the rate of the overall state economy. It grew by 43%, as compared to 15% for all other major California industries.
- California received a total of 260 million "person trips" to and through the state in 1998. Of those trips, 177.8 million (71%) were considered leisure travel.
- California's travel and tourism industry generated an estimated \$64.8 billion in 1998, or 6% of the Gross State Product.
- Nationally, nearly one out of every eight dollars in travel is spent in California. This proportion is larger than the state's ratio of population, employment, or income.

### Tourism Jobs w/in California

Eating & Drinking Establishments	210,000
Accommodations	136,000
Recreation	103,000
Retail Sales	95,000
Air Transportation	55,000
Ground Transportation	39,000
Travel Arrangement	27,000
Food Stores	20,000
<b>Total</b>	<b>685,000</b>

Source: CA Division of Tourism



Featured  
Website

**JobStar:**  
California Job Search guide

Need help looking for a job or planning a career? Drop into JobStar for such valuable information as salary surveys, tips on resume writing, beginning or developing a career, and general advice for jobseekers. Access on-line job listings within four specific regions of California—San Francisco, Sacramento, Los Angeles, and San Diego—or throughout the state or across the nation. JobStar is a dynamic, federally-funded project administered by the Bay Area Library & Information System and is well worth a look.

<http://jobsmart.org>



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