



NEWS

South Bay Workforce Investment Board

FOR IMMEDIATE RELEASE

February 5, 2015

South Bay Workforce Investment Board
11539 Hawthorne Blvd., Suite 500
Hawthorne, CA 90250
Contact: Jan Vogel 310-970-7700

SOUTH BAY CITIES FOCUS ON BUSINESS RETENTION AND ENGAGEMENT

South Bay Workforce Investment Board Convenes Regional Stakeholders to Develop Strategies

Hawthorne, CA - - When Toyota's North American sales headquarters departed from the South Bay region last year to Plano Texas, it prompted the South Bay Workforce Investment Board to convene workforce and economic development stakeholders in the region to develop strategies that will retain businesses in the region and support economic growth through new business attraction.

The South Bay Workforce Investment Board (SBWIB) Executive Director, Jan Vogel said, "While the South Bay cities may have little ability to affect changes to tax and regulatory matters that are within the purview of the State, our stakeholders can take an aggressive proactive approach to leverage those assets that we can influence. Among these are strategies to prepare a pipeline of skilled workers and ensure that the skill needs of businesses are being met so that workforce and labor market requirements are well aligned with regional economic growth."

These were the driving factors for the SBWIB to convene a strategy session with elected officials and both chamber and city economic development executives from the South Bay cities including Hermosa Beach, Manhattan Beach, Redondo Beach, El Segundo, Carson, Gardena, Hawthorne, Inglewood, Lawndale, Lomita and Torrance. According to Mr. Vogel, "We have collective services and assets that can support businesses during all cycles. I believe this is a great first step in uniting the South Bay and creating impetus for the expansion of our business community."

The event was facilitated by the co-founders of Business U, the sister company to Full Capacity Marketing, Inc. (FCM), a national consulting firm that specializes in workforce development, education, and economic development to help organizations be more effective individually and collectively resulting in economic growth.

The SBWIB is planning a second event with Business U that will include an invitation to all of the South Bay elected officials to build on the momentum. For more information about this event, contact Chris Cagle at (310) 970-7700, or ccagle@sbwib.org. For more information about Business U, go to www.Business-U.net

###