



**San Benito County  
Workforce Development Board  
Rapid Response Layoff Aversion Program:**

**2016 Program Summary  
“At Your Service” Business Survey May – June 2016  
“Ask the Experts” Business Resource Event June 15, 2016  
Rapid Response & Layoff Aversion Activities May – Ongoing**

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## INTRODUCTION & OVERVIEW

On April 12, 2016, the San Benito County Board of Supervisors approved a contract with Farmhouse Communications (Farmhouse) of Hollister, California to provide services related to the implementation of Rapid Response Lay-Off Aversion Activities for the San Benito County Workforce Development Board (WDB) with all activities to be implemented by June 30, 2016.

During the months of May and June 2016, Farmhouse conducted a confidential, county-wide business survey in San Benito County. More than 450 businesses were reached via telephone, online via email and in on-site visits in Hollister and San Juan Bautista. 100 business owners and managers completed the survey, 87 surveys were completed in English and 13 in Spanish.

The survey provided an opportunity to connect with businesses, to determine their overall health, struggles and the general status of their operations. Two bilingual outreach teams visited business districts in San Juan Bautista and Hollister to connect with business owners and managers to garner their feedback. The survey instrument was patterned after that conducted by the California State University Monterey Bay Small Business Development Center in 2012 and was delivered in hardcopy and online versions in both English and Spanish.

The survey was designed to collect information on local businesses with the goal of improving County services to businesses as well as ascertain if there were any specific areas of assistance needed to assist businesses to sustain and grow their operations and avoid layoffs. Work by Farmhouse Communications and affiliates is ongoing.

Dozens of business owners/managers responded to widely broadcasted invitations to attend an “Ask the Experts” business resource event coordinated by Farmhouse Communications hosted the morning of Wednesday, June 15 at Paine’s Restaurant in downtown Hollister. The event featured 25 agency experts from throughout the state in several categories including:

- Workforce development, training and evaluation
- Business management, planning and marketing
- Finance
- Licensing and permitting
- Water, energy, waste & recycling

In response to businesses who were either self-identified or identified by staff as at risk, in need of Rapid Response Lay-Off Aversion services, the consultant, staff and business support organizations and leaders were assembled to avoid reductions and closures, to help the business to sustain and grow their employee base and assist in providing services for displaced workers when necessary.

## **Survey & Business Support Program Promotion**

The “At Your Service” survey, “Ask the Experts” business resource event and Rapid Response and Layoff Aversion Program were publicized extensively throughout San Benito county, utilizing the following methods:

- Development of a custom website and email account for the program- [BusinessinSanBenito.com](http://BusinessinSanBenito.com)
- Press releases and calendar advisories in the Hollister Free Lance, BenitoLink and San Juan Mission Village Voice
- Paid advertisement in Hollister Free Lance
- Announcements via broadcast email sent directly to businesses- Chamber of Commerce, Business Council, EDC and Hispanic Chamber members, EDD business contact list, City of Hollister Business License List
- Social media- Twitter, LinkedIn and Facebook (with boosted posts and paid, direct ads)
  - A “Business in San Benito” Facebook page was also created for this program
  - Postings were cross-promoted on the County Workforce Development Board Facebook page as well as several community information pages
- Program promotional flyers in English & Spanish
- Community Media Access Partnership (CMAP) and CSUMB Small Business Development Center Workshops and Training Events Calendars

In order to appeal to business owners and managers to participate in the survey, those who completed the survey were provided with an option to enter a drawing to receive up to 5 hours of complimentary marketing and PR consulting services (a \$1000+ value) from Farmhouse.

## **“AT YOUR SERVICE” BUSINESS SURVEY**

### **Survey Instrument Development, Methodology & Delivery**

To conduct a survey and attempt to understand the current needs and challenges of businesses in San Benito county, a survey research approach was implemented.

The survey instrument was based upon the 2012 survey developed by the CSUMB SBDC which was enhanced to address current programs and technologies. The instrument was reviewed, edited and approved by County workforce development staff led by Enrique Arreola, Deputy Director Health & Human Services Agency Community Services and Workforce Development.

Surveys were developed in English & Spanish, in paper/hard copy form as well as online utilizing the Constant Contact survey program also known as Survey Monkey. The online survey was also posted in a custom website developed for the program located at [BusinessinSanBenito.com](http://BusinessinSanBenito.com). In order to encourage and facilitate a climate of forthright communications, including providing sensitive business information, the identity of respondents was used for internal identification and support assistance purposes only.

The sample of businesses was self-selected for online participation and randomly selected for physical, grassroots, bilingual outreach. Businesses located within the following areas were visited between 10:00AM and 6:00PM on May 31, June 6-10 and 13-14, provided with program information and conducting facilitated online surveys utilizing tablet computers and laptops:

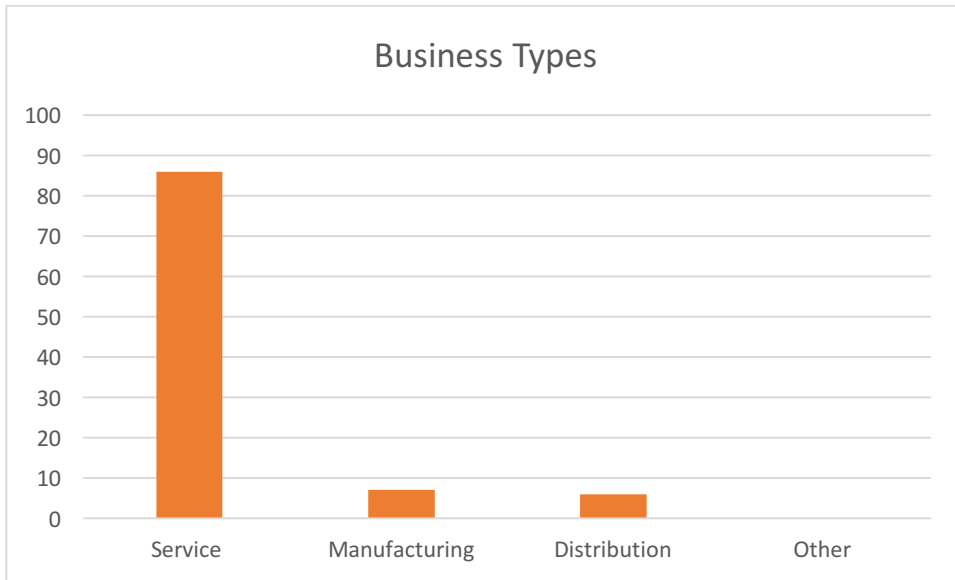
- Hollister: McCray St./ San Benito St./San Felipe Rd. reaching 95 businesses and conducting 45 surveys
- Hollister: Fairview Rd./Hillcrest/Industrial reaching 20 businesses and conducting 7 surveys
- Hollister: Tres Pinos Rd. reaching 10 businesses and conducting 10 surveys
- San Juan Bautista: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> Streets reaching 45 businesses and conducting 25 surveys

### **Data Gathering**

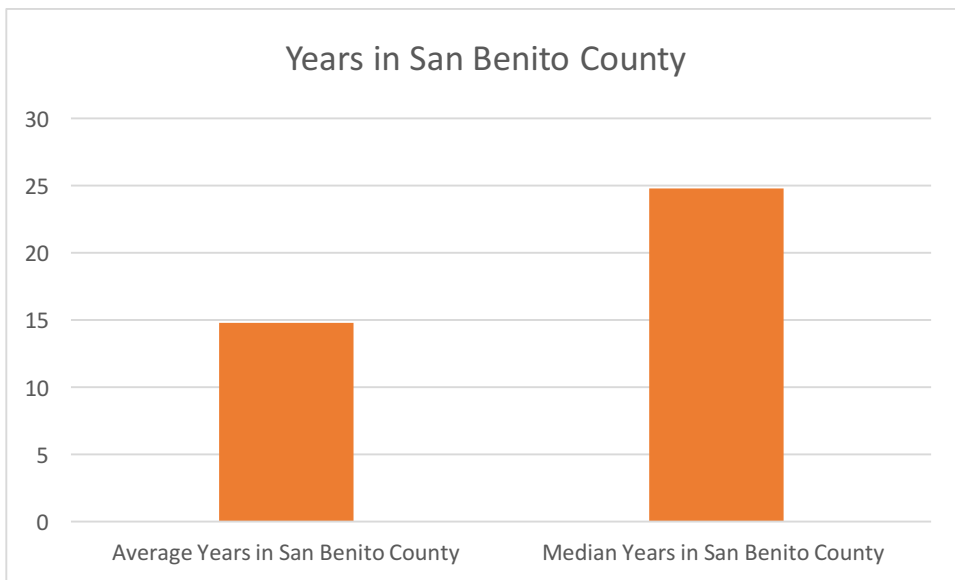
The project’s community outreach and engagement team performed the data gathering functions related to this research project based on information provided by San Benito County Workforce Development Board, County staff and staff of the Employment Development Department (EDD). The team also collaborated to promote deliver the survey and business support program components in English and Spanish, online and hard copy formats.

All survey responses were entered into the Constant Contact online survey program. Completed and partial surveys were then exported to spreadsheets for review, analysis and reporting.

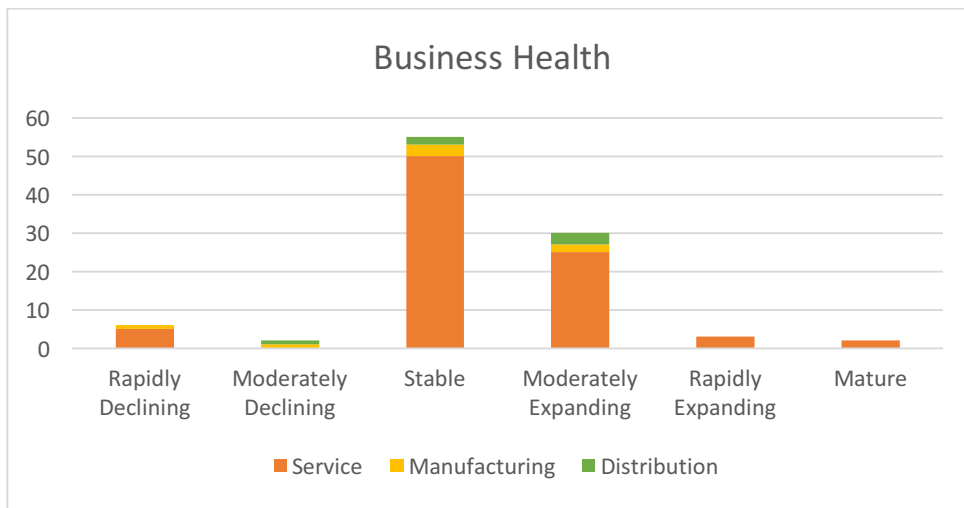
## Survey Results



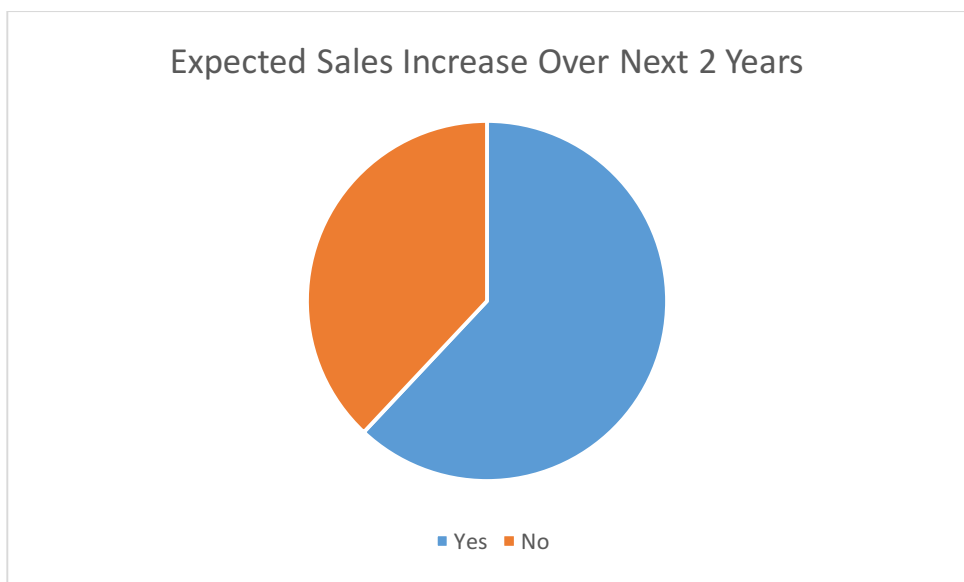
100 businesses responded to the survey, the overwhelming majority of the businesses operate in the service category.



The average number of years that business survey participants have operated in San Benito County is 14.8, and the median is 24.8 years. 25% of surveyed businesses have operated in San Benito for 20 or more years, including a business that has operated for 116 years. The majority of businesses in San Benito were founded locally. 71% originated in San Benito and the remaining 29% were founded in Gilroy, Salinas, Campbell, Cupertino, Modesto, Delano, Riverside, Irvine and Chicago.



The majority of business owners, 55% classify their businesses as stable. The large number of stable responses with the addition of moderately expanding businesses suggests that business owners are optimistic about their future and few feel they are declining.

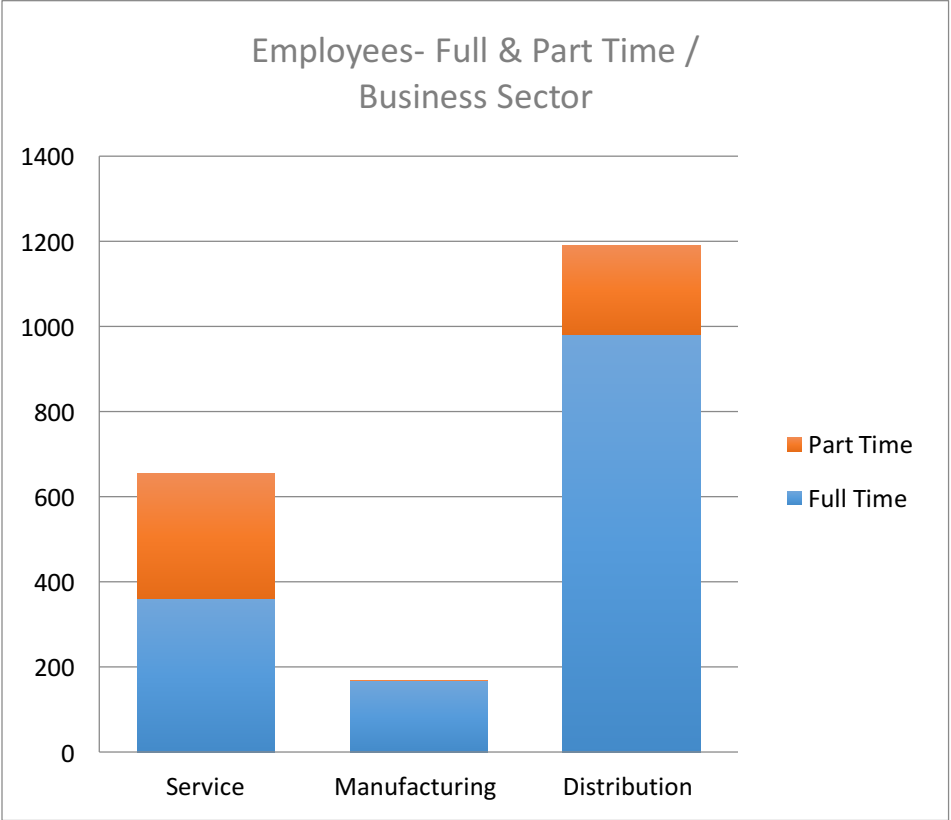


Outlook for future business is favorable as 62% of businesses expect sales to grow. Local businesses are benefitting from the improved local economy, lower unemployment rate, increase in discretionary incomes. Many businesses are seeking opportunities to expand their location.



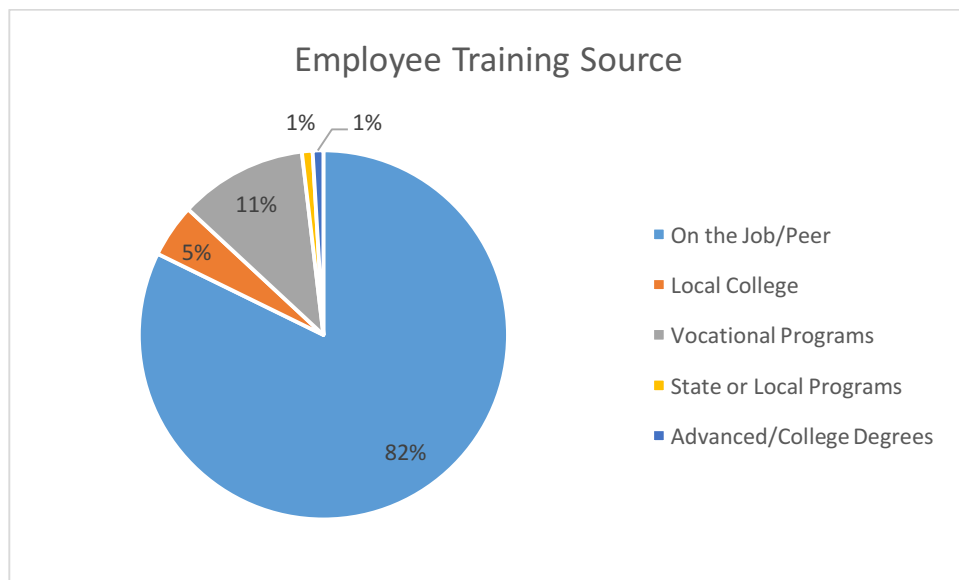
72% of the surveyed businesses in San Benito County lease their operating space. Business owners were asked if they would expand or downsize their physical location within the next two years, 15% are planning to expand with at least two businesses planning to remodel and expanding into an adjacent space and 5 planning to either close or downsize. When asked if new products or services would be introduced in the next two years, 16% responded affirmatively. Many businesses feel that the economy is improving.

There was interest from some lease holders for additional information on commercial properties available for sale. These owners would like to stay in San Benito County, but would like to own rather than lease.

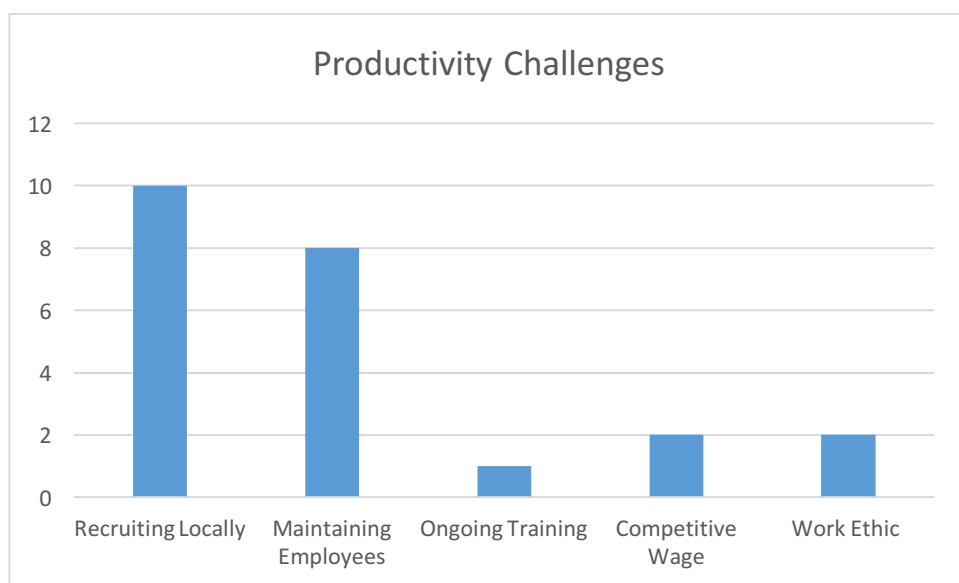




The companies surveyed employ over 1508 employees, the service and distribution industries employs the majority (numbers skewed by major employer).



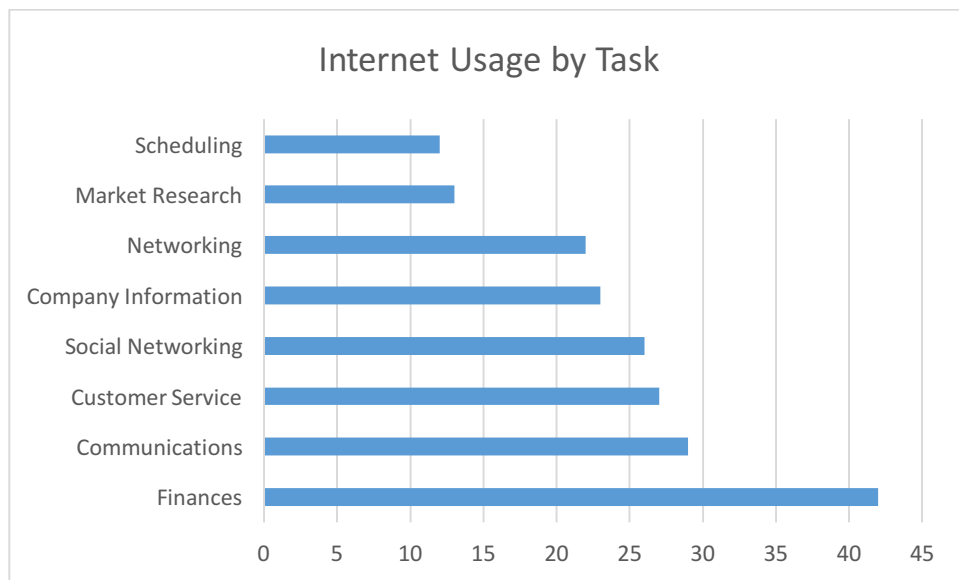
Of the surveyed businesses, 88% of employees receive their training from peers “on the job”, 12% from a vocational schools or programs, 1% from a local college and 1% holds a requirement of advanced and/or college degrees for the majority of their employees.



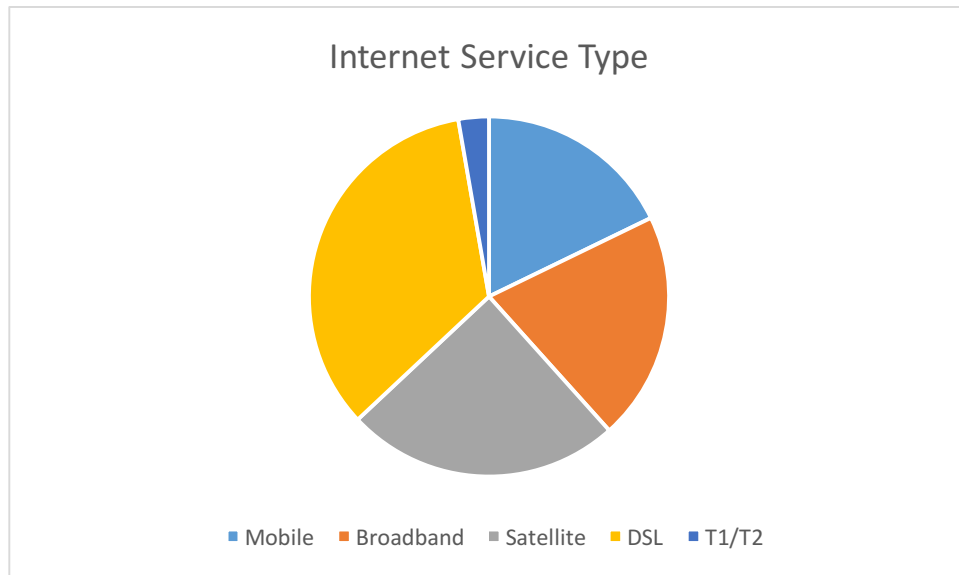
6% of employers mentioned difficulties achieving productivity from their workforce. The most significant is the ability to recruit and retain local employees. Several business owners were worried about their ability to maintain competitive wages and dealing with challenges in the work ethic and lack of personal drive of employees.

9% of employers expect to have a decrease in employees within the next two years. Several business owners 87% mentioned that they do not plan to have a reduced workforce. One business is expecting to grow. Many small businesses referred to challenges with wage and benefit compliance.

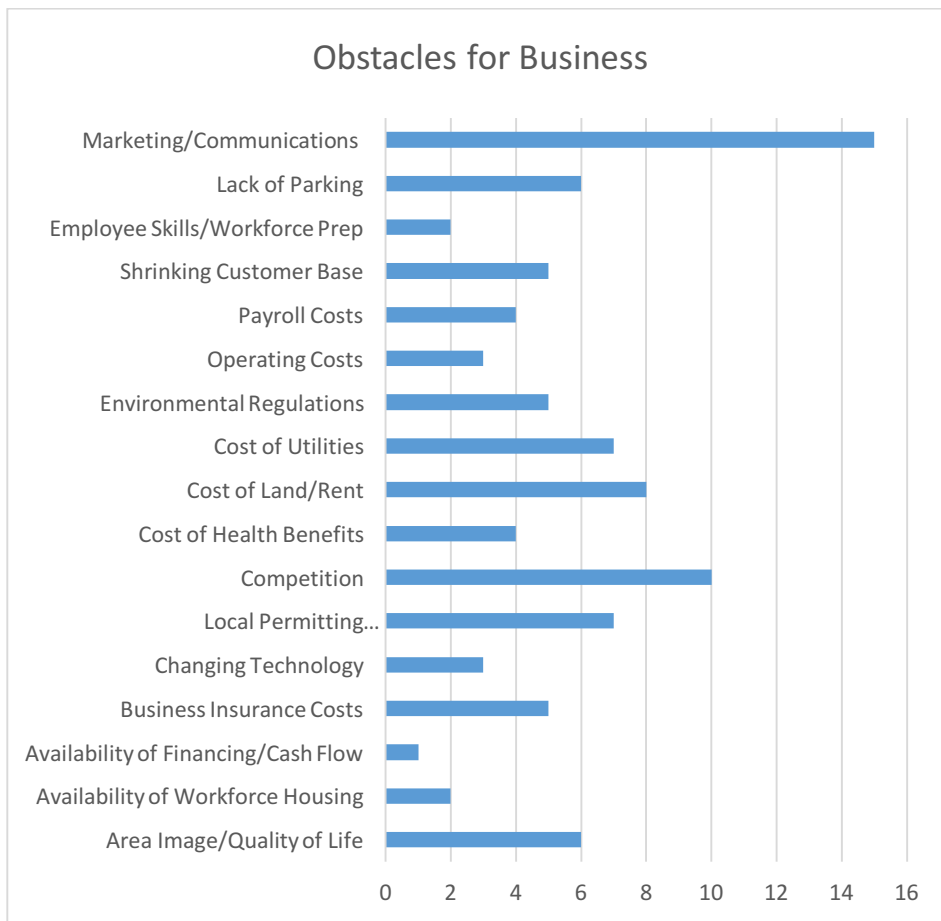
## Internet



59% of businesses indicated that internet access is vital to their business and it utilized by the majority of businesses for managing banking and finances followed by communications (email & calendaring), customer service, networking/social networking and business promotion/information. 21% of survey respondents indicated that they don't utilize the internet- all of which are small, Latino-owned businesses the majority of which are owned and/or managed by monolingual Spanish speakers.



Internet access continues to be a challenge for local businesses as they indicated a desire for general access to high speed internet in addition to higher connection speeds, reliability and affordability though 86% of respondents indicated neutral or higher satisfaction with their current service- a weighted average of 3.5 on a scale of 1 to 5 from highly dissatisfied to highly satisfied.



The chart above represents issues that local business owners are struggling with. Their top concern is marketing/communications- confusion with local (City of Hollister and County) sign ordinances, lack of skills or access to effective marketing and advertising programs. Other high ranking obstacles include out of area and online competition, costs of rent and utilities, difficulties in navigating local permit and license requirements and area image/quality of life which is drawing customers and employees to other neighboring communities.

### Concerns Expressed by Business Owners

Business owners in San Benito had many other concerns they are listed below:

Challenges of sustaining business after start up	Crime, homeless, lack of patrols in SJB
Surmounting business cycles, seasonality	Lack of collaboration- think local first
Dissatisfaction with Chamber of Commerce ROI- lack of support, especially without email	Lack of basic workforce skills being taught in local schools
Lack of knowledge of SBDC services available	Access to public restrooms, sufficient parking
Confusion of fees/roles of City, County, Chamber	Local events are not beneficial to business, too many nonprofits seeking donations



An overwhelming majority of businesses are seeking assistance with marketing in the form of advertising and promotion. Owners would like a comprehensive marketing strategy to promote the area and sub-regions including downtown Hollister and San Juan Bautista with a focus first on residents, local businesses and employees then visitors. Many owners mentioned Salinas and Gilroy as examples of how to revitalize a downtown. Owners interested in loans, mentioned difficulties they had dealing with large lenders and lack of knowledge of local small business loan programs, especially for small, Latino businesses with Spanish speaking owner/managers. The major need for money was cash flow, equipment, facility and façade improvements.

Businesses in San Juan Bautista said they lacked exposure and are not supportive of the County nor the County Chamber of Commerce. Businesses believe drivers have no idea that San Juan Bautista has many great restaurants and retailers. Owners suggested new and improved signage. Owners were worried about losing the San Juan Bautista “charm” many buildings are in great need of repairs, but it is expensive to repair the buildings, to maintain the historic characteristics and lack of desire by building owners to invest.

## Suggestions from Businesses

Below are some other business needs that owners suggested:

Letting the towns grow with an emphasis on supporting existing local businesses	Lack of business and general community collaboration and communication
Spotlighting local businesses, owners in media and social media	Increasing business hours to adapt to commuters
Reversing the communication on regulations- how to comply, best practices rather than what not to do	Surveying commuters on wants/needs/routines- leverage bedroom community opportunities
Business plan development and support- small Latino businesses want support from Latinos	Support from City/County staff- more communications, visibility
Simplify job posting opportunities	Improve service access for small businesses
Road and parking improvements	Develop and drive a collective vision

## **“Ask the Experts” Business Resource Event**

The San Benito County Workforce Development Board invited local business owners, managers and prospects to a complimentary, comprehensive business resource event hosted Wednesday, June 15 from 7:30-10 a.m. at Paine’s Restaurant, 421 East St. in downtown Hollister. The “Ask the Experts” resource event provided information on a diverse array of resources available to businesses. Information resource tables with more than 20 business resource experts were hosted during the event. A brief introduction program began at 8:15 a.m. which provided the opportunity for participating support organizations to provide an overview of their organization and services provided to local businesses. A complimentary, continental breakfast was served. Registration for the event was available online at [www.businessinsanbenito.com](http://www.businessinsanbenito.com), via email, telephone and website link distributed widely.

The event drew dozens of business owners and managers and non-profit organizations from throughout the county and more than 25 business resource experts from throughout the state. With an overall goal of sustaining and growing existing businesses, the complementary event provided the avenue for attendees to network, share tools, tips, best practices and programs to help local businesses and organizations thrive- free and low-cost services from employee training and assessment, loan programs, business management, innovation and planning to water, waste and energy reduction.

Local business resource experts and event participants included:

1. [California Workforce Development Board](#)- Supporting the emergence of effective statewide and regionally driven sector initiatives in policy development, supporting the workforce system, assessing performance and reporting.
2. [California Employment Training Panel \(ETP\)](#)- Providing employers funding for job skills training for frontline, incumbent workers in companies challenged by out-of-state competition
3. [America’s Job Center](#)- Easy, one-stop access to the state’s employment-related services, helping employers find qualified workers and job seekers find good jobs- posting job openings and recruiting candidates. Job seekers can get assistance in assessing skills, finding job opportunities and training, prepping a résumé, and much more.
4. [Employment Development Department \(EDD\)](#)- Supporting and connecting local communities with state programs involving unemployment insurance, disability insurance, payroll tax collection, and job training/workforce services
5. [Workforce Development Board of San Benito County](#)- Providing employees, training programs and hiring incentives to area employers.
6. [CSUMB Small Business Development Corporation \(SBDC\)](#)- Providing entrepreneurs and small businesses with high quality education, consulting, support for innovation and tools necessary to build successful, sustainable businesses
7. [El Pajaro Community Development Corporation](#)- Promoting the development of micro-businesses by helping low-income minority entrepreneurs with instruction, bilingual/bicultural business training, business incubation, professional consulting and coaching.
8. [Gavilan College](#)- Community Education, Contract Training & Business Resources- Business and career training courses (business, management, accounting, IT & software development and more) on campus and online
9. [AMBAG Energy Watch](#)- Providing energy assessments and audits, equipment installation, efficiency programs, services & financing, PG&E programs & services.
10. [Recology San Benito County](#)- Commercial waste reduction and recycling programs

11. [Water Resources Association of San Benito County](#)- Water conservation tips, resources, rebates & programs
12. [San Benito County Integrated Waste Department](#)- Waste disposal, diversion, hazardous waste & landfill management
13. [Monterey Bay Green Business Program](#)- Providing promotion, incentive and assistance programs to businesses to help conserve energy & water, minimize waste, prevent pollution and shrink their carbon footprint
14. [City of Hollister Finance & Business License Department](#)- Doing business in the city? Opening a new business? Thinking about starting a business from your home? Want to know what you might need? Contact them today!
15. [Monterey Bay Procurement Technical Assistance Center \(PTAC\)](#)- Providing counseling and education for businesses to help procure, compete, and win government contracts free & easily
16. [California Coastal Rural Development Corporation](#)- Servicing the financial needs of small businesses and farmers, providing direct loans and loan guarantees.
17. [Fresno Community Development Financial Institution](#)- Providing small business loan funds to grow businesses and jobs in underserved communities.
18. [Monterey Bay International Trade Association](#)- Providing trade promotion services to the California, U.S. and foreign country business communities.
19. [Hollister Downtown Association](#)- Working hard to create a vital downtown district through beautification programs and community events, ensuring that Downtown Hollister becomes an economic, cultural, educational, governmental, and social center that respects that past, present and future through its blending of people, places, and possibilities.
20. [San Benito County Chamber of Commerce & Visitors Bureau](#)- Promoting local businesses and our community, benefits and resources to support member businesses for a strong community and regional economy, civic, cultural and educational climate.
21. [Hispanic Chamber of Commerce, Central Coast](#)- Promoting and supporting the success of Hispanic businesses on the Central Coast.
22. [Economic Development Corporation of San Benito County](#)- Supporting business growth and investment and strengthening the local economy in San Benito County.
23. [San Benito County Business Council](#)- Promoting policies and practices that provide outstanding pro-business legislative and local policy; facilitating intergovernmental cooperation, collaboration & consolidation; supporting, expanding and enhancing the local job base; and promoting community wellness & sustainability.
24. [San Juan Committee](#)- Promoting economic vitality while maintaining the charm and history of San Juan Bautista.

### **Feedback from Event Participants**

Event participants were surveyed informally following the event both during the event and post via telephone and email. The feedback was extremely favorable. Recommendations for future events included timing the event to avoid high-activity times during the year such as this year's event which was hosted when many schools were hosting graduations, letting out for the summer. Additional time for advanced planning would have also afforded the benefit of the opportunity to plan and deliver additional advertising in the form of television, radio, direct mail, placed advertising and cross promoting with local business associations. Participating organizations greatly appreciated the ability to network, identify collaborative and referral opportunities and eliminate duplication in a few instances. Representatives from the California Workforce Development Board stated that they'd like to use the event as a model for others throughout the state.

## **RAPID RESPONSE & LAY-OFF AVERSION ACTIVITIES**

During the course of conducting the survey, 8 businesses were identified as at risk for employee reduction and/or closure and additional 10 businesses were identified via referrals. All other businesses have been referred to the local business services agencies for support.

- Two referred businesses were unresponsive to calls and emails with offers to engage services.
- Two businesses were unfortunately identified on the verge of closure and have suspended operations in San Benito county (one in Hollister and one in San Juan Bautista).
- Two businesses were serviced by County staff and programs including the America's Job Center- one for closure and one for layoffs.
- One major employer is in the process of negotiations on fee and permit programs and is anticipated to double their operations in the next two years resulting in 90+ new jobs. This business is being actively solicited by other Bay Area communities that are offering incentives in the form of tenant improvements, loan programs, tax incentives and more.
  - This business was retained by engaging local elected officials, staff, Farmhouse Communications and the leadership of the Economic Development Corporation of San Benito County and the San Benito County Business Council
- Several other businesses are receiving support:
  - From the Hispanic Chamber of Commerce-Central Coast for tax, legal and marketing support- especially for compliance with local sign ordinances and web marketing
  - From the Grow San Benito Fund for revolving loans to expand operations
  - From the Monterey Bay Area Green Business Program via San Benito County to earn green business certification and affiliated marketing support
  - From local business mentors to assist with navigating permitting from the County Health Department



## **CONCLUSION**

### **Recommendations**

#### **Marketing, Outreach and Engagement**

Survey results and comments from business owners and managers indicate that they desire support for marketing their businesses. Information regarding services, workshops and local vendors are not reaching them. This can largely be attributed to dated and incorrect contact information, lack of resources for promotion of services via direct mail, ineffective email communications programs, lack of penetration by local traditional email, lack of bilingual and bicultural business support programs and lack of direct engagement by local service agencies and business associations.

Moving forward, it is recommended that lead agencies be identified and tasked with coordinating local business support programs, that a dynamic, multi-faceted strategic engagement plan be developed and implemented with accountability measures to effectively evaluate performance. Performance may be evaluated on an annual basis by updating the “Ask the Experts” survey and conducting follow up inquiries with businesses that requested support as well as with agencies that may have been referred.

#### **Collaboration**

Collaboration with in the public, non-profit and educational sectors are necessary to optimize impact of Rapid Response Layoff Aversion and business support programs. In order to better coordinate and ensure more effective service, a service audit should be performed and summary posted and communicated to all audiences. In the event that a response opportunity is identified, a “Red Team” is alerted including County AJC and Rapid Response Staff in addition to the program consultant and affiliated business services agencies across all sectors as applicable to conduct an immediate assessment and employ services and programs as needed.

#### **Finance Management & Loan Programs**

Many businesses can benefit from loan programs and to receive administrative support for record keeping, bookkeeping, tax filing and compliance. Support has already been assembled and delivered to several local, small Latino businesses in a collaborative effort of the Hispanic Chamber of Commerce and Farmhouse Communications in hosting a workshop the morning of August 5<sup>th</sup> with speakers ranging from Assemblymember Luis Alejo to the Board of Equalization and the Governor’s Office of Business and Economic Development.

#### **Workforce and Employer Training**

In order to attract large firms to operate in the available commercial buildings, San Benito County has to demonstrate that there are enough residents with the required skills. The America’s Job Center in Hollister has several programs available, but very few business owners are aware they exist. Business owners could also benefit from training, the suggested topics include; marketing, cash flow management, employee retention/training, management. Employer training is harder to implement and in order to be successful requires collaboration from the various resources available.

#### **Next Steps**

San Benito County has many challenges and obstacles for all businesses, many that can be surmounted with improved communications and collaboration to connect businesses with services and their customers. A year-round, consistent Rapid Response Layoff Aversion Program and engaged support team will improve the quality and quantity of service delivery and pay major dividends to the County in the form of jobs, income and improved environment to help sustain and attract investment.

**San Benito County  
Workforce Development Board  
Rapid Response Layoff Aversion Program:**

**2016 Program Summary**

**APPENDIX A: SURVEYS**



## San Benito County "At Your Service" Business Owner Survey 2016-2017

THANK YOU in advance for completing this survey. Your participation will assist the San Benito County Workforce Development Board in improving access to resources and programs for local businesses, to identify immediate solutions to help you and your business as well as to improve and enhance services.

Please contact Kristina at 8315240408 or Kristina@FarmhouseCommunications.com with any questions and if you would prefer an in-person, on-site interview.

\*Required Question(s)

\*1. Please enter the information indicated below.

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State/Province  
(US/Canada): \_\_\_\_\_

Postal Code: \_\_\_\_\_

\*2. How many years have you been in business in San Benito county? \_\_\_\_\_

\*3. Was the company founded in San Benito county?

\_\_\_ Yes

\_\_\_ No

Where? \_\_\_\_\_

4. In what year was your company founded? \_\_\_\_\_

\*5. Type of Business

\_\_\_ Service

\_\_\_ Manufacturing

\_\_\_ Distribution

Other: \_\_\_\_\_

6. North American Industry Classification System (NAICS) Code (if applicable): \_\_\_\_\_

\*7. Do you expect sales increases in the next two years? If yes, please comment on your expected growth by percentage. If yes, what factors are contributing to your growth?

☐ No

☐ Yes Please indicate expected growth percentage: \_\_\_\_\_

8. Do you own or lease?

☐ Own

☐ Lease

9. What is the size of your business in square feet? \_\_\_\_\_

10. Do you expect to expand your current location in the next 2 years? If so, how much?

☐ Yes How much? \_\_\_\_\_

☐ No

11. Do you expect to downsize your current location in the next 2 years? If so, how much square footage to you think you require?

☐ Yes

☐ No Square footage required: \_\_\_\_\_

12. Do you expect to expand your service or product lines in the next 2 years?

☐ Yes

☐ No

Comment: \_\_\_\_\_

13. Do you conduct foreign trade activities?

☐ Yes

☐ No

Comment: \_\_\_\_\_

\*14. How would you rate the current health of your business?

☐ Mature

☐ Rapidly Declining

☐ Moderately Declining

☐ Stable

☐ Moderately Expanding

☐ Rapidly Expanding

Comment: \_\_\_\_\_

\*15. Total number of full-time employees: \_\_\_\_\_

\*16. Total number of part-time employees: \_\_\_\_\_

17. Wage per hour of management employees: \_\_\_\_\_

18. Wage per hour of administrative employees: \_\_\_\_\_

19. Wage per hour of front line/plant/floor employees: \_\_\_\_\_

20. How are employees trained?

☐ On the job/peer

☐ Local college

☐ Vocational

☐ State or local programs

Other: \_\_\_\_\_

\*21. Are you experiencing difficulties in achieving productivity from your workforce? If yes, choose the obstacles that your company currently faces.

- ☐ No
- ☐ Yes
- ☐ Recruiting Locally
- ☐ Maintaining Employees
- ☐ Ongoing Training
- ☐ Skill Sets & Education
- ☐ Competitive Wage
- ☐ Tools & Technology
- ☐ Assessing Employees or Advancement
- ☐ Providing Health Benefits & Incentives
- ☐ Access to Affordable Housing

Comment: \_\_\_\_\_

22. Do you expect decreased workforce in the next 2 years? If yes, what is your expected number of layoffs?

- ☐ No
- ☐ Yes Number of expected layoffs: \_\_\_\_\_

23. Is access to the internet vital to your business?

- ☐ No
- ☐ Yes

24. If the internet is vital to your business, how is it utilized? Please comment on the type of web-based programs and software that are most useful to your business.

- ☐ Customer Service
- ☐ Finances
- ☐ Networking
- ☐ Company Information
- ☐ Internet Communication
- ☐ Market Research
- ☐ Scheduling
- ☐ Social Networking

Other: \_\_\_\_\_

Comment: \_\_\_\_\_

25. What type of internet services do you use?

- ☐ Dial Up
- ☐ Mobile
- ☐ Broadband
- ☐ Satellite
- ☐ DSL
- ☐ T1/T2 Line

Other: \_\_\_\_\_

26. How would you rate your internet access and speed?

- ☐ Highly Dissatisfied
- ☐ Moderately Dissatisfied
- ☐ Neutral
- ☐ Moderately Satisfied
- ☐ Highly Satisfied

Comment: \_\_\_\_\_

\*27. What obstacles are facing your business activity?

- ☐ Access to Supplies and Vendors
- ☐ Area Image/Quality of Life
- ☐ Availability of Workforce Housing
- ☐ Availability of Financing/Cash Flow
- ☐ Business Insurance Costs
- ☐ Changing Technology
- ☐ City/County/State Permitting Processes/Fees
- ☐ Competition from Out-of-Area Businesses
- ☐ Cost of Health Benefits for Employees
- ☐ Cost of Land or Rent
- ☐ Cost of Utilities
- ☐ Environmental Rules/Regulations
- ☐ General Operating Costs
- ☐ Payroll Costs
- ☐ Shipping/Distribution
- ☐ Shrinking Customer Base
- ☐ Skill Level/Workforce Preparation
- ☐ Lack of Parking for Customers

Other: \_\_\_\_\_

Comment: \_\_\_\_\_

\*28. What type of assistance would you want or need to increase the success of your business?

- ☐ Facade Improvements/Building Rehabilitation Loans
- ☐ Going Green- Energy Efficiency Incentives/Sustainability/Program Loans
- ☐ Business Start-Up, Assistance/Working Capital Loans
- ☐ Marketing/Advertising Assistance
- ☐ Cash Flow Management/Accounting
- ☐ Workforce Skill Development (Language, Math, Reading & Writing) & Assessment Tools
- ☐ Workplace Health/Wellness & Safety
- ☐ Client Relations/Customer Service
- ☐ Business Counseling/Business Plan Development/Smart Operations- Lean Practices
- ☐ Assistance Training New Employees
- ☐ Procurement- How to Do Business with the Government
- ☐ Tax Credits
- ☐ Agriculture & Technology
- ☐ Promote Downtown with Brochures & Signage

Other : \_\_\_\_\_

Comment: \_\_\_\_\_

\*29. What are the strengths, weaknesses, opportunities and threats to and for sustaining and growing business in San Benito County?

\* Strengths are a region's relative competitive advantages (e.g., industry supply chains and clusters, extensive port, rail, and broadband assets, specialized workforce skills, higher education levels, collaboration among stakeholders) and often are internal in nature;

\* Weaknesses are a region's relative competitive disadvantages (e.g., a risk-averse or change-resistant regional culture), also often internal in nature;

\* Opportunities are chances or occasions for regional improvement or progress (e.g., expansion of a biosciences research lab in the region), often external in nature; and

\* Threats are chances or occasions for negative impacts on the region or regional decline (e.g., several companies in the region considering moving to lower-cost areas of the state), also often are external in nature.

30. How can we improve this survey? Please tell us what questions you wish you would have been asked and anything you think you may need to help sustain and grow your business in San Benito county!

31. Would you like to be entered into a drawing to receive up to 5-hours of complimentary business promotion/communications/PR/marketing support?

☐ Yes

☐ No, Thank you.



## Encuesta "A su servicio" 2016-2017 para propietarios de empresa del Condado

Le AGRADECEMOS con anticipación por completar esta encuesta. Su participación ayudará a la Junta de Desarrollo de la Fuerza de Trabajo de la Agencia de Salud y Servicios Humanos del Condado de San Benito (San Benito County Health & Human Services Agency Workforce Development Board) para mejorar el acceso a los recursos y programas para empresas locales, identificar soluciones para ayudarle a usted y ayudar a su negocio, así como mejorar y optimizar los servicios que proporciona el Condado de San Benito.

Por favor comuníquese con Kristina llamando al 8315240408 o a Kristina@FarmhouseCommunications.com para hacer preguntas, y si prefiere una entrevista en persona y en el lugar.

\*Required Question(s)

\*1. Por favor inserte la información que se indica abajo.

Al ingresar mi información personal, doy mi consentimiento para recibir comunicaciones de correo electrónico de la organización del autor de la encuesta basadas en la información recolectada.

Nombre: \_\_\_\_\_

Apellido: \_\_\_\_\_

Título en el empleo: \_\_\_\_\_

Nombre de la compañía: \_\_\_\_\_

Teléfono del trabajo: \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

Dirección 1: \_\_\_\_\_

Dirección 2: \_\_\_\_\_

Ciudad: \_\_\_\_\_

Estado / provincia  
(EE.UU./Canadá): \_\_\_\_\_

Código postal: \_\_\_\_\_

\*2. ¿Cuántos años hace que está haciendo negocios en el condado de San Benito? \_\_\_\_\_

\*3. ¿La compañía fue fundada en el condado de San Benito? De no ser así, por favor indique el lugar en la casilla para comentarios.

\_\_\_ Sí

\_\_\_ No

Comment: \_\_\_\_\_

4. ¿En qué año se fundó su compañía? \_\_\_\_\_

\*5. Tipo de empresa / negocio

\_\_\_ Servicios

\_\_\_ Fabricación

\_\_\_ Distribución

Other: \_\_\_\_\_

6. North American Industry Classification System (NAICS) Code (de ser aplicable) \_\_\_\_\_



\*7. ¿Estima que habrá un aumento de ventas en los próximos dos años? De ser así, por favor indique su porcentaje de crecimiento esperado. De ser así, ¿qué factores están contribuyendo a su crecimiento?

☐ No

☐ Sí (indique abajo su porcentaje de crecimiento esperado)

Comment:

8. ¿Es propietario o alquila?

☐ Propietario

☐ Alquilo

9. ¿Cuál es el tamaño de su empresa en pies cuadrados? \_\_\_\_\_

10. ¿Piensa expandir su local actual en los próximos 2 años? De ser así, ¿cuánto?

☐ Sí

☐ No

Comment:

11. ¿Piensa reducir el tamaño de su local actual en los próximos 2 años? De ser así, ¿cuántos pies cuadrados piensa que necesitará?

☐ Sí

☐ No

Comment:

12. ¿Piensa expandir sus líneas de servicios o productos en los próximos dos años?

☐ Sí

☐ No

Comment:

13. ¿Realiza actividades de comercio exterior?

☐ Sí

☐ No

Comment:

\*14. ¿Cómo describiría la salud actual de su empresa / negocio?

☐ Madura

☐ Decreciendo rápidamente

☐ Decreciendo moderadamente

☐ Estable

☐ Expandiéndose moderadamente

☐ Expandiéndose rápidamente

Comment:

\*15. Cantidad total de empleados de tiempo completo: \_\_\_\_\_

\*16. Cantidad total de empleados de tiempo parcial: \_\_\_\_\_

17. Salario por hora de los empleados de gerencia: \_\_\_\_\_

18. Salario por hora de los empleados administrativos: \_\_\_\_\_

19. Salario por hora de los empleados que interactúan con el cliente / de planta: \_\_\_\_\_

20. ¿Cómo se entrena a los empleados?

- ☐ En el trabajo / por medio de compañeros de trabajo
- ☐ Escuela terciaria local
- ☐ Escuela vocacional
- ☐ Programas estatales o locales

Other: \_\_\_\_\_

\*21. ¿Está teniendo dificultades para lograr la productividad de su plantel de trabajadores? De ser así, elija los obstáculos que enfrenta su compañía.

- ☐ No
- ☐ Sí
- ☐ Reclutamiento local
- ☐ Mantenimiento de los empleados
- ☐ Capacitación constante
- ☐ Conjuntos de capacidades y educación
- ☐ Salarios competitivos
- ☐ Herramientas y tecnología
- ☐ Evaluación de los empleados o ascensos
- ☐ Provisión de beneficios de salud e incentivos
- ☐ Acceso a vivienda asequible

Other: \_\_\_\_\_

Comment:

22. ¿Piensa que disminuirá la cantidad de empleados en los próximos 2 años? De ser así, ¿cuántos despidos cree que habrá?

- ☐ No
- ☐ Sí

Comment:

23. ¿El acceso a internet es vital para su empresa?

- ☐ No
- ☐ Sí

24. Si el internet es vital para su empresa, ¿cómo lo utilizan? Por favor comente sobre el tipo de programas basados en la web y software que son más útiles para su empresa.

- ☐ Atención al cliente
- ☐ Finanzas
- ☐ Creación de redes
- ☐ Información de la compañía
- ☐ Comunicación por internet
- ☐ Investigación de mercado
- ☐ Creación de redes sociales
- ☐ Redes Sociales
- ☐ Other: \_\_\_\_\_

Comment:

25. ¿Qué tipo de servicios de interés utiliza?

- ☐ Dial Up
- ☐ Móviles
- ☐ Banda ancha
- ☐ Satélite

☐ DSL  
☐ Línea T1/T2  
☐ Other: \_\_\_\_\_

26. ¿Qué calificación le daría a su acceso y velocidad de internet?

☐ Muy insatisfecho  
☐ Moderadamente insatisfecho  
☐ Neutral  
☐ Moderadamente satisfecho  
☐ Muy satisfecho

Comment:

\*27. ¿Qué obstáculos enfrenta su actividad comercial?

☐ Acceso a suministros y vendedores  
☐ Imagen en el área / Calidad de vida  
☐ Disponibilidad de vivienda para el plantel de trabajadores  
☐ Disponibilidad de financiamiento / flujo de caja  
☐ Costos de seguro comercial  
☐ Tecnología cambiante  
☐ Procesos de emisión de permisos / tasas que cobra la ciudad /el condado / el estado  
☐ Competencia de empresas ubicadas fuera del área  
☐ Costo de los beneficios de salud para los empleados  
☐ Costo del terreno o del alquiler  
☐ Costo de servicios públicos  
☐ Reglamentos / regulaciones medioambientales  
☐ Costos generales de operación  
☐ Costos de la nómina de pago  
☐ Transporte / distribución  
☐ Base de clientes decreciente  
☐ Nivel de capacidad / preparación del plantel de trabajadores  
☐ Falta de estacionamiento para los clientes

☐ Other: \_\_\_\_\_

Comment:

\*28. ¿Qué tipo de asistencia desearía o necesitaría para aumentar el éxito de su empresa?

☐ Préstamos para mejorar la fachada / rehabilitar el edificio  
☐ Incentivos ecológicos - para el uso más eficiente de la energía / préstamos de programas relacionados con la sustentabilidad  
☐ Préstamos de capital de asistencia o de trabajo / para nuevas empresas  
☐ Asistencia de mercadotecnia / publicidad  
☐ Administración / contabilidad del flujo de caja  
☐ Desarrollo de capacidades del plantel de trabajadores (idioma, matemática, lectura y escritura) y herramientas de evaluación  
☐ Salud / bienestar y seguridad en el lugar de trabajo  
☐ Relaciones con el cliente / atención al cliente  
☐ Asesoramiento comercial / desarrollo de planes de negocio / operaciones inteligentes - métodos para aumentar la eficiencia productiva  
☐ Asistencia para capacitar a nuevos empleados  
☐ Obtención de contratos: Cómo hacer negocios con el gobierno  
☐ Créditos fiscales  
☐ Agricultura y tecnología  
☐ Promocionar la zona céntrica con folletos y carteles

☐ Other: \_\_\_\_\_

Comment:

\*29. ¿Cuáles son los puntos fuertes, los débiles, las oportunidades y las amenazas para mantener y hacer crecer una empresa en el condado de San Benito?

\* Los puntos fuertes son las ventajas competitivas relativas de una región (p. ej., cadenas y grupos de suministro industrial, puerto grande, ferrocarril y activos de banda ancha, capacidades especiales del plantel de trabajadores, niveles de educación más elevados, colaboración entre las partes interesadas) y con frecuencia son de naturaleza interna;

\* Los puntos débiles son las desventajas competitivas relativas de una región (p. ej. cultura regional opuesta al riesgo o resistente al cambio), y también suelen ser de naturaleza interna;

\* Las oportunidades son las probabilidades u ocasiones para la mejora o el progreso regional (p. ej., expansión de un laboratorio de ciencias biológicas en la región), y suelen ser de naturaleza externa; y

\* Las amenazas son probabilidades u ocasiones para sufrir efectos negativos en la región o deterioro regional (p. ej., varias empresas de la región están considerando mudarse a áreas de costos más bajos en el estado), y también suelen ser de naturaleza externa.

30. ¿Cómo podemos mejorar esta encuesta? ¡Por favor díganos qué preguntas le hubiese gustado ver en la encuesta y cualquier otra cosa que usted crea que pueda necesitar para ayudar a mantener y hacer crecer su negocio o empresa en el condado de San Benito!

31. ¿Le gustaría que lo incluyéramos en un sorteo para recibir hasta 5 horas de promoción empresarial / comunicaciones / relaciones públicas / apoyo de mercadotecnia?

\_\_\_ Sí

\_\_\_ No, gracias.

**San Benito County  
Workforce Development Board  
Rapid Response Layoff Aversion Program:**

**2016 Program Summary**

**APPENDIX B: PROGRAM PROMOTION & MEDIA COVERAGE**

"Ask the Experts"  
Business Resource  
Event Email Invitation



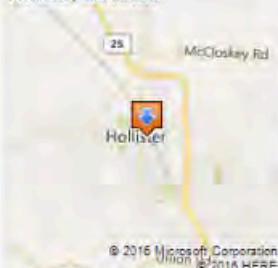
## "Ask the Experts" Business Resource Event

### When

Wednesday June 15, 2016 from  
7:30 AM to 10:00 AM PDT  
[Add to Calendar](#)

### Where

**Paines Restaurant event hall  
(entrance off Sally)**  
421 East Street  
Parking behind the building off  
Sally St.  
Hollister, CA 95023



[Driving Directions](#)

### Participating Business

#### Resource Agencies include:

[California Employment Training  
Panel \(ETP\)](#)  
[America's Jobs Center](#)  
[Employment Development  
Department \(EDD\)](#)  
[Workforce Development Board of  
San Benito County](#)  
[CSUMB Small Business  
Development Corporation \(SBDC\)](#)  
[Gavilan College- Community  
Education, Contract Training &  
Business Resources](#)  
[AMBAG Energy Watch](#)  
[Recology San Benito County](#)  
[Water Resources Association of  
San Benito County](#)  
[San Benito County Integrated  
Waste Department](#)  
[Monterey Bay Green Business  
Program](#)  
[Monterey Bay Procurement  
Technical Assistance Center  
\(PTAC\)](#)  
[Fresno Community Development  
Financial Institution](#)  
[Monterey Bay International Trade  
Association](#)  
[Hollister Downtown Association](#)  
[San Benito County Chamber of  
Commerce & Visitors Bureau](#)  
[Economic Development  
Corporation of San Benito County](#)  
[San Benito County Business  
Council](#)  
& MORE!

Good afternoon!

**Boost your business by attending our FREE 'Ask the Experts' Business Resource Event 7:30AM-10AM Wednesday, June 15 at Paines Restaurant in downtown Hollister.**

The San Benito County Workforce Development Board (WDB) is working to improve access to resources and programs available to the business communities located in San Benito county and its primary cities of Hollister and San Juan Bautista, and to identify businesses that may be at risk and in need of immediate solutions, in order to retain them within San Benito County. To accomplish this task, the WDB is conducting a business outreach and engagement program to help sustain and grow businesses in San Benito county.

The "Ask the Experts" resource event will connect you with a diverse array of resources available to businesses. Information resource tables with business resource experts will be open from 7:30AM-10AM. A brief introduction program will begin at 8AM. Light refreshments will be served.

Click on the link below to see the list of participating business resource agencies & to register.

[Get more information](#)

**[Register Now!](#)**

[I can't make it](#)

All businesses in San Benito County are also encouraged to participate in an **"At Your Service" Survey** to assist in improving access to resources and programs for local businesses, to identify immediate solutions to help business owners and managers as well as to improve and enhance services. Surveys are available in English & Spanish and may be accessed online via [www.businessinsanbenito.com](http://www.businessinsanbenito.com) or conducted on site by contacting Kristina at 8315240408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com). **Businesses who complete surveys are placed in a drawing to be eligible to receive 5 hours of complimentary marketing and public relations consulting services!**

Please see [www.businessinsanbenito.com](http://www.businessinsanbenito.com) and contact us with any questions and for further information.

Thank you for doing business in San Benito county, for your attention and response. We look forward to seeing you June 15!

Sincerely,

Kristina Chavez Wyatt  
Farmhouse Communications OBO San Benito County Workforce  
Development Board  
[kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)  
8315240408



[Business Resources](#)[About Us](#)



Connecting businesses with resources to ensure their stability and put them in the best position to grow and thrive in San Benito County and beyond.

[Take our survey](#)[Enceja nuestra encuesta](#)

### Whatever you're looking for, we've got it.

**Please Take a Few Minutes to Complete "At Your Service" Business Survey**  
County Workforce Development Board encourages local businesses to complete surveys to support local business development, access to resources and improve services.

The San Benito County Workforce Development Board (WDB) is working to improve access to resources and programs available to the business community located in San Benito county and its primary cities of Hollister and San Juan Bautista, and to identify businesses that may be at risk and in need of support services and immediate solutions, in order to retain and expand businesses within San Benito County. To accomplish this task, the WDB is conducting a business outreach and engagement program to help sustain and grow businesses in San Benito county.

**"At Your Service" Business Owner Survey**  
All businesses in San Benito County are encouraged to participate in a brief "At Your Service" survey to assist in improving access and quality of resources, programs and services for local businesses as well as to identify immediate solutions to help business owners and managers to sustain and grow their businesses. Surveys are available in English & Spanish and may be accessed online via [www.businessinsanbenito.com](http://www.businessinsanbenito.com) or conducted in person, on site by contacting Kristina at 831.524.0408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com). Businesses who complete surveys by close of business Friday, July 1 will be placed in a drawing to be eligible to receive 5 hours of complimentary marketing and public relations consulting services valued at \$1000.



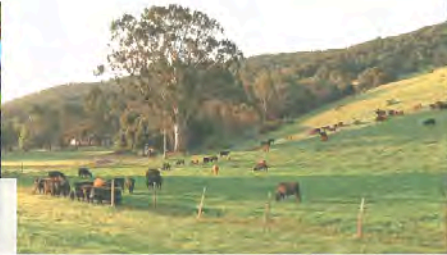

**Are you at risk for downsizing? Considering layoffs?**  
The San Benito County Workforce Development Board (WDB) has launched a Rapid Response and Lay-Off Aversion program. Business outreach representatives are in the process of conducting extensive outreach to the business community in order to identify those companies that may be at risk of significant workforce reductions and lay-offs and to provide information to businesses regarding resources and tools available to assist them in maintaining and strengthening and growing their employee bases. Companies that are at risk will receive counseling and resources to avoid layoffs or closure.


Contact Kristina Chavez Wpant at [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com) or (831) 524-0408 with any questions, to schedule a one on one business consultation. Check out our [BUSINESS RESOURCES PAGE](#) to get connected to free and low-cost resources to support you and your business!

Tel: 8315240408  
[kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)

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Business In

San Benito

[Home](#)
[About Us](#)



ACCESS YOUR BUSINESS RESOURCES

A diverse array of resources are available to businesses, entrepreneurs and those who desire to invest in San Benito county.


**Local Business Resource Partners:**

- California Workforce Development Board:** Supporting the emergence of effective statewide and regionally driven sector initiatives in policy development, supporting the workforce system, assessing performance and reporting.
- California Employment Training Panel (ETP):** Providing employers funding for job skills training for frontline, incumbent workers in companies challenged by out-of-state competition.
- America's Job Center:** Easy one-stop access to the state's employment related services, helping employers find qualified workers and job seekers find good jobs, posting job openings and recruiting candidates, job seekers can get assistance in assessing skills, finding job opportunities and training, preparing a resume, and much more.
- Employment Development Department (EDD):** Supporting and connecting local communities with state programs involving unemployment insurance, disability insurance, payroll tax collection, and job training/workforce services.
- Workforce Development Board of San Benito County:** Providing employees, training programs and hiring incentives to area employers.
- CSUMB Small Business Development Corporation (SBDC):** Providing entrepreneurs and small businesses with high quality education, consulting, support for innovation and tools necessary to build successful, sustainable businesses.
- El Fajero Community Development Corporation:** Promoting the development of micro-businesses by helping low income minority entrepreneurs with instruction, bilingual/bicultural business training, business incubation, professional consulting and coaching.
- Devilan College:** Community Education, Contract Training & Business Resources: Business and career training courses (Business, management, accounting, IT & software development and more) on campus and online.
- AMBAG Energy Watch:** Providing energy assessments and audits, equipment installation, efficiency programs, services & financing, FGE&E programs & services.
- City of Hollister Finance & Business License Department:** Doing business in the city? Opening a new business? Thinking about starting a business from your home? Want to know what you might need? Contact them today!
- Recology San Benito County:** Commercial waste reduction and recycling programs.
- Water Resources Association of San Benito County:** Water conservation tips, resources, rebates & programs.
- San Benito County Integrated Waste Department:** Waste disposal, diversion, hazardous waste & landfill management.
- Monterey Bay Green Business Program:** Providing promotion, incentive and assistance programs to businesses to help conserve energy & water, minimize waste, prevent pollution and shrink their carbon footprint.
- Monterey Bay Procurement Technical Assistance Center (PTAC):** Providing counseling and education for businesses to help procure, compete, and win government contracts free & easily.
- California Coastal Rural Development Corporation:** Serving the financial needs of small businesses and farmers, providing direct loans and loan guarantees.
- Fresno Community Development Financial Institute:** Providing small business loan funds to grow businesses and jobs in underserved communities.
- Monterey Bay International Trade Association:** Providing trade promotion services to the California, U.S. and foreign country business communities.
- Hollister Downtown Association:** Working hard to create a vital downtown district through beautification programs and community events, ensuring that Downtown Hollister becomes an economic, cultural, educational, governmental, and social center that respects that past, present and future through its blending of people, places, and possibilities.
- San Benito County Chamber of Commerce & Visitors Bureau:** Promoting local businesses and visit community, benefits and resources to support member businesses for a strong community and regional economic, civic, cultural and educational climate.
- Hispanic Chamber of Commerce, Central Coast:** Promoting and supporting the success of Hispanic businesses in the Central Coast.
- Economic Development Corporation of San Benito County:** Supporting business growth and investment and strengthening the local economy in San Benito county.
- San Benito County Business Council:** Promoting policies and practices that provide outstanding pro-business legislative and local policy, facilitating intergovernmental cooperation, collaboration & consolidation, supporting, expanding and enhancing the local job base, and promoting community wellness & sustainability.
- San Juan Committee:** Promoting economic vitality while maintaining the charm and history of San Juan Bautista.

**Connect directly with experts in:**


- business planning and management
- franchise/sales/tax/accounting
- legal advice
- reporting/audit
- marketing & social media
- doing business with government agencies
- sustainable/green business






# Business In San Benito

[Home](#)[Business Resources](#)



## It is Our Job to Help You



## About Us

### Who


The San Benito County Workforce Development Board (WDB) is working to improve access to resources and programs available to the business communities located in San Benito county and its primary cities of Hollister and San Juan Bautista, and to identify businesses that may be at risk and in need of support services and immediate solutions, in order to retain and expand businesses within San Benito County. To accomplish this task, the WDB is conducting a business outreach and engagement program to help sustain and grow businesses in San Benito county.

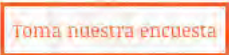
### Our process

In order to accomplish these goals, we are conducting outreach and providing resources to the business community in order to identify those companies that may be at risk of significant workforce reductions and layoffs, and to provide information to businesses regarding resources and tools available to assist them in maintaining and strengthening their employee bases.

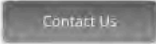
### Our program

Farmhouse Communications has been contracted to work with the WDB to identify at-risk companies that will receive counseling and resources to avoid layoffs or closure. Our "At Your Service" survey will help to identify businesses in need-ascertaining the overall make-up of the business, areas of interest and need, and key issues and concerns. Our "Ask the Experts" event held June 15 connected businesses with a diverse array of resources available to businesses.






Any questions or thoughts?  
We are here to help you succeed in San Benito.



Tel: 8315240408  
Kristina@BusinessInSanBenito.com



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## At Your Service

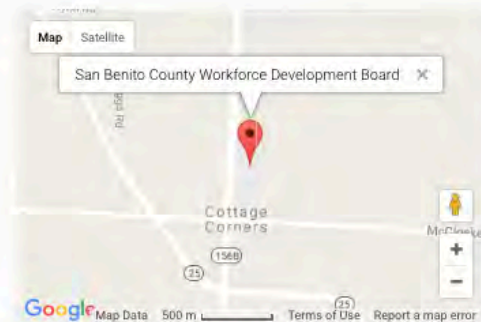


### Contact

Working with the San Benito County Workforce Development Board, Farmhouse Communications of Hollister is conducting a business outreach and engagement program to help sustain and grow local businesses. Contact Kristina at Farmhouse with any business needs or questions.

Business in San Benito  
c/o Farmhouse Communications  
1700 Airline Highway PMB 354  
Hollister, CA 95023  
[Kristina@businessinsanbenito.com](mailto:Kristina@businessinsanbenito.com)  
Tel: 8315240408

San Benito County Workforce  
Development Board  
1111 San Felipe Road, Suite 108  
Hollister, CA 95023  
Tel: 8316370435  
[Andi Anderson anderson@cosb.ca.us](mailto:Andi.Anderson@cosb.ca.us)  
[www.sbcjobs.org](http://www.sbcjobs.org)



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<input type="button" value="Send"/>	

Tel: 8315240408  
[Kristina@BusinessinSanBenito.com](mailto:Kristina@BusinessinSanBenito.com)



# **DOWNSIZING?**

# **CONSIDERING LAYOFFS?**

# **NEED SUPPORT FOR YOUR BUSINESS?**

**San Benito County**

**Workforce Development Board**

are launching a

**Business Resource,**

**Rapid Response and**

**Lay-Off Aversion Program**



## **Business Owners/Managers** **Take Our Survey**

Help us improve access to  
resources and programs

**BUSINESSINSANBENITO.COM**

(Spanish version available)

or schedule an on-site interview

Contact Kristina at (831) 524-0408 or  
[kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)

## **Ask the Experts**

**FREE Business Resource Event**

**June 15th, 7:30am - 10am**

**Paines Restaurant**

**421 East St., Hollister**

### CONNECT DIRECTLY WITH EXPERTS

Business Planning and Management

Finance/Insurance/Taxation/Loans/  
Capitol Access

Marketing & Social Media

Doing Business with Government  
Agencies

Sustainability/ Green Business  
Certification

Energy, Water and Waste Reduction  
and Recycling

Workforce Assessment, Training and  
Customer Service

**AND MORE!**

### Some of Your Resources

California Employment Training Panel

Employment Development  
Department

Gavilan College- Community  
Education, Contract Training &  
Business Resources

San Benito County Workforce  
Development Board

America's Jobs Center

San Benito County Integrated Waste  
Department

CSUMB Small Business Development  
Corp

EDC, Chamber of Commerce, HDA  
and Business Council

For further information or to register, see [www.businessinsanbenito.com](http://www.businessinsanbenito.com)  
or contact Contact Kristina at (831) 524-0408 or  
[kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)

# **DOWNSIZING? CONSIDERING LAYOFFS?**

**NEED SUPPORT FOR YOUR BUSINESS?**

**The San Benito County Workforce Development Board**



Is launching a

**Business Resource, Rapid Response and  
Lay-Off Aversion Program**

**Business Owners/Managers  
Take Our Survey**

Help us improve access to resources and programs at  
**BUSINESSINSANBENITO.COM**

(Spanish version available)

or schedule an on-site interview Contact Kristina at (831)  
524-0408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)

## **Ask the Experts**

**FREE Business Resource Event**

**June 15th, 7:30am - 10am**

**Paines Restaurant**

**421 East St., Hollister**

### **CONNECT DIRECTLY WITH EXPERTS**

Business Planning and Management  
Finance/Insurance/Taxation/Loans/ Capitol  
Access  
Marketing & Social Media  
Doing Business with Government  
Agencies  
Sustainability/ Green Business Certification  
Energy, Water and Waste Reduction and  
Recycling  
Workforce Assessment, Training and  
Customer Service  
AND MORE!

### **SOME OF YOUR RESOURCES**

California Employment Training Panel  
Employment Development Department  
Gavilan College-Community Education,  
Contract Training College-Community Education, Contract Tr  
San Benito County Workforce  
Development Board  
America's Jobs Center  
San Benito County Integrated Waste  
Department  
CSUMB Small Business Development  
Corp  
EDC, Chamber of Commerce, HDA  
& Business Council

**¿Está reduciendo su personal? ¿Está considerando despedir empleados?**

**¿Necesita capacitación en negocios?**

**La Junta de Desarrollo del Personal de Trabajo del  
Condado de San Benito**



Esta lanzando un  
**Programa de Recursos de Negocios, Respuesta Rápida  
y Aversión al Despido**

**Dueños de Negocios/Gerentes**

**Tome nuestra Encuesta**

**Ayúdenos a mejorar nuestro acceso a recursos y programas**

**BUSINESSINSANBENITO.COM**

(Versión en Español disponible)

O haga una cita/entrevista al contactar a Kristina al  
(831) 524-0408 o por correo electrónico a  
kristina@businessinsanbenito.com

**Pregúnteles a los Expertos**

**Evento de Recursos de Negocios GRATIS**

**15 de Junio, 7:30am - 10am**

**Restaurante Paines**

**421 East St., Hollister**

**Conéctese con los Expertos Directamente**

Manejo y planificación de negocios  
Finanzas/Seguros/impuestos/créditos/Acceso a capital  
Mercadeo & Medios de Comunicación Social  
Colegio Gavilán - Educación Comunitaria, Contratos,  
Formación y Recursos de Negocios  
Hacer negocios con Agencias del gobierno  
Sostenibilidad, Certificación de Negocios Verde,  
Energía, agua y reducción de residuos y reciclaje  
Evaluación de la fuerza de trabajo, capacitación y  
Servicio al cliente  
¡Y MÁS!

**Algunos de sus Recursos**

Panel de Entrenamiento de Empleo de California  
Departamento de Desarrollo de Empleo  
Colegio Gavilán - Educación  
Comunitaria, Contratos, Formación y Recursos  
de Negocios  
Junta de desarrollo de la Fuerza Laboral del  
Condado de San Benito  
Centro de Empleos de América  
Departamento de Residuos Integrados  
Condado de San Benito  
Corporación de Desarrollo de Pequeños Negocios  
de CSUMB  
EDC, Cámara de Comercio, HDA y Concejo de  
Negocios





Photos courtesy (clockwise from top right) Kotomi, Lydia Chow and Teves Costa (Flickr.com)

## 52nd ANNUAL

# SJB Antique and Collectibles Fair, sponsored by Rotary Club of SJB, promises something for everyone

The Rotary Club of San Juan Bautista is delighted to invite you to join us for California's original outdoor Antique and Collectibles Fair. Guests of this event may look forward to shopping for bona fide antiques, collectibles, memorabilia, and nostalgia (items produced prior to 1975).

The San Juan Bautista Antique & Collectibles Fair is the community's oldest and best-known fundraising event. The Rotary Club of San Juan Bautista has sponsored this event since 2010 and continues to live by the Rotary International creed of Service Above Self dedicated to giving back to its community. All proceeds are allocated to the Club's community grants' program, emergency funds for local families, leadership opportunities for high school students & adults, and the donation of dictionaries to all 3rd grade children in the Aromas-San Juan Unified School District.

The San Juan Bautista Antique & Collectibles Fair is growing! The 2016 Fair will include antique and collectible vendors and food booths. An antique appraiser will be available and all may

enjoy music and non-profit organization presentations. Guests may shop at Fair booths, enjoy shopping at the San Juan Bautista stores, and eat at the plentiful restaurants in town!

The San Juan Bautista Rotarians will be out in force and will be supported by many other community volunteers to assist guests, vendors, and merchants. ■

■ Location: The Historic City of San Juan Bautista, CA 95045

■ Date: Sunday, August 14, 2016

■ Time: 8:00 a.m. – 4:00 p.m.

■ Appraiser: 10:00 a.m. – 2:00 p.m.

■ For information call: César Flores (408-804-3235) or [www.rotarysanjuanbautista.com](http://www.rotarysanjuanbautista.com)

■ Vendor booths available (Applications online at [www.rotarysanjuanbautista.com](http://www.rotarysanjuanbautista.com))

■ Fee Schedule:

Booth (20 X10): \$175

Food Vendors (20X10): \$200

Merchants of San Juan Bautista: \$100

San Benito County Non-Profits: No

Charge



Pictured: Melinda Casillas (back to camera)- Management Analyst, County CAO's Office; Karson Klauer- Hollister City Council Member, Realtor; Jeff De Voe- Hawkins Company Commercial Development; Gordon Machado- Board Member- Hollister Downtown Association & Hazel Hawkins Hospital; Don Ridenhour- Sunnyslope County Water District; Gillian Enz- Vice Chairman- Economic Development Corporation of San Benito County, Steel Solutions.

## BUSINESS IN SAN BENITO

# Local economic development business assessment, support and development programs rolling out in June

Working with the San Benito County Workforce Development Board and the Economic Development Corporation of San Benito County, Farmhouse Communications of Hollister is conducting a business outreach and engagement program to help sustain and grow businesses as well as formulate a Comprehensive Economic Development Strategy plan for San Benito County.

**Are you at risk for downsizing? Considering layoffs?**

The San Benito County Workforce Development Board (WDB) has launched a Rapid Response and Lay-Off Aversion program. Under the leadership of contract project manager Kristina Chavez Wyatt of Farmhouse Communications, contractors, volunteers and interns are in the process of conducting extensive outreach to the business community in order to identify those companies that may be at risk of significant workforce reductions and lay-offs, and to provide information to businesses regarding resources and tools available to assist them in maintaining and strengthening and growing their employee bases. Companies that are at risk will receive counseling and resources to avoid layoffs or closure.

**"At Your Service" Business Owner Survey**

All businesses in San Benito County are encouraged to participate in an "At Your Service" survey to assist in improving access to resources and programs for local businesses, to identify immediate solutions to help business owners and managers as well as to improve and enhance services. Surveys are available in English & Spanish and may be accessed online via [businessinsanbenito.com](http://businessinsanbenito.com) or conducted in person, on site by contacting Kristina at 8315240408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com).

**June 15 Business Resource Event**

All San Benito county-based businesses are invited to a complimentary, comprehensive business resource event to be hosted Wednes-

day, June 15 from 7:30-10AM at Paines Restaurant, 421 East Street in downtown Hollister. The "Ask the Experts" resource event will provide information on a diverse array of resources available to businesses by connecting them with experts in the fields including business planning and management, finance/insurance/taxation/capital access, import/export, marketing, doing business with government agencies, sustainability/green business certification/energy, water and waste reduction and recycling, workforce assessment and training, customer service and MORE! See [businessinsanbenito.com](http://businessinsanbenito.com) for further information and registration.

The San Benito County Board of Supervisors has provided the Economic Development Corporation of San Benito County with a small grant in support of the development of a countywide economic development strategy, implementation of the County General Plan Economic Development Element by engaging a broad cross-section of industry and community members.

Later this summer, EDC leadership and their consultant, Farmhouse Communications will present the County with a draft Economic Development Strategy which shall be used as an operational guide to implement the economic development goals, policies, and programs of the General Plan, as well as fulfilling Federal Economic Development Administration (EDA) requirements for a Comprehensive Economic Development Strategy (CEDs).

With your support of the community, we will also identify near-term goals and begin work on the Economic Development Element Implementation Programs as identified in the 2035 County General Plan. To participate in the development of the Strategy and related programs, please contact Kristina Chavez Wyatt at 8315240408 or [kristina@farmhousecommunications.com](mailto:kristina@farmhousecommunications.com). ■



## Event & Survey Promotion Email: San Benito County Business Council



### SAN BENITO COUNTY BUSINESS COUNCIL

Greetings!

Our next monthly meeting will be held Noon-130PM next Thursday, June 2 at San Juan Oaks. [Please RSVP](#) to ensure proper seating and meal arrangements. **THANK YOU.**

Our meeting will feature regional updates, a presentation from the Economic Development Corporation of San Benito County on the development of a countywide Comprehensive Economic Development Strategy (CEDS) and a discussion on the strengths, weaknesses, opportunities and threats to economic development in San Benito County.

#### Regional Economic Development, Business Resource Update



**Economic Development Corporation Seeks Input on Comprehensive Economic Development Strategy, SWOT**

The Economic Development Corporation (EDC) of San Benito County has kicked off their strategic planning and engagement program with a SWOT (Strengths/Weaknesses/Opportunities & Threats) analysis review and development exercise.

After receiving the input from more than 50 community members, the Business Council is conducting their own review and discussion at our June 2 meeting. **Your input in the SWOT exercise is critical** in the development of the Comprehensive Economic Development Strategy (CEDS) due to be presented to the County this summer.

- **Strengths** are a region's relative competitive advantages (e.g., industry supply chains and clusters, extensive port, rail, and broadband assets, specialized workforce skills, higher education levels, collaboration among stakeholders) and often are internal in nature;
- **Weaknesses** are a region's relative competitive disadvantages (e.g., a risk-averse or change-resistant regional culture), also often internal in nature;
- **Opportunities** are chances or occasions for regional improvement or progress (e.g., expansion of a biosciences research lab in the region), often external in nature; and
- **Threats** are chances or occasions for negative impacts on the region or regional decline (e.g., several companies in the region considering moving to lower-cost areas of the state), also often are external in nature.

[CLICK THIS LINK](#) to indicate your availability to participate in a :45 minute interview Wednesday, June 8 or Thursday, June 9 in Downtown Hollister for the California Academy for Local Development (CalED) for a 2-day Local Economic Advisory Program (LEAP). The program includes 6 economic development professional advisors from throughout the state conducting interviews with key decision makers and stakeholders to obtain a clear understanding of our local issues. Through these interviews, these advisors will develop a report providing a foundation for our Comprehensive Economic Development Strategy, including:

- Providing the core components for the development of economic development strategies for Downtown Hollister, San Juan Bautista and countywide
- Identifying target industries and industry growth potential
- Establishing ideas and funding mechanisms for new economic development programs
- Helping build community consensus

You may also contact Kristina [via email](#) or call 8315240408 to schedule your interview, to share your input and with any questions.

The findings of the CalED LEAP advisors will be presented at 3:00PM Thursday June 9 in the Hollister City Council Chambers.

The Workforce Development Board of San Benito County is conducting a business development, rapid response and layoff aversion program.

Please see [www.businessinsanbenito.com](http://www.businessinsanbenito.com) to

take the 'At Your Service' business survey and see details of the 'Ask the Experts' complimentary business resource forum to be held 7:30AM-10AM Wednesday, June 15 at Paine's Restaurant 421 East Street, Downtown Hollister.

#### Campaign to Support "Repair Our Roads" Sales Tax- Measure P



"Repair Our Roads" Campaign  
**FINAL STRETCH**  
Spread the Word to Get Out the Vote  
June 7  
[RepairOurRoadsSanBenito.org](http://RepairOurRoadsSanBenito.org)

The Business Council Exec Committee respectfully requests your consideration of a campaign contribution of \$100 or more, please [email Kristina](#) to request a contribution envelope and offer your personal and/or business endorsement. Envelopes & endorsement cards will be available at our meeting and are available at the Chamber office, 243 6th St. **THANK YOU** to our members who have contributed & made commitments to the campaign: Graniterock, Dassel's, Filice Farms, San Juan Oaks, RJA, GC Farms, Scott Fuller, Juli Vieira, Paul Rovella, Frankie Gallagher, Supervisors Muenzer, Botelho & De La Cruz...

#### Calendar

##### BUSINESS COUNCIL 2016 MONTHLY MEETINGS Noon-130PM:

- June 2 - San Juan Oaks
- July 14 - Ridgemark
- August 4 - San Juan Oaks
- September 1 - Ridgemark
- October 6 - San Juan Oaks
- November 3 - Ridgemark
- December 1 - San Juan Oaks

##### Chamber Business Seminar Series:

- June 9 One Sheet Business Plan
- June 30 Grow Your List, Influence
- July 21 Facebook Boosting
- August 11 Bigger, Better Events
- September 1 How to Spot a Liar (fraud)

Contact the Chamber for details at 8316375315

You are a valued member and supporter of the Business Council. Please let us know how we can help you, your business and/or agency. Please also send us any news or information you may wish to have considered in future meeting agendas and editions of ENews.

Sincerely,

*Kristina Chavez Wyatt*  
Executive Director  
President, Farmhouse Communications

[WEBSITE](#) | [CONTACT US](#)



It is the role of the San Benito County Business Council to create, develop, utilize and promote cutting-edge policies and practices that will provide outstanding pro-business legislative and local policy representation. The practice and implementation of these policies and practices enhances the private enterprise base by directly improving the economic climate essential for prosperous businesses and the superior quality of life grown to be expected in our community.

**San Benito County Business Council**  
[SBCBusinessCouncil.com](http://SBCBusinessCouncil.com) | [Kristina@SBCBusinessCouncil.com](mailto:Kristina@SBCBusinessCouncil.com)  
831.524.0408  
C/O Grace & Associates  
341 First Street Hollister, CA 95023



# Member Message



## San Benito County Workforce Development Board Business Owners/Managers Survey

**DOWNSIZING?  
CONSIDERING LAYOFFS?  
NEED SUPPORT FOR YOUR BUSINESS?**

San Benito County

Workforce Development Board

are launching a

Business Resource,

Rapid Response and

Lay-Off Aversion Program



**Business Owners/Managers  
Take Our Survey**

Help us improve access to  
resources and programs

[BUSINESSINSANBENITO.COM](http://BUSINESSINSANBENITO.COM)

(Spanish version available)

or schedule an on-site interview

Contact Kristina at (831) 524-0408 or

[kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)

[Take survey Online](#)

or [Print in English](#), [Print in Spanish](#)

More questions please contact Kristina Chavez Wyatt

Member Paid Message

San Benito County Chamber of Commerce, 243 Sixth Street,  
Ste 100, Hollister, CA 95023

[SafeUnsubscribe™ kristina@farmhousecommunications.com](mailto:kristina@farmhousecommunications.com)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by juli@sanbenitocountycommerce.com in collaboration with



**Expert Lineup Announced for 'Ask the Experts' Business Resource Event  
Wednesday Morning in Downtown Hollister**

posted on Mon, 06/13/2016 - 11:50am by [Kristina Chavez Wyatt](#)

<http://benitolink.com/expert-lineup-announced-'ask-experts'-business-resource-event-wednesday-morning-downtown-hollister>

County Workforce Development Board encourages local businesses to participate in business resource event and complete surveys to support local business development, improve services



'Ask the Experts' Business Resource Event 7:30-10AM Wednesday in downtown Hollister



A program of the Workforce Development Board of San Benito County

The San Benito County Workforce Development Board (WDB) is working to improve access to resources and programs available to the business communities located in San Benito County and its primary cities of Hollister and San Juan Bautista, and to identify businesses that may be at risk and in need of support services and immediate solutions, in order to retain and expand businesses within San Benito County.

To accomplish this task, the WDB is conducting a business outreach and engagement program to help sustain and grow businesses in San Benito County. They have launched an "At Your Service" business survey and are hosting an "Ask the Experts" business resource event this Wednesday morning, June 15, in downtown Hollister. Further information, online surveys (in English and Spanish) and event registration are online at [www.businessinsanbenito.com](http://www.businessinsanbenito.com).

**"Ask the Experts" Business Resource Event This Wednesday Morning at Paines**

The San Benito County Workforce Development Board invites local business owners, managers and prospects to a complimentary, comprehensive business resource event to be hosted Wednesday, June 15 from 7:30-10 a.m. at Paines Restaurant, 421 East St. in downtown Hollister. The "Ask the Experts" resource event will provide information on a diverse array of resources available to businesses. Information resource tables with more than 20 business resource experts will be open during the event. A brief introduction program will begin at 8 a.m. Light refreshments will be served. Register online at [www.businessinsanbenito.com](http://www.businessinsanbenito.com)

**Participating business resource experts include:**

- California Employment Training Panel (ETP)- Providing employers funding for job skills training for frontline, incumbent workers in companies challenged by out-of-state competition [www.etp.ca.gov](http://www.etp.ca.gov)
- America's Job Center- Easy, one-stop access to the state's employment-related services, helping employers find qualified workers and job seekers find good jobs- posting job openings and recruiting candidates. Job seekers can get assistance in assessing skills, finding job opportunities and training, prepping a résumé, and much more. <http://www.sbcjobs.org> [www.caljobs.ca.gov](http://www.caljobs.ca.gov)
- Employment Development Department (EDD)- Supporting and connecting local communities with state programs involving unemployment insurance, disability insurance, payroll tax collection, and job training/workforce services <http://www.edd.ca.gov>
- Workforce Development Board of San Benito County- Providing employees, training programs and hiring incentives to area employers. <http://www.sbcjobs.org/wib>
- CSUMB Small Business Development Corporation (SBDC)- Providing entrepreneurs and small businesses with high quality education, consulting, support for innovation and tools necessary to build successful, sustainable businesses <https://csumb.edu/sbdc>
- El Pajaro Community Development Corporation- Promoting the development of micro-businesses by helping low-income minority entrepreneurs with instruction, bilingual/bicultural business training, business incubation, professional consulting and coaching. <http://www.elpajarocdc.org>
- Gavilan College- Community Education, Contract Training & Business Resources- Business and career training courses (business, management, accounting, IT and software development and more) on campus and online <http://www.gavilance.com>
- AMBAG Energy Watch- Providing energy assessments and audits, equipment installation, efficiency programs, services and financing, PG&E programs and services. <http://www.ambag.org/programs-services/energy-watch>

- Recology San Benito County- Commercial waste reduction and recycling programs [www.recologysanbenitocounty.com](http://www.recologysanbenitocounty.com)
- Water Resources Association of San Benito County- Water conservation tips, resources, rebates and programs <http://www.wrasbc.org>
- San Benito County Integrated Waste Department- Waste disposal, diversion, hazardous waste and landfill management <http://www.cosb.us/county-departments/integrated-waste-management>
- Monterey Bay Green Business Program- Providing promotion, incentive and assistance programs to businesses to help conserve energy and water, minimize waste, prevent pollution and shrink their carbon footprint <http://montereybaygreenbusiness.org>
- Monterey Bay Procurement Technical Assistance Center (PTAC)- Providing counseling and education for businesses to help procure, compete, and win government contracts free and easily <http://montereybayptac.org>
- California Coastal Rural Development Corporation- Servicing the financial needs of small businesses and farmers, providing direct loans and loan guarantees. <http://www.calcoastal.org>
- Fresno Community Development Financial Institution- Providing small business loan funds to grow businesses and jobs in underserved communities. <https://fresnocdfi.com>
- Monterey Bay International Trade Association- Providing trade promotion services to the California, U.S. and foreign country business communities. <http://www.mbita.org>
- Hollister Downtown Association- Working hard to create a vital downtown district through beautification programs and community events, ensuring that downtown Hollister becomes an economic, cultural, educational, governmental, and social center that respects that past, present and future through its blending of people, places, and possibilities. <http://www.downtownhollister.org>
- San Benito County Chamber of Commerce & Visitors Bureau - Promoting local businesses and our community, benefits and resources to support member businesses for a strong community and regional economy, civic, cultural and educational climate. <http://sanbenitocountychamber.com>
- Economic Development Corporation of San Benito County- Supporting business growth and investment and strengthening the local economy in San Benito county. <http://edcsanbenito.org>
- San Benito County Business Council- Promoting policies and practices that provide outstanding pro-business legislative and local policy; facilitating intergovernmental cooperation, collaboration & consolidation; supporting, expanding and enhancing the local job base; and promoting community wellness sustainability. [www.sbcbusinesscouncil.com](http://www.sbcbusinesscouncil.com)
- San Juan Committee- Promoting economic vitality while maintaining the charm and history of San Juan Bautista. <http://www.sanjuancommittee.com>
- Hispanic Chamber of Commerce, Central Coast- Promoting and supporting the success of Hispanic businesses in the Central Coast. <https://www.facebook.com/hispanicchambercc/>

#### **Are you at risk for downsizing, considering layoffs?**

The San Benito County Workforce Development Board has launched a Rapid Response and Lay-Off Aversion program. Community outreach representatives are in the process of conducting extensive outreach to the business community in order to identify those companies that may be at risk of significant workforce reductions and layoffs and to provide information to businesses regarding resources and tools available to assist them in maintaining and strengthening and growing their employee bases. Companies that are at risk will receive counseling and resources to avoid layoffs or closure.

#### **“At Your Service” Business Owner Survey**

All businesses in San Benito County are encouraged to participate in an “At Your Service” survey to assist in improving access to resources and programs for local businesses, to identify immediate solutions to help business owners and managers as well as to improve and enhance services. Surveys are available in English and Spanish and may be accessed online via [www.businessinsanbenito.com](http://www.businessinsanbenito.com) or conducted in person, on site by contacting Kristina at 8315240408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com). Businesses who complete surveys are placed in a drawing to be eligible to receive 5 hours of complimentary marketing and public relations consulting services.

***Get connected- complete our survey and register for the event today:***

[Businessinsanbenito.com](http://Businessinsanbenito.com)

Contact: Kristina Chavez Wyatt

831-524-0408

[kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)



## Facebook: Business in San Benito Page, Ads, Boosted Posts, Event

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[Forgot account?](#)

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 @BusinessinSanBenito

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[Create a Page](#)

**Savor Prosperity Here**  
 For business, for life: San Benito County, CA

[Like](#) [Message](#) [Share](#) [More](#) [Sign Up](#)

**Business in San Benito** shared Gavilan College's event.  
 December 14 at 4:10pm · [Like](#)

Community resource event for you and your business! Join us for the Gavilan College Retail, Hospitality and Tourism Summit 9AM-Noon next Wednesday, September 21 at the Student Center North/South Lounge on the Gavilan College main campus in Gilroy. Please RSVP to Shannon Bishop abishop@gavilan.edu or 14086522815 by COB this Friday, September 19. <https://www.facebook.com/events/323408561348867/>

**Retail, Hospitality, and Tourism Industry Summit**  
 Wed 9:00 AM in PDT · Gilroy, CA  
 3 people interested · [3 people going](#)

**Business in San Benito** shared Farmhouse Communications's post.  
 August 8 · [Like](#)

Excellent business resource event hosted by the Hispanic Chamber of Commerce-Central Coast this morning at La Catrina. For more information on the Chamber and future events, see <https://www.facebook.com/hispanicchambercc>

**Consulting/Business Service**  
 PEOPLE: 70 likes  
 ABOUT: 831524008  
<http://www.businessinsanbenito.com/>

**PHOTOS**  
 vision posts

Excellent business resource event hosted by the Hispanic Chamber of Commerce- Central Coast this morning at La Catrina. For more information on the Chamber and future events, see <https://www.facebook.com/hispanicchambercc>



**Farmhouse Communications** added 9 new photos — with Luis Alejo and 2 others.  
 August 5 · [Like](#)

Proud sponsor of a business development workshop hosted this morning by the Hispanic Chamber-Central Coast featuring Assembly Member Luis Alejo, the Board of Equalization and CA Governor's Office of Business & Economic Development (GoBiz) [#BusinessinSanBenito](#)

[Like](#) [Comment](#)

Gustavo Gonzalez likes this.

**Business in San Benito** shared **Hispanic Chamber of Commerce Central Coast's** post.  
 July 26 · [Like](#)

Many thanks to the Hispanic Chamber of Commerce Central Coast for their support and promotion of our Ask the Experts business resource event as well as grassroots outreach to local businesses, working with them to complete our At Your Service surveys and continued relations with local businesses helping to them to sustain and grow in San Benito county!



facebook [Sign Up](#)   [Log In](#)  
[Forgot account?](#)

**Savor Prosperity Here**  
 For business, for life: San Benito County, CA

**JUN 15 Ask the Experts Business Resource Event**

Public · Workshop · Hosted by **Business in San Benito** [Interested](#) [Going](#) [Invite](#)

Wednesday, June 15 at 7:30 AM - 10:00 AM in PDT  
 about 3 months ago

**Paine's Restaurant**  
 421 East St, Hollister, California 95023 [Show Map](#)

**About** [Discussion](#)

**Details**

The San Benito County Workforce Development Board invites local business owners, managers and prospects to a complimentary, comprehensive business resource event to be hosted Wednesday, June 15 from 7:30AM-10AM at Paine's Restaurant, 421 East Street in downtown Hollister. The "Ask the Experts" resource event will provide information on a diverse array of resources available to businesses. Information resource tables with business resource experts will be open from 7:30AM-10AM. A brief introduction program will begin at 8AM. Light refreshments will be served.

The "Ask the Experts" resource event will provide information on a diverse array of resources available to businesses by connecting them with experts in the.

[See More](#)

**About Business in San Benito**

**Business in San Benito**  
 Consulting/Business Service  
 Business Development Resources, Rapid Response and Lay-Off  
 Aversion programs of the Workforce Development Corporation of  
 San Benito County- Survey & Event

**About the Venue**

**Paine's Restaurant**  
 American Restaurant  
 1,043 Likes  
 24 talking about this

[Go to Paine's Restaurant's Timeline](#)

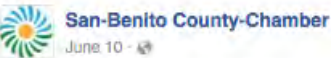




Local Business Assessment, Support and Development Programs Rolling Out In June  
 County Workforce Development Board encourages local businesses to participate in survey, attend business resource event.  
 The San Benito County Workforce Development Board (WDB) is working to improve access to resources and programs available to the business communities located in San Benito county and its primary cities of Hollister and San Juan Bautista, and to identify businesses that may be at ...  
[See More](#)



businessinsanbenito businessinsanbenito



Ask the Experts event June 15th open to the business public. Business Owners take a survey provided by the SBC Workforce Development Board at [www.businessinsanbenito.com](http://www.businessinsanbenito.com) provided both in English & Spanish. Let them know how your business is doing.

**Downsizing?**  
**CONSIDERING LAYOFFS?**  
**NEED SUPPORT FOR YOUR BUSINESS?**

San Benito County Workforce Development Board are launching a **Business Resource, Rapid Response and Lay-Off Aversion Program**

**Business Owners/Managers Take Our Survey**

Help us improve access to resources and programs  
[BUSINESSINSANBENITO.COM](http://BUSINESSINSANBENITO.COM)  
 or schedule an on-site interview  
 Contact Kristina at (831) 524-0408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com)

**Ask the Experts**  
**FREE Business Resource Event**  
**June 15th, 7:30am - 10am**  
**Paines Restaurant**  
**421 East St., Hollister**

**Contact, Develop, and Explore**  
 Business Planning and Management  
 Financial Planning/Investment Counsel  
 Capital Access  
 Marketing & Social Media  
 Using Statistics and Government Agencies  
 Government Contract Business  
 Energy, Water and Waste Reduction and Recycling  
 Marketing Assessment, Training and Customer Service  
 (AND MORE)

**Some of Your Resources**  
 California Employment Training Fund  
 Entrepreneur Development Center  
 (Hollister Chapter)  
 Kalamandiri, C/O Hanes & Associates  
 San Benito County Workforce Development Board  
 America's Job Center  
 San Benito County Workforce Development Board  
 CSUMB Small Business Development Group  
 EDC, Chapter of California, NCA and Business Council

For further information or to register, see www.businessinsanbenito.com or contact Kristina at (831) 524-0408



This should be a great event...join us!



"Ask the Experts" Business Resource Event

The San Benito County Workforce Development Board invites you to a complimentary comprehensive business resource event to be hosted Wednesday, June 15 from 7:30-10AM at Paines Restaurant, 421 East Street in downtown...  
[EVENTS.R20.CONSTANTCONTACT.COM](http://EVENTS.R20.CONSTANTCONTACT.COM)

You, Eric Tao and 1 other



Local Business Owners, Managers Encouraged to Complete "At Your Service" Business Survey-  
 All businesses in San Benito County are encouraged to participate in a brief "At Your Service" survey to assist in improving access and quality of resources, programs and services for local businesses as well as to identify immediate solutions to help business owners and managers to sustain and grow their businesses. Surveys are available in English & Spanish and may be accessed online directly, via [www.businessinsanbenito.com](http://www.businessinsanbenito.com) or conducted in person, on site by contacting Kristina at 8315240408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com). Businesses who complete surveys by close of business Monday, June 27 will be placed in a drawing to be eligible to receive 5 hours of complimentary marketing and public relations consulting services valued at \$1000!  
 Contact Kristina at [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com) or (831) 524-0408 with any questions, to schedule a one on one business consultation and see [www.businessinsanbenito.com](http://www.businessinsanbenito.com) for further information and business resources.



199 people reached

Boost Post



at the "Ask the Experts" resource fair in downtown Hollister, supporting San Benito county businesses!





## Business in San Benito

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San Benito County "At Your Service" Business Owner Survey 2016-2017  
Your participation will assist the San Benito County Workforce Development Board in improving access to resources and programs for local businesses, to identify immediate solutions to help you and your business as well as to improve and enhance services.



### Survey : Questions

Do you expect sales increases in the next two years? If yes, please comment on your expected growth by percentage. If yes, what factors are contributing to your growth?

[SURVEY.CONSTANTCONTACT.COM](http://SURVEY.CONSTANTCONTACT.COM)

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**BenitoLink May 31, 2016**

**County Workforce Development Board Launches Survey, Business Resource Event**

*posted on Tue, 05/31/2016 - 05:10pm by Kristina Chavez Wyatt*

<http://benitolink.com/county-workforce-development-board-launches-survey-business-resource-event>

The San Benito County Workforce Development Board has launched a rapid response and layoff aversion program including an 'At Your Service' countywide business survey and 'Ask the Experts' June 15 complimentary business resource fair.



The San Benito County Workforce Development Board (WDB) has launched a Rapid Response and Lay-Off Aversion program. The WDB, County staff, contractors and supporters are in the process of conducting extensive outreach to the business community in order to identify those companies that may be at risk of significant workforce reductions and layoffs, and to provide information to businesses regarding resources and tools available to assist them in maintaining and strengthening and growing their employee bases. Companies that are at risk will receive counseling and resources to avoid layoffs or closure.

**"At Your Service" Business Owner/Manager Survey**

All businesses in San Benito County are encouraged to participate in an "At Your Service" survey to assist in improving access to resources and programs for local businesses, to identify immediate solutions to help business owners and managers as well as to improve and enhance services. Surveys are available in English and Spanish and may be accessed online via [businessinsanbenito.com](http://businessinsanbenito.com) or conducted in person, on site by contacting Kristina at 831-524-0408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com).

**Complimentary 'Ask the Experts' Business Resource Fair  
7:30-1- a.m. Wednesday, June 15 at Paine's Restaurant,  
Downtown Hollister- Register Today!**

The San Benito County Workforce Development Board invites local business owners, managers and prospects to a complimentary, comprehensive business resource event to be hosted Wednesday, June 15 from 7:30-10 a.m. at Paines Restaurant, 421 East St. in downtown Hollister. The "Ask the Experts" resource event will provide information on a diverse array of resources available to businesses. Information resource tables with business resource experts will be open throughout the event. A brief introduction program will begin at 8 a.m.. Light refreshments will be served. The "Ask the Experts" resource event will provide information on a diverse array of resources available to businesses by connecting them with experts in the fields including:

- business planning and management
- finance/insurance/taxation/loans/capital access
- import/export
- marketing & social media
- doing business with government agencies
- sustainability/green business certification
- energy, water and waste reduction and recycling
- workforce assessment and training
- customer service and MORE!

**Resource table hosts include:**

- California Employment Training Panel (ETP)- employee assessment and training
- America's Jobs Center- staffing, training, employee assessment & training, labor issues & market information
- Employment Development Department (EDD)- layoff aversion, work experience, rapid response programs
- Fresno Community Development Financial Institution – loan programs
- Gavilan College- Community Education, Contract Training & Business Resources
- AMBAG Energy Watch- energy reduction
- City of Hollister- business licensing, permits
- San Benito County Water Resources Agency- water conservation and landscaping
- San Benito County Integrated Waste Department- waste management & recycling
- Monterey Bay Green Business Program- certification, resource reduction
- Monterey Bay Procurement Technical Assistance Center (PTAC)- workforce development & internships
- CSUMB Small Business Development Corporation- comprehensive business planning, launch and management support
- Monterey Bay International Trade Association- import/export
- Hollister Downtown Association, San Benito County Chamber of Commerce & Visitors Bureau, Economic & Development Corporation of San Benito County and San Benito County Business Council - business to business services
- Recology- commercial recycling
- More to come!

For more information about the event and to take our "At Your Service" business survey, see [businessinsanbenito.com](http://businessinsanbenito.com)

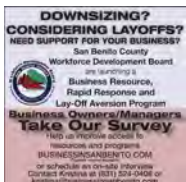
**From:** Andi Anderson <AAnderson@cosb.us>

**Date:** Thursday, June 23, 2016 at 4:43 PM

**To:** Al Gonzalez <al@local393.org>, Al Orosco <Alorosco@prideconveyance.com>, Alex Arias <alejandros.arias@manpower.com>, Carrie Fosdick <carrie.fosdick.ik20@statefarm.com>, Duane Bradford <duane.bradford@dor.ca.gov>, Yuko Duckworth <Yuko.Duckworth@EDD.ca.gov>, Emery Smith <emerysmithii@live.com>, Enrique Arreola <EArreola@cosb.us>, 'Gary McIntire' <gmcintire@hesd.org>, Grace Garcia <ggarcia@oe3.org>, James Rydingsword <jrydingsword@cosb.us>, Janice Shriver <Janice.Shriver@edd.ca.gov>, Jesus Romero <jromero@hesd.org>, Kathy Hough <kathy@houghconstructioninc.com>, Katie Day <kday@gavilan.edu>, Kendra Bobsin <kendrab@gokids.org>, Kristi Alarid <kristialarid@hopeservices.org>, Kristina Wyatt <kristina@farmhousecommunications.com>, "Marleen Esquerra (EsquerraML@co.monterey.ca.us)" <EsquerraML@co.monterey.ca.us>, "Michelle Ramirez (hr@lealvineyards.com)" <hr@lealvineyards.com>, Nlore <nloretdemola@calworkforce.org>, Richard Bianchi <richard@saborfarms.com>, Ruby Soto <RSoto@sanbenitohhsa.org>, Sherrean Carr <scarr@gavilan.edu>, Sylvia Jacquez <SJacquez@cosb.us>, Tim Reynaga-EDD <Tim.Reynaga@edd.ca.gov>

**Subject:** Please complete this survey for the WDB

## San Benito County Workforce Development Board Business Owners/Managers Survey



Take survey [Online](#)  
or [Print in English](#), [Print in Spanish](#)  
More questions please contact Kristina Chavez Wyatt

Member Paid Message

**Andi Anderson**

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BenitoLink June 30, 2016

### Workforce Development Board Hosts Resource Event, Wrapping Up Business Survey

posted on Thu, 06/30/2016 - 05:21pm by [Kristina Chavez Wyatt](#)

<http://benitolink.com/workforce-development-board-hosts-resource-event-wrapping-business-survey>

The San Benito County Workforce Development Board hosted a successful, free business resource event and continues with a business outreach and survey program to help sustain and grow commerce in San Benito county.



Small Business Development Corporation Director Cindy Merzon and Loree Van Bebber, an SBDC consultant from CalCoastal, speak with Enrique Arreola, deputy director, County Health & Human Services and Workforce Development Board.



Bev Meamber of the San Juan Committee.



Daniel Patterson, California Workforce Development Board Policy, Research and Legislation Group



Ana Medina of the Fresno Community Development Corporation speaks with Gustavo Gonzalez of La Catrina Mexican Grill and Gustavo Gonzalez Jr. of La Jerezana.



Mark Rianda represents the Employment Development Department with Sylvia Jacquez of the America's Job Center.



Rosie Armstrong, Gavilan College senior program specialist and Shawn Novack of the Water Resources Association of San Benito County.





*CalCoastal Marketing Director Loree Van Bebber*



*Joseph Button of AMBAG Energy Watch and Jeremy Simmons, County Recycling and Resource Recovery coordinator and representative of the Monterey Bay Green Business Program.*



*Sergio Sanchez of the Hispanic Chamber of Commerce -- Central Coast.*

The "Ask the Experts" Business Resource event hosted by the Workforce Development Board in mid-June drew dozens of business owners and managers and non-profit organizations from throughout the county and more than 25 business resource experts from throughout the state. With an overall goal of sustaining and growing existing businesses, the complementary event provided the avenue for attendees to network, share tools, tips, best practices and programs to help local businesses and organizations thrive. During the event, attendees had the opportunity to network and connect with 25 business resource experts and their organizations that provide free and low-cost services from employee training and assessment, loan programs, business management, innovation and planning to water, waste and energy reduction.

In addition, the County Workforce Development Board is continuing their "At Your Service" business outreach, survey and support program. More than 100 local business have already participated. Business owners and managers are encouraged to complete an online survey hosted at [www.BusinessinSanBenito.com](http://www.BusinessinSanBenito.com) or contact program manager Kristina Chavez Wyatt at 831-524-0408 or [kristina@businessinsanbenito.com](mailto:kristina@businessinsanbenito.com) for an on-site meeting. Businesses who complete the survey may opt in to a drawing to be eligible to receive five hours or more of business marketing support valued at \$1,000 complimentary of Farmhouse Communications. The County Workforce Development Board is working to improve access to resources and programs available to the business communities located in San Benito county and its primary cities of Hollister and San Juan Bautista, and to identify businesses that may be at risk and in need of support services and immediate solutions, in order to retain and expand businesses within San Benito County. To accomplish this task, the Board is conducting these business outreach and engagement programs to help improve services to sustain and grow businesses in San Benito county with the support of the Rapid Response and Layoff Aversion program of the federal Workforce Innovation and Opportunity Act.

Local business resource experts and event participants included:

**California Workforce Development Board**- Supporting the emergence of effective statewide and regionally driven sector initiatives in policy development, supporting the workforce system, assessing performance and reporting.

**California Employment Training Panel (ETP)**- Providing employers funding for job skills training for frontline, incumbent workers in companies challenged by out-of-state competition

**America's Job Center**- Easy, one-stop access to the state's employment-related services, helping employers find qualified workers and job seekers find good jobs- posting job openings and recruiting candidates. Job seekers can get assistance in assessing skills, finding job opportunities and training, prepping a résumé, and much more.

**Employment Development Department (EDD)**- Supporting and connecting local communities with state programs involving unemployment insurance, disability insurance, payroll tax collection, and job training/workforce services

**Workforce Development Board of San Benito County**- Providing employees, training programs and hiring incentives to area employers.

**CSUMB Small Business Development Corporation (SBDC)**- Providing entrepreneurs and small businesses with high quality education, consulting, support for innovation and tools necessary to build successful, sustainable businesses

**El Pajaro Community Development Corporation**- Promoting the development of micro-businesses by helping low-income minority entrepreneurs with instruction, bilingual/bicultural business training, business incubation, professional consulting and coaching.

**Gavilan College**- Community Education, Contract Training & Business Resources- Business and career training courses (business, management, accounting, IT & software development and more) on campus and online

**AMBAG Energy Watch**- Providing energy assessments and audits, equipment installation, efficiency programs, services & financing, PG&E programs & services.

**Recology San Benito County**- Commercial waste reduction and recycling programs

**Water Resources Association of San Benito County**- Water conservation tips, resources, rebates & programs

**San Benito County Integrated Waste Department**- Waste disposal, diversion, hazardous waste & landfill management

**Monterey Bay Green Business Program**- Providing promotion, incentive and assistance programs to businesses to help conserve energy & water, minimize waste, prevent pollution and shrink their carbon footprint

**City of Hollister Finance & Business License Department**- Doing business in the city? Opening a new business? Thinking about starting a business from your home? Want to know what you might need? Contact them today!

**Monterey Bay Procurement Technical Assistance Center (PTAC)**- Providing counseling and education for businesses to help procure, compete, and win government contracts free & easily

**California Coastal Rural Development Corporation**- Servicing the financial needs of small businesses and farmers, providing direct loans and loan guarantees.

**Fresno Community Development Financial Institution**- Providing small business loan funds to grow businesses and jobs in underserved communities.

**Monterey Bay International Trade Association**- Providing trade promotion services to the California, U.S. and foreign country business communities.

**Hollister Downtown Association**- Working hard to create a vital downtown district through beautification programs and community events, ensuring that Downtown Hollister becomes an economic, cultural, educational, governmental, and social center that respects that past, present and future through its blending of people, places, and possibilities.

**San Benito County Chamber of Commerce & Visitors Bureau**- Promoting local businesses and our community, benefits and resources to support member businesses for a strong community and regional economy, civic, cultural and educational climate.

**Hispanic Chamber of Commerce, Central Coast**- Promoting and supporting the success of Hispanic businesses on the Central Coast.

**Economic Development Corporation of San Benito County**- Supporting business growth and investment and strengthening the local economy in San Benito County.

**San Benito County Business Council**- Promoting policies and practices that provide outstanding pro-business legislative and local policy; facilitating intergovernmental cooperation, collaboration & consolidation; supporting, expanding and enhancing the local job base; and promoting community wellness & sustainability.

**San Juan Committee**- Promoting economic vitality while maintaining the charm and history of San Juan Bautista.

For more information, business resources and to take the survey, see [www.BusinessinSanBenito.com](http://www.BusinessinSanBenito.com).