



# C A L I F O R N I A

## Labor & Workforce Development Agency

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Schwarzenegger

**Secretary**  
Victoria L. Bradshaw

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Strategy  
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Employment  
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Employment  
Training  
Panel

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Contact:  
Paul Feist  
(916) 327-9064

### **‘Put Your Talent to Work’ job expo puts public and private sectors to work helping unemployed construction, real estate and mortgage workers**

Today’s “*Put Your Talent to Work*” job and resource expo in San Bernardino kicks off a series of events designed to help move workers who have lost their jobs in the mortgage, residential construction and real estate industries into in-demand occupations requiring similar skills.

“Governor Schwarzenegger is committing \$10 million as part of a Talent Transfer Initiative to help put Californians who have lost their jobs in the housing market slump back to work and stimulate the economy,” said Labor and Workforce Development Agency (LWDA) Secretary Victoria Bradshaw. “The series of job and resource expos focus on providing job training and employment services to unemployed workers in these housing-related industries. More assistance will be available once a state budget is enacted.”

More than 55 employers with immediate job openings participated in the “*Put Your Talent to Work*” job and resource expo in San Bernardino along with a number of resource and service providers including the Employment Development Department, California Workforce Investment Board and Employment Training Panel of the LWDA and the local workforce investment board.

The largest job losses in California and across the country during this economic downturn have been in housing-related industries. In July 2008, year-over job losses in our state totaled 118,500 in the housing-oriented sector of the economy. At the same time, other industries added 42,600 jobs.

This initiative will help transition some of the hardest hit workers immediately into related in-demand occupations. Others will receive “bridge” training, capitalizing on their existing skills and preparing them for new job opportunities. For example, laid-off residential construction workers may transfer their skills to jobs in commercial construction including hospital, highway, bridge, and other infrastructure projects. Mortgage and real estate workers can find job opportunities in administrative fields and growth industries such as health care, green technology, and biotechnology.

A major partner in the effort is the national DirectEmployers Association, a nonprofit consortium of leading U.S. corporations committed to improving labor

market efficiency through the sharing of best practices, research, and the development of technology. The association currently lists 34,000 available jobs in California through its labor exchange Web site.

“DirectEmployers Association encourages all employers in all industries to participate in California’s “*Put Your Talent to Work*” Job and Resource Expos,” said Bill Warren, Executive Director of DirectEmployers. “It’s a unique opportunity for employers to connect with experienced, skilled workers who have been displaced through no fault of their own.”

The first \$4.5 million of initiative funding is already at work preparing laid-off residential construction workers for jobs in commercial construction and in highway, bridge, and other infrastructure projects funded by the Governor’s Strategic Growth Plan. The money was awarded earlier this year to job development organizations in nine areas of the state hit hardest by the housing market collapse.

The second phase consists of “*Put Your Talent to Work*” job and resource expos beginning with the one today at the National Orange Show Fairgrounds in San Bernardino, one of the areas with greatest job losses. The second will be held tomorrow in Anaheim and the third on Sept. 25 in Sacramento. More job expos will be scheduled once a state budget is put in place.

In addition, the Employment Training Panel will spend \$5 million for customized training to refine the skills of displaced residential construction, mortgage and real estate workers placed with new employers. ETP representatives will be available at the “*Put Your Talent to Work*” expos to explain the funding process to employers who hire these workers. ETP resources may also support Local Workforce Investment Boards and other community organizations in pre-employment worker training programs.

For more information about the Talent Transfer initiative, “*Put Your Talent to Work*” job and resource expos, and grants to training providers in hard hit areas of the state please visit the EDD Web site at [edd.ca.gov](http://edd.ca.gov) under the Jobs and Training tab, “Opportunities for Housing Industry Workers.”

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