

TO: Workforce Investment Board

DATE: 11/10/05

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Financial Support of Marketing Seminar with Nationally Recognized Expert Jay Conrad Levinson

PROPOSED MOTION(S): That the Workforce Investment Board (WIB) provide \$5,000 financial support for a marketing seminar focused on local businesses on February 25, 2006, at Merced College.

DISCUSSION: On October 27, 2005, a workgroup was formed from the Program Planning & Development Committee to discuss financial support of bringing Mr. Jay Conrad Levinson to Merced College to share marketing techniques/strategies to local businesses in a full day seminar format. Mr. Levinson has authored numerous books promoting his successful Guerrilla Marketing strategies to small business owners as well as large corporations, and is known as one of the foremost business-marketing experts in the world. Dr. Anne Newins provided information regarding Mr. Levinson's schedule of fees and presentation summary. Members of the workgroup shared positive comments regarding Mr. Levinson and his Guerrilla Marketing information. The group agreed that this information is very valuable for local businesses regardless of size.

This seminar is in line with the WIB's vision of keeping pace with the emerging economy and meeting the ever-changing needs of employers. The total cost of having Mr. Levinson conduct a full day seminar is \$30,000. The Merced Sun-Star has committed \$15,000 in print ads, which will feature WIB/Worknet as a sponsor. Radio Merced has committed \$7500 in advertising, also mentioning the sponsors for the event. Merced College will be charging \$25 for tickets that will include lunch, and is reasonable for this type of top-notch marketing information. Additionally, the WIB will receive 12 tickets for sponsorship. Requests are now in process for other organizations. Below are amounts committed by local organizations:

County Bank	\$15,000
TransCounty Title	\$ 5,000
Merced Sun Star (in advertising)	\$15,000
Radio Merced (in advertising)	\$ 7,500

The source of the WIB's \$5,000 will be WIA Title I Admin funds.

ATTACHMENTS: To be distributed at meeting.