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PRESS RELEASE

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CAREERWORKS HOSTS EMPLOYER INFORMATION SESSION

BROCKTON- CareerWorks, the Brockton Area One-Stop Career Center along with the Division of Career Services Rapid Response team sponsored an Employer Information Session at CareerWorks, 34 School Street in Brockton on Tuesday, December 14, 2004.

The Employer Information Session was designed to provide employers information regarding the *Massachusetts Business Resource Team*, a simplified and coordinate approach to help businesses and the *Hiring Incentive Training Grant Program*, an incentive to hire unemployed Massachusetts workers. Vinny Lopes and Ken Messina, both of the Division of Career Services, were the featured speakers. Both speakers stressed the importance of these programs and urged area businesses to take advantage of the services available.

Fifteen employers attended and started the morning with an informal networking breakfast before the session was kicked off by CareerWorks Director, Kim McLaughlin. "This event was a great success. The information that was presented to the employers today was important not only to help their businesses lower costs, but enable them to hire and retain employees. It was a productive session and we will continue to provide high quality services to employers in the Greater Brockton area."

"The presentations were excellent and directly speak to the ever-growing need of the employers and job seekers in Massachusetts. Using the available resources will make us all much stronger so that Massachusetts can reclaim its national status," commented Sheila Chapman, Vice President of Sullivan & Cogliano. "Now the trick is to get the word out to everyone who can help take advantage of the myriad of opportunities in order to fully benefit from the available programs." Other employers commented on the valuable information that was presented and were grateful to be included in another successful event hosted by CareerWorks.

Christopher Cooney, President and CEO of the Metro South Chamber of Commerce closed the session by encouraging employers to apply for these funds to enhance their training programs. He noted the current imbalance between the dollars paid into the Workforce Training Fund verses the amount returning to the region's workers and employers. He stressed the need to keep our workforce well trained in order to remain competitive as a region. "The success of our businesses now and into the future relies upon an ample supply of well trained skilled workers." he said.

As a One-Stop Career Center, CareerWorks offers a place for employers and people seeking employment to connect in a customer-friendly, customer driven environment. CareerWorks applies creative and innovative approaches to meet the growing and changing needs of our members.

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