



# ISSUE & POLICY ROUNDTABLE

Tuesday,  
September 9,  
12:00pm

Chair  
Mark Dispenza

THE CHAMBER'S FORUM FOR GOVERNMENTAL AND BUSINESS CONCERNS

## UPCOMING EVENTS

### September

- 12 - Goleta Economic Forecast  
Fairview Theater  
225 N. Fairview Ave.  
8:00am - 10:30am
- 24 - Business After Hours - Lemon Launch  
S.B. Bank & Trust  
299 N. Fairview Ave.  
5:15pm - 7:30pm
- 25 - Issue & Policy Roundtable - Kevin Walsh,  
Goleta Water District  
Jean Blois  
Community Room  
271 N. Fairview  
Suite 104  
12:00pm - 1:15pm

### October

- 14 - Third District Supervisor Candidate Forum  
Jean Blois  
Community Room  
271 N. Fairview  
Suite 104  
12:00pm - 1:15pm

**SAVE  
THE  
DATE**

Sept. 12 - Goleta Economic Forecast  
8:00 am-10:30 am  
Fairview Theater

Oct. 18 & 19 - California Lemon Festival in Goleta at Girsh Park

## Emerging Workforce Trends

What is today's workforce looking for in a job? What can employers do to attract and retain high quality staff?

Spherion began working with Harris Interactive to track workforce trends in 1997. As a recruiting and staffing company, Spherion is one of the largest employers in the country, and was experiencing new worker expectations and demands. Spherion's experiences led them to begin examining the workplace at large.

The benchmark study of 1997 uncovered the existence of the emergent worker, distinguished by workplace values varying from traditional workers. Spherion revisited and expanded on findings in 1999, 2003, 2005 and again in 2007, tracking growth of emergent workers and the emergent mindset.

The latest study follows up and expands on trends identified in previous emerging workforce studies and provides more specific data on different generations and their motivations. What this wide-ranging study revealed is that employees are quickly adapting to a changing work environment and becoming much more demanding and self-reliant, regardless of economic outlook.

Spherion's Trish Miller will discuss these current trends in hiring, recruitment, employee loyalty, and retention and will answer your questions.



**Trish Miller**  
*Spherion Staffing & Recruiting*

### CONTACT INFORMATION:

(805) 683-1600  
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## INTEREST ITEMS

### Item 1 - Goleta Water District Long Range Planning

The GWD Long Range Planning Committee is meeting on Sept. 18 at 2:00 at GWD headquarters to discuss the issue of the 2009 allocation. The allocation request is usually made in October after staff has been directed to prepare the appropriate documents, but it has not. The Committee consists of Bert Bertrando and Chuck Evans. Some people are concerned that Bertrando may defer, delay, or suspend the 2009 allocation request indefinitely which would bring into jeopardy any new water purchases for expansion of existing facilities or new projects after Jan. 1, 2009.

Although most of the 150 acre-feet allocated for this year is still available, it will not roll over into next year, as it has in previous years (due to GWD Board action earlier this year).

### Interest Item 2: Goleta Council Candidate Debate

Support your candidate at the debate on Wednesday night, September 10th, 7-8:45 pm, at the Goleta Valley Community Center. The debate will be moderated by Gary Earle and Travis Armstrong.

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## INTEREST ITEMS

(Continued)...

### Item 3 - November 2008 Ballot Measures

California Secretary of State Debra Bowen released proposition numbers for 12 measures that will appear on the November 4 General Election ballot.

The Chamber's IPR has taken a position on the following:

**Prop 7 - OPPOSE - The Solar and Clean Energy Act 2008** - due to the measure's potential to substantially drive up energy prices in the state and its unworkable mandates.

**Prop 10 - OPPOSE - Alternative Fuel and Renewable Energy.** Market forces are already driving sales of alternative fuel vehicles. It does not make sense for the State to go into debt in order to further incentivize the purchase of such technology, especially considering the current fiscal crisis.

**Prop 11 - SUPPORT - The Voters First Initiative.** The Goleta Valley Chamber along with the CalChamber has long believed that fair redistricting is the key to meaningful political reform. Proposition 11 will allow the citizens of California, rather than the Legislature, to create legislative districts that will require elected officials to be accountable to the voters.

Of interest, but not on the table for a position vote:

**Prop 2 - Standards for Confining Farm Animals:** Sets strict guidelines for the housing of poultry. Would have significant economic impact on agriculture. Opponents argue that the measure threatens food safety and public health and would drive prices for local eggs up, resulting in greater exports from other states and Mexico.

For a complete summary of the Chamber's positions, look for the November 2008 Voter Guide in the November issue of the Goleta Business Journal and posted on our website.

*\*\*\*Support Measure A! Pick up a lawn sign today at the Chamber to show your support of this critical ballot measure.\*\*\**

## LOCAL POLITICAL CALENDAR

### September

- 15 - Planning Commission, Building Intensity Standards Workshop  
5:30pm  
Goleta City Hall  
130 Cremona Drive, Ste. B
- 16 - City Council  
6:00pm  
Goleta City Hall  
130 Cremona Drive, Ste. B

*IPR is the Chamber's forum for governmental and business concerns. The IPR committee will endeavor to study and take positions, when appropriate, on local regional and state issues that affect business and commerce in the Greater Goleta Valley.*

*The Chamber is the largest and most broadly based business representative in the Goleta Valley. It is the Chamber's role to promote a platform of economic health and vitality for the Goleta Valley on behalf of our members. IPR meetings and discussions are open to all Chamber members. When voting on an action item, all members present will be asked to vote. To be valid, votes must include a majority of the committee members listed below:*

- Kristen Amyx
- Jean Blois
- Mark Dispenza
- Mark Ingalls
- Jim Knight
- Bill Macfadyen
- Tim Mahoney
- Earl McCutcheon
- Bill Redding

## SAVE THE DATE

### Goleta Economic Forecast Project

September 12, 2008, 8:00 a.m. Fairview Theater

Dr. Bill Watkins, Director of the UCSB Economic Forecast Project, will provide an in-depth analysis of the local economy, including demographic trends, economic development, jobs and housing forecasts. An analysis of the Revenue Neutrality Agreement and a panel on Commercial Development in Goleta are the topics that will be featured at the Economic Forecast. Registration will begin at 8:00 a.m. along with breakfast. Program runs from 8:30-10:30 a.m. Register by calling the Goleta Valley Chamber or visiting our website at [www.goletavalleychamber.com](http://www.goletavalleychamber.com). \$75 for members, \$90 for non-members.

THE GOLETA VALLEY CHAMBER OF COMMERCE IS A MEMBER OF THE FOLLOWING ORGANIZATIONS:



THE REGIONAL LEGISLATIVE ALLIANCE OF VENTURA AND SANTA BARBARA COUNTIES  
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