



# Spring offers businesses ‘V8’ moment



By Laura Byrnes, APR, CPRC

Ever have one of those “well, duh” or “Eureka!” moments? An epiphany like on the old V8 commercial where folks conked themselves on the noggin when they realized that instead of forcing extra helpings of actual vegetables down their gullet, they could’ve simply “had a V8.”

I had one of those when I Googled information on the first day of Spring.

There are the astronomical seasons which refer to the position of Earth’s orbit in relations to the sun taking into account equinoxes (when the length of day is exactly the same as the length of night) and solstices (the longest and shortest days of the year). Et cetera, et cetera.

Most of us know, in the back of our mind, that these astronomical occurrences mark the official start of our seasons. For the record, astronomically speaking, spring sprang on March 20 and lasts through June 21.

Then there are the meteorological seasons which align with the calendar and which splits the year into four three-month seasons. This system gives us Spring (March, April, May), Summer (June, July, August), Autumn (September, October, November) and Winter (December, January, February). Looking at it that way, spring started on March 1 and runs through the end of next month.

To me, the astronomical season makes abundant sense. It was my “V8” moment this morning – something so obvious, I wonder why I didn’t see it all along.

If you own or run a business, or handle recruiting for your business, I invite you to experience your own “I could’ve had a V8” moment.



The V8 in this metaphor being R10 – shorthand for CareerSource Citrus Levy Marion or “Region 10” in the CareerSource Florida network of 24 workforce development regions.

Yes, if you haven’t taken advantage of our fee-free business services, spring seems like a great time to get a fresh start and do so.

Here are a couple of ideas to get your started:

First, there’s the Annual Citrus County Spring Career Fair on April 3 from 9 a.m. to noon at the Learning and Conference Center at the College of Central Florida’s Citrus Campus, 3800 S. Lecanto Highway.

The best way I can describe it is like speed dating for businesses, helping you meet with a multitude of diverse candidates in one place on one day.

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We handle the logistics and provide support staff. You just need to be hiring and post open positions with us – again, at no charge. CareerSource CLM leverages the power of Employ Florida to connect you to qualified, skilled talent.

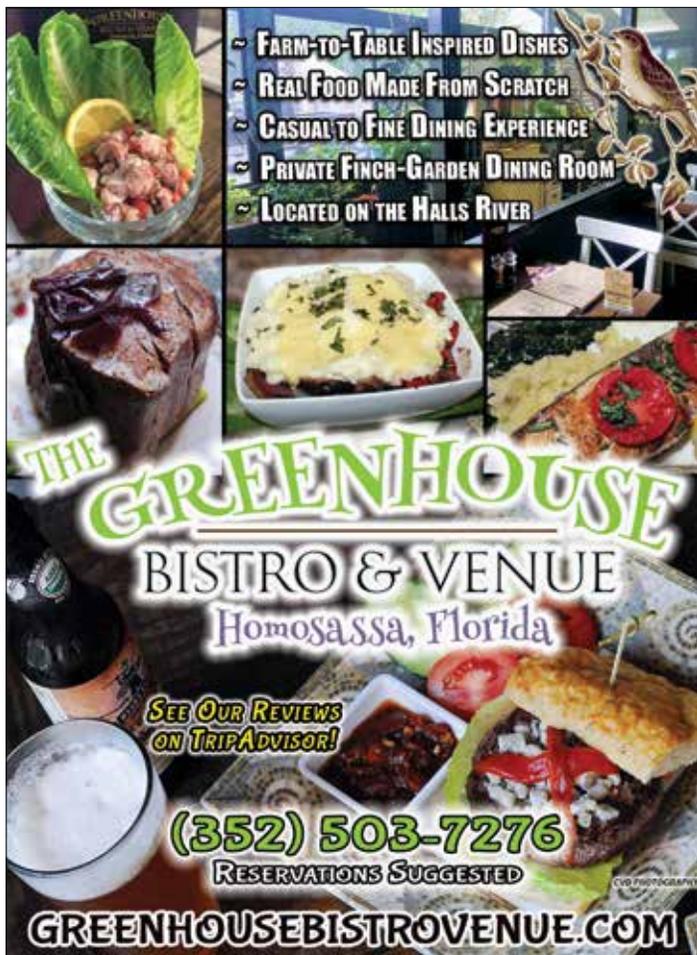
Here's what Angela Jones of Regions Bank, one of the businesses participating last year, had to say of the experience: "It's a great opportunity to network and bring in the community."

AutoZone's Al Jones, no relation to Angela Jones, described the career fair as a "win-win-win" for businesses, candidates and the community. In fact, Jones was so impressed, he now serves on CareerSource CLM's board of directors.

Granted, by the time this publication hits the streets, this annual event may have come and gone. But we typically hold similar events in the fall. Regardless, there's no harm in learning more so call 800-746-9950, ext. 1713.

If you miss the opportunity to take part in the career fair, but need to recruit right away, don't worry. We can customize a Hiring Event just for you. In recent weeks, we've done so for Senior Helpers, Sunbelt Industrial and CVS Pharmacy, to name a few.

Here's how a "hiring event" differs from a "career fair." With the latter, there may be dozens of businesses meeting a wide variety of candidates. With a hiring event, there is only one business – yours – and we market the event to candidates whose experience and training typically match your specific needs.



Hiring events can take place at your place of business, our career center in Lecanto, or an alternative location. As with the career fair, there is no charge and we take care of all the details.

Other fresh ideas to take advantage of this spring: We also offer training incentives such as On-the-Job Training (OJT) grants for businesses in the targeted industries of manufacturing/transportation/logistics, professional services, healthcare, construction, and information technology/software development.

OJT grants provide reimbursement of up to 75 percent of a new hires' wages while you train them the way you want. It is designed to encourage businesses to hire candidates who may lack the experience or training needed for the job. In addition to wages, an OJT may cover other costs associated with hiring new employees, such as equipment, uniforms and background checks.

Paid Adult Internship and Work Experience Trainee programs offer businesses the opportunity to try out potential employees. The programs pay for up to 30 hours of work per week for up to 12 weeks or 360 hours at your place of business. Wages, taxes, worker's compensation and other related payroll costs are paid by CareerSource CLM.

Selecting and training an intern or work experience trainee allows businesses to train, observe and develop the candidate in the hope that, by the end of the program, you will have gained a valuable new asset your organization.

Custom Business Training covers up to 90 percent of-out-of-pocket costs to upskill eligible employees. Training may be for a single employee or group, and may be for up to 12 months.

Two other incentives you need to know about are the Work Opportunity Tax Credit (WOTC) and Federal Bonding Program.

WOTC provided a federal income tax credit to private, for-profit businesses hiring targeted candidates who have traditionally had difficulty finding employment.

The Federal Bonding Program enables businesses to hire at-risk candidates with limited liability.

These programs, and more, have been available to businesses all along. This spring, isn't it time you got a fresh start with your recruiting?

To learn more, please visit the businesses tab at [careersourceclm.com](http://careersourceclm.com) or call us at 352-249-3278 or 800-746-9950.

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