

*On behalf of everyone at work2future, we wish you and your loved ones
a wonderful holiday season and a Happy New Year.*



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THE ECONOMIC SITUATION

The Changing Labor Market

November/December 2011

work2future Workforce Intelligence Team 11/28/2011
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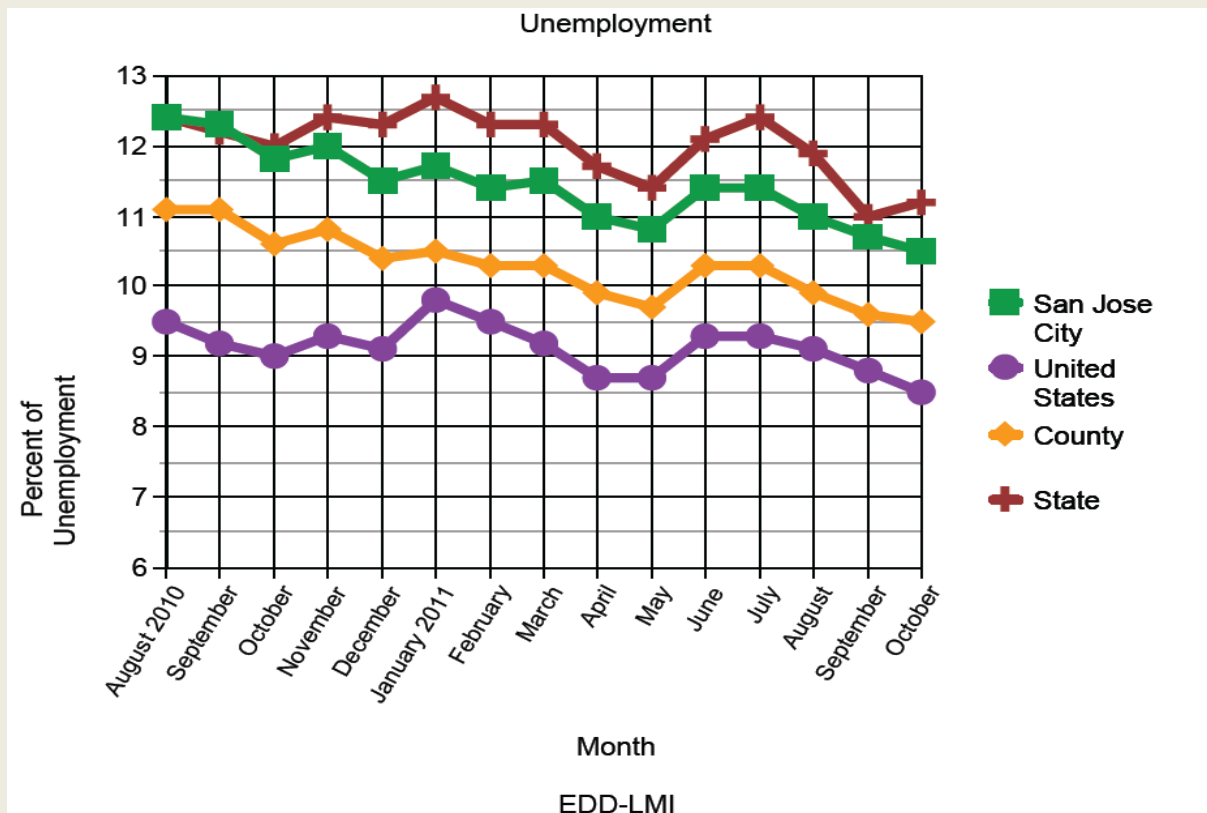
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**SAN JOSE-SUNNYVALE-SANTA CLARA METROPOLITAN STATISTICAL AREA
(MSA)
(SAN BENITO AND SANTA CLARA COUNTIES)**
Seasonal educational services bolstered South Bay job scene

The unemployment rate in the San Jose-Sunnyvale-Santa Clara MSA was 9.5 percent in October 2011, down from a revised 9.6 percent in September 2011, and below the year-ago estimate of 10.8 percent. This compares with an unadjusted unemployment rate of 11.2 percent for California and 8.5 percent for the nation during the same period. The unemployment rate was 11.5 percent in San Benito County, and 9.5 percent in Santa Clara County. City of San Jose had a 10.5% unemployment rate down from 10.7% in September.



In the News

New York Times op-ed columnist Thomas Friedman's new book "That Used to Be Us." Friedman explains that routine American jobs are mostly history, and everyone needs to be creative and provide value beyond routine behavior. Routine work is now the domain of computers, machines and offshore cheap workers. Plus, I say that computers and offshore workers are getting increasingly creative, interactive and collaborative too...

Most young people are used to using a computer or smartphone to buy goods and services, check themselves out, and handle their own online customer service and more. Their goods ordered are produced in China and emerging markets, and UPS or FedEx handle logistics, delivery and customer service."

From: Forbes Magazine, follow the link to read the full story.

<http://www.forbes.com/sites/greatspeculations/2011/10/13/>

"It isn't what people think that is important, but the reason they think what they think."

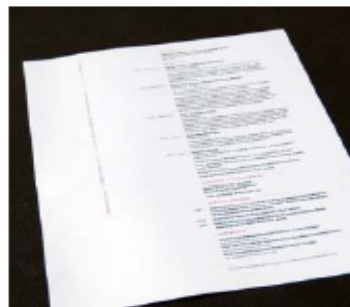
— *Eugene Ionesco*

11/04/2011 @ 12:35PM | 301,937 views

Final Cut: Words to Strike from Your Resume

22 comments, 6 called-out + Comment now

If you've applied for a job recently, you've probably looked over that 8½ x 11" summary of your career more times than you can count—and tweaked it just as often—in pursuit of the perfect resume.



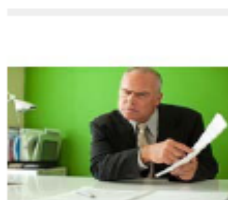
But before you add another bullet point, consider this: It's not always about what you add in—the best changes you can make may lie in what you take out.

The average resume is chock-full of sorely outdated, essentially meaningless phrases that take up valuable space on the page. Eliminate them, and you'll come off as a better, more substantial candidate—and your resume won't smack of that same generic, mind-numbing quality found on everyone else's.

Every word—yes, every word—on that page should be working hard to highlight your talents and skills. If it's not, it shouldn't be on there. So grab a red pen, and banish these words from your resume for good.

Career Objective

My first few resumes had a statement like this emblazoned top and center: "Career objective: To obtain a position as a [insert job title here] that leverages my skills and experience as well as provides a challenging environment that promotes growth."



11 Images

Photos: Resume Cliches To Ditch

Yawn. This is not only boring, it's ineffective (and sounds a little juvenile, to boot). The top of your resume is prime real estate, and it needs to grab a hiring manager's attention with a list of your top accomplishments, not a summary of what you hope to get out of your next position.

Experienced

You can be "experienced" in something after you've done it once—or every day for the past 10 years. So drop this nebulous term and be specific. If, for

example, you're a Client Report Specialist, using a phrase such as "Experienced in developing client reports" is both vague and redundant. But sharing that you "Created five customized weekly reports to analyze repeat client sales activity"—now that gives the reader a better idea of where exactly this so-called experience lies, with some actual results attached.

Also eliminate: seasoned, well-versed

7597
 Share
 2817
 Tweet
 285
 +f
 97.6K
 Share
 241
 reddit
 102
 Submit

For the full report go to the following link:

<http://www.forbes.com/sites/dailymuse/2011/11/04/final-cut-words-to-strike-from-your-resume>

Recession may be over but many Silicon Valley residents feel left out of recovery

By Patrick May
pmay@mercurynews.com
Posted: 11/28/2011 06:38:33 AM PST

Reports of the death of the Great Recession have been greatly exaggerated.

Just ask Karen Jones.

"I don't think there's a recovery at all," said the 69-year-old retired schoolteacher from San Jose. "The rich are getting richer, the schools are going downhill, there are more and more furloughs. I'm not as worried about my situation as I am about my kids. I guess I'm really just worried about the future of our country."

She's got plenty of company. While economists say the recession is technically over, many in Silicon Valley certainly don't see it that way. Despite a recent hiring boom, 44 percent of those polled in the fall 2011 Silicon Valley Pulse survey said they felt left out of any recovery that might be going on.

Even more troubling, a growing number of valley residents have lost all hope of finding relief any time soon. Asked how much longer they believe the recession will last, 21 percent of those polled said they think it will drag on for more than five years; that's more than twice as many respondents who felt that way in April 2009. Forty-two percent -- up from 38 percent a year earlier -- said they were bracing for the economic downturn to continue for at least three more years.

"This is not really about economists' projections or what the stock market may be doing, but rather how people are feeling in their day-to-day lives," said Melinda Jackson, research director of the Survey and Policy Research Institute at

San Jose State who coordinated the poll, a telephone survey conducted each spring and fall since 2009. "And people are feeling a lot of frustration. Even if you're lucky to have a job and a house, there's no strong sense that things will get better in the near term. People just don't have much confidence that we've turned the corner yet."

Mixed signals

The Survey and Policy Research Institute polled 458 Silicon Valley adults from Oct. 18 to Nov. 12; the margin of error was plus or minus 4.6 percentage points.

The time encompassed by the polling was a period of mixed signals from the local economic front. Job growth, especially in the tech sector, has been strong, while prices of single-family homes in Santa Clara County in October were down 8 percent from a year earlier.

Among the questions was one submitted by the Mercury News: "Experts say that Silicon Valley is adding jobs and the economy is improving. Do you feel that improvement in your own life, or do you feel left out of the valley's recovery?"


For more on this informative article go to the following link:

<http://www.siliconvalley.com/fdcp?unique=1322526507076>

Investing in San José's Economy

San Jose Mayor Reed is committed to fostering a business-friendly environment that will ensure San José remains the Capital of Silicon Valley and a driving force in our global economy. He has strongly advocated for the city's [Economic Strategy](#), promoted strategic initiatives to [attract and retain businesses](#) and championed [land use policies](#) that preserve employment lands. During Mayor Reed's tenure:

- Several driving industry companies - including major employers like Brocade, Ericsson and PwC - have moved to or expanded in San José. These companies represent about 9,000 jobs created/retained.
- The City has worked at the speed of business and made measurable improvements in the development permitting process.
- San José has become a global center of clean technology, attracting more than 4,000 green jobs. [Read about San José's Green Vision](#).
- San José's economy has shown signs of recovery from the Great Recession, posting year-over-year job growth in 2010.

Learn more about the competitive advantages of doing business in our city at www.ChooseSanJose.com .

More JOBS on the horizon in San Jose:

New Earthquakes Stadium is the working name of a planned [soccer specific stadium](#) that will be built in [San Jose, California](#), for [Major League Soccer's San Jose Earthquakes](#). The stadium will be built on what is currently called the Airport West site that is located to the west of [San Jose International Airport](#).- The stadium will seat 18,000 fans and is estimated to cost \$60 million. The stadium will be part of a mixed use residential, retail, R&D and hotel development. The stadium is planned to be constructed privately with no public money provided by the city of San Jose. Additionally [Lewis Wolff](#), owner of the [San Jose Earthquakes](#), has offered to pay for the maintenance of the stadium for a fifty-five-year timespan. (Wikipedia)

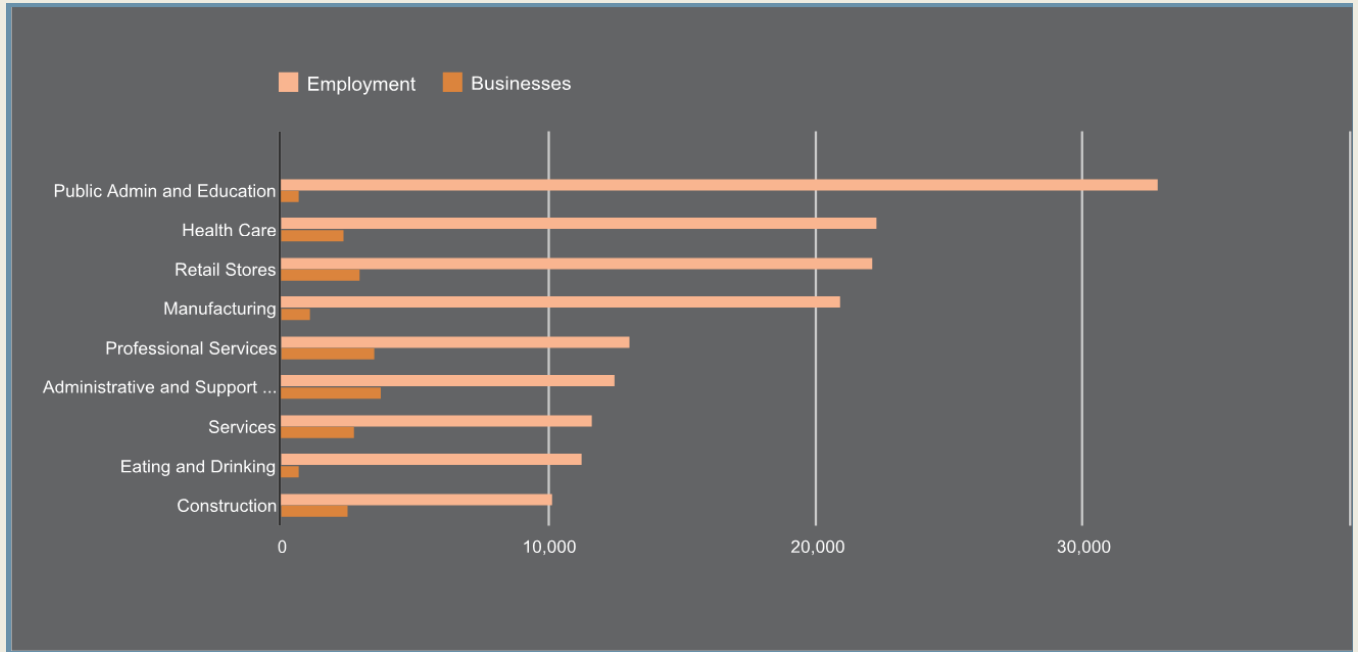
The ADP National Employment Report

November 2011 Report

ADP today reported that employment in the U.S. nonfarm private business sector increased by 206,000 from October to November on a seasonally adjusted basis. The estimated advance in employment from September to October was revised up to 130,000 from the initially reported 110,000. The increase in November was the largest monthly gain since last December and nearly twice the average monthly gain since May when employment decelerated sharply.

EconoVue Economic Snapshots

Brought to you by www.econovue.com

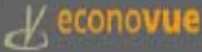


Largest Employment Sectors in Santa Clara County

Sector	NumBiz	Employment
All Sectors	27,634	202,532
Public Admin and Education	723	32,853
Health Care	2,433	22,276
Retail Stores	3,008	22,151
Manufacturing	1,154	20,952
Professional Services	3,514	13,120
Administrative and Support Services	3,783	12,575
Services	2,783	11,708
Eating and Drinking	742	11,262
Construction	2,541	10,237
Wholesale	1,245	7,685
Agriculture, Forestry, Fishing and Hunting	676	6,093
Real Estate	1,117	4,802
Information-based Industries	662	4,739
Hotels and Accommodations	248	4,399
Arts, Entertainment, Recreation, Fitness	517	4,038
Finance	705	4,036
Bioscience	132	2,410
Transportation	401	2,397
Legal Services	588	2,045
Insurance Carriers and Related Activities	343	1,507
Clean and Green	165	983
Rental and Leasing Services	207	933
Mining	47	834

EconoVue Economic Snapshots

To Download a PDF of any of the Snapshots go to
www.econovue.com/blog

 **econovue** A Window to the Local Economy

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We produce "snapshots" of California's regions, using EconoVue's database to illustrate trends. We host on-going regional workshops in which we present these findings. This section provides the snapshots and information on upcoming workshops.

Regional Economic Snapshots

Silicon Valley

- [Silicon Valley, Overview, 2011](#)
- [Silicon Valley, Manufacturing, 2011](#)
- [Silicon Valley, Professional Services, 2011](#)
- [Silicon Valley, Retail Sector, 2011](#)
- [Silicon Valley, Administrative Services, 2011](#)
- [San Jose, 2nd Quarter 2011](#)


Central Coast

- [Kings County, 2nd Quarter 2011](#)
- [San Luis Obispo County, 2nd Quarter 2011](#)
- [Santa Barbara County, 2nd Quarter 2011](#)
- [Ventura County, 2nd Quarter 2011](#)


Regional Workshops

- [Silicon Valley Regional Economic Workshop, 12/13/2011](#)

About Us

 **work2future**

work2future is the Workforce Investment Board for Santa Clara County, California, serving large numbers of business and jobseekers annually. work2future is housed within the Office of Economic Development for the City of San Jose.

 **URBANEXPLORER**

The Urban Explorer is provides high-performance, award-winning web GIS tool for Economic Development, Workforce Development and City Planning. The company's products are based on its patent pending UrbanExplorer™ platform - a unique, customizable web mapping framework that provides analytical "windows across time" into neighborhoods, cities and regions.

Blog

Silicon Valley, Overview, 2011 [Download a pdf of this snapshot](#)

Local Area Profile

Silicon Valley is located in the southern portion of the San Francisco Bay Area and is composed of 3-1/2 of the 9 Bay Area counties and 41 of the 100 Bay Area cities. These counties include San Mateo, Santa Clara, Santa Cruz and the southern part of Alameda county. Dominant sectors include those associated with the design, development and manufacture of computer components and systems.

The area has experienced significant job losses during the recession years, but during the past year, has shown a modest recovery across 75% of industry sectors.

Past Year: Recovery

Overall, EconoVue's Dun & Bradstreet® database shows that Silicon Valley saw a modest 2.7% gain in employment from 2010 to 2011. Here's how this breaks down:

- The Good News: 22 sectors showed positive growth of 5.3% in employment between 2010 and 2011, comprising 74% of all jobs in the Valley. What's more, 8 of the largest 10 employment sectors (comprising 78% of Valley employment) all experienced positive growth. These 8 sectors include professional services, retail, health care, public admin/education, administrative/business services, construction, services and information-based.
- The Bad News: 6 sectors experienced a 3.8% decline in employment between 2010 and 2011. These sectors comprise 26% of all jobs in Silicon Valley. These sectors include: manufacturing, wholesale, eating/drinking, warehousing, clean/green and utilities.

Past Five Years: Major Job Losses

- Looking back to 2006, the picture is not so rosy. The Valley has 16.5% fewer jobs than it did 5 years ago. The majority (58.7% or almost 200,000) of the lost jobs were in the manufacturing and professional services sectors.
- Only one sector, Administrative/Business Services, bucked the trend during this same time, growing by 55%, adding 38,000 new jobs to the economy. These new companies are small in size, comprised of the self-employed and sole proprietors, with most being home-based businesses. It is important to note that due to the small size of these businesses, it is likely that they do not run payroll and thus this employment is not being counted by other databases that use payroll data.

Posted By: EconoVue Services, Posted On: 11/14/2011

Source: EconoVue Services, featuring Dun & Bradstreet 2009-2011, and National Establishment Time Series, 1990-2008

Tags: Silicon Valley Economy, Santa Clara County Economy, Alameda County Economy, Santa Cruz County Economy, San Mateo County Economy, California Economy Trends, San Jose Economy

Solyndra Layoffs: It occurs to us that you may know of people who could benefit from our services and it is critical to us that we find these folks and provide them with our assistance ---think about your own families, friends, people in your church circles, etc. who you could get the word out to help us with this---then contact us and we'll provide them with information on next steps. work2future Adult and Dislocated Worker Services-794.1100

CURRENT EVENTS



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Former Solyndra employees, vendors & contractors, FREE Federally Funded Services are available to you from Alameda County WIB and work2future!

Alameda County WIB and work2future offer job seeker services tailored to effectively leverage the skills and experience of former Solyndra employees, vendors and contractors. To utilize these free services, you must enroll with either Alameda County WIB or work2future. Staff will work closely with each job seeker to determine services that may benefit them, which include:

- Occupational Training
- Job Readiness Workshops
- Access to Job Postings
- Recruitments and Job Fairs
- Networking
- Community Resources
- Counseling and Support

We look forward to seeing you at one of the following dates with your Resume and unexpired Right to Work Documents-for example:

- Drivers License and SSN Card or U.S. Birth Certificate
- U.S. Passport
- Permanent Resident Card

Enrollment Days:

Newark-Friday, December 9th 9:00 am – 12:00 pm or 1:00 pm – 4:00 pm
San Jose-Monday, December 12th 9:00 am – 12:00 pm or 1:00 pm – 4:00 pm
San Jose-Wednesday, December 14th 9:00 am – 12:00 pm or 1:00 pm – 4:00 pm
Newark-Friday, December 16th from 9:00 am – 12:00 pm or 1:00 pm – 4:00 pm

Locations:

Ohlone College Campus (Newark) One-Stop Career Center
39399 Cherry Street, Newark, CA 94560 Room 1211

work2future NUMMI Career Transition Center (One-Stop)
1401 Parkmoor Ave., San Jose, CA 95126

Alameda County Residents

Please RSVP as space is limited to 20 persons per session to:
Marybeth.McCarthy@acgov.org

Santa Clara County Residents

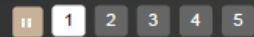
Space is limited! Register early for the San Jose location at <http://Solyndra-SanJose.eventbrite.com> or for the Newark location at <http://Solyndra-Newark.eventbrite.com>
Follow work2future on LinkedIn for Solyndra specific services!

Displaced worker service funding is from the federal Workforce Investment Act (WIA). This WIA Title I financially assisted program or activity is an "Equal Opportunity Employer/Program". Auxiliary aids and services are available upon request to individuals with disabilities.

What you want is here in San José

Find a wide array of fascinating shopping choices that help satisfy

More ▶



Welcome!

Thank you very much for taking the first step to helping your community by getting informed about the reasons why shopping locally helps San José. We hope that you will join 99% of US consumers who agree it is important to support the small businesses they value in their communities.

Once you make the decision to make your purchases with local companies, this website will provide you with tools to help you make a better connection with San José businesses.

We invite you to [register](#) to keep informed about changes to this program as we continue to develop and refine the relationships with the business and social media community which make this site come to life.

About Shop San José

Not only does San José have the wide range of great businesses and services you want but shopping in San José:

- creates local jobs,
- maintains the environment,
- support the cost of the public services.

With this in mind, the City of San José has established a collaboration with local merchants, various social media outlets and now, hopefully, with you the consumer to make it easier to make the local connection.

How to Participate

Make a difference with a few simple steps

- Make a decision to find and patronize local businesses.
- [Find the businesses.](#)
- Sign up to the [Shop San José Resident Email List](#).
- Let your friends know the importance of shopping locally.
- Keep your eye open for complementary programs like [Small Business Saturday](#) (on Facebook) which provides incentives for consumers and free advertising for businesses.



CALLING ALL SAN JOSÉ BUSINESSES

Sponsored by



For businesses interested in participating in the shop San Jose Initiative, please visit BusinessOwnerSpace.com



BUSINESS
 OWNER
 SPACE
 .COM

