



CSS Workforce NY wants you to:

"THINK AGAIN"

Monday, June 6th

9 am - 12 pm

The Corning Museum of Glass

Keynote Speaker: Ed DeJesus

Drug testing as a condition of employment is increasingly common across industry sectors. In the three-County area (Chemung, Schuyler and Steuben Counties), employers are reporting that 30 - 50% of the job seekers cannot pass the mandatory drug testing at hire; this is impacting their ability to find the skilled workforce that they need to grow and compete in the marketplace. Additionally, employee retention is negatively impacted when employed workers are unable to pass drug tests. Together, these are increasingly complicating/stunting job growth opportunities in the region. Chemung-Schuyler-Steuben Workforce New York (CSS WFNY), as the Workforce Development Board in the Chemung County, Schuyler County and Steuben County region, is embarking upon an ambitious campaign to raise awareness and create partnerships to address the issue.

With input from area businesses, school districts, non-profit organizations (including those on the continuum of drug use education, prevention and treatment), CSS WFNY has procured the professional services of Howell, Liberatore and Associates to devise a media campaign targeting 18-21 year old job seekers. Experience informs us that the reach of this message will migrate to include general public awareness, parents, and unemployed adults who are looking for employment as a result of the current economy – but our target is the emerging pipeline of future workers.

CSS WFNY is pleased to extend an invitation to the **"Think Again"** kick off to be held Monday, June 6, 2011 at The Corning Museum of Glass auditorium. This will be an exciting event that will begin the roll out of this campaign in our three-County area. As an invitee, you will be privy to the pre-rollout speaker, and be one of the first to witness the campaign materials first hand. CSS WFNY has secured the services of Ed DeJesus as the keynote speaker. Ed is a recognized authority on youth engagement and has delivered more than 1,000 speeches to audiences as large as 3,000 around the nation. His work is in use by hundreds of youth service organizations across the U.S. Often referred to as "Mr. Youth Cultural Competence", Ed empowers programs to take a look at their most valuable asset...youth. CSS WFNY is proud to leverage his skills and expertise in making our program successful.

Please RSVP to this event by logging onto **www.csswfny.com** and completing the registration form.

Thank you for showing your support and we look forward to working with you to address this important issue!