

GRAPHICS COMPANY SUCCESS STORY

Finding a talented workforce that married the graphics arts skill set with the CAD/CAM architectural skill set was proving elusive. MediaLab Ventures LLC - one of the nation's largest electronic marketing graphic companies dedicated to the homebuilding industry - faced expansion requirements at their office in Hidden River Corporate Park located in Tampa,

The company was posting job requirements on traditional job boards and relocating people from all over the country to fill their job openings in Tampa. While quality of life was a sure draw, the company was highly frustrated that they could not find local talent.

Working with Mary Clare Codd, a realtor with Colliers Arnold Tampa, MediaLab learned about the Greater Tampa Chamber of Commerce Committee of One Hundred's Local Business Retention and Expansion interview program.

Within six weeks of participating in the Local Business Retention & Expansion interview, they had:

1. Posted jobs with the Tampa Bay WorkForce Alliance and the International Academy of Design & Technology and learned about training grant dollars available to them (all at no charge)
2. Met with educators and crafted a functional internship program
3. Received information about Emerge Tampa to involve their youthful staff with other young professionals in the community

"I am really amazed," said MediaLab's Human Resources Director, Sharon LeSturgeon. "We had no idea there were so many support services available in our community. What a great program this is. Now we know we will be able to continue our expansion in this community because they care enough to help us find the right employees – and the right employees are the true key to our success."

Helping companies meet their workforce needs is a critically important business retention and expansion strategy for all communities. Look at MediaLab. Not only were they able to fill their vacancies and create a feeder system of local talent through a well designed internship program, but they also applied for over \$80,000 in workforce training grants that they never knew existed. All because they took the time to "take the call" and participate in a business discussion with a Chamber member.

To learn more, contact Donna Harak 813/276-9406 or via e-mail dharak@tampachamber.com

