

June 1, 1998

To:

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✓Michelle Mueller, Torrey Science	552-1056
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From: Barbara Bry

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4 pages total including cover sheet

Re: CONNECT TV Show

Attached please find a draft list of issues and questions for the CONNECT TV Show that we will tape on Wednesday, June 10 at 6 p.m. at the Price Center on the UCSD campus. Please plan to arrive by 5:30 p.m. for make-up and informal discussion. Shannon Bradley will send you a map and parking instructions.

As to what to wear:

It's easier to tell you what NOT to wear:

Do not wear a red, black or white suit!

Gray, purple, green, and blue suits look very nice. Pin striped suits are fine. Colorful ties, blouses, and scarves are great!! You can wear a red blouse or tie!

If you have any questions or comments, you can reach me at 454-9286 or at

~~bbry@proflowers.com~~ *bbry@proflowers.com*.

I look forward to seeing all of you on June 10.

How to Recruit, Retain and Train the Best and the Brightest for Your Company
Taping Date: Wednesday, June 10 at 6 p.m. at the Price Center, UCSD
Guests should arrive by 5:30 p.m. for make-up and informal discussion

Overview:

It's clear that with the decrease in the unemployment rate and the fast rate of technological change, organizations are re-thinking how they staff and manage their work force. Recruiting is tougher, retaining employees has become more difficult, and the demand for new skills is never ending. Surviving and thriving will demand radical solutions by companies if they want to retain and reward the talent they need to survive.

Guests:

Frederick Brunn, San Diego Manufacturing Extension Center and formerly President and CEO, International Lottery & Totalizator Systems, Inc.

Rick Gray, Dynabil Corp.

Michelle Mueller, Torrey Science Corp.

Joan Stepsis, Center for Applied Competitive Technologies

Moderator:

Barbara Bry

Issues for discussion:

Begin with:

What's changed in the last five years? How is the work force different?
 What are the types of skills necessary for high tech companies? How would you segment/categorize the types of skills needed to succeed?

Recruiting:

How do you find the right people?
 How do you differentiate your company?
 Once you find candidates, how do you choose?
 (Testing, group interviews)
 How many resumes do you get to hire one employee?
 How many people do you interview?
 How many people in your organization interview the candidate?
 Are there key questions that you ask candidates?
 Will you hire someone who knows half of what they need to know and is capable of learning the rest?
 How do you tell candidates about your organization?
 Do you get turned down by some of the people whom you want to hire? Why?
 Do you use head hunters? At what level do you use a head hunter? What is your experience?

Have you ever been raided by one of your competitors? Have you ever raided your competitor? How long did the employee stay?

Retaining:

Now you have the right people. But today we're in a labor market in which companies are stealing each other's employees. How do you keep the employees that you have?

Is offering more money enough?

What do workers want? How do you compete against QUALCOMM?

- A good salary of course
- Challenge
- Independence/self-fulfillment/empowerment/an area of responsibility that he or she can own
- The best equipment
- Stock options/employee ownership culture
- Flex time schedules
- Benefits
- Professional advancement

Training and Re-Training:

We live in a knowledge economy. Continual learning is necessary. Let's talk about how your organizations deal with issues of training and re-training.

Rick, Dynabil has undergone a major transition in its approach to manufacturing. Tell us about what the company has done.

How were you manufacturing?

Why did you decide to change?

What is lean manufacturing? Must change processes and mindset

How long will it take? 3-5 years

What has it cost? In terms of dollars? Human costs?

Was everyone able to make the transition?

What resistance did you encounter? Passive and active

Tell us about the implementation.

What results are you seeing?

Joan & Fred, What are CACT/SanMEC doing about training?

How did you work with Dynabil?

How do you work with other companies?

Why don't we have more electronics and biotech training programs?

How much tuition do the students pay?

What is the cost of starting and operating these programs?

Who are the students in these classes? Do you have a waiting list?

What are the major mistakes you see companies making in training? Don't confuse education and training

What does your company do about paying for courses for employees?

How much time do your employees spend in training courses? On company time?
Outside of company time?

Conclude with:

How do you weed out the employees who don't cut it?

How do you fire?

What is your severance policy?