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SOUTHWEST WISCONSIN WORKFORCE DEVELOPMENT BOARD, MONSTER DEVELOP HIRE A NEIGHBOR PROGRAM TO ASSIST UNEMPLOYED, BUSINESSES

Hire a Neighbor is a new program unique to Wisconsin, designed to assist both the unemployed/dislocated worker and businesses seeking workers. The Southwest Wisconsin Workforce Development Board (SWWDB) worked with Monster.com, to provide a program designed to match an individual's resumes with the needs of the business. The term "Hire a Neighbor," refers to the concept of hiring locally from the region, designated as within a radius of 100 miles. The program was unveiled at a news conference on Wednesday (May 20) at the newly-opened Rock County Job Center Annex, located at the UAW Local 95 Union Hall in Janesville.

Businesses can sign up for the free *Hire a Neighbor* program by contacting Mary Fanning-Penny, Business and Employment Services Manager with the SWWDB at (608) 741-3502. The program is designed to supplement the ongoing efforts of those working through the Wisconsin Job Center services and its traditional means of matching employers with businesses. "We are attempting to offer as many means as possible to assist those seeking employment," said Dr. Robert T. Borremans, Executive Director of the SWWDB. "The strength of Monster.com is that it can very easily match the job candidate's strengths with those of the business, hopefully resulting in less wasted time and effort on behalf of both the individual and the company."

"We believe the ability to precisely search resumes will assist both the business community and the many job seekers in the community," said Beverly Wheeler, Monster Government Solution's Regional Manager of their Public Sector and Education division. "We know the community is going through some tough times so we wanted to find a simple way to provide a win-win solution for both employers and job seekers."

The SWWDB purchased the Resume Search License through Monster so local employers who are looking for workers can use the resource before they pay for a job posting or call an agency. Through the *Hire a Neighbor* program, any employer in Rock County or within 100 miles of Janesville can contact the SWWDB and our staff can help them search for the kind of employee they are seeking.

"The other part of the program is for us (SWWDB) to get the word out to the community about getting their resume placed on Monster if it isn't already there," Borremans said. "By putting your resume on Monster, you become more visible to local employers and thus have a better chance of landing a job."

He said the reality is the more places you have your resume posted on an internet site, the better your chances. Monster currently has over 300,000 active users of their services in Wisconsin.

At the Wednesday unveiling of the new program, Monster trainer Airies Davis walked a group of dislocated workers through the process to get their resumes posted online. Following statements by Borremans, potential employers were walked through the process of registering for the services through the SWWDB.

The Resume Search license runs for a year, during which the SWWDB and Monster will review the progress and benefits to determine whether any changes are needed to make it more effective.

“There are pockets around the region where there is hiring taking place,” Borremans said. “They’re within the 100 mile radius, so hopefully our participants will be able to match up so hiring can take place,” Borremans said.

Founded in 1967, Monster Worldwide, Inc. is the leading global online careers property with over 75 million of Monster’s visitors having established personalized accounts. In an industry that did not even exist 11 years ago, Monster’s services have changed the way people look for jobs, employers look for people, and the way companies connect with their target audience. Monster Worldwide is consistently ranked among the top 20 most visited sites on the Internet. With approximately 4,600 employees and operations in 35 countries, they became the only pan-European recruitment website in 2004, entering developing markets such as India and China in 2005. In 2005, over 186 million seekers representing 12 percent of the total global Internet audience visited a Monster site.

The Southwest Wisconsin Workforce Development Board (SWWDB) serves a six-county area in the southwest corner of Wisconsin. It consists of a collaboration of private and public leaders working together to promote innovation and quality in the local workforce development activities.

– 30 –

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