



QUALITY JOBS. QUALIFIED WORKERS.

PIMA COUNTY WORKFORCE INVESTMENT BOARD

Friday, August 14, 2015, 7:30 a.m.

Precision Shooting Equipment (PSE)
2727 N. Fairview Avenue, Tucson, Arizona 85705

Meeting Minutes

Members Present

Sandra L. Abbey	Deron Johnson
Jacob Bernal	Lee D. Lambert
Judy Clinco	Aric L. Meares
Vaughn E. Croft	Kim Murray
Wilette C. Diggs	Bev Price, 1 st Vice Chair
Danielle Duarte	Jorge Rivero
Deborah Embry	Carld Rosborough
Molly Gilbert	Ramon Serrato
Bruce W. Grant	Jay Slauter
Liz Gulick	Alan Storm
Peg Harmon	Frank Watts, Jr.
Chris Hazen-Molina	

Members Absent

Linda Arzoumanian	Paul Roughton
Lori Banzhaf	Julia Strange
Clarence Boykins	Pam Sutherland
Peggy Feenan	Mike Verbout
Michael Guymon	James Zarlino
Kari Hogan	Gregg Johnson
Doug Jones	Dot Kret
Jan Leshner	Marji Morris
Jill Pearson	Lea Márquez-Peterson

(25) Guests and Pima County Staff

- I. **Called to Order** – 7:33 a.m., Bev Price, 1st Vice-Chair, Pima County Workforce Investment Board
- II. **Pledge of Allegiance** – All
- III. **Roll Call** – Charles Casey, Director, Pima County Community Services, Employment & Training
- IV. **PSE Welcome and Workforce and Manufacturing Presentation** – Jonathan Shepley, President, shared information about PSE.
 - Mr. Shepley has been in his position for five years.
 - PSE has been at its current location for 25 years.
 - PSE started in 1971 in Illinois. Mr. Shepley's father's hobby was archery and he started inventing archery equipment while employed by Magnavox.
 - PSE covers 180,000 square thousand feet under one roof and the entire facility takes up an entire city block.

- They warehouse and ship FOB Tucson, Arizona.
- All PSE compound bows are built from the ground up right here in Tucson.
- PSE is a global business and sells to almost every country in the world.
- PSE has 2,000 domestic retailers in the United States and sells to authorized dealers locally, nationally and internationally.
- PSE products can be found in large stores including Cabela's, Bass Pro Shops, Sportsmen's Warehouse, Dick's Sporting Goods, Academy Sports and many others.
- Two years ago, PSE's peak revenue was \$48 million in sales and 20% of that goes over seas to Canada, Europe, and a location 1,000 miles outside of Africa.
- It is a growing industry and the popularity of Hunger Games has helped with youth and recreational archery.
- If you used to have archery in P.E., that funding is gone so now this industry provides archery for the high schools.
- As of today, there are 250 employees and PSE is down by 20. PSE is facing a margin problem with some big competitors, overseas pressure, government regulation, and lost some tax breaks for machinery and training.
- PSE has internal departments and staff that manage their marketing, social media, accounting, human resources, engineering, manufacturing and recruiting.
- PSE does not use temporary agencies because of the added expenses.
- There are 16 salesmen who travel around the country and visit stores and businesses and to promote PSE at events.
- PSE's challenge each year is to give archers a reason to purchase a bow so new products must be created with new technologies for hunting or tournament recreation archery. PSE has tournament archers competing all over the world and won one World Championship recently in Denmark.
- Domestically 90% of PSE's business is hunting related and 10% is tournament archery related.
- Ten years ago, it was very difficult for PSE to recruit anyone from outside of Arizona. For those who grew up in the Midwest, the Tucson homes were way beyond the price range because of the over inflation of home prices.
- Currenty PSE is not able to find a good maintenance HVAC person with good references.
- PSE is the largest manufacturer in the world and build 500 compound bows every day and it fluctuates some.
- In purchasing, PSE supports several local companies that provide cardboard, plastics, and aluminum.
- Lean manufacturing is what PSE is working towards. Machinists are the most difficult to find and PSE has all types of males and females of all ages in several different work areas.
- PSE uses a personality profile to help hire their employees for the right positions.
- Aric L. Meares asked what PSE is doing for aging out workforce and if there is a mentoring program in place.
- Mr. Shepley replied that they do not really have a mentoring program but in their Machining Center they will try to find the right person with some basic machining background and assign them to a senior operator. The new hire is in a skill set position so when the new hire walks in the door, they may not know everything. Three months from their hire date, they will need to know ten things and another ten things within the next three months, before they are eligible for a pay raise.
- PSE often loses an employee to Raytheon but the employees also come back to PSE.

- There are also some PSE employees who do not want to earn more money and it is ok, there are others who do want to progress.
- PSE had record growth for the past four years and flat for the past couple years.
- PSE imports arrows from China that are made out of carbon and it is the same company that manufactures golf balls.
- Jacob Bernal asked why PSE moved to Tucson.
- Mr. Shepley replied because his father wanted to relocate to Tucson because his father liked the weather, to fly airplanes and helicopters, and horses. It took 47 semi-trucks to relocate PSE to Tucson.
- Aric L. Meares asked what the WIB can do to help PSE.
- Mr. Shepley replied that PSE would like for the WIB to encourage youth to attend trade school instead of a college.
- Judy Clinco suggested that people should call the Governor to help restore the \$30 million to the Pima County Joint Technical Educational District (JTED) program.
- PSE sends jobs to Beacon Group to assemble packages
- Something that the Arizona government needs to know is that other states are always trying to recruit businesses from Tucson.
- PSE has received calls from India companies offering their banking services.
- PSE always tells their current and long time customers that they will take care of them better than a new customer.

V. Pima County Staff Report – Charles Casey presented information that included Overtime Proposed Rule; The Schedules That Work Act; Pima County Unemployment information; SNAP Benefits; The Manufacturing Skills Act; The Training Highly Skilled Americans Act; The Jobs for Heroes Act; the Workforce Innovation and Opportunity Act (WIOA); The Preserving Welfare for Needs Not Weed Act; The Leveraging and Energizing America’s Apprenticeship Programs Act; Bow Making Guilds; and The Making Apprentice in the 13th Century. Gerri Brunson presented information about the Business Services Team that included Job Search Services and Employer Outreach for the month of June 2015. Gerri asked WIB members to contact her at Gerri.Brunson@pima.gov if interested in being a mentor.

VI. Mayor’s Commission on Poverty/Pima County Ending Poverty Now – Peg Harmon, WIB Member and Chief Executive Officer, Catholic Community Services of Southern Arizona said the group met and she thanked Charles Casey and Dorothee Harmon for the presentation they provided. They focused on creating a pipeline because the group is most concerned about poverty and those who face the most barriers to achieving their first job or a training opportunity. They spent time on what the potential barriers may be and how a pipeline can be created for job training. At their 09/14/15 meeting, they will spend time on determining ways to eliminate barriers that will help people to be ready to participate and focus on career pathways. The first job will not always bring people out of poverty but the second job might.

VII. WIB Chair Message - Bev Price reminded WIB members to keep Pima County staff informed of their community involvement. WIB members should email information to Anna.Cunes@pima.gov. Recent WIB Members’ Activities included:

Michael Guymon and Gregg Johnson attend the Arizona Commerce Authority’s Annual Sector Strategy Summit in Phoenix on June 2. This is an annual gathering of active sector partnerships from around the State, and is a great chance to learn more about what sector partnerships are, to learn from each other, and to help guide the State on better ways to support this work going

forward. If anyone is interested in future events, visit <http://arizonasectorssummit15.eventbrite.com/?s=38293869>.

Gregg Johnson conducted an “Introduction to Sector Partnerships” presentation at the 06/19/15 Metropolitan Pima Alliance (MPA) meeting. Rob Lamb, GLHN Architects and Engineers, discussed the Construction Sector Partnership; and Manny Valenzuela, Sahuarita Unified School District, discussed the Mining Sector and the partnerships they have with the mines.

Bev Price welcomed and introduced six new WIB members who were appointed at the 07/07/15 Board of Supervisors Meeting:

1. Lori Banzhaf (out of state today), Executive Vice President, Tucson Metro Chamber, Category: Governmental, Economic, and Community Development (GECD).
2. Danielle Duarte, Area Manager, Nesco Resource, Category: Business.
3. Deron Johnson, Generalist II, Human Resources, Southwest Gas Corporation, Category: Business.
4. Jan Leshner, Deputy County Administrator, Pima County, Category: GECD.
5. Jorge Rivero, Operations Manager, ResCare Workforce Services, AZ, Categories: GECD – TANF and Business.
6. Jay M. Slauter, Executive Director, Tucson Youth Development, Inc., Category: Workforce – Organization serving out-of-school youth.

A Group Orientation will be scheduled for these new members and a few others who will be appointed in September.

- VIII. Action Item** – June 12, 2015 WIB Meeting Minutes approved. Aric L. Meares moved to approve, Vaughn E. Croft seconded, and all were in favor.
- IX. Board Member Announcements/Call to Public** – Vaughn E. Croft announced the Arizona Transportation Builders Association 2nd Annual “Construction Career Days” and that the WIB’s Youth Council will be supporting this event and having a presence. They are planning to expose 1,000 in-school youth to some of the careers available in the Infrastructure-Construction Industry Sector.
- X. PSE Tours** – Two groups of WIB members, guests and Pima County staff enjoyed tours of the PSE facilities with PSE Marketing Department staff Bobby Vargas, Marketing and Donn Green, Social Media/Web Coordinator.
- XI. Next Meeting** – Friday, September 11, 2015, 7:30 a.m.
- XII. Adjourned** – 8:45 a.m.