

FINDINGS FROM A COMMUNITY JOBS FORUM

Hosted by the *Department of Public Administration*
College of Health and Public Affairs, University of Central Florida



Forum Moderated and Report Drafted by:

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Executive Summary

Faculty and staff in the Department of Public Administration, College of Health and Public Affairs, at the University of Central Florida answered the call from President Obama. Recognizing the need for citizen input into the creation of jobs in Central Florida, they announced a discussion forum for December 11, 2009, at the university's main campus in Orlando. Approximately twenty-five residents and stakeholders from across public, private, and nonprofit sectors participated, with feedback received outside the forum from an additional dozen interested citizens. Media coverage from local television stations and print media also generated interest and participation from the concerned members of the public.



The reported November 2009 unemployment rate is 11.5 percent statewide in Florida.¹ Central Florida counties were, with one exception, above this state rate. Osceola County's rate is 13.3 percent; Polk County's rate is 12.9 percent; Lake County's rate is 12.7 percent; Volusia County's rate is 12.3 percent; Brevard County's rate is 11.9 percent; Orange County's rate is 11.7 percent; Seminole County's rate is 10.9 percent. Statewide, the unemployment rate including underemployed and those who have stopped looking rises to 18.7 percent, or nearly 1 out of 5 people.

Dr. Thomas Bryer, Assistant Professor in the Department of Public Administration, opened the forum by noting its historic and innovative character. Most efforts by governments to engage citizens begin with the government agency defining the time, place, and agenda for the meeting. In this case, the Obama Administration has invited citizens to define their own time, place, and to a large extent, agenda. The costs of participation for many were reduced, particularly knowing that the Administration wanted to hear the words of Americans with diverse experiences in creating jobs, running businesses, or addressing the aftermath of a decimated job market.



Ms. Karen Guin captured some of the main themes and diversity of ideas that emerged from the forum:

- Florida has a unique competitive edge in some areas, such as simulation and modeling. We need to infuse money into these areas to spur job growth.
- Investment in innovations, such as green technologies, is key to the region's economic recovery.
- The White House needs to know that big business should not squelch entrepreneurs.

¹ Stratton, Jim. 2009. "Florida sees worst job losses in U.S." *Orlando Sentinel*. December 18, 2009. <http://www.orlandosentinel.com/business/os-fl-unemployment-november-20091218,0,448561.story>

- The region needs to develop more health-services-related positions.
- Nonprofits in Central Florida are really suffering. They are the safety net for our community, yet they are not "at the table" during discussions about resolving the economic crisis.
- Small businesses do much of the hiring, yet they are currently running their businesses on a credit card.
- We have to find ways to educate people so they can do the jobs that do become available.
- We need to move ex-felons into careers that offer pension plans and health benefits.

The remainder of this report contains a summary analysis of participant ideas related to the six questions posed by the Administration. Specifically: (1) From what you have seen reported about the President's Jobs Forum, what seems relevant for your community? (2) What parts of your local economy are working or thriving? (3) What parts of your local economy are not working or thriving? (4) What are the opportunities for growth in your community? (5) What are the obstacles to job creation in your community? (6) What other issues and ideas should the

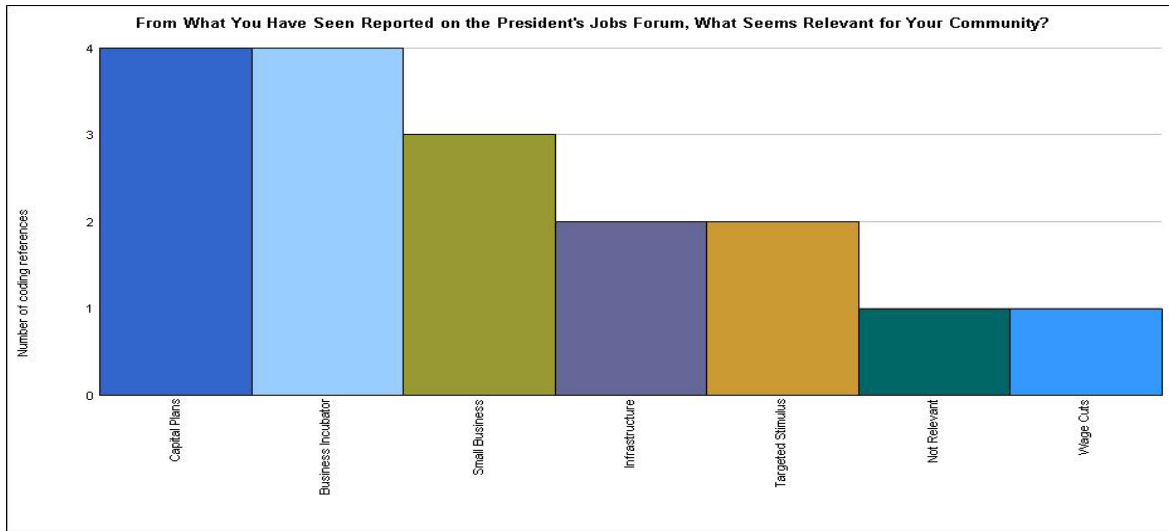


President consider? Analysis is based on detailed notes taken during the session by Ms. Heather Lambert, a student in the Masters in Public Administration program at the University of Central Florida. Following summary analysis of participant responses to these questions, an appendix is created that serves as an opportunity for participants to share primary source material on their businesses, their ideas, or any other information they would like to share with the Administration.

What is Relevant for Central Florida

Participants agreed that a focus on small business was instrumental for the employment market in Central Florida. However, discussants urged distinction between existing small businesses and emergent entrepreneurs and innovators. Policies need to be crafted that both support the maintenance and growth of existing small businesses as well as provide resources and protections for individuals seeking to develop new and innovative products and/or services. Focusing on enhancing opportunities for capital acquisition was universally perceived to be an important focus of the Obama Administration. Participants also identified areas of concern that are relevant to Central Florida but are not currently addressed in the Administration's stated plans. Specifically, there was an expressed need to strategically address human and community need, along with the desire of individuals to work. Devising ways to fund employment in the social sector (targeted stimulus), rather than providing unemployment compensation, was thought by some participants to be important for the region. Additionally, one participant observed the need to focus not only on those businesses that are cutting jobs but on those that are

cutting wages. The table below summarizes some of the key themes that emerged in this part of the discussion.



What is Working in the Central Florida Economy

Recent data reported by JobBait.com identify the strong segments of Central Florida’s economy. Three job sectors have experienced positive growth in the past twelve months: (1) Air transportation grew by 3 percent, adding 200 jobs, (2) Business support services grew by 6 percent, adding 800 jobs, and (3) Health services grew by a little more than 3 percent, adding 1,200 jobs.

What is Not Working in the Central Florida Economy

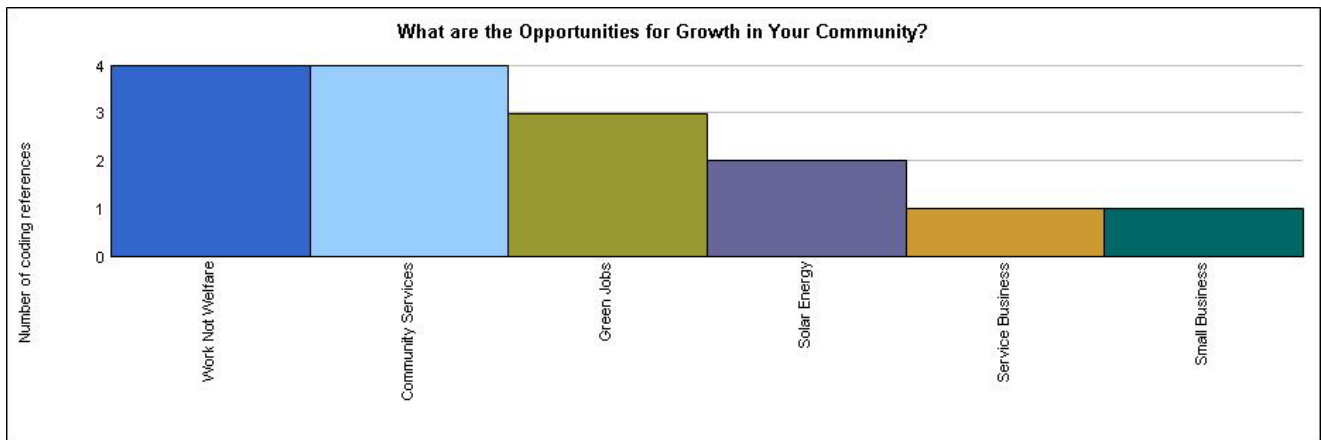
Recent data reported by JobBait.com identify the weakest segments of Central Florida’s economy. There are more weak segments than strong. Eight job sectors have experienced the most contraction over the past year: (1) Construction shrank by 14.3 percent, losing 9,700 jobs, (2) Specialty trade contractors by 16.4 percent, losing 7,500 jobs, (3) Manufacturing of nondurable goods shrank by 11.5 percent, losing 1,400 jobs, (4) Food and beverage stores shrank by 10.4 percent, losing 2,200 jobs, (5) Professional business services shrank by 8.7 percent, losing 15,200 jobs, (6) Professional, scientific, and technical services shrank by 9.3 percent, losing 5,900 jobs, (7) Administrative and support services shrank by 9.5 percent, losing 9,300 jobs, and (8) Employment services shrank by 11.4 percent, losing 3,500 jobs.

Opportunities for Growth in Central Florida

Forum participants identified a set of ideas regarding growth potential or the jobs of the future in Central Florida. The table below summarizes these ideas. The first two listed—work not welfare and community services—are related concepts. Some participants saw hope in the dire needs of those individuals and families suffering under the weight of joblessness. As one participant asked: Why keep paying the jobless to submit resumes and seek employment when there is no employment available? Why not put those individuals to work, and why not put them to work

helping build the social fabric of the community? As a people who value hard work and, for the most part, find shame in taking hand outs, is it not possible to enhance worker morale while benefitting Central Florida communities? These are the underlying sentiments of the first two categories listed in the table below. According to a 2008 study of the Florida Philanthropic Network², the nonprofit sector is the fourth largest jobs engine in Florida with significant employment and assets. The report also suggests room for sector expansion, to potentially accommodate the concerns of discussion participants.

Participants also saw hope in the promotion and development of green jobs, including clean energy. Florida is well positioned with the technology, climate, and human resources to be a national leader in clean energy and green innovation. Florida has one of three federally funded solar energy centers, but the State does not rank in the top ten in total solar energy production. This is potentially a source for tremendous growth and innovation. Service-based businesses in entertainment, particularly, may also be a prime sector for growth.



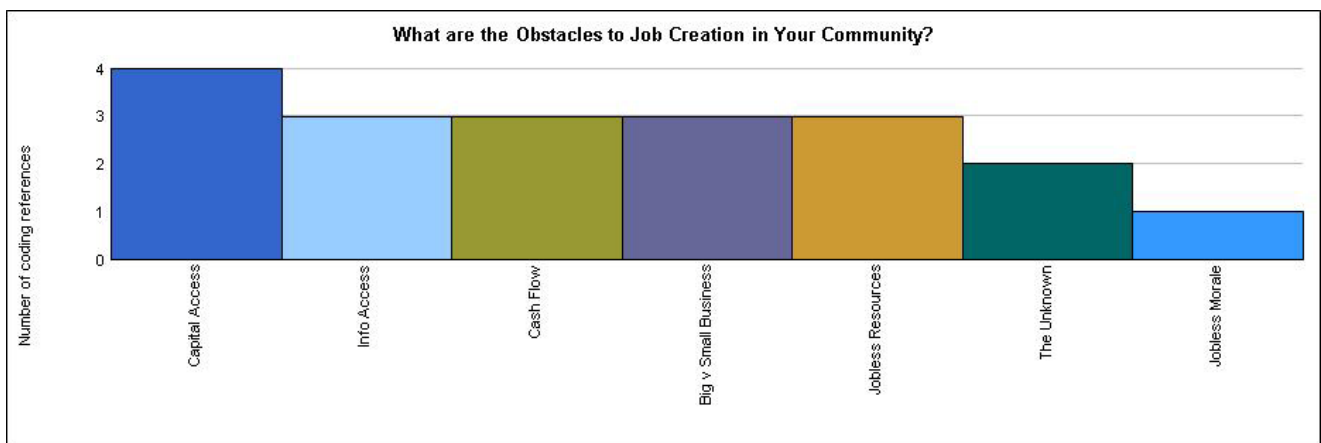
Obstacles to Job Creation in Central Florida

There are numerous obstacles that need to be overcome in Central Florida, particularly to promote the expansion of small businesses, encourage innovation and entrepreneurship, and address the social and community needs of Central Floridians. First and primarily is the need for access to capital. Some participants observed a significant limitation of relying on banks to lend to small businesses; they advocated direct lending from the Small Business Administration, as well as possibly lending interest free for the first year of a loan. This concern relates to the lack of access to reliable information and resources for small business owners and entrepreneurs. The development of a comprehensive, user friendly one-stop source is seen as a promising strategy for streamlining and reducing costs of information and resource acquisition. Related to access to capital are concerns regarding cash flow, particularly related to cash needed to adhere to tax obligations. Small businesses are also challenged by the political and financial resource powers relative to those of big businesses. An equal voice for small business was considered to be important. A final issue specifically afflicting small businesses, and related to the above, is the

² Salamon, Lester M., Stephanie L. Geller, and S. W. Sokolowski. 2008. *Florida's Nonprofit Sector: An Economic Force*. Florida Philanthropic Network. <http://www.fpnetwork.org/researchdocs/FINALFLREPORT.pdf>

general unknown. Businesses are, to some extent, frozen in their investment and hiring decisions given the highly complex and shifting local, regional, national, and global economic environments.

Two obstacles were identified that concern the jobless. As long-term unemployment persists for individuals, they lose skills and morale, thus making their return to full time employment potentially problematic. Concurrently, the jobless are without needed resources to maintain their skills or develop new skills; they may not be receiving training necessary for the growth sectors of the future job market. If a job opportunity becomes available, they may have access to transportation or child care in order to keep the job. These issues relate back to the potential role of the nonprofit sector and the linking of job creation to meeting the needs of individuals, families, and communities.



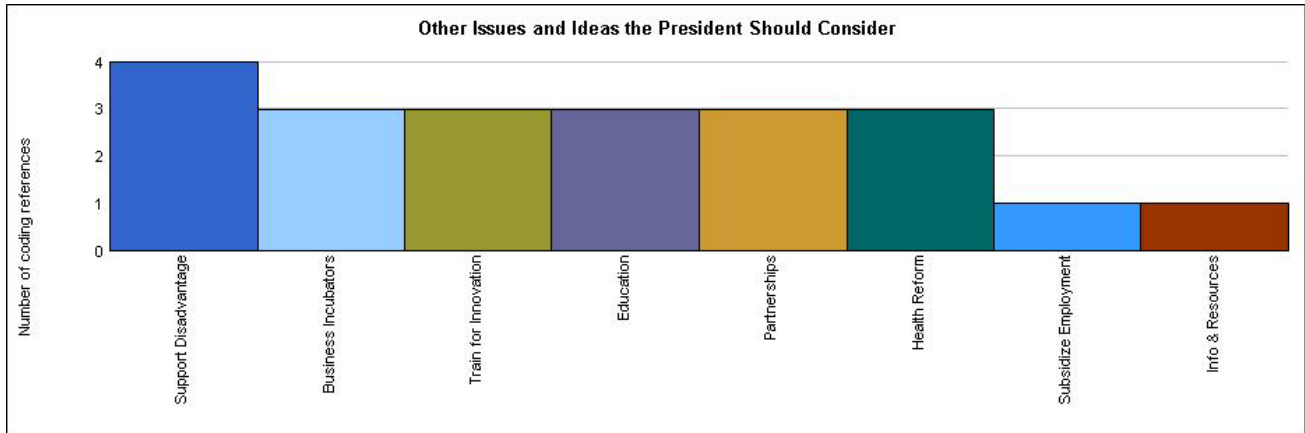
Other Issues the President Should Consider

Forum participants came prepared to the meeting with numerous ideas for the President’s consideration. First, and maintaining the focus on meeting human need, some participants want to ensure the economically, socially, and educationally disadvantaged are not forgotten. This includes former felons, who are working to rebuild their lives. Developing jobs in service to the disadvantaged, perhaps employing the disadvantaged in the process, is one idea participants share with the President.

Second, participants seek more support for entrepreneurs and innovators, not only through capital acquisition but through the provision of intellectual resources and protections. Business incubators, a model practiced to great success in Central Florida, is one idea participants want to see expanded. To accompany the innovations that can emerge through incubation, participants seek programs that prepare workers to serve and thrive in an emergent, technology driven environment. Likewise, educational standards and requirements might be re-aligned to match the emerging job opportunities and climates for tomorrow.

To accomplish some of these objectives, participants desire a re-focus on developing new public-private-nonprofit partnerships. These partnerships can assist in providing support for the disadvantaged, information and resources for small businesses and nonprofits to launch, invest, and expand. They can generate educational and training programs for workers both in and

seeking to enter the workforce. Last, partnerships can help develop innovative employment partnerships, such as subsidized employment, where the employing organization pays a percentage of salary and a partnering public or other organization pays the balance. This would be a short-term arrangement, allowing businesses to utilize human capital to expand, creating an environment for sustained profit or programming. The academic sector can serve as a convener and evaluator of these partnerships, assisting with capacity building, training, and evaluation. For instance, the Center for Public and Nonprofit Management in the Department of Public Administration at the University of Central Florida can play this role, building on its multi-year track record of service to public and nonprofit community organizations.



Appendix A

List of Participants

(Note: This is a partial list based on participant completion of a sign-in information sheet)

Dr. Thomas Bryer
Dr. Mary Ann Feldheim
Ms. Marilyn Crotty
Ms. Mildren Milligan
Mr. Darrien Parsons
Mr. Glen Kearse
Ms. Sharon Wiley
Mr. Larry Williams
Mr. Michael Judith
Ms. Valerie Guenther
Ms. Beth Ann Fiedler
Ms. Sally McArthur
Mr. James Gregware
Mr. John Luciano
Mr. Pat Bornstein
Mr. Steve Urquhart
Mr. Michael Brown
Ms. Michelle Sawney
Mr. Peter Wincup
Mr. Larry Strickler
Mr. Haseeb Qadr
Dr. Nancy Ellis
Ms. Heather Lambert
Ms. Charlotte Merritt
Dr. Paul Royal

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Thomas A. Bryer, Ph.D.
Assistant Professor, Department of Public Administration
University of Central Florida
HPA 11-235
Orlando, FL 36109
Re: Community Jobs Forum

Dear Dr. Bryer,

Thank you for the opportunity to participate in the Community Jobs forum. The UCF commitment towards addressing the issue is exceptional and hopefully the insights provided will contribute towards some helpful discussions.

I have been a small business owner for nearly thirty years. My current endeavor, ProRezOnline.com, is a company which helps people garner employment. It has spanned several years focusing specifically on this practice, the problems inherent within and new methodologies to generate success. Our processes have been refined by the input of several thousand people including employers, HR personnel and those seeking employment or a change in careers. As a consequence, I have the unique position of hearing firsthand the needs and problems faced by both parties and the actions each have adopted towards finding their best solutions. It would be fair to say I have a certain expertise on the topic. Given that any solution will be routed in having a full understanding of what the average job seeker must deal with as well as the general employer, I hope to provide a little insight towards that end.

The Employer

Most companies which have openings will publish their opportunities either thru a common online job portal or through their own company website. Each posting typically is tailored to the vacancy using vernacular germane to the position. When positions are posted on the public job boards, the employer is often looking to reach a broader audience than would be realized using just the company website. However lately, the trend has become to do both. The positions are posted with a general job description along with requirements but then link to the employer's website where the applicant must now fill in the informational form provided to apply for the position.

The employers follow this protocol because it offers several valuable results. First, it generates a searchable database of personnel, complete with their respective resumes. This allows for a rapid cursory review of potential applicants whenever an opening arises. It also is an easy process involving very few employees generating almost immediate results. In short, whenever there *is* a match, it is a very cost effective way to find candidates for company positions.

The Job Seeker

It is no secret the current economic crisis has created unprecedented job loss. The obvious fallout is that there are now record numbers of unemployed, all with a variety of skill sets, experience and qualifications. And they are all seeking employment. Only now the opportunities are much fewer and the competition is significantly stronger and more plentiful. As companies cut back trying to maximize reducing profit margins, sales go down, efficiencies go down and personnel work loads increase reducing output quality. The phrase ‘do more with less’ becomes the common mantra and the job seeker must face the resulting consequence head-on. Those consequences essentially place the job seeker into a sea of anonymity as they seek to find employment. It all begins by being screened, evaluated and rated by an emotionless computer and that’s where the many of the today’s problems bottleneck and churn endlessly without resolution.

Some Problems Identified

Today’s job market finds most employers and job boards using screening software to begin the application process. While on the surface, this seems logical and without issue, the truth is there are a number of problems created. First, the programs are written to focus on resume keywords. Each position has been afforded a variety of “descriptors”; keywords which distinguish the position and requirements from other postings. Given that most of these software programs are not competent in contextualization, the process whereby synonyms and acronyms are digitally understood, the computer will sift the resumes only for the precise input it has been directed for. For example, if a programmed requirement was for an MBA and a resume came through listing the applicant has having a Masters in Business Administration, this individual will be given a lower assessment or passed over entirely simply because the identical syntax the program was searching for was not found. To the software, ***MBA does NOT equal Masters in Business Administration.***

A second problem lies in the lack of human interaction. While the process is efficient for what it does and can be performed without end and at no additional cost, the lack of human interaction generates substantial concern. The paramount issue which tops the list is that highly qualified candidates are passed over or rated so low on the general assessment, they are never given an opportunity to interview. This issue is both rampant and repetitive. The result is that employers or HR personnel possibly hire less qualified employees resulting in lower quality output and/or the process repeating itself. Meanwhile, the individual who may have been the perfect candidate remains unemployed, never having a chance to be interviewed.

A third problem lies in feedback. By far the most common problem I have heard is the lack of any job application feedback whatsoever to the job applicant. They may apply from as few as one to as many as 30 positions on any given day. This often includes adjusting cover letters and slightly enhancing resumes to highlight skills and experience relevant to the position. After a fairly laborious process (per submission), a resume is tendered and if the typical result ensues, the applicant is never contacted or even acknowledged for his efforts. Add to this process the cost of time and money for the individuals wishing to improve their odds and who send in a paper resume, only to be denied because the online process is the only accepted company

protocol and you have a completely fruitless cycle. It is only a matter of time before the individual becomes entirely demoralized. Whatever motivation there once was often becomes drastically reduced or eliminated altogether.

A fourth problem lies in the lack of emotion. The current protocol eliminates the ability to see the passion a job applicant may possess and could bring to the position. Ironically, this virtue is one of the most sought after traits both HR and employers want. The typical online application method creates nothing other than a stoic, impersonal and emotionless applicant rating, judged only on limited criteria for its merit and applicability.

A fifth problem is found in the time element required. As indicated previously, most jobs require application through the company's proprietary website. While many allow for a resume attachment upload, they also still require filling out a section by section detailed accounting of all the standard resume content. This in turn requires a complete resume input process whereby each category or selection must be typed in manually as per the form presented. As a consequence, the applicant must type in each resume section until the form is completed and must follow this tedious process for essentially every job applied for. For individuals with a 2 page plus resume or those without the ability to type fast, the opportunity to apply becomes limited more by time than opportunity. The average person may be fortunate to only get 7 or 8 resumes typed in and submitted on any given day.

A sixth problem lies in the employer's preference to check credit history. I have heard of innumerable instances whereby applicants were denied employment solely because of their credit score. While the rationale behind that was sound several years ago, in today's economy perfect credit for those needing to find employment has become an oxymoron.

Consider the Consequences

When the entire process is reviewed, it becomes clear that the efforts to survive this crisis are resulting in the genesis of adversarial positions rather than the better employer-employee relationships. Companies have taken much of the human factor out of the equation in an effort to save money. As a result, they are prolonging the time it takes to find the desired aspirant or even missing some quality candidates altogether. It's not uncommon for both scenarios indicated here to see the process repeat itself because the applicant hired wasn't the best fit but the position was under time constraints to be filled. Rather than adding a new 'team member', these companies are conveying a state of acquiescence. Combine that with an overall atmosphere of limited or non-existent job security and moral becomes just a buzzword without meaning. Standards have conciliated and acceptable benchmarks lowered. In short, companies have adopted personnel automation at the expense of their employees and the quality of their products; the very fabric of their company success. As is often the case in any crisis, short term reaction overrules long term solutions. Needless to say, those consequences can yield disastrous results down the line. The job seeker must follow whatever protocols are required for any given position. In circumstances such as these, the job seeker faces tremendous repetitive procedures requiring exceptional time allocation, an inability to immediately connect with the employer or recruiter, a filter system which is unfair at best and all performed without any acknowledgement of consideration whatsoever. As this cycle ensues, the job seeker becomes more disenfranchised

every day, more hopeless to their efforts and closer to becoming a ward of the state on a daily basis.

Consequences on the simplest of terms are an increase in crime from those with diminished hope and the need to survive at any cost, an increase in public assistance for a variety of issues, fallout from financial hardship on dozens of levels, an elimination of positive trickle from basic purchases, a compromise of personal pride and a complete degeneration of self-esteem. To the general populous, the financial cost alone in contending with these concerns is in the billions of dollars.

Perhaps a portion of these monies could be put to better use

Unemployment compensation – While this serves as a temporary aid, it also requires very little to obtain once qualified. Would it not make more sense to pay these individuals a tad more and employ them (with obvious financial and employment limitations) while allowing for job seeking and interviewing opportunity? That would benefit both the individual and the state. Eliminate the option for employers to request a credit check unless the position is directly correlated to the need for a high quality credit score.

Change the application culture – The current process substantially alienates the typical job seeker for all the reasons mentioned in this report. Unless and until that culture is changed, the majority of job seekers will fall into the digital abyss with so many others. The culture itself can be changed by simple public edification of existing flaws with the current processes and then presenting viable alternatives. I would be happy to work with any such agency free of charge to help facilitate such an initiative.

Work with and buy from small business without all the current bureaucracy – For example, I offered my services and product to the Florida State Department of Education whereby either my product or a portion of revenue generated would be allocated to the DoE. In doing so, I contacted every Florida State Legislator as well as the DoE to meet with me to discuss how to make such an endeavor a reality. It would have helped create jobs while simultaneously adding money, potentially millions of dollars, to the coffers of the Department of Education. Despite my best efforts, I only heard back from 2 legislative offices via standard form letters suggesting I go elsewhere. Ironically, when my program was presented to college students, on average 97% of those enrolled into the program. When my company was presented at job fairs, nearly 80% of those who listened to our presentation signed up. This represents a perfect example of how small business is often perceived and why there is often difficulty finding solutions or assistance. Provide a hiring stipend for small business when certain conditions are met – Currently, most small businesses are surviving on credit. If funds were made available based on a variety of criteria such as revenue, time in business, corporate status, etc., a business would be better positioned to hire people which would advance the status of the business. These funds could be a loan, a grant or a stipend subject to any number of conditions but it's **simple** availability could help considerably.

Provide a complete single resource for small business questions and guidance – business itself covers numerous areas where questions will arise. Things like legalities, insurance, taxes,

liabilities, trademarks, etc., are all major areas where finding solutions to related questions may range from problematic to nearly impossible. A single free, online, searchable resource would benefit business substantially. It would save time, money and frustration, all of which would be welcome in the business community. What currently exists today is a slew of websites covering limited portions of information, sometimes in conflict with each other. In fact, many are brochureware ultimately seeking to sell a service and in essence, are only a basic sales catalog replete with errors, broken links and ads.

Foster entrepreneurship, particularly in areas where there are significant ancillary benefits (i.e. environmental) – For example, a major benefit provided by our company, ProRezOnline.com, is that we eliminate the need for paper. In our case, our resume system is all online which would save roughly 1.5 billion sheets of paper per month in the USA alone if used exclusively. Despite all the other benefits we provide to the job seeker, this is one benefit which can have global impact. Such businesses should receive more attention in garnering aid and assistance in the business world simply because of the proactive contribution towards worldwide problems.

Most of the suggestions indicated above are broad in scope and somewhat general. Much like the premise behind the Community Jobs Forum, we took many of the problems voiced by the job seekers as well as employers and conducted our own focus groups. Our aim was to develop solutions which would benefit both parties. What we developed is a comprehensive program which provides several benefits to all. It offers tremendous value and effectiveness for the job seeker, improved efficiency for the employer and a variety of environmental benefits. (We would be honored to provide our system to the agencies involved with the Community Jobs Forum project at substantial savings.) Here is a brief list of our program features and the reasons why they are so beneficial:

- Average time spent reviewing paper resume: 15-45 seconds. The average time spent on a ProRezOnline resume: between 4 and 8 MINUTES. This places the applicant much higher in the recipients memory retention. That in turn substantially increases the odds of getting an interview.
- System provides up to 12 completely independent online resumes simultaneously, each with their own web address. Allows the opportunity to apply for dozens of jobs simultaneously without having to edit each resume per job.
- Can save several hundred dollars per month (to the user) by eliminating postage, paper, envelopes and printing costs
- Incorporates an option to include as many keywords and descriptions as desired to help internet searches find the applicant. This allows the employer to seek out and find qualified employees just by searching online
- Can upload a word resume to be printed by recipient. (Some hiring personnel would still prefer a paper resume)
- Can upload a video introduction. This offers an opportunity to display passion, personality and verbal skills
- The resume system incorporates a unique cover letter for each resume
- Incorporates the latest strategy information on what to say and how to say it. Things change – and so do what hiring personnel search for

- Several affiliations with the nation’s premiere job coaches. Just another valuable tool to create the best impression
- Can hyperlink to any work or presentation online. This allows an immediate opportunity to showcase work, papers, talents, etc. Simply provides an opportunity for a more complete resume picture
- User is given leads and access to a multitude of job boards and recruiters
- Since the system is all electronic, it could save up to 1.5 billion sheets of paper per month
- Discounts with several national retailers whereby savings alone will far exceed the cost of membership. This aids the student and the local business economy
- The \$99 cost (which will be shared with the college) is the only fee incurred.
- The top selling book “Do This – Get Hired!” by Mr. Mark Lyden is included with each membership

While our program provides the latest technologies and state of the art innovation to generate the best odds of employment, it should be noted it also does something else; something incalculable. It provides hope. At a time when desperation has become commonplace and survival mode has begun to shed its morality, we are doing everything we can to make whatever difference we can. We have some answers. We have some solutions. However, the reality is, right now, we’re a small voice with a small footprint. What we don’t have is a national audience or the ability to command attention. You do. Together, we could change the landscape of the application process and just maybe, turn an environment of hopelessness and desperation into one of hopefulness and optimism.

If I can answer any questions you might have, please do not hesitate to contact me at 407-568-3168.

Thank you very much for your time.

Best Regards,
James M. Gregware, President
ProRezOnline.com
20301 maxim Parkway
Orlando, FL 32833
www.ProRezOnline.com
407-568-3168

Dr Bryer,

Please include in your report that Dr. Paul Royal of The Patent Guild, Inc. attended the 2009 UCF Community Jobs Forum. Feel free to summarize the below issue as needed.

The key issue The Patent Guild wishes to convey is that creating new jobs for a new more innovative economy will require funding which is available under more flexible guidelines. Where the objective is to train and employ workers in new fields for a new economy - the rules determining which training gets federal/state/local funds is based on identifying how the training meets existing job titles and categories. The talk of training workers for new job fields becomes mere rhetoric within the rules on funding training programs because the current funding programs require justifications which rely primarily on data related to past and present employment titles and trends - not NEW jobs and job titles.

Specifically, current training funding requires justifying and quantifying funding allocation based on showing how the training will meet the job growth predictions of existing occupational titles. These predictions are inapplicable when a new job category (new worker/occupational title) is being created because often there is very little formal employment trend data available for the new job title.

We suggest a robust pool of funds be made available specifically for pilot programs for the training of workers to be employed in new and non-traditional job fields - especially job titles which truly are NEW or which are not currently fully formalized by the Department of Labor.

Thank you and we look forward to participating in future Community Jobs Forums.

Sincerely,

Dr. Paul Royal,
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Orlando (Winter Springs), Florida
paul.royal@thepatentguild.com
Office = 407-610-2097
Mobile = 407-340-6309
Website - www.thepatentguild.com

Parsons Circle Community Outreach, Inc.

Mildred Milligan
Sumter County

Families Helping Families to rebuild their lives, homes, & communities by providing resources for self-sufficiency to achieve family preservation for a better tomorrow.

- Parsons Circle is a community Outreach that is committed to helping to rebuild the lives of those that need direction for a new start, and a chance to rebuild their homes and communities.

We are striving to make this task a reality by building a Community Center that will provide jobs, such as:

Jobs

Program Director
Assistant Program Director
Resource Room Lab Instructors
Counselors
RN
LPN
CNA
Team Leaders
Digital Media Center Instructors
Fitness Instructors
Nutritionist
Cooks
Kitchen Helpers
Bus Drivers
Office Assistants
Also Volunteers through Programs like Experience Works & other Government Community Service Programs.

Programs

Adult Day Care Center
Digital Media Center
Fitness Center
Job Source & Research Center
Game Room
Performing Arts Center
Job Shuttle Bus

- Our Geographic Location will be in Sumter County and the purpose of the Parsons Circle Community Outreach, Inc. is to provide educational and supportive social services to economically disadvantaged, unemployed and underemployed community residents of

Central Florida by providing direct services such as housing, Job training, counseling, and food bank services. In addition informational and referral services will be provided to link senior citizens and community residents to existing health, educational and social services with the goal of diminishing high rates of unemployment, crime, homelessness, illiteracy and poor access to health care.

- Sumter County as it stands biggest business is the prison system. There is no public transportation to transport residents that are less fortunate to and from work. Although there is a program in place for economically disadvantaged residents the transit only runs on very limited days and times and you cannot always get a ride scheduled. If someone gets a job, they lose the job because of no transportation means. Throughout the county especially with those that are reentering the community from the prison system you see hopelessness and a feeling of being left without any way to make a better life for themselves and their families. You also see the young people that have nowhere to go and spend days and nights on end just standing on the corner repeating the same cycle of hopelessness and going in and out of the prison system because of lack of education, training, and things to do. We at Parsons Circle Community Outreach would like to be the ones to help make the difference.

The logo for Hydromatic Technologies features the word "HYDROMATIC" in a bold, black, sans-serif font. A stylized graphic element, consisting of two overlapping curved lines in blue and red, is positioned behind the letter "O". Below "HYDROMATIC", the word "TECHNOLOGIES" is written in a smaller, black, spaced-out, sans-serif font.

HYDROMATIC
TECHNOLOGIES

(RETROFITTING AMERICA'S HOMES WITH CLEAN TECHNOLOGY)

AN IDENTIFIED PROBLEM:

HOME HEATING COSTS

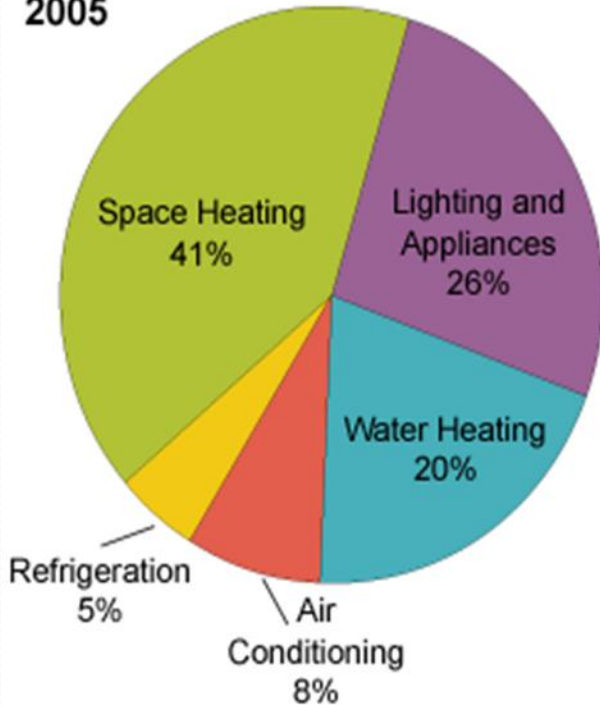
Utilities and industry analysts estimate that it will cost families 30% to 50% more to heat their homes with natural gas this winter. Families who use heating oil could face increases of between 50% and 100%.

Mark Wolfe, executive director of the National Energy Assistance Directors' Association, which represents state officials who administer energy relief funds, says many New England families could run a tab of \$1,600 to \$1,700 a month to cover heating oil, electricity and gasoline costs next winter. "I don't see any way to make the numbers work for middle-income people," he says, adding, "They're already shopping at Wal-Mart and eating out less. They'll have to cut back everything that makes them middle class. At some point, you're poor."

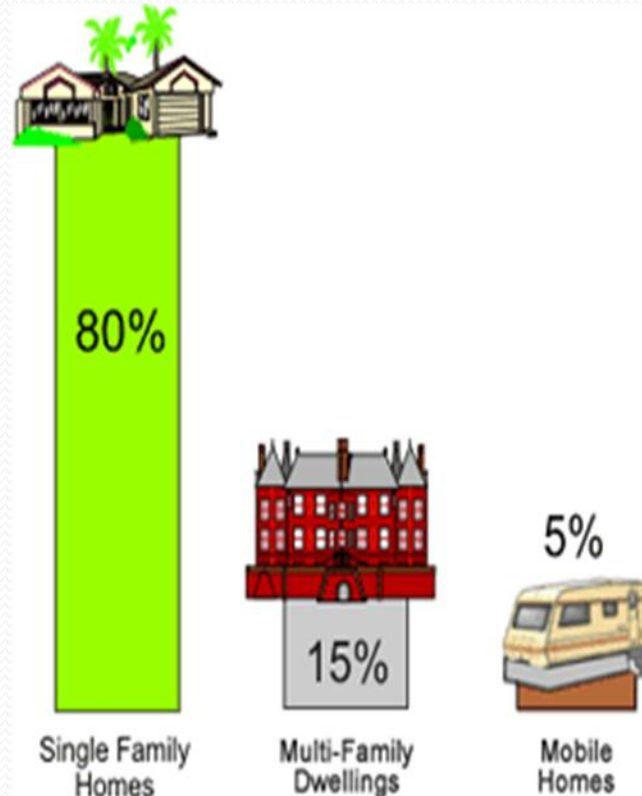
**HEATING OUR HOMES REPRESENTS AN OPPORTUNITY TO
CREATE JOBS BY RETROFITTING THEM WITH CLEAN,
RENEWABLE ENERGY TECHNOLOGY!**

Approximately 80% of residential energy use is consumed in single-family homes. Heating with natural gas is the most widely consumed energy source in American homes, followed by electricity, heating oil, and propane. Source; Energy Information Administration Residential energy consumption survey

**How Energy is Used in Homes,
2005**



Source: Energy Information Administration, 2005
Residential Energy Consumption Survey.



Our Solution and Job Creation proposal

Hydromatic's unique hydronic technology provides multiple avenues to create upwards to 20,000 plus jobs and reduce carbon emissions by systematically retrofitting homes and businesses with a "Clean", renewable energy Space Heating and Appliance technology.

The company is poised to deliver:

- Wide-spread OEM and end-user applications for the HVAC and appliance Industry
- Innovative Cleantech and Green Renewable Energy Technology
- Solar and Photovoltaic applicability to mate with existing systems
- Ready-to-go technology for Smart Home, Smart Grid and load control applications
- Patent and trademark protection provides barriers to competition

Attractive secular trends -amidst the clamor for higher efficiency, lower energy consuming appliances and whole-house heating solutions which favors wide scale adaptation of Hydromatic's technology, both in the U.S and globally

The Hybrid Hydronic Heating System is a “RETROFIT” technology for American homes!

- The innovative technology is made of durable copper and aluminum and consists of only 9 primary components in which it delivers a Clean, renewable energy heating alternative:
- 1 •A high density Immersion heat element (similar to electric Water Heaters)
- 2 •A Heat Generation Chamber
- 3 •A Circulator Pump and Motor Assembly
- 4 •A Fluid-to-Air Heat Exchanger (Coil Box which sits atop the Air Handler)
- 5 •An Expansion Chamber
- 6 •An Extended life Heat Transfer Fluid
- 7 •A Pressure Relief Safety Valve
- 8 •A Control Thermostat
- 9 •A Resettable High Temperature Safety Thermostat

Hydromatic Investment Highlights

- ❖ **Unique Technology**----Market-driven, and Proprietary Technology offers significant savings in energy consumption while also improving safety.
- ❖ **Broad Applications**---Multiple applications for residential, commercial and Industrial clothes dryers and Space Heating Systems.
- ❖ **Green Technology**-----Addresses critical requirements for improved energy efficiency and consequential reduction in CO2 emissions that addresses Global Warming.
- ❖ **Barrier to Competition**---US and international patent (applications) provide significant barriers to competition
- ❖ **Multiple Avenues to Revenue**---Ability to drive value through licensing, strategic partnerships , IPO, or sale to multiple potential suitors

How Investors Would Evaluate Hydromatic

Potential investors would consider the following key factors prior to investing in Hydromatic:

Product / Service

- Product Differentiation
- Protectable Rights (IP)
- Addressable market size
- Growth Potential
- Customer Buying power
- Timeline for Payback
- Third-Party Validation

Investment Consideration

- Investment amount/ownership
- Expected Return of Investment
- Current Financing/Use of Funds
- Company Projections
- Preemptive rights in later rounds
- Special Voting rights

Management

- Strength of management team
- Coverage of key job functions
- Relevant start-up experience
- Ability to control company

Exit Strategy

- Exit Valuation
- Potential strategic acquirors
- IPO Potential
- Acquisition Targets

WHAT DOES IT MEAN TO OUR ECONOMY...???

MORE THAN 20,000 JOBS CAN BE CREATED AS A RESULT OF THE FOLLOWING KEY FACTORS:

MANUFACTURING JOBS

- High paying jobs in design, manufacturing, and assembly.
- Headquarters of company will employ salaried workers to facilitate corporate operations.

CUSTOMER SERVICE JOBS

- Customer Service, including indoor/outdoor sales personnel.

SERVICE PROVIDER JOBS

- Technology's market saturation will require thousands of Installers, and service technicians across the nation.

INDIRECT JOBS

- Raw materials suppliers will need to increase production creating job opportunities. Engineering firms will benefit from increased demand for design/build technology for improvements. Many other indirect jobs will be created.



OFFERS THIS PROPOSAL FOR FUNDING AS:

**A RESPONSE TO PRESIDENT OBAMA'S CALL FOR
COMMUNITY FORUMS FOR JOB CREATION IDEAS**

**LETS CONVERT OUR HOMES INTO CLEAN ENERGY
DWELLINGS THAT WILL HELP TO SAVE OUR ENVIRONMENT,
LOWER MONTHLY ENERGY COSTS AND CREATE JOBS IN THE
PROCESS.**