

Workforce Entry & Pavement Preservation

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September, 2023



Hiring for Pavement Preservation

Was trying to find employees for a company and couldn't find any staff...

I ended up with a book

Time is short:

- a) workforce platforms are awesome tools that might not work, and
- b) we haven't come far from Shackleton

The Pie, The Penny & The Pyramid

A Guide to Entering the 21st Century Workforce



By Gary Houston

Illustrated by David Anderson



Here is a lousy slide, but please try it yourself.

What **construction**

Date posted ▾ Within 35 miles ▾ Salary estimate ▾ License

Shift and schedule ▾ Construction category ▾ Company ▾ P

[Upload your resume](#) - Let employers find you

construction jobs in **Sacramento, CA**

Sort by: **relevance** - date

1,604 jobs ?

Construction - 1,604 jobs

Construction Labor - 174 jobs

Driver - 2,408 jobs

Class A - 1,726 jobs

Restaurant - 2,202 jobs

Fast Food - 2,970 jobs

Laborer - 1,082 jobs

No Experience 1,530 jobs

Your Potentials...

Kids raised on-line -> they value personal contact

Mistrust giving their information (so do their SW'ers)

Name:

Address:

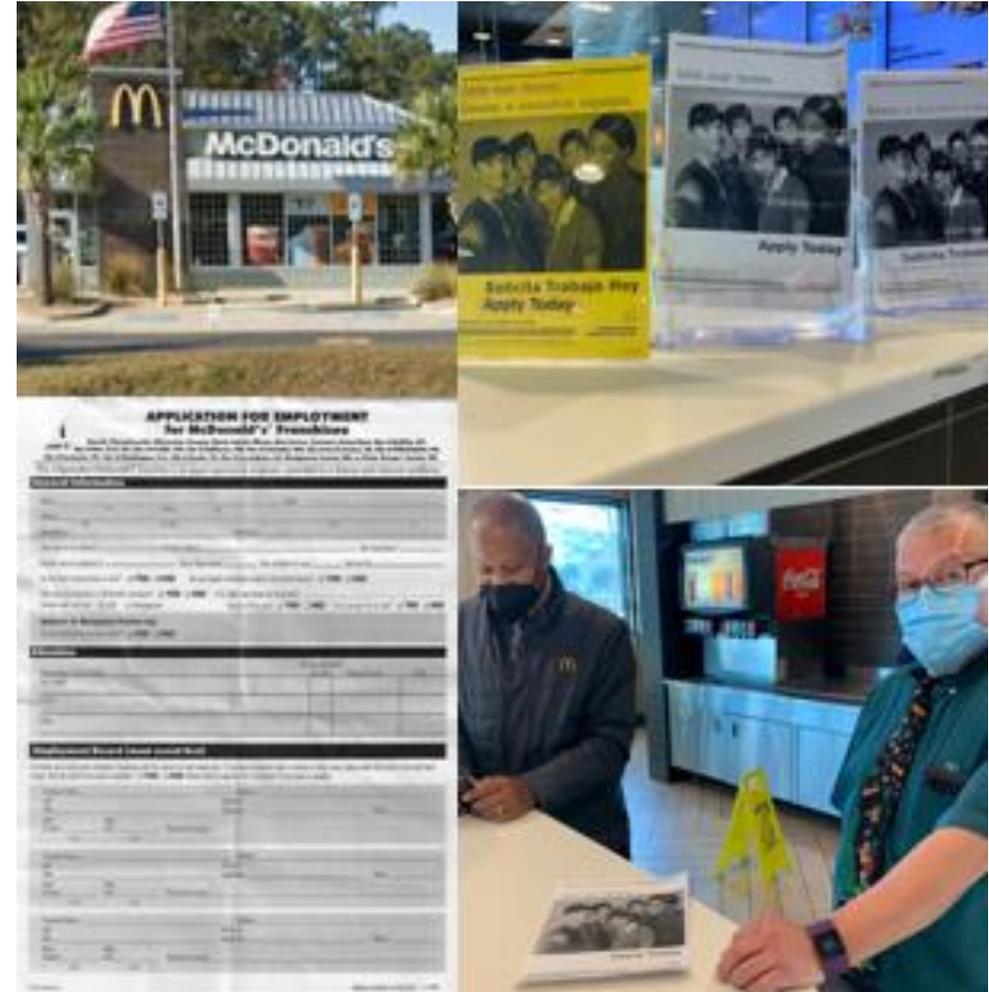
Etc.

Drug testing, bank accounts, taxes, payroll taxes,



What can you do?

1. Accept paper applications, or
2. Provide on-site guidance to applicants who want to apply in person.



Alternatively...

1. Involve your local high school and/or team sports

- More than just a sign at a stadium.
- Be there, at the game, at the school. Repeatedly.
- Build your brand with the people you want.



2. Post jobs where potential applicants can have time to read and absorb the potential you are offering them

State High School Worker Honor Roll

- Juniors – 100+ hrs
- Juniors – 200+ hrs
- Seniors – 200+ hrs
- Seniors – 400+ hrs

3. Acknowledge part time work

Your Potentials

- An “A” Future
- Security – job and personal
- Respect – Work with people who will respect, value and teach them
- The things your people have:
 - Jobs
 - Families
 - Cars, trucks
 - Homes
 - Vacations, Travel
- Learn
- Succeed

THE PIE, THE PENNY & THE PYRAMID

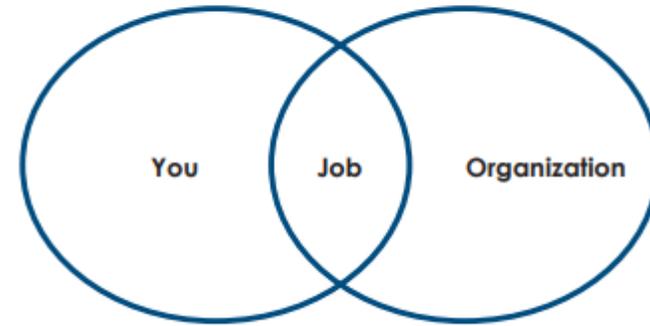
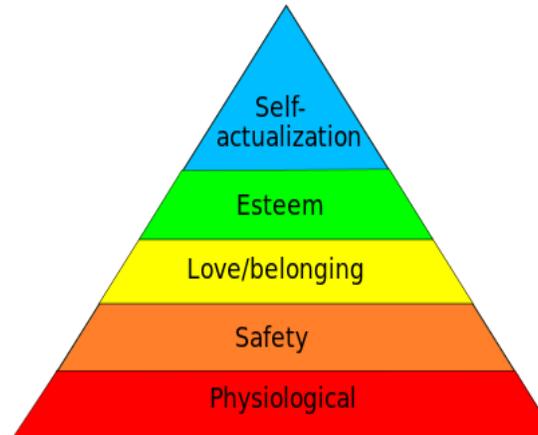


Figure 1.1 – The Intersectio



Potential Challenges & Opportunities

Work Math

- 40 hrs/wk * 52 wks/yr
- OT
- Prevailing/Union wages
- Income taxes

WorkFamily

- Marriages/relationships
lifelong
- People want them to succeed
- Informal & elective
- Home ownership, Travel, Vehicles...
while at the company



Curmudgeons and
Opportunities

Fosters

391,000 fosters in the USA,

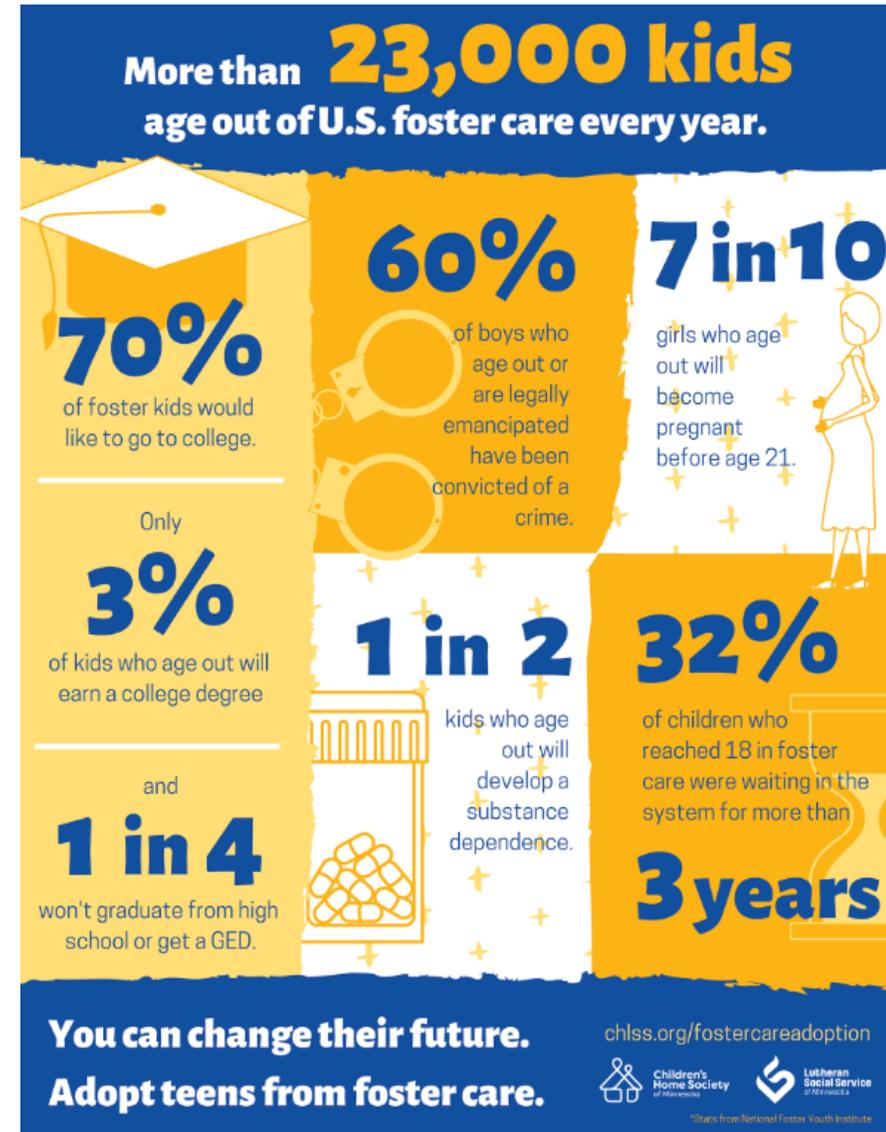
27,000 in Indiana (2020)

83,000 in California, 4,000 emancipate each year.

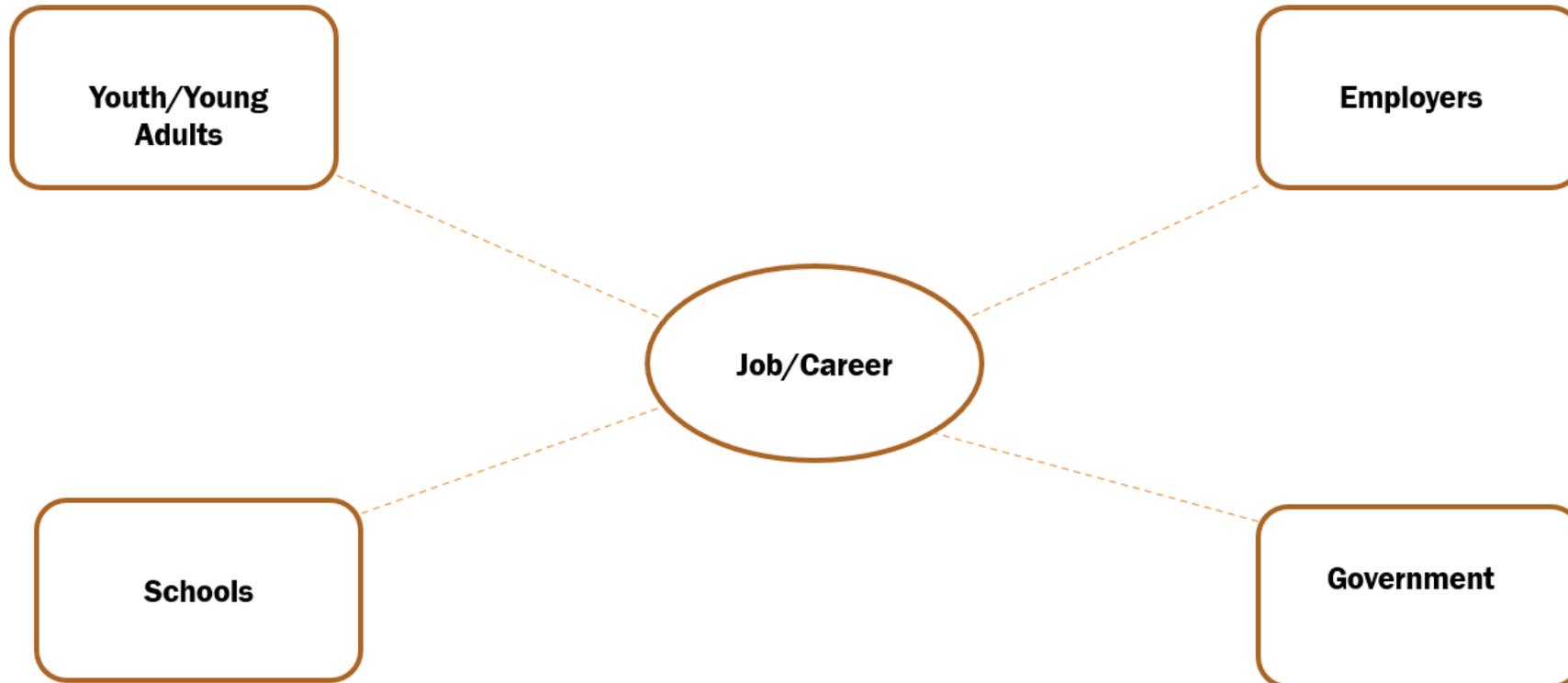
Trauma is not good for education.

They are smart, resilient, inventive

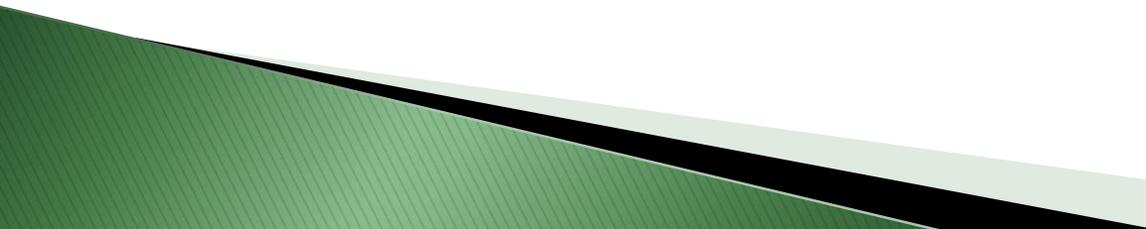
Hiring them can be a process...



4-Cornered Issue



My Conclusions...

- ▶ No one is doing anything wrong
 - ▶ When all you have is a nail...
 - ▶ Maybe re-fit your efforts to your opportunity
 - Recruiting with the WorkFamily
 - Curmudgeons can be leaders
 - Fosters are out there
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