

# CEA's Conference Explores Workforce Development and Securing Projects

**W**orkforce development and securing projects were focal points of the 12th Annual

Construction Employers' Association/Santa Clara and San Mateo Counties Building Trades Conference recently held at Quail Lodge in Carmel.



**Regis McKenna**

Regis McKenna, a featured speaker at the labor-management conference, provided participants with an informative overview of the Silicon Valley economy.

McKenna, considered the marketing guru of Silicon Valley, is a well-known technology marketing consultant, advisor to entrepreneurs, venture capitalist and author of "The Regis Touch," "Who's Afraid of Big Blue," "Relationship Marketing," "Real Time: Preparing For The Age Of The Never Satisfied Customer" and "Total Access: Giving Customers What They Want in an Anytime, Anywhere World."

McKenna told the CEA group that "the future is not what it used to be," and that the region needs to focus on building an "indigenous workforce."

Dennis Moberg, the Wilkinson professor of Management and Ethics at Santa Clara University, delivered a provocative presentation on Ethics and the Collective Bargaining Process.

Professor Moberg is the author of over 30 published articles and six books, and is an active scholar in the field of business ethics. His most recent anthology, "The Next Phase of Business Ethics," explores the intersection between psychology and ethics. He currently serves as president of the Society for Business Ethics, the principal academic society in the U.S. in that field.

In his speech, Professor Moberg highlighted "aspirational standards" that



*Pictured from left are Frank Redle, Construction Employers' Association; Bill Nack, Business Manager/Executive Officer, San Mateo Building Trades Council; Tony Mirenda, President, TBI Construction & Construction Management; James Losch, Chairman and Founder, Hallmark Construction Inc.; Neil Struthers, CEO, Santa Clara Building Trades Council; Michael Walton, Secretary, Construction Employers' Association.*

apply to the labor-management relationship and discussed ways of strengthening the collective bargaining process.

The CEA event was jointly chaired by Jim Losch of Hallmark Construction Inc., Tony Mirenda of TBI Construction & Construction Management, Neil Struthers of the Santa Clara Building and Construction Trades Council, and Bill Nack

of the Building and Construction Trades Council of San Mateo County.

Approximately 60 industry leaders representing general contractors, subcontractors and union construction crafts attended the conference. Working groups were formed around the topics of leadership, communication, recruitment and training, marketing, and political activism.