

## **SEPTEMBER 2000 WOMEN'S BUREAU CONFERENCE CALL**

### **REACHING SMALL BUSINESS THROUGH A WORK/FAMILY FAIR**

**Host:** Mary Murphree, Women's Bureau Regional Director, Region 2

**Speakers:** Christian C. Kueldsen, VP, Community/Workplace Programs, Johnson & Johnson

Nancy M. Ostin, Ex. Dir., Middlesex County Regional Chamber of Commerce

Barbara Adolf, President, Barbara Adolf Consulting Inc

### **SUMMARY OF TOPIC**

This call focuses on a work/family fair that was the brainchild of Region 2 Women's Bureau, Business to Business Mentoring Initiative on Child Care. This initiative encourages businesses with established, effective child care and work family programs to serve as mentors to other businesses who are seeking guidance and direction in establishing similar programs. The Women's Bureau approached Johnson and Johnson to partner on this initiative and J&J agreed to partner on this initiative, but wanted to take it beyond the one on one approach. The idea of holding a work family fair for small to medium size employers in New Jersey would be the best way to reach area employers. The New Jersey Chamber of Commerce agreed to join the partnership and incorporate the event into their annual business expose where employers present their products to over 2,000 attendees. Corporate sponsorship from several businesses was obtained to fund the event including in-kind services like transportation, printing and marketing materials. Because the market audience was one that is typically hard to reach, the group did a lot of research on the best way to engage small to medium size businesses. It was extremely important to partner with a group like the chamber of commerce that has access to this group of employers. Another partner used to distribute information was the local library system. Over 2,000 people attended the Expo and many of them were not aware of what work/life was or how it could benefit their organizations. This event was accomplished with limited resources and volunteers.

### **KEY POINTS**

- Identify an audience and tap into resources that can effectively reach them.
- Partnering with influential organizations like chambers of commerce is key to ensuring success.
- Volunteers and in-kind donations are an important part of this process along with financial support.
- Identifying low cost/no cost services that employers can increase visibility and attendance for the smaller employers.

## **ADVANTAGES/SUCCESES**

- Incorporating a work/family fair into a larger employer event with an established audience.
- Business to Business mentoring can be successful for small and large audiences.
- Involving both large and small employers in planning the event gains wide support from the business community.

## **DISADVANTAGES/ROAD BLOCKS**

- Logistics can be a challenge when trying to attract a diverse audience.
- Educating business leaders on the business case can be a real challenging a one-time event.
- It is difficult to establish a follow up effort with limited resources and it should be a component that is built in to the event itself.
- The biggest challenge to outreach is establishing results.

## **SPEAKER CONTACT INFORMATION**

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**Title: President**

**Agency: Barbara Adolf Consulting Inc.**

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## **RESOURCES**

- Karen Furia, Women's Bureau Regional Director, Region 10 [furia-karen@dol.gov](mailto:furia-karen@dol.gov)
- The Women's Bureau <http://www.dol.gov/wb/>
- Kelly Tyler Child Care Resources, Business Liaison [tyler@childcare.org](mailto:tyler@childcare.org)
- Child Care Resources, King County, Washington [www.childcare.org](http://www.childcare.org)
- Washington State Child Care Resource and Referral [www.childcarenet.org](http://www.childcarenet.org)
- Child Care in Health Care <http://www.childcareinhealthcare.org/>
- The Child Care Bureau <http://nccic.org>
- Alliance of Work Life Professionals <http://www.awlp.org>
- The Fatherhood Project <http://www.fatherhoodproject.org>
- Life Work Strategies <http://www.nationalpartnership.org>
- National Partnership for Women & Families <http://www.nationalpartnership.org>
- Boston College Center for Work & Family <http://www.bc.edu/cwf>
- Labor Project for Working Families <http://socrates.berkeley.edu/~iir/workfam/home.html>
- Blue Suit Mom <http://www.bluesuitmom.com/>
- National Network for Child Care <http://www.nncc.org/>
- Child Care Partnership Project <http://www.nccic.org/ccpartnerships>
- Woman's-Work <http://www.womans-work.com>

- Human Resources Executive/Cornell <http://www.workindex.com>
- Families and Work Institute <http://www.familiesandwork.org>
- The Life Station <http://www.thelifestation.com>
- Work Life Benefits <http://www.wlb.com>

*The Women's Bureau Region X office and Child Care Resource and Referral of King County has compiled this "Work and Family Virtual Conference Call Summary Sheets" for information sharing and does not endorse any programs or organizations included in it. These summaries include information on programs and policies that employers have tried or ideas and thoughts that work and work/life professionals have shared.*