



## BUSINESS PROFILE

**Finger Lakes Hires** promotes a hiring FL business each day for one week via various medias.

### **Purpose:**

- Promote specific business job opening/career pathways
- Tells company's compelling story
- Promotes Finger Lakes WIB Mission, Vision and Efforts

### **Criteria:**

- Company has immediate hiring needs
- Company partners with FLWIB; provides job openings, business history and images/videos
- Company agrees to provide 4-week outcome results

### **Process:**

- ***Company provides completed Hires form Monday, the week prior to scheduled promotional week***

### **Schedule:**

**Monday** - Press release announcing Finger Lakes Hires business of the week. Includes company history and current employment opportunities. Job postings shared on fingerlakesworks.com and social media platforms.

**Tuesday** - Highlight an available position. Include career pathway company benefits. Ie: This position is projected to grow faster than average (employment increase of 5% or more) over the period 2019-2029 for the US nationwide-Bureau of Labor Statistics.

**For full job description go to [fingerlakesworks.com](http://fingerlakesworks.com)**

**Wednesday** - Get to know a supervisor/mentor. Intro to an employee; years working; how did they start; educational/training background; why do they like working for xxx...picture of employee

**Thursday** - Highlight Industry outlook and company's positioning.

**Friday**- Highlight other positions and application/interview process. Message from Company President.

**For more information**, contact FLWIB Business Services Coordinator Michael Woloson  
(315)789-3131 ext 103 [mwoloson@fingerlakesworks.com](mailto:mwoloson@fingerlakesworks.com)





## GENERAL INFORMATION

Business Name:

Address:

Contact Name:

Title:

Phone:

Email:

What are the compelling reasons job-seekers should apply at your company?

Please provide a brief background of your company's history.

What is your business mission statement?

\_\_\_\_\_ agrees to partner with Finger Lakes Workforce Investment Board by providing job openings, business history and images that will be used to promote hiring at the company during the week long program.

How many openings do you currently have?

Open positions - please list, attach job postings or provide links:

FAME Member    Yes    No    Want to know more about becoming a FAME member? ([nyfame.org](http://nyfame.org))

Does your business offer:    School Tours    Internship Opportunities    Apprenticeship Opportunities





## BUSINESS PROFILE

FL Hires uses multi-media platforms to promote employment at your business. Your signature below signifies that you agree that Finger Lakes Workforce Investment Board has permission to use this information to promote hiring at your business and you agree to pay for the program package of your choice.

Please select:

- |                     |  |
|---------------------|--|
| Platinum            | \$10,500/annual, 7 priority weeks            |
| Silver              | \$8,000/annual, 4 second priority weeks      |
| First Time employer | \$500, single week; thereafter, \$3,000/week |

By signing this contract, you agree to pay for the selected service of your choice.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

