

***Jobenomics:*** The economics of small business and job creation.



***Jobenomics Las Vegas Goal:*** Create 1,000 new jobs within the next 2-5-years with emphasis on veterans, women, minorities, new workforce entrants and other hopefuls who want a career or start a business.

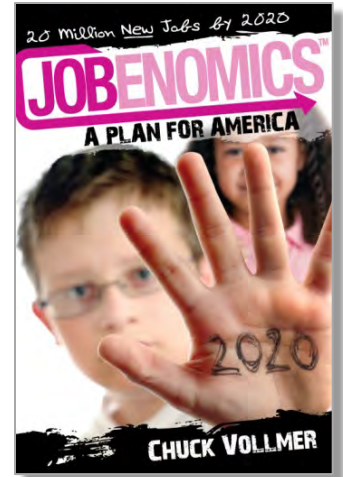
*By: Chuck Vollmer & Steve Seroka  
29 May 2017*

# Jobenomics

**JOBENOMICS™**  
Las Vegas

## Bipartisan National Grassroots Movement

- Started in 2010, estimated following: 20 million
- Outreach via TV, radio, lectures, social media
- Website averaging tens of thousands of visitors per month from all over the world.



## Books and Research

- Nine books on economic, business and workforce development
- Monthly reports on U.S. employment/unemployment situation
- Special reports on emerging national and business initiatives

## City and State Initiatives and Programs

- Over a dozen initiatives led by local community leaders
- Two highly-scalable national turnkey programs

**Goal: enable 20 million net new U.S. private sector jobs per decade.**

# Research Books & E-Books



Extensive research on economic/business/workforce development, and emerging national labor force and urban renewal initiatives.

# Jobenomics City & State Initiatives



## Implementation Underway

- Jobenomics Erie (Pennsylvania)

## Community Leader

Board Established

## Detailed Plans Developed

- Jobenomics JWRC Phoenix
- Jobenomics New York City
  - Jobenomics Harlem (JNYC Pilot Program)
- Jobenomics Baltimore

## Community Leader

Mr. Doyle Davis

Rev. Michael Faulkner

Rev. Dr. Al Hathaway

## In Development

- Jobenomics North Carolina
- Jobenomics Delaware
- Jobenomics Southern Maryland
- Jobenomics Cincinnati
- Jobenomics Sanford Florida
- Jobenomics Buffalo New York
- Jobenomics Las Vegas

Mr. Joe Magno

Mr. La Mar Gunn

Mr. Aurelio Azpiazu

Mr. Uche Agomuo

Rev. Paul Benjamin

Mr. Terrance Heard

Col. (ret.) Steve Seroka

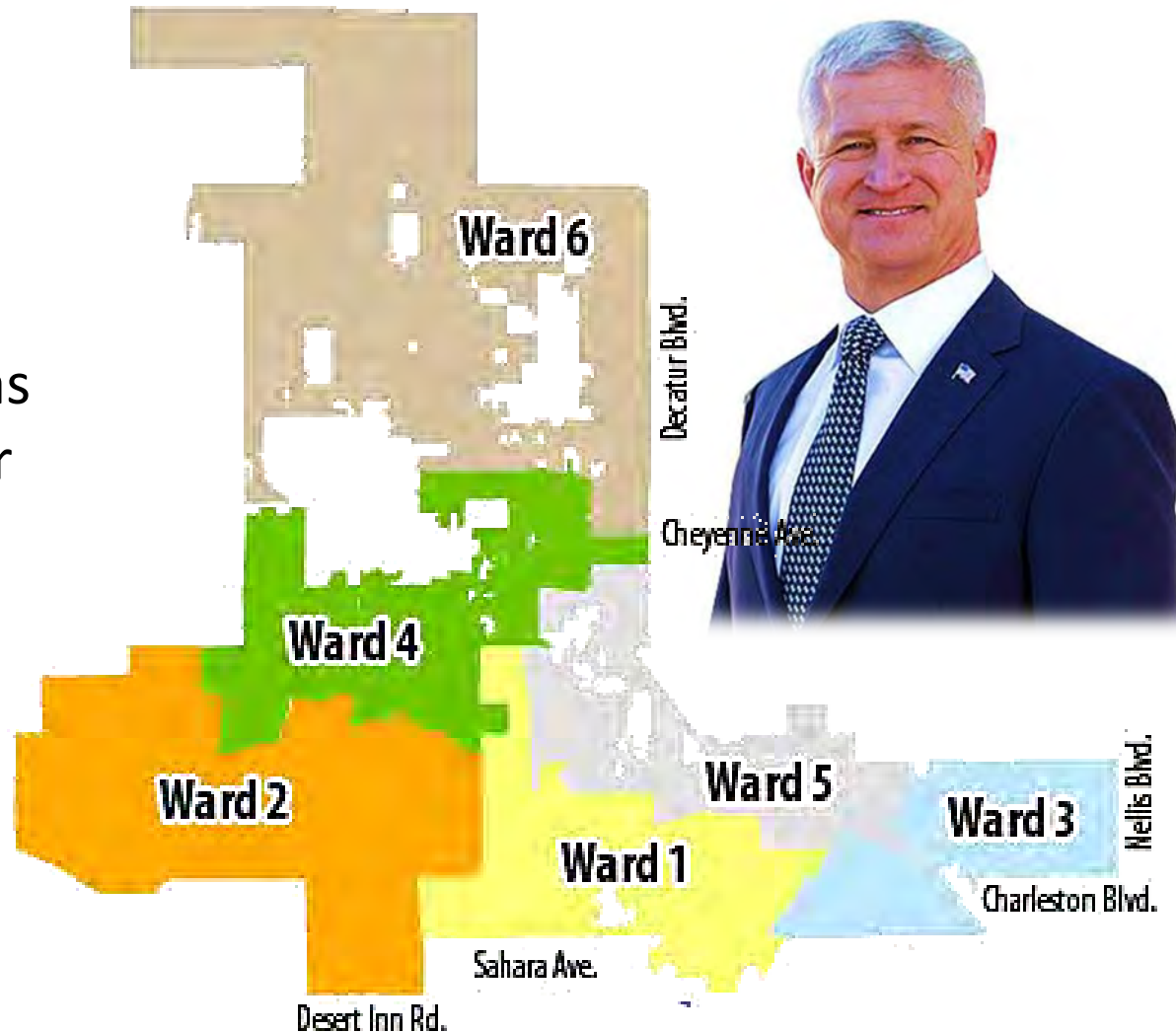
**Jobenomics Las Vegas is Jobenomics latest city initiative.**

# Jobenomics Las Vegas

## Community Leader: Steve Seroka

### Steve Seroka Quals:

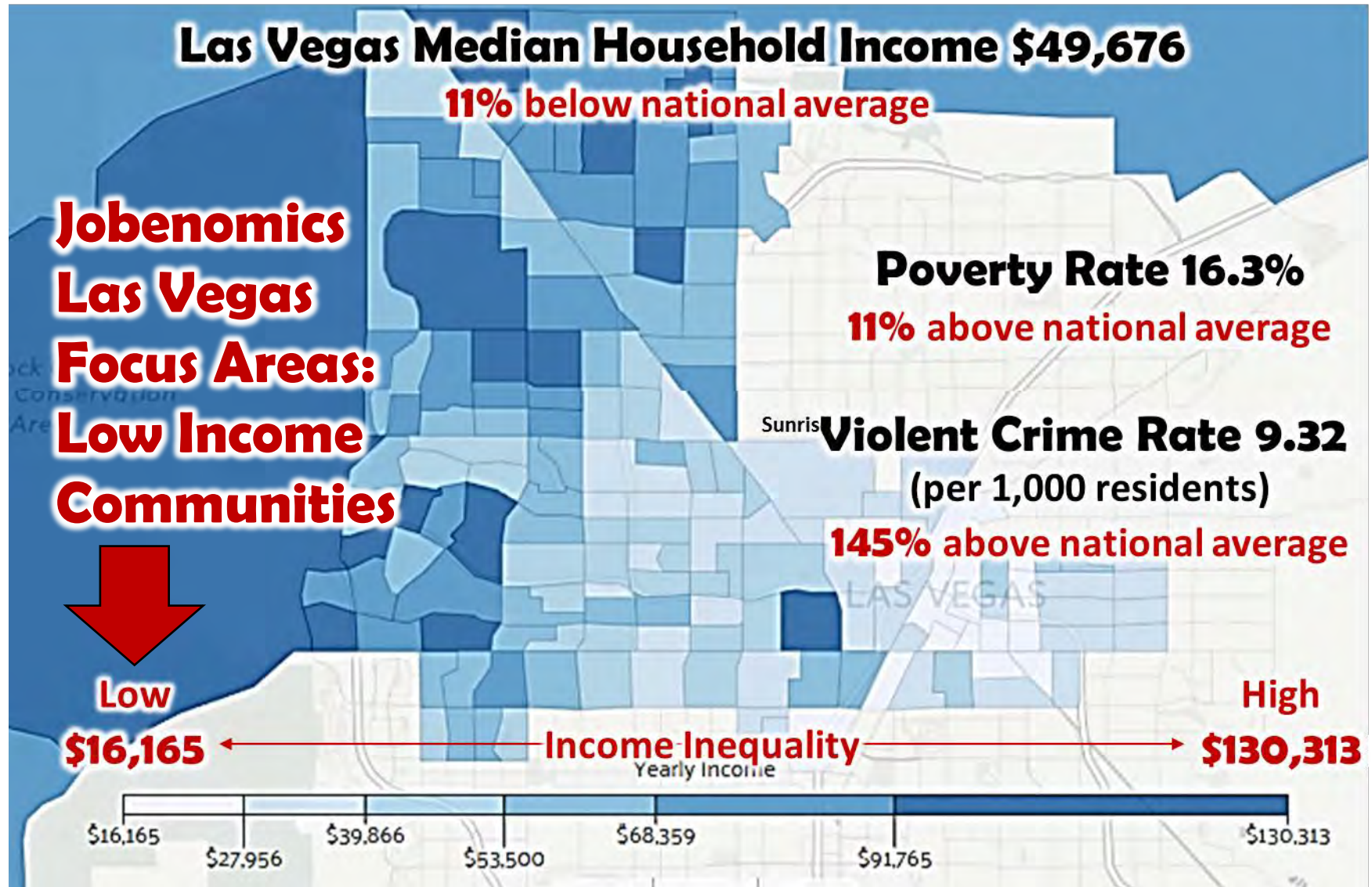
- Retired USAF Colonel
- Combat Fighter Pilot
- Chief of Staff of the Las Vegas Metro Chamber of Commerce
- Veterans Advocate
- Jobenomics Member
- Ward 2 City Counsel Candidate



**Seroka selected by Jobenomics to lead Jobenomics Las Vegas' small business and job creation initiative.**



# Jobenomics LV Focus Areas



JLV focuses on low income and blighted communities with emphasis on veteran, minority, women and Generation Z owned businesses.

# Potential Jobenomics LV Programs

- **Service-Providing Occupations** (250 new jobs within 2-years)
  - Digital Economy (new e-commerce, apps, and shared economy businesses )
  - Direct-Care (new home-based micro-businesses to provide in-home eldercare, childcare, healthcare and social assistance)
  - Leisure and Hospitality (new jobs by startup service businesses to support Las Vegas' entertainment industry)
  - Numerous Veteran Support Services job/businesses to support Nellis AFB and other government institutions.
- **Veteran-Owned Micro-Farming** Community (200 turnkey new indoor hydroponic businesses with 500 employees within 5-years)
- **Renewable Energy** (250 new installation and maintenance jobs/contractors within 2-years under the tutelage of one of the nation's leading solar training instructors)

**Goal: 1,000 new service providing jobs within 2-5 years.**

# Jobenomics Las Vegas Community-Based Business Generator Process

Labor Pool of People Interested In Workfare



Top Candidates Selected By Schools, Non-Profits, Churches, Sports Teams, Etc.

**Top Candidates**



JCBBG Candidate Interviews, Aptitude Testing and Counseling



Sent To Other  
Educational and  
Training Centers  
for Career  
Development

JCBBG Leadership, Skills-  
Based Training and  
Certification Programs

Hired by Existing  
Companies  
Looking For Pre-  
Qualified  
Employees



Start Small Business

Every candidate that enters the Jobenomics Las Vegas Program will incorporate their own self-employed business (S-Corp).



# 9,000 Online Skills-Based Training and Certification Programs

- Jobenomics is teamed with The Hope Collection (THC) for skills-based training and lifelong applied learning for the emerging Digital Economy, Direct-Care, Leisure and Hospitality and fast growing Service Providing industries.
- First you have to log in to THC's Optimize My Life portal:  
<http://www.optimizemylife.org/en-us/services/education.aspx>
- Accredited Training & Certification Providers:
  - 360 Training: <http://www.360training.com/>
  - Expert Rating: <http://www.expert rating.com/>
  - Lake Technical College: <http://www.laketechnical.org/>
  - American Institute of Small Business:  
<http://www.ed2go.com/business/>



**Goal: 250 new service providing jobs within 2-years.**

# Fill Open Jobs By Industry

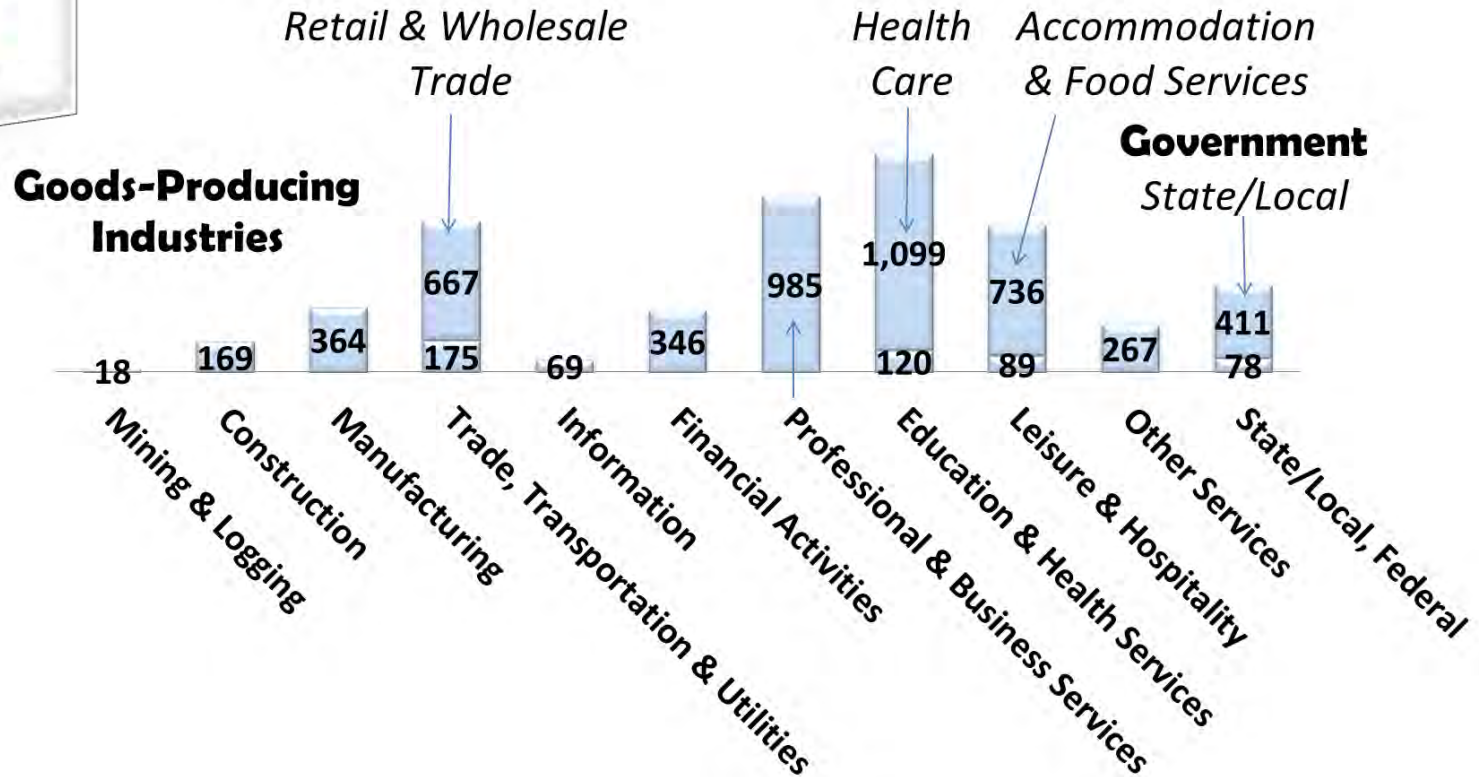


**Total: 5,592,000 Jobs**

Source: BLS, JOLTS Table 7, Not Seasonally Adjusted

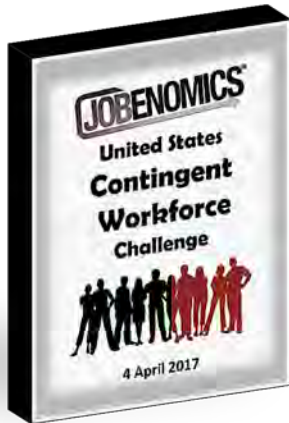
Thousands (000s) of Jobs, as of **February 2017**, Retrieved 14 April 2017

## Service-Providing Industries



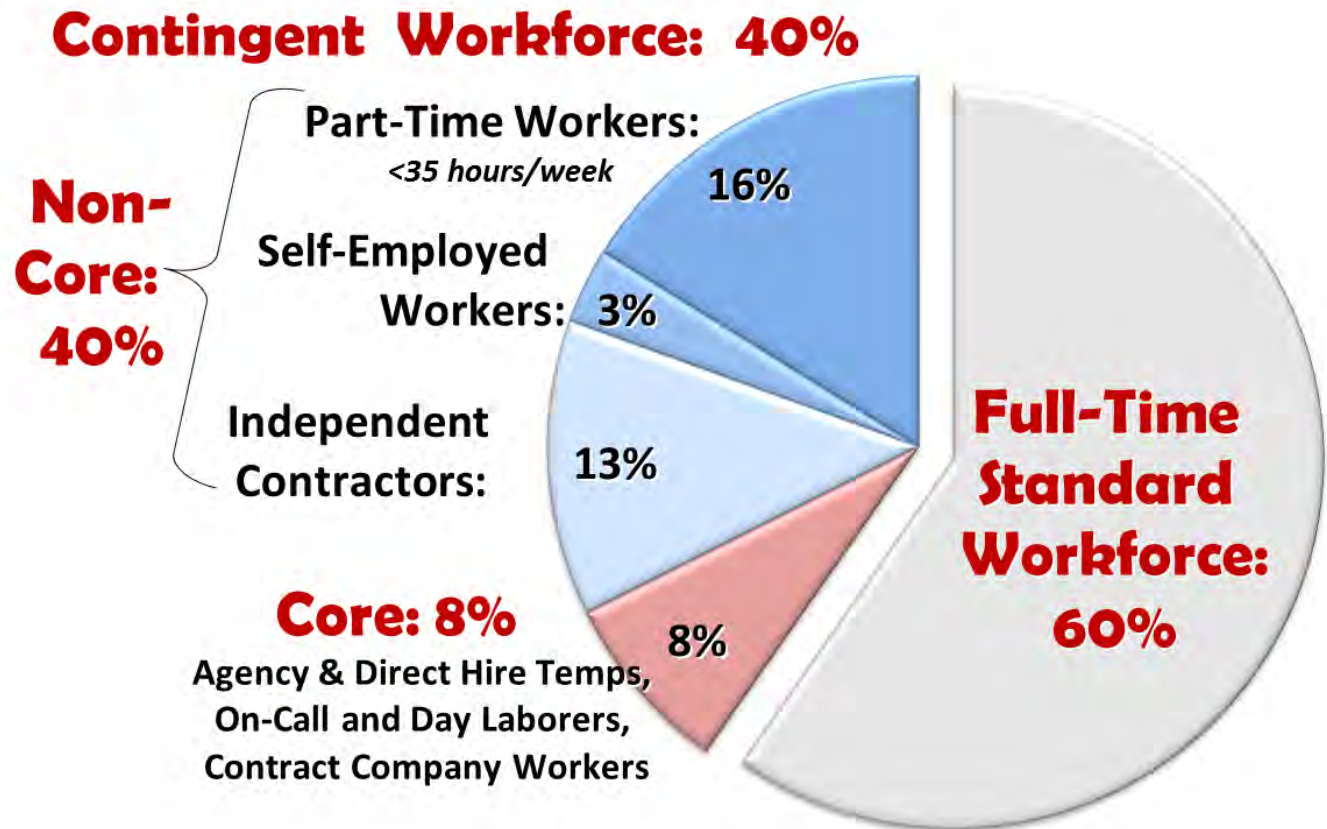
**Jobenomics Las Vegas will train and certify local labor force for currently open jobs as well as preparing for future jobs.**

# Gig/Contingent Workforce Focus



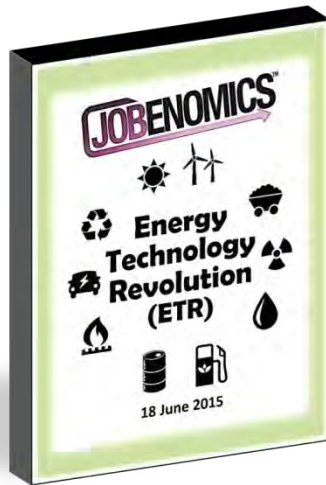
## 2017 U.S. Employed Labor Force

Source: GAO, BLS, NORC, Jobenomics

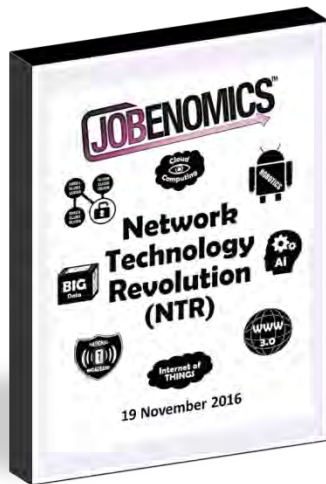


By 2030, gig/contingent workforce will be the dominant (over 50%) labor force in the United States. Jobenomics Las Vegas will help prepare and maximize Nevada's labor force for this transition.

# Emerging National Initiatives



160-page **Energy Technology Revolution (ETR)** book involves emerging energy technologies, processes and systems that will transform the global energy mix and create tens of millions of net new U.S. jobs. Communities that have an ETR strategy will claim the bulk of these jobs and to make their communities to be much more energy efficient.

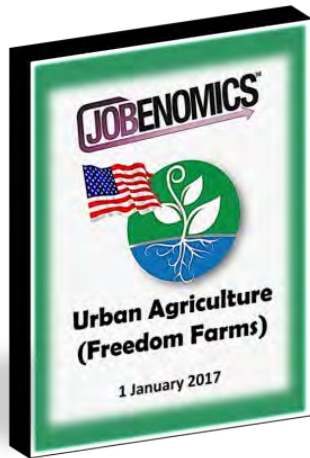


200-page **Network Technology Revolution (NTR)** book addresses the next generation in network and digital technologies that will transform economies and the way we live, work and play. The NTR could produce tens of millions of net new U.S. jobs and millions of small businesses. On the other hand, via automation, the NTR has the potential to obsolete tens of millions of existing jobs.

**The ETR and NTR will create thousands of new job opportunities for the Las Vegas workforce.**



# Urban Agriculture



- **Jobenomics Urban Agriculture** uses state-of-the-art, controlled environment agriculture (CEA) technology such as indoor hydroponics
- **Veteran-Owned Micro-Farming Community** (200 turnkey new indoor hydroponic businesses with 500 employees within 5-years)

- **Vision:** Jobenomics is teamed with ACTS Freedom Farms of America to provide quality foods in harmony with the global environment, while empowering individuals to become an important partner in high-tech CEA cooperative venture.
- **Strategy:** 1) home ownership combined with an agriculture career, 2) corporate owned hydroponic commercial growing operations and 3) contracted privately owned and operated micro-farmers

**Initial focus will be on hydroponic and vertical indoor farming.**

# Jobenomics ACTS Freedom Farms

- **Team:** Jobenomics is teamed with ACTS Freedom Farms of America
- **Mission:** Provide a solution to the world's food shortage through self-sustaining and supportive live-work communities.
- **Vision:** Provide quality foods in harmony with the global environment, while empowering individuals to become an important partner in high-tech controlled environment agriculture.
- **Strategy:** 1) home ownership combined with an agriculture career, 2) corporate owned hydroponic commercial growing operations and 3) contracted privately owned and operated micro-farmers



ACTS

**Freedom  
Farms  
of America**

*Veteran Owned...Hydro-organically Grown*



**Initial operations: 20,000 veteran-owned micro-farms in 5-years.**

# Jobenomics Las Vegas Freedom Farms

- Initial cadre will be mostly veterans (for vetting and financing considerations) but will also include non-veterans.



- Central controlled agricultural center (AG Core) manage and source crop production, processing, distribution and sales to fresh market outlets (grocery, restaurants, and international).
- Each micro-farm will consist of the land, 2,500 sq. ft. home and a leased state-of-the-art hydroponic and vertical agriculture 6,000 sq. ft. greenhouse that will be equipped and supplied by AG Core.



**Estimated \$60,000 annual salary per micro-farmer.**



# Jobenomics Renewable Energy

- Jobenomics Renewable Energy and Technical Training Programs is led by Joe Sarubbi, a project manager for the DoE's Solar Instructor Training Network (SITN), and Grid Engineering for Accelerated Renewable Energy Deployment (GEARED).



## **Joe Sarubbi with President Obama and Mrs. Biden at TEC-SMART**

- Mr. Sarubbi was the main architect of New York State's TEC-SMART, America's first totally integrated Training and Education Center for Semi-Conductor Manufacturing and Alternative and Renewable Technologies

**Goal 250 new renewable energy jobs with 2-years.**



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