



A BERGEN COUNTY WORKFORCE INVESTMENT BOARD success story

“The hiring event was extremely successful as we hired over 100 people for our new store at the Paramus Park Mall.”

*--Cathy Nugent
Human Resources
Business Partner
L.L. Bean, Inc.*

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L.L. Bean Sets Foot in Paramus, Expands Workforce

Founded in 1912 by its namesake, L.L. Bean, an avid hunter and fisherman, L.L. Bean, Inc. of Freeport, Maine, now has branches throughout the United States. In 2011, the company expanded to Paramus, New Jersey, where it sells a full line of outdoor equipment and clothing, including its famous waterproof boots (a combination of lightweight leather uppers and rubber bottoms). The iconic Bean Boots are still manufactured in Brunswick, Maine.

CHALLENGE

The outdoor equipment giant needed to hire over 100 employees for its new store, and it needed to do it quickly and cost effectively. It began by contacting the New Jersey Department of Labor and Workforce Development in Trenton, which introduced them to the Bergen County Business Resource Center (BRC) at the One-Stop Career Center in Hackensack. To recruit an entire workforce, the company needed the help of local experts who understood community resources and labor laws in New Jersey.

SOLUTION

Instead of advertising in the local media to recruit job candidates, L.L. Bean chose to use the public workforce system. A Business Representative from the BRC was promptly assigned as the company's

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ABOUT OUR BUSINESS SERVICES

The Bergen County Workforce Investment Board (Bergen WIB) is dedicated to supporting workforce and economic development by connecting Bergen County New Jersey residents to jobs and ensuring that employers have the skilled workers they need to grow, compete, and prosper. In cooperation with the Bergen WIB, the Business Resource Center (BRC) at the One-Stop Career Center reaches out to local businesses to assist with their human resource needs. Employers use the BRC to recruit and screen prospective employees and to find out about new business development, loan programs, and labor laws. Job placement is available through the Employment Services Division of the New Jersey Department of Labor and Workforce Development (LWD) on an individual basis for job matching, job development, and referrals to employers. Recruitment events are held to give job seekers access to employers eager to hire qualified workers.

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single-point-of-contact. She was able to provide labor market information and mobilize colleagues at the Bergen One-Stop, Bergen Community College, and Bergen Workforce Investment Board (WIB) to help meet the retailer's hiring needs. Next, a recruitment event was organized through the Bergen County Employment Network, which includes all One-Stop Career Centers in Northern New Jersey, as well as area libraries, local schools, colleges, universities, and not-for-profit organizations. Finally, three days of interviewing took place at the Meadowlands Campus of Bergen Community College.

RESULTS

New Hires: L.L. Bean was able to recruit all the candidates it needed to staff the Paramus store. "This is significant," said the Business Representative, "because it demonstrates the ability of the BRC, the One-Stop, and the WIB Director to promote employers' hiring needs and successfully conduct large and rewarding activities with positive results."

Exceptional Service: "Our hiring team was 'wowed' with your enthusiastic support, flexibility, and accommodation and appreciated your willingness to go above and beyond to ensure that our team had what it needed," said Cathy Nugent, Human Resources Business Partner at L.L. Bean. "They were honest, eager, hard-working, flexible, and fun to work with."

Hospitality: "From the minute we arrived, the entire BRC staff let us know we were welcome and that we had their full support for the week," added Nugent. "We were actually greeted by the security team in the parking lot and personally escorted through the building. We felt like royalty being introduced to everyone."

Cost Savings: The employer didn't have to spend thousands of dollars on advertising in order to recruit and screen the workforce it required. The space, facilities, and security were all provided at no cost to L.L. Bean.