



A BERGEN COUNTY WORKFORCE INVESTMENT BOARD success story

“The Bergen Business Resource Center offers numerous programs that are very inviting for employers like me who are looking to find recruitment source partners like the New Jersey Department of Labor.”

*--Anna Lisa Famania
Operations Manager
Mt. Pleasant Ice Cream*

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Mt. Pleasant Ice Cream Scoops Up Praise for the Bergen Resource Center

Established in 1929, Mt. Pleasant Ice Cream Company has been a wholesale distributor of ice cream and frozen desserts for over 80 years. During this time, many of their products—Ben & Jerry’s, Good Humor, Klondike, Popsicle, YoCream, and others—have become household names. The company aspires to grow the business through honest business practices and long-term relationships with customers, vendors, and employees.

CHALLENGE

In 2011, when Mt. Pleasant decided to move its headquarters from Yonkers, New York, to East Rutherford in Bergen County, the company’s Operations Manager, Anna Lisa Famania, knew that she would need a savvy hiring team to help her navigate New Jersey’s public workforce system.

SOLUTION

The Bergen County Business Resource Center (BRC) was ready to help. The BRC’s Business Representative performed an initial assessment of the

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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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company's hiring needs and collaborated with Famanía to coordinate three open-house recruitment events. The BRC provided posters to invite job seekers, promoted the event through the Bergen County Employment Network, and provided free space at the Bergen One-Stop Career Center to conduct interviews with job candidates. Mt. Pleasant selected the applicants who successfully interviewed and met their criteria.

RESULTS

Cost-effective, Smooth Process: In just three days, the company was able to interview sufficient candidates for the New Jersey headquarters—without spending a dime on advertising. “We had a successful turnout on all three days,” said Famanía, “and the events were executed very smoothly.”

Labor Expertise: Besides giving job seekers access to an employer who was eager to hire qualified candidates, the BRC provided critical information to the employer about other programs available through the New Jersey Department of Labor and Workforce Development.

Ongoing Support: Consistent with its philosophy of sustaining long-term relationships with vendors, Mt. Pleasant Ice Cream Company intends to continue working with the BRC for the long term: “I look forward to working with the BRC on recruiting candidates for the majority of its future positions. I certainly would recommend the BRC to other employers looking to utilize their programs,” Famanía commented.