



Dear Business Owner,

We are excited to bring a brand-new initiative to the small businesses in our region. We want to empower Eastern North Carolina Small Businesses with the resources to hire, train and pay a capable workforce, while providing specific job seekers with opportunity and financial stability that they may not have had otherwise. Simply put, we want to be difference makers.

### The Initiative

The American Rescue Plan Act (ARPA) Grant that has been awarded to Eastern Carolina Workforce Development Board (ECWDB) will create opportunities for specific job seekers and specific small businesses that may not have been able to find or offer employment. We call this initiative **S.T.A.R.T. N.O.W.** which stands for:

- Strategies
- Tools
- And
- Resources
- To
- Navigate
- Opportunities at
- Work



This is a great opportunity for local small businesses and job seekers to have success today with work-based learning. It provides the tools, strategies and resources for small businesses and individuals to grow and prosper. We provide small and micro businesses with resources for **On-the-Job Training (OJT)**, **Incumbent Worker Training (IWT)**, **Re-Entry Employment Services**, **Substance Use Recovery Services** and **Entrepreneurial Training**. We are looking for businesses with 25 or less employees to include Historically Underutilized Businesses (HUB), veteran, female, minority, or persons with disability owned businesses in Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico, and Wayne Counties. We are also looking for work-aged individuals needing a family-sustaining career, who have circumstances which may be a barrier to that hope.

**The end result?** This is a Win-Win-Win for everyone. For your business who may be having staffing challenges, it provides you with a workforce. For hopeful job-seekers who may not have the skills, or may have other barriers, it provides them with an opportunity for a family-sustaining career. And when your business is successful and your workforce is gainfully employed, your economy becomes healthy again and everyone prospers.



←For more information, scan this QR code to go to our **START NOW** web page.

↙Are you ready to **START NOW**? Please contact me.

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