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Presents
2014 Annual Spring Conference
for Workforce Development Professionals

Enhancing our Capacity to Impact Income Mobility

April 22 – 24, 2014
San Diego Marriott Marquis Hotel
On behalf of the Board of Directors of the California Workforce Association, we would like to welcome you to CWA’s 23rd Annual Spring Conference for the Workforce Development Professional, *Meeting the Challenge: Enhancing our Capacity to Impact Income Mobility.*

With major statewide initiatives in play, *Slingshot, California Career Pathways Trust and Doing What Matters for Jobs and the Economy,* it’s important to step back a moment and realize that our institutions, agencies and organizations, individually and collectively, are responsible for the primary drivers of our economy… education and a skilled workforce. This will indeed determine the future of our regions, our state and our country and we should be vocal and proud to identify ourselves as being a part of this effort. We are the backbone of keeping our regional economies competitive. So, we are glad you have chosen to join us.

We would like to acknowledge the generous support of all of our sponsors, including the Employment Development Department, the San Bernardino County WIB, LA Works, Monster Government Solutions, Public Consulting Group, The Center for Work Ethic Development, KRA Corporation, Bluedrop Learning Networks and the participation of the California Workforce Investment Board.

This year’s Conference features 3 preconference sessions, 4 plenaries, 50 workshops as well as informal regional networking sessions for peer to peer learning. We hope you take full advantage of the information, experiences and training opportunities that await you. And most importantly, we urge you to put these new skills to work impacting income mobility in your communities.

Enjoy the Conference!

*Sandy Harmsen, Chair*  
California Workforce Association  

*Raymond McDonald, Chair*  
Capacity Building Committee
Providing the workforce assistance you need from our business resource team

The San Bernardino County Workforce Investment Board (SBWIB) is a public-private board that utilizes federal funds to create workforce development programs for residents and businesses in San Bernardino County. The SBWIB is comprised of private business representatives and public partners appointed by the County Board of Supervisors.

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Ask yourself these questions... Do I have a system in place that can:

- Show me instantly how many business and job seeking customers walk through my front door every day – both new and returning – and what service they received?
- Show me which resources at my center are most used, least used? Track daily events and facilities usage?
- Allow me to customize what resources I want to track?
- Allow me to print beautifully formatted forms that print as they look on the screen?
- Show me how many of my center’s job seekers got a job?
- Report on what kinds of jobs they received ... and in what sector?
- Then, allow me to run custom reports on any and all of these questions (and more)?

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CWA 2014 SPRING CONFERENCE SCHEDULE

- All Conference Functions take place in the SOUTH TOWER.
- Conference Registration, the Exhibit Hall, Refreshment Breaks and Conference Registration are on LEVEL 3 (take escalators or elevator from Lobby Level).
- Balboa; Cardiff; Carlsbad; Mission Hills and Palomar are on LEVEL 3.
- Laguna; Leucadia; Point Loma and Solana Rooms are on LEVEL 1 (pool level).

PRECONFERENCE SESSIONS (times vary)

9:00 – Noon  **Foundation Principles for Career Advising**
CARDIFF/ LEVEL 3
*An Introductory Class Leading to a Certificate in Career Advising*
D. Locke Epsten, MBA, Director, Corporate Education, University of California San Diego Extension
Faculty: Diane Edwards-Li-Pera, M.A., M.F.C. and Joy Guerrero-Reyes, M.S.

Professional Development is a cornerstone of capacity building at One-Stops. University of California’s *Career Advising Specialized Certificate Program* is designed for WIA frontline Career Advisors to bring them the latest information on current economic trends, coaching techniques, career-building strategies, and interpersonal communications. This 3 course UC Certificate provides a comprehensive approach to theories and best practices in career development to maximize your team's effectiveness in serving an increasingly diverse customer base.

This program represents the launch of a joint project with CWA to provide workforce development professionals with a UC certificate and the NAWDP (CWDP) credential that will enhance the capacity of the workforce system to deliver quality services within their organizations.

9:30 – 11:30  **Final Countdown to CalJOBS Phase 1B Launch**
MISSION HILLS, LEVEL 3
José Luis Márquez, Division Chief, EDD-Workforce Services Division (WSD)
Jaime Gutierrez, Deputy Division Chief, WSD - IT & Program Accountability Section
Melissa Bowen, Deputy Division Chief, WSD - Budget Policy Capacity & Admin Section
Jerry Bell, Technical Project Lead, New CalJOBS Project
Deane Toler, Vendor Technical Lead, Geographic Solutions, Inc.

This preconference session will provide an opportunity to learn the latest on preparations for launching the second phase of the new CalJOBS system on May 5th. The CalJOBS Phase 1B project will replace the State’s current Job Training Automation (JTA) system with a secure, web-based system to manage California’s Workforce Investment Act (WIA), Wagner-Peyser Act (W-PA), and Trade Adjustment Assistance (TAA) funded programs.

The session will include an open forum so that the implementation team can address attendees’ pre-launch related questions.
STRONG TALENT
STRONG WORKFORCE
Collaboration to Foster Talent and Innovation

DISCOVER THE STRENGTH OF COLLABORATION
The economic woes of the last several years have placed significant pressure on Workforce Investment Boards to work together and implement workforce solutions that spur economic development. Workforce Investment Boards are seeing success by implementing collaborative and innovative solutions which easily connect workers and employers.

Monster Government Solutions works in close collaboration with organizations to help drive successful outcomes for their customers. By working together to solve challenges and implement collaborative workforce solutions, Monster Government Solutions can help drive economic development in your region.

PLEASE VISIT US IN THE EXHIBIT HALL
For More Information:
Judy Villamil
judith.villamil@monster.com, 818-751-9352
Visit: MonsterGovernmentSolutions.com
**9:30 – 11:30**

**Less Talk, More Walk: Creating a Culture of Integrity and Accountability**

BALBOA/ LEVEL 3

Josh Davies, CEO, The Center for Work Ethic Development

How do you ensure the people you’re leading demonstrate integrity on a daily basis? Do you practice it yourself? Do you model accountability throughout your organization in your interactions with others, operating practices, and personal work habits? Personal and organizational ethics are one of the easiest things to talk about, but hardest to walk.

This highly interactive session will address ethics and accountability directly through a practical, proven methodology you can employ to build accountability throughout your organization. Using a collaborative and positive approach, participants will go through an experiential assessment and use the results to focus on how to get themselves, their team, and organization not just talking, but walking ethics and accountability.

**12:45 – 2:00**

**OPENING PLENARY**

*The Chair’s Welcome*

Sandy Harmsen, Chair, California Workforce Association

Executive Director, San Bernardino County WIB

*The City’s Welcome*

The Honorable Kevin Faulconer, Mayor of San Diego

**KEYNOTE SPEAKER**

Tavis Smiley, Broadcaster, Author, Publisher and Philanthropist

From his celebrated conversations with world figures to his work to inspire the next generation of leaders, Tavis Smiley has emerged as an outstanding voice for change. Smiley is currently the host of the late-night television talk show Tavis Smiley on PBS, as well as The Tavis Smiley Show from Public Radio International (PRI).


In his latest book, *The Rich and the Rest of Us: A Poverty Manifesto*, Smiley and his co-author Dr. Cornel West challenge all Americans to re-examine their assumptions about poverty in America — what it really is and how to eradicate it. Tavis is delighted to have the opportunity to speak about income mobility and income inequality as our keynote speaker to kick off the Conference.

**2:00 – 2:30**

**Exhibits/ Refreshment Break**
Public Consulting Group (PCG) has been helping state and local organizations to improve business processes and promote improved client outcomes for more than 25 years. Let us help your organization pave the way to helping America work.

PCG: Paving the Way to Workforce Excellence

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Training Sessions I

Giving the Long-Term Unemployed a Fair Shot: Employers and Job Seekers Perspective
POINT LOMA/ LEVEL 1
Walter Larkins, President, CDR Financial Services, LLC
President, CDR Financial Benefits & Insurance Services, LLC
Commissioner, Los Angeles County WIB & Executive Committee Member

The President announced a call to action to address the nation’s growing Long Term Unemployment rate. WIB’s and America’s Job Centers have an unprecedented challenge and opportunity to demonstrate they are part of the solution. This workshop, from an employer’s perspective, will discuss methods to prepare clients for an effective job search and methods to recruit, educate and prepare businesses to interview, hire and retain the long term unemployed using programs such as TSE, Customized and OJT Training Programs.

Presenters will share a model for hiring the long-term unemployed that has been implemented in Long Beach. Presentation will include what works and areas that can be approved.

LAGUNA/ LEVEL 1
John Carrese, Director,
San Francisco Bay Center of Excellence
Zhenya Lindstrom, Director,
San Diego & Imperial Counties Center of Excellence
Judi Gregory, President, Go2Zero Strategies

The session will provide an overview of the “Doing What Matters for Jobs & the Economy”, an initiative of the California Community Colleges Chancellor’s Office. The Initiative bridges the skills and jobs mismatch in ten key industry sectors and prepares California’s workforce for 21st century careers. Within the Doing What Matters program, the California Community Colleges Centers of Excellence (COE) conduct labor market research for the 112 community colleges across the state.

In 2013, the COE surveyed over 230 Recycling & Materials Management (R&MM) firms in California to better understand their workforce needs. Attendees will receive an overview of the Recycling & Materials Management Sector, an analysis of the employer survey results, and recommendations for responding to the workforce needs of R&MM employers. Learn how you can tap into workforce intelligence in this and other sectors and how to work in collaboration with the Sector Navigator and regional Deputy Sector Navigators for Agriculture, Water & Environmental Technologies.

AB 86 Adult Education Regional Consortia Program: Innovation Through Partnerships
MISSION HILLS/ LEVEL 3
Debra Jones, Dean of Career Education Practices, Division of Economic and Workforce Development, California Community College Chancellor’s Office (CCCCO)
Carmen Martínez-Calderon, Education Programs Consultant
Coordinated Student Support & Adult Education Division
California Department of Education (CDE)
The CCCCCO and the CDE are working together to implement the AB 86 Adult Education Regional Consortium program. This interactive session will introduce the challenges schools and colleges face as they work to align their systems and will include a discussion about how WIBs can and should be involved. The CCCCCO and CDE will provide guidance and ask for feedback on how the work of WIBs will intersect with the work of these Consortia.

ABC² Framework: The Effective Delivery of Business and Employer Services
SOLANA/ LEVEL 1
Lavar Watkins, San Diego Metro Region Business Services Manager
KRA Corporation / San Diego Metro Region Career Centers

This workshop will discuss the six core attributes for delivering an effective Business and Employer Services Model. The six core attributes are based upon the ABC² Framework - Assertiveness, Articulation, Business and Employer Networking, Believability, Collaboration and Communication. The ABC² framework provides current industry related information that illustrates how employers are responding to the challenges of hiring employees and helps identify job development opportunities that exist.

Make Your Program a Trajectory to Reemployment for Dislocated Workers
CARDIFF/ LEVEL 3
Larry Robbin, Robbin and Associates

Our current workforce model often moves too slowly to prevent longer term unemployed from entering a downward spiral in their lives. In this session, managers and staff will learn how to embed a triage system into their program that...
quicken the process of putting people back to work. Learn how to work a cohort model that gives people the support they need. Make a different type of employment development plan that will spur people to action. Engage your working program alumni in a buddy system that moves people forward faster and provides access to the hidden job market. And, discover new ways to bring employers into your program to meet your job seekers.

Better Together: Aligning Resources and Partners in California’s Regions
CARLSBAD/ LEVEL 3
Bryan Rogers, Regional Director, Employment & Training Administration
Carol Padovan, Federal Project Officer, Division of Workforce Investment
Jeffrey Chism, Federal Project Officer, Division of Discretionary Grants
Employment & Training Administration, Region 6, U. S. Department of Labor

Federal investments in California’s regions and workforce areas are complex, and can sometimes feel disconnected. Get the lay of the land of the formula and discretionary grants that exist in your area. Join this lively discussion on the importance of “seeing” all the grants through a collective lens to better align resources around common workforce challenges in your region of California.

Take away knowledge of how others are connecting better, and learn about resources you could access and leverage to have a greater impact in your community. Refine your strategic focus and be more informed about the types of projects and partnership funding that will be available this fiscal year.

Impact of the 2010 Affordable Care Act on the California Labor Force
LEUCADIA/ LEVEL 1
Elizabeth Toups, Executive Director
Lucy Runkel, Associate Director
SEIU UHW-West and Joint Employer Education Fund

The Education Fund is partnering with Health Systems Innovation Network (HSI) and SEIU-UHW to analyze the labor force impact of the Affordable Care Act. The research is focused on the following questions:

1) What will be the impact of insurance take-up rates on the Allied Health & Direct Care workforce?
2) What will growth look like regionally?
3) How are hospital jobs likely to be affected in the early years of ACA implementation?

This presentation will review the initial round of research results and provide an opportunity for input into the second phase of this important research.

Data Driven Strategic Convening
BALBOA/ LEVEL 3
Ron Painter, CEO, National Association of Workforce Boards
Reg Javier, Associate Manager, Public Consulting Group
Andy Hall, Business Analyst, Public Consulting Group

Cross-sector collaborations aren’t new, but what are the critical factors that enable collaborations to achieve meaningful impact? Why is it important for workforce development? How do you begin to understand the gaps, strengths, and strategic opportunities of your region’s broader talent development system? As the system continues to mature, what are the next steps for the system’s relationship with other public programs, the non-profit sector, higher education, economic development, and the business community? How do we determine what partnerships are necessary and what topics require convening? And once convening has taken place, what then?

Learn about critical ways to assess your talent development landscape, develop shared goals, and expand the impact of the workforce system beyond WIA. Participants will walk away with a firm understanding of a proven four step process for data-driven regional initiatives, equipped with the tools, real-world examples, and mini-action plans for executing this strategy in their regions.

30 Day to Hire Program: The Inside World of a Corporate Recruiter
PALOMAR/ LEVEL 3
Carlos de la Riva, Director, Santa Ana WORK Center
Mike Marinoff, Partner, Network Kinection

We can all give our opinions on the workforce and economic situation today. The reality is, it is a FACT BASED conversation and the unemployed need to be provided with the correct information. The facts are these: most of the techniques that people use to look for employment no longer work! How people look for work and how people hire are not matching up in today’s competitive market.

Get an insider’s view from a seasoned HR professional of current hiring and recruitment practices that lead to the end goal of efficient and meaningful employment for One Stop clientele.
What are Certified Enrollment Entities?

- Entities and organizations eligible to be trained and registered to provide in-person assistance to consumers and help them apply for Covered California programs.
- Entities that have access to Covered California target populations.

Are you interested in becoming a Certified Enrollment Entity?

Organizations interested in becoming a Certified Enrollment Entity should complete an Enrollment Entity Application. To complete your Certified Enrollment Entity Application, please go to: https://ipas.ccgrantsandassisters.org/

If you need further assistance, please call the Covered California Enrollment Assistance Program Help Desk at 1-888-402-0737 (Monday Friday, 8:00 AM – 5:00 PM). For more information on Covered California, please visit www.coveredCa.com and/or www.healthexchange.ca.gov.

For more information on Covered California, please visit: www.coveredCa.com and/or www.healthexchange.ca.gov.
Looking for resources to offer basic reading and writing to non-to-low literate adults? Look no further.

*Leamos*™ (Let’s Read) is a web-based course that teaches basic literacy to non-literate Spanish speaking adults.

Literacy Partners that have integrated the course in their programs have seen adult learners:

- access better employment opportunities
- overcome their fear of technology
- gain the foundation for ESL
- participate in their children’s education
- increase their ability to read and follow medical instructions
- access library and other essential services

This course:

- adds value to existing adult literacy/education services
- is an effective self-paced course; no need to have credentialed staff
- has undergone formative and summative evaluations from UCLA

Our adult learners gain literacy skills to function in both workplace and educational settings.

** Ask for your FREE trial now! **

Email leamos@centrolatinoliteracy.org or call 213.235.9991

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Regional Priority Sector Collaboration
POINT LOMA/ LEVEL 1
Mary Wylie, Chair, San Diego & Imperial Region
Consortium of Community Colleges
Zhenya Lindstrom, Director,
Center of Excellence – San Diego & Imperial Region
Tina Ngo, Research Manager,
San Diego Workforce Partnership

As part of Doing What Matters for Jobs and the Economy, the nine San Diego-Imperial Counties Community Colleges (SDICCCA), Centers of Excellence (COE), and San Diego Workforce Partnership (SDWP) have teamed up to produce research reports about training and skills gaps, conduct regional industry advisory panels, and develop action plans in five priority sectors, including Advanced Manufacturing, Information and Communication Technologies, Life Sciences, Health Care, and Renewable Energy and Green Building.

Learn how to maximize relationships between the Workforce Investment Board and community colleges to create actionable research and how to better organize multiple institutions to truly meet regional industry needs.

Fresh Start for the Ex-Offender: Strategies For The Job Seeker, Career Advisors, And Job Developers To Get This Population Employed
SOLANA/ LEVEL 1
Craig Plath, Business Resource Specialist II and Certified Career Adviser/Job Developer
Delane Robello, Business Resource Specialist and Certified Job Developer
Community Services & Employment Training (CSET)

This workshop will provide strategies for job seekers and those advising them to develop effective responses to difficult job interview questions, project a professional image, and speak more confidently about themselves and about their past.

The workshop focuses on the main premise of minimizing the negative and effectively transitioning to something positive. By using these techniques, the ex-offender population and those advising them will have more confidence and better success.

Rapid Response: A Different Approach
PALOMAR/ LEVEL 3
Miguel McQueen, Deputy Director, Business Services & Operations
Jenny De La Mora and Vanessa Gilmore, Business Services
San Bernardino County Workforce Investment Board

Many local workforce boards are providing workshops for businesses but how can you provide one-on-one expert process improvement consultants to assist with employee retention/business expansion. San Bernardino County has experienced outstanding results in using innovative techniques to assist businesses. In this workshop you will learn how to select the right consultants and the techniques that have demonstrated proven results. Walk away with tools and resources that will add measurable value to the services you offer your local employers.

Breaking the Cycle of Chronic Unemployment
CARDIFF/ LEVEL 3
Yvonne Nair, CEO, Saffron Strand, Inc.

The Saffron Strand Model describes a cost-effective, non-profit, community-based approach for the homeless, hard-to-employ, and long-term unemployed to re-enter the workforce with the technical and soft skills necessary for gainful employment in the private sector. The Model establishes an “intentional community” of chronically unemployed “members” who work on a voluntary basis for the non-profit organization.

Saffron Strand members work during normal business hours in a dignified, respectful, professional quality, office environment called the Saffron Strand Center. They work side-by-side with volunteer staff following a structured schedule called the “work-ordered day.” The day-to-day operation of the organization depends upon the individual, daily, productive work of its unpaid members. Members benefit from on-the-job training that develops marketable job skills and work-related social skills.

Addressing Performance Accountability Issues for Adult & Dislocated Worker Programs
MISSION HILLS/ LEVEL 3
Rick Record, Executive Director, Rrecord Consulting Services

This workshop examines the various reasons why many Adult and Dislocated Worker programs are in danger
of failing their negotiated performance measures. Practitioners will review the operational parameters of the WIA performance accountability measures and the U.S. Department of Labor (USDOL) Adult Common Measures. Attendees will practice developing strategies and corrective action plans for improving positive performance outcomes.

**Developing Youth Entrepreneurs**
LAGUNA/ LEVEL 1
David Saechao, Program Adviser, Smart Business Resource Center
Linda Jesmer, Program Adviser, Smart Business Resource Center
Rose Amaru, Program Adviser, Smart Business Resource Center
Morgan Storment, Program Adviser, Smart Business Resource Center

Competing against skilled workers, youth are having an increasingly difficult time finding employment. Learn how we help them adapt by teaching entrepreneurial skills and encouraging entrepreneurship. Students try their hand by creating a business to subsidize part-time work while others begin to create a career for themselves. We teach the benefits and the pitfalls of self employment. Come learn about the techniques and tools that both engage and enable our youth to become self-sufficient.

**Adult Literacy Solutions for the 21st Century**
CARLSBAD/ LEVEL 3
Mari Riddle, President & CEO, Centro Latino for Literacy
AnaMaria Ruiz, VP Customer Relations, Centro Latino for Literacy

What is the cost of non-literacy in health, education and employment? Over 1.6 Million Spanish speaking adults in the U.S. cannot read and write in any language. Participants will learn about a unique approach to teach adults to read and write, while learning basic digital literacy skills through *Leamos™* - a web-based literacy course. It has been field tested with adult education, workforce training programs, as well as libraries.

**Career Mobility: A Seamless Nursing Education Pathway for ADN Students to Obtain a BSN Degree**
BALBOA/ LEVEL 3
Carolyn Orlowski, Regional Coordinator Southern California
Lorie Judson, Associate Director, Professor, Chair of BSN Programs
Betsy Manchester, ADN/BSN Program Coordinator

The California Collaborative Model of Nursing Education (CCMNE) is a seamless education pathway and shared regional curriculum between associate and baccalaureate degree nursing programs. The model addresses a shortfall of BSN prepared nurses in the state by utilizing ADN programs as a foundation for BSN academic progression. Armed with a bachelor’s degree, RNs have expanded employment opportunities and career mobility in a broad range of nursing roles. With the aging of California’s population, and an increased focus on nurses in healthcare delivery, this model is a promising approach to meet the state’s growing need for qualified nurses.

Panelists will provide an overview of the Collaborative Model and share their program experience. Discussion will include how to identify and support transferrable success strategies applicable to other programs.
Networking Reception
BAYSIDE PAVILION
Mix and mingle with friends and colleagues in beautiful surroundings overlooking the Marriott Marina and San Diego Bay. Connect with others who share your passion for this work.

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- Explore Career Paths
- Learn Interview Techniques
- Find Meaningful & Long-Term Employment

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6:45

**CWA Fun Run/Walk**

*WALKWAY TO SEAPORT VILLAGE*

A perfect way to start your day! Meet outside of Roy's on the walkway for Seaport Village overlooking the marina. All participants will get a nifty T-shirt.

7:30 – 8:30

**Continental Breakfast**

8:30 – 10:00

**PLENARY PANEL**

**Aligning Workforce and Economic Initiatives**

*Opening Remarks and Panel Moderator*

Bob Lanter, Executive Director, California Workforce Association

**Panelists**

Kish Rajan, Director, GO-Biz (Governor's Office of Business & Economic Development)

Tim Rainey, Executive Director, California Workforce Investment Board

Kish Rajan, Director, GO-Biz (Governor’s Office of Business & Economic Development) and Tim Rainey, Executive Director, California Workforce Investment Board will discuss the “Slingshot” initiative and some of the regional partnership proposals that are attempting to mitigate or resolve a regionally defined problem. Panelists will also discuss other state level policies and programs that might help encourage greater alignment, innovation and partnerships within the economic regions of California.

10:00 – 10:30

**Exhibits/Refreshment Break**
10:30 – 11:45  Training Sessions III

Income Mobility: Is It an Achievable Goal and How Would We Measure Success?
SOLANA/ LEVEL 1
Robert Knight, Director, Workforce Policy & Government Relations
ResCare Workforce Services, Washington, DC

If there had been a workforce client of the year at the end of the 19th Century, it might have been Andrew Carnegie who went from a bobbin boy in a textile mill making $1.20 a week (OJT) to the richest man in the world. Since the days of Horatio Alger, the American dream is that anyone, through hard work and a winning attitude (more recently maybe education/skills) can climb the social ladder. Yet 70% of people born in the bottom income quintile never make it to the middle class. Forty percent remain poor as adults. And mobility for the next generation is lower than in Europe.

This session will begin with some facts about income mobility in the U.S. but pivot quickly to a look at the barriers that challenge workforce boards, educators and workforce professionals as they seek to move individuals and families up the economic ladder. Finally, we will discuss whether/how workforce development can influence intergenerational socio-economic gains. This session will be participatory with local examples of promising initiatives encouraged.

Making it Stick! Enhanced Services to Increase Job Seekers’ Success
BALBOA/ LEVEL 3
Jennifer Cheyer, Administrative Coordinator, NOVA Workforce Development
Lisa Rijhwani, Program Supervisor, NOVA Workforce Development
Cindy Stahl, Manager, Job Seeker Services, NOVA Workforce Development

Job Seekers can be confused and overwhelmed about the job search process and often don’t remember what they learn in coaching sessions or workshops. To help “make it stick”, NOVA has developed and implemented online job search content as well as a series of hands-on Job Search Labs to enhance the learning process and provide the job seeker with group, hands-on assistance needed to help make their job search successful.

How To Build Confidence & Interview Well In Your Job Search
POINT LOMA/ LEVEL 1
Brad Pollak, President, Brad Pollak Company
Member, Los Angeles County Workforce Investment Board

This workshop will demonstrate how candidates can build confidence and be successful in their job interviews. We will discuss the three critical stages of the job interview process: (1) Preparation for the interview; (2) The interview itself; (3) Follow-up to the interview. Specific attention will be paid to explaining how candidates can present their qualifications (no matter how limited) to future employers. Audience participation is always welcome and highly encouraged!

Tapping Entrepreneurial Spirit: How Microenterprise Can Work for Target Populations
LAGUNA/ LEVEL 1
Andy Hall, Business Analyst, Public Consulting Group
Tony Ong, Associate Manager, Public Consulting Group

In today’s economy, public workforce and employment programs must look for innovative ways to help families receiving TANF benefits achieve gainful employment while driving local economic growth. Entrepreneurialism and microenterprise programs targeting English as a Second Language and other special populations can address both. The presentation will address key elements of the program design, including outcomes, challenges, lessons learned and best practices of imbedding microenterprise programs into public employment programs. The presentation will also engage participants in a broader dialogue around community impact measures, data analytics and the collaborations that are needed to develop, implement, and measure effective programs in different local areas.

Targeted Hiring Programs: Helping the Poor And Disadvantaged Gain Access to Job Creation Projects
PALOMAR/ LEVEL 3
Blake Konczal, Executive Director, Fresno Regional Workforce Investment Board
Tim Rainey, Executive Director, California Workforce Investment Board

Impacting generational income mobility is a daunting task in California’s Central Valley, a region deeply rooted in an agricultural-based economy. In order to create opportunities
for unemployed and underemployed residents, the Fresno Regional WIB is recommending targeted hiring policies to Fresno County and its 14 incorporated cities.

Absent such policies, there is no incentive to hire residents and other targeted populations on publicly funded projects. Policies adopted by the California High Speed Rail Authority and the City and County of San Francisco offer invaluable guidance to workforce professionals throughout the state, and will be incorporated into the discussion.

**Plugged In: The Art of Engaging and Motivating Job Seekers**

**MISSION HILLS/ LEVEL 3**  
Christine Welsch, Workforce Development Manager  
Toni Curso, Workforce Development Professional  
Maria Morgan, Workforce Development Professional  
Sacramento Works Inc./Sacramento Employment & Training Agency

Continuing to engage and motivate job seekers is crucial to their success and helps us meet performance outcomes. Job seekers, especially dislocated workers, are dealing with many emotional issues that hinder the attainment of their employment or training goals.

The Sacramento Works system has been redesigning their approach to service delivery to appropriately and holistically serve a high volume of job seekers that matches the job seeker's emotional state. At the same time, IDEO and U.S. Department of Labor have been working with the workforce system on addressing the emotional state of the job seeker! Come learn more about a series of workshops designed to meet the needs of the job seeker called *Plugged In* and *Who Do You Know*. Participants will learn how to facilitate these workshops and how this methodology enhances the workforce system services and performance!

**Using Labor Market Information to Build Workforce Partnerships**

**CARLSBAD/ LEVEL 3**  
Amy Faulkner, Research Manager II  
Justin Wehner, Research Program Specialist  
Regional Analysis & Support Group, LMID, Employment Development Department

The LMID has discovered a quick way to build workforce partnerships through the use of *Regional Economic Analysis Profiles*, a new product designed to provide a roadmap to better workforce investment decisions and partnerships based on shared regional interests.

Join us to learn how local WIBs, One Stops, community college/education and economic developers can use and benefit from our *Regional Economic Analysis Profiles*.

**Cooperation, Coordination And Collaboration: What’s The Difference And How Can We Make Them Work Even Better**

**CARDIFF/ LEVEL 3**  
Larry Robbin, Robbin and Associates

Upward mobility requires partnerships. But how do you decide what type of partnership you need to accomplish your goals? Why isn’t collaboration always the best option? What are the strengths and weaknesses of different ways of working together? Why do people call so many partnerships collaboration when in reality very few of them meet the threshold of this definition? What makes organizations great partners and how can they inadvertently weaken joint efforts?

This innovative workshop is for managers and staff involved in working with other organizations. Be prepared to do a candid assessment of how your organization works (and plays) with others. Learn the early warning signs of deteriorating partnerships and find out how to bring people back together at a higher level of unity. You’ll leave this workshop with new partnership building strategies and best practices you can implement.

**Business Services Job Fair Toolkit: A Practical Guide and Best Practices for Organizing and Conducting Successful Hiring Events**

**LEUCADIA/ LEVEL 1**  
Kenadie Cobbin Richardson, Business Services Manager  
Workforce Connections, Southern Nevada Workforce Investment Board

The U.S. Department of Labor has declared June as “American Job Fair Month” to promote business services to employers. Job fairs provide Business Services staff the opportunity to fast track the meeting of jobseekers and employers, assist companies in finding skilled talent and solve workforce issues in the community.

This workshop will provide a different approach to the standard job fair and will enable Business Services teams to stage creative, successful, and professional level job fairs throughout the year.
The Charlie Brown Workforce Professionals of the Year
Award Winners for 2014

MC: Raymond McDonald
Chair, CWA Capacity Building Committee,
Executive Director, Santa Barbara County Workforce Investment Board

Outstanding Job Seeker Services Award
Chysandra Nair
Saffron Strand, Inc.

Outstanding Business Services Award
Darren Cook
San Bernardino County WIB

Overall Career Achievement & Workforce Professional of the Year
Robert Lawrence Gutierrez
Los Angeles Archdiocesan Youth Employment Services
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39% of people under 25 are unemployed or underemployed.

49% of employers struggle to fill jobs.

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Understand your WIB’s impact on the community.
Become an even more effective leader.

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1:30 – 2:30  **Training Sessions IV**

**California’s Changing Occupational Profile and Its Impact on Economic Mobility**  
*Point Loma/ Level 1*  
Josh Williams, BW Research Partnership / Economic Advancement Research Institute  
Karen Dwyer, Owner, Express Employment Professionals / Chair, Santa Barbara WIB

This session will look at how California’s occupational profile has and will likely continue to change and what that means for local and regional workforce development. Using examples from different industry clusters and regions within California, hear about a new way of examining your local or regional labor market and how this new analytical approach can be used to develop more effective workforce development strategies.

Panelists will also discuss the implications that the changing occupational profiles will have on our educational system and provide recommendations for responding to these changes.

**Highlights from High Performing WIBs**  
*Cardiff/ Level 3*  
Robert Meyer, Director of Economic Development, Employment Training Panel  
Steve Duscha, Training Consultant to the California Workforce Association

Find out about new WIA oriented ETP funded training programs, and learn about regional approaches with WIBs and Economic Development Corporations. Examples of successful partnerships from the Imperial Valley EDC, SETA, and the Alameda/Contra Costa/ Solano EDC will be highlighted.

**21st Century Sector Strategies: Best Practices from California’s WIBs**  
*Balboa/ Level 3*  
Gary Craft, Craft Consulting Group  
Jim Cassio, Jim Cassio and Associates

This session will discuss sector strategy activities and best practices based on a recent CWA sponsored survey with California’s WIBs. Hear from the consultants who designed and conducted the survey, and from WIB directors who participated in the survey.

Walk away with lots of new ideas of what you could be doing to strengthen your sector approaches, how to work closely with sector partners, and how to build more productive relationships with leaders of industries that are driving your local and regional economies.

**The Underground Economy & TRaCE Task Force**  
*Solana/ Level 1*  
Kevin Ferreira, Technical Advisor, Underground Economy  
Randy Silva, Chief, Investigations & Special Operations  
California State Board of Equalization

Called by different names, the shadow/ informal/ cash/ underground economy is large and growing. Indeed, it is estimated that 40 percent of all those unemployed more than 27 weeks, 4.8 million Americans, are part of it. Added together, economists estimate that the income generated by the underground economy in the U.S. could be $2 trillion. Learn more about the size and scope of this economy in California, the loss in tax revenues this represents and how the workforce system might help.

**Developing Strong Work Ethic: The Key to Employee Engagement and Sustained Performance**  
*Mission Hills/ Level 3*  
Josh Davies, CEO, The Center for Work Ethic Development

Workforce professionals teach vocational skills that clients need to get hired. But it’s what we aren’t teaching that may end up getting them fired. New research shows that nearly half of all employees were fired less than 18 months after they were hired. The reason 9 out 10 were fired had nothing to do with performing the tasks of the job. They were all related to poor work behaviors. Since job retention is a key reporting metric, this is a challenge we need to overcome.

Many of these terminations could have been averted with a focus on training foundational work ethic behaviors. Learn strategies, acquire specific tactics, and hear case studies to help build these behaviors.

**Working Together to Integrate Veterans in Your Workforce**  
*Leucadia/ Level 1*  
Moderator: Judith Villamil, Monster Government Solutions  
Ted Wadsworth, Senior Director of Veteran Programs, Monster Government Solutions

By almost any measure veterans are strong contributors to the workforce. And, organizations that develop collaborative initiatives geared toward veterans will, in the long run, benefit from a strengthened community. This
session will teach you about a unique recruiting event that you can take back to your region to have an immediate impact on veterans’ employment. Also learn more about a successful collaborative effort that is connecting veterans to careers in the technology sector.

**Youth Ecology Corps: A Crash Course in Workplace Competencies**

**PALOMAR/ LEVEL 3**

Felicia Flournoy, Director, Riverside County Workforce Investment Board

Steve Trippe, Executive Director, New Ways to Work

Mary Jo Ramirez, Program & Development Director, California Family Life Center

Melanie Nieman, Director of Interagency Relations, Eastern Municipal Water District, Perris CA

The Riverside County WIB is tapping the water industry to expose youth to career paths, using linked learning concepts. Sonoma County Water Agency and New Ways to Work founded the Youth Ecology Corps in 2009, developing a successful workforce development model. Eastern Municipal Water District now hosts a similar program, teaching workplace competencies. Plans are underway to expand the Youth Ecology Corps throughout the County and the State. Learn about this win-win program and how you can implement something similar to benefit the youth in your community.

**Grey Matters: Let Experience Work for You**

**LAGUNA/ LEVEL 1**

Misty Bowman, Laura Barbeau, Donna Heiman, Ada Rappeport, Grant Coordinators/ Program Advisers, Smart Business Resource Center, Redding CA

Got Grey? It is just a matter of time! We have identified a need to assist experienced workers (50+) with computer literacy, work readiness, and self-marketing skills, as well as raise awareness with employers regarding their value as employees. We will be highlighting our best strategies, including the “Silver Collar Award”, National Work Readiness Credential, Marketing Blitz Week, and our Boom Boom Lab. We are striving to improve employment opportunities for the experienced worker who has a large resume in a small town. Fun and interactive, handouts provided.

**Service Provider Oversight**

**CARLSBAD/ LEVEL 3**

Steve Malliaras, Chief and Yazmin Escorcia, Staff

Division of Financial Management and Administrative Services

Region 6, U. S. Department of Labor

Molly Maloney, Compliance Monitor, Employment Development Department

How do you meet your responsibilities for monitoring subcontractors and other service providers? Be reminded of the key requirements, and hear some options for systems you can put in place to protect your agency and the investment being made on behalf of job seekers and employers in your community. All questions on this Top 10 Findings topic are encouraged and welcomed.
Document Management and VOScan allow WIBs to utilize a state Virtual OneStop and increase staff efficiency and services provided.

**Document Management** - Scan, manipulate, upload, and store verification documents. Associate files with job seeker records. Eliminate the need to toggle between multiple applications. Virtually eliminate reliance on paper files!

**VOScan** - Track attendance and services with the swipe of a card! Attendance and all services provided are tracked in real-time, stored in the Virtual OneStop database, and detailed in reports.

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Training Sessions V

Forging the Innovation Generation—Engineering Pathways in the East Bay
SOLANA/ LEVEL 1
Facilitator: April Treece, Director—STEM Workforce Initiative, East Bay Leadership Council/ Contra Costa Economic Partnership

Presenters:
Bill Kelly, Managing Director, SunPower Corporation
Jason Cox, Human Resources Manager, USS Posco Industries
Nadine Horner, External Relations Officer, Lawrence Livermore National Laboratory

Talent development is a top priority for East Bay's business community. Business, government and education leaders are focused on high school transformation using rigorous, relevant CTE Programs of Study, the Linked Learning approach, and common Engineering curriculum. With over 30 schools and 1,600 high school students in the pipeline to graduate in 2014, hear from business and economic development about how it's poised to deliver on the goal to forge a new generation of innovators.

According to Hoyle: Fiscal and Administrative Laws, Rules and Regulations You Need to Know
POINT LOMA/ LEVEL 1
Steve Malliaras, Chief
Yazmin Escoria, Staff
Division of Financial Management and Administrative Services Region 6, U.S. Department of Labor

Many times staff will hear, “but it’s in the law.” This session will cover some basic knowledge that would benefit all program staff and assist in reducing or eliminating common monitoring findings, questioned costs and audit exceptions.

Emerging Jobs for the Next Decade
PALOMAR/ LEVEL 3
Amar Mann, Supervisory Economist and Branch Chief, Bureau of Labor Statistics

The Bureau of Labor Statistics will present the latest long-term employment projections through the year 2022. Trends and underlying assumptions used to develop the forecast and the expected “hot” and “cold” jobs and industries will be detailed.

In addition, establishment-level data will be analyzed to identify emerging occupations and occupational titles. The impact of recent macroeconomic events and workforce trends for employers and jobseekers in the U.S. will also be discussed, along with the changing characteristics of the workforce and the evolving needs and requirements of employers.

Reengineering Business Services: Qualitative Analysis of California
LEUCADIA/ LEVEL 1
Celina Shands Gradijan, President/ CEO, Full Capacity Marketing (FCM)

FCM funded a qualitative study of California WIBs and Job Centers to identify key issues in engaging businesses. Key themes that emerged included: 1) organizational structure; 2) performance metrics; 3) market perception; 4) technology; 5) communications; 6) and on boarding. The results point to the need to reengineer business services statewide. This session will provide the results of the study, and successful case studies that use a market responsive customer-centric model to completely reengineer business services.

Meeting the Needs of Business and Industry by Retraining Job Seekers
BALBOA/ LEVEL 3
Jowanda Collins; Senior Workforce Consultant, Stanislaus County Alliance Worknet
Marla Uliana, Director Workforce Training & Development, Modesto Junior College

Stanislaus County Alliance Worknet and Modesto Junior College collaborated to implement two innovative training programs designed to address a critical skill shortage of licensed Psychiatric Technicians in our region. Come hear about the dynamics of these successful programs; the regional partnerships fostered between local WIB’s, regional training providers and employers as well as best practices and lessons learned from each of these unique and effective training programs.

FRST Steps Towards Success: Elements of a Successful Reentry Program
CARDIFF/ LEVEL 3
Paul Lindenberg, Workforce Development Specialist
San Bernardino County Workforce Development Department Officer Chris Wessman, Fontana Re-Entry Support Team Officer Nate Weiske, Fontana Re-Entry Support Team

The early release population faces a multitude of challenges in getting acclimated back into society and in finding
gainful employment. In response, the San Bernardino
County WIB and the city of Fontana Re-entry Support
Team (F.R.S.T.) collaborated on a pilot project that was
created to assist early release prisoners and probationers
with their successful assimilation back into the community.
These partnerships and services help drive down recidivism
and assist the early release population with becoming
productive members of society.

How To Generate Interviews & Develop Jobs When
Employers Have No Openings
MISSION HILLS/ LEVEL 3
McKinley Ross Jr., Principal, Basic Employment Success
Training, LLC

Is your caseload growing each month while employment
opportunities seem to be shrinking? If so, this workshop is
for you. Job Developers and other frontline staff will learn
about field-tested and actionable strategies for encouraging
employers to interview and hire job seekers prior to
having official job openings.

We will also discuss how to extract hidden jobs
within a typical workforce development system. Attendees
will receive handouts designed to stimulate discussion
and interaction.

A Dialogue to Help Increase WIB and
Apprenticeship Partnerships
LAGUNA/ LEVEL 1
Karen Belcher, Senior Apprenticeship Consultant/
San Diego
Division of Apprenticeship Standards,
California Department of Industrial Relations
Cindy Perry, Assistant Director,
Workforce Advancement Division
San Diego Workforce Partnership

Interested in connecting with pre-apprenticeship
and apprenticeship programs in your region?
This session will discuss the many opportunities
apprenticeships and pre-apprenticeships provide
for at risk youth and adults seeking a career
path. It will help focus and guide your efforts in
developing productive partnerships that expand
training options available to you and your program
participants.

Leveraging Employer Surveys to Bridge Skills Gaps,
Retain Jobs and Build Industry Relationships
CARLSBAD/ LEVEL 3
Peter Callstrom CEO, San Diego Workforce Partnership
Bill Riedy, Executive Director, The Maritime Alliance
Barbara Nyegaard, CEO, ERISS

Conducting employer outreach and employer surveys
provide organizations with multiple streams of ROI. Learn
the six steps that are crucial to creating successful employer
survey projects. Hear from the organizations that sponsored
the San Diego Maritime Industry survey and ERISS
Corporation. Discover the benefits of surveys beyond
the obvious and learn how surveys can help strengthen
workforce development efforts in the region. Hear how
employer engagement and collaborative studies like this
provide unique and exclusive industry data, establish the
sponsors as the “go to” organizations in the region, and
create opportunities for additional funding.

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### REGIONAL MEETINGS

These sessions provide you an opportunity to connect with other colleagues from your region. Confused about where to go? Self assign to the region that’s the best fit for you!

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**4:30 – 5:30**

**Pilates with Diane Walton**

MARINA BALLROOM F

End the day with this body treat offered by a professional Pilates instructor and fellow workforce maven. No experience required. Bring us your poor tired bodies and get refreshed.

**5:45 – 6:15**

**Pilates with Diane Walton**

MARINA BALLROOM F

End the day with this body treat offered by a professional Pilates instructor and fellow workforce maven. No experience required. Bring us your poor tired bodies and get refreshed.

**8:00 – 11:55**

**Karaoke & Orange Sweater Dance**

BAYSIDE PAVILION

No contest here; just an informal, relaxed setting to mingle with your colleagues and discover hidden or long forgotten talents. Come and enjoy an evening of our DJ hosted music along with karaoke starting at 8:00pm. Orange sweater not required.
KRA and CWA

Meeting the Challenge:
Enhancing our Capacity to Impact Income Mobility

Since 1981, KRA Corporation (KRA) has supported the mission of Federal, State, and local agencies that are dedicated to improving the lives of individuals and strengthening the communities in which we live. Today, KRA is recognized as a national leader in workforce development services due to superior performance, innovation in service delivery, and the highest level of integrity.

KRA’s Mission is Simple:
We prepare job seekers for tomorrow’s global economy and supply employers with a trained and reliable workforce.

KRA designs, develops, and operates performance-based workforce development programs. KRA has consistently delivered innovative, award-winning programming with the highest levels of result. Today, as a full-service workforce development contractor, KRA provides business, jobseeker, and auxiliary services under Federal, State, and local workforce development and related programs.

The KRA multi-site San Diego Metro Region One-Stop Career Center Program, funded by the San Diego Workforce Partnership, provides comprehensive workforce services for jobseekers eligible through WIA as Adult or Dislocated Workers. Employers with specific workforce requirements are provided a full range of job-readiness, placement, and retention services; LMI guidance; and contracted, customized, and OJT training programs, which prepare workers for sustainable employment.

KRA’s Principal Service Offerings include:
- One-Stop Career Center Operations
- WIA Adult/Dislocated Worker Services
- WIA Youth Services
- Allied Health Training
- TANF Employment Services
- Labor Research and Consulting

For additional information about KRA, please visit our website at www.kra.com
Thursday, April 24, 2014

meeting the challenge

enhancing our capacity to impact income mobility

7:30 – 8:30 Continental Breakfast

8:30 – 9:15 Plenary Session

MARINA BALLROOM

Plenary Speaker

Virginia Hamilton, Regional Administrator, Employment & Training Administration, Region 6, U. S. Department of Labor

Our Regional Administrator will discuss the new policy framework established by the U.S. Secretary of Labor and Acting Assistant Secretary of Labor and how it fits with California’s public workforce system. Also, hear more about Region 6’s priorities for the year, and the latest thinking how we might redesign the workforce system and American Job Centers to better meet customer needs.

THE CENTER FOR WORK ETHIC DEVELOPMENT

The Center for Work Ethic Development is the nation’s only institution focused on the research and advancement of work ethic for individuals and organizations. Find out how more than 500 organizations around the country are using our curriculum to help people get and keep employment.

Based on a landmark study with 1,500 hiring managers, our research has defined work ethic as a trainable set of behaviors that are the key to workplace success. Our curriculum will allow you to:

- Develop foundational work behaviors in youth, adults, and veterans
- Increase job placement and retention
- Build shared accountability with your employer partners

THE WORK ETHIC PERFORMANCE MATRIX

Solid values drive behavior. Behaviors produce outcomes. Outcomes impact results.

This is the fundamental premise of the curriculum of The Center for Work Ethic Development. Our research has found the most effective way to develop these behaviors – no matter if your customers are 16 or 60.

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For Adults:
- Increase workplace retention

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- Translate their military skills and work ethic to the civilian workplace
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Info at extension.ucsd.edu/CareerAdvising,
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9:30 – 11:00  Training Sessions VI

Update from the California State Capitol: Legislation and Issues Impacting the Workforce Development System
CARDIFF/ LEVEL 3
Amy Blumberg James, Vice President, Rose & Kindel
The Legislative Affairs Consultant for the California Workforce Association will discuss the current political climate in Sacramento as well as key legislation impacting workforce development in California.

Get the latest update on CWA’s efforts to secure funding in the state budget for work based learning opportunities for out-of school youth and young adults. Find out the impact that pending and passed legislation will have on workforce development programs and policies in California.

Fail or Fight: Getting Businesses Back on the Path to Success
BALBOA/ LEVEL 3
Ken Dozier, Executive Director, USC Western Research Application Center
Barbara Halsey, Principal, Halsey Consulting
The challenges facing businesses today require that staff dedicated to delivering business services have information on and access to resources beyond those traditionally funded by WIA. In this session, participants will learn about the Trade Adjustment Assistance for Firms Program, the benefits it brings to local businesses, and how it can become a strategic component of a larger Business Services Strategy.

Conferees will leave the session understanding how the TAAF Program and WESRAC can be a valuable partner in serving businesses fighting to recover, at risk of eminent failure, or considering fleeing the state for a variety of reasons. The session will include case studies highlighting how the program has assisted businesses with regaining profitability and growing their workforce.

Business and Employer Services Infused: The Integration of Technology, Virtual Relationships and Social Media within the Workforce System
MISSION HILLS/ LEVEL 3
Lavar Watkins,
San Diego Metro Region Business Services Manager
KRA Corporation / San Diego Metro Region Career Centers
This workshop will demonstrate the integration of current Technology, Virtual Relationships through non-traditional means of networking and the effective use of Social Media Platforms (Twitter, Facebook, LinkedIn, and Instagram) for the sole purpose of true job development and job matching. This system allows more enhanced and efficient opportunities to network, collaborate, create and maintain business and employer relationships across industry sectors. Job seekers, businesses, workforce specialists, and community partners are interconnected through collaboration for the sole purpose of job creation and client employment.

Navigating the Digital Job Application Process
POINT LOMA/ LEVEL 1
David Saechao, Program Adviser,
Smart Business Resource Center
Ada Rappeport, Program Adviser,
Smart Business Resource Center
Do your customers feel like their job applications end up in an online black hole? This workshop will include tips for completing online job applications, an overview of applicant tracking systems, and tips for taking situational judgment and personality exams. Learn to enhance your customers’ capacity for income mobility by providing them with tools for success in the new age of a digital job market and application process.

Small Changes for Happier Customers: Reinvention in Action
SOLANA/ LEVEL 1
Virginia Hamilton, ETA Regional Administrator,
Region 6, U.S. Department of Labor
Diane Walton, Ph.D., Systems Diviner,
Region 6, U.S. Department of Labor
In this workshop, you will see and experience small changes American Job Centers (AJC) are making that improve the customer experience. You will identify things you can do to implement when you go home. This is a highly interactive workshop, not a TV show. Bring pictures of your workplace for inspiration.
11:30 – Noon  **CLOSING PLENARY**
Not over yet! Join this fun Conference wrap up that will strengthen your resolve to go back to your community and make a difference, and help you put your learnings to work for you and your customers and students.

*Concluding Remarks*
Bob Lanter, Executive Director, CWA

**NOTES**

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**OSHPD advances safe, quality healthcare environments through innovative and responsive services and information that finance emerging needs, ensure safe facilities, support informed decisions, and cultivate a dynamic workforce.**

OSHPD’s Healthcare Workforce Development Division administers programs designed to increase access to healthcare for underserved communities via career awareness, training and placement, financial incentives, systems redesign, as well as research and policy. Learn more about opportunities for health professionals and students, including:

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- Educational Resources
- Job and Internship Information
- Mini-Grants
- Occupational Fact Sheets
- Outreach and Partnership Building
- Publications, including student newsletters and monthly announcements
- Stipends, Scholarships, and Loan Repayment
- Webinars and Workshops

Visit our website at [www.oshpd.ca.gov/HWDD](http://www.oshpd.ca.gov/HWDD)
American Career College

As leaders in health care education, we work as a team—creating seamless opportunities to advance individual careers—as well as health care in our communities. Exceptional education drives better student outcomes, and healthier communities.

Sandra Villafan, Supervisor, High School Admissions and Outreach Services
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Bluedrop Learning Networks is transforming the way in which WIBs, States, and countries are tackling the skills gap. Our cloud-based technology solves the overwhelming need to scale and simplify training delivery, creating simple solutions for today’s complicated workforce challenges. We help our clients leverage on demand learning to prepare job seekers, upgrade the skills of incumbent workers, and help businesses become stronger and more productive. Our programs are holistic; the results are unprecedented.

Sallie A. Glickman, Vice President,
US Workforce Portfolio
M: 215-266-9542 | Office: 800-563-3638 x603
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• Assess, profile, and certify work readiness skills
• Accurately place clients into training programs and jobs

Jane Eguez
858-292-2900 | jeguez@casas.org
5151 Murphy Canyon Road, Suite 220
San Diego, CA 92123

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Center for Work Ethic Development

The Center for Work Ethic Development is the nation’s only institution focused on the research and advancement of work ethic. We have discovered that work ethic is a trainable set of seven behaviors that are the foundation of workplace success.

Based on a landmark study with 1,500 hiring managers, our research has defined the work ethic behaviors that drive job placement, performance, and retention. By training these behaviors, employers and employees build shared accountability...because what seems common sense for managers and supervisors hasn't been developed in most of today's workforce. We partner with more than 500 organizations across the United States to give teachers, trainers, and supervisors practical tools for building work ethic. With curriculum specifically tailored for adults, youth, veterans and managers, we have solutions that meet every need.

Josh Davies, CEO
(303) 433-3243 office | (303) 596-2425 cell
www.workethic.org

Covered California

Covered California’s mission is to increase the number of Californians with health insurance, improve the quality of healthcare, reduce healthcare coverage costs, and make sure California’s diverse populations have fair and equal access to quality healthcare. Individuals will have the ability to choose the health plan that offers the best services at the greatest value. Covered California’s Enrollment Assistance Program has been implemented statewide and is comprised of trusted and known organizations that are critical resources to build a “culture of coverage” to help millions of Californians enroll into affordable health insurance. To reach as many people as possible, Covered California continues to build the network of Certified Enrollment Entities and is now recruiting organizations that reach special enrollment populations, such as those consumers experiencing a job change.

Elizabeth Catanesi, Senior Program Manager,
In-Person Assistance Program
Richard Heath and Associates, Inc. | program
design+management
T: 559.573.3558 (direct) | 559. 573.3600 (main)
C: 559.718.8495|www.rhainc.com

Career Pillars

Career Pillar is dedicated to empowering job seekers to confidently achieve their goals of securing meaningful, sustainable employment. Our nation’s businesses are seeking skilled workers, and often express difficulty finding candidates who are qualified for the job. Many job seekers are educated and talented, but ill equipped to present their qualifications to potential employers in impactful ways. Career Pillar has collaborated with hiring managers, educators, and workforce specialists to create an innovative online product suite that addresses these problems and more.

Jonathan Bradford, Creative Director
Career Pillar: Empowering Job Seekers
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Employment Development Department (EDD)

The Employment Development Department (EDD) is one of the largest state departments with employees at hundreds of service locations throughout the state. For more than 70 years, we have connected millions of job seekers and employers in an effort to build the economy of the Golden State.

EMSI

EMSI turns labor market data into useful information that helps organizations understand the connection between economies, people, and work. Using sound economic principles and good data, we build user-friendly services that help workforce development professionals build a better workforce and improve the economic conditions in their regions.

Andrew Postell
208-883-3500
www.economicmodeling.com

Employment Training Panel (ETP)

The Employment Training Panel (ETP) is a business and labor supported state agency that funds customized, employer-driven training for incumbent workers and unemployed job seekers to provide California employers with the skilled workforce needed to be competitive in the global economy.

ETP uses a pay-for-performance contract to offset training costs for new and existing workers, unemployed individuals seeking full-time employment, traditionally underserved populations and small business owners. Employers can select their own training topics and training delivery methods and may be delivered using any combination of internal and/or external training providers.

In the upcoming Fiscal Year, ETP will work closely with community college districts, university foundations, industry and trade associations and state and local workforce investment boards to support training along occupational and industry sectors and to extend the reach of grant funds obtained in support of economic and workforce development initiatives.

Robert Meyer
Director of Economic Development
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(916) 769-5098 (mobile)
robert.meyer@etp.ca.gov
1100 J Street, 4th Floor
Sacramento, CA 95814
http://www.etp.ca.gov

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Milenko Designs

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I am a graphic designer and illustrator with over 16 years of experience with a background in photography and fine arts. I have enjoyed collaborating with the California Workforce Association to help reflect its vision and deliver its message for over 10 years. This has been an integral part of my career. I enjoy working with clients through the entire creative process, from conceptualization to final output. Together we can create ideas with elements that build an effective image for your organization that resonates with your target audience.

I look forward to the chance to help take your organization to the next level with fresh and inspiring designs!

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OSHPD

OSHPD’s Healthcare Workforce Development Division administers programs designed to increase access to healthcare for underserved communities via career awareness, training and placement, financial incentives, systems redesign, as well as research and policy. Learn more about opportunities for health professionals and students at www.oshpd.ca.gov

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PCG offers value-driven services to help state and local Workforce Investment Boards, WIA One-Stop Career Centers, and TANF Welfare-to-Work agencies to improve
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COUNTY OF SAN BERNARDINO

Sandy Harmsen, Executive Director; Chair, California Workforce Association

The San Bernardino County Workforce Investment Board (WIB) addresses major workforce issues to ensure the competitiveness of the workforce in the county. The WIB convenes appropriate stakeholders and generates creative, innovative solutions through consensus, securing community commitments to an action strategy. These strategies capitalize on industries that already exist, help broker innovative workforce solutions between the public and private sectors, and engage employers in long-term workforce solutions that generally enhance business investment in employment development.

University of California
San Diego Extension

UC San Diego Extension is the continuing education division of the university, offering professional development and enrichment courses. The Online Certificate in Career Advising is a three-course program designed specifically to meet the needs of California’s One-Stop Career Center advisors, covering current economic trends, coaching techniques, career-building strategies, and communications. The program can be completed online in nine months.

Darlene Hammon
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extension.ucsd.edu/careeradvising

Urban Explorer/ EconoVue™

EconoVue™ is a new window to the local economy. It is a geographic information system for workforce development, economic development and small business. It provides the most up-to-date snapshot of the regional economy at the click of a button, and can be used by both policy makers and front line staff.

Cheryl Parker, CEO, The Urban Explorer
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ZippyApp

ZippyApp (for zippy job applications) is the mobile-enabled, common employment application and an applicant management system. Jobseekers fill out one employment application and upload their resume and cover letter. Then, they simply scan the employer’s QR code to view the open opportunities and submit their entire application package with one click – any time, anywhere, on any device. ZippyApp empowers employers to view, compare, and disposition applicants, and receive notifications upon new job applications. No more paper applications or resumes getting lost in email systems.

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