

**Town Hall**  
**Level 3, 3501A-D**  
**8:30 a.m. – 9:30 a.m.**

**YOUTH DEVELOPMENT STRATEGIES TO ENCOURAGE REGIONAL ECONOMIC GROWTH**

Join discussions on how the nation's neediest youth will acquire the talents, skills, and knowledge necessary to ensure their healthy transition to successful adult roles and responsibilities under the "Shared Youth Vision." Explore strategies on how to develop youth talent to fuel regional economic growth leading to economic competitiveness, increased job growth and new opportunities for youth.

**Moderator: Mason M. Bishop**, Deputy Assistant Secretary, U.S. Department of Labor, Employment and Training Administration, DC

**Speakers: Marc Morial**, President and CEO, National Urban League, NY  
**Dorothy Stoneman**, Founder and President, YouthBuild USA, MA

Workforce Innovations 2007 Conference Icons

Conference Pathways



Regional Economic Competitiveness



Workforce System Transformation



Lifelong Talent Development

Conferences Within a Conference



Apprenticeship



Education



Business Leadership Day



YouthWorks!

State Specific



Learning Labs  
 Wednesday, July 18, 2007  
 8:30 a.m. – 9:30 a.m.

**Apprenticeship: A Comparison of Ideas**

Room 2215B



Gain insight into several models that demonstrate the effective use of high technology in worker training at American and Swiss companies. Each model will showcase approaches that have made the apprenticeship system effective in improving the efficiency of manufacturing processes. You will leave with a road map for employers and businesses that will help manufacturing return to a prominent role in the development of regional and global economies.

**Learning Objectives:** Identify key areas of manufacturing and where advanced technology can make a difference

- Understand the role of industry, community colleges, and businesses in developing strategies to enhance technology in manufacturing processes
- Apply the strengths of American and Swiss approaches to using technology in manufacturer worker training.

**Moderator: Kenneth Lemberg,** Office of Apprenticeship, U.S. DOL, ETA, DC

**Speakers: Greg Chambers,** Environmental Health and Safety Training Manager, Oberg Industries, Inc., PA

**Thomas Hartnett,** Chair, Federal Advisory Committee on Apprenticeship, NY

**Martin von Walterskirchen,** Director, Swiss Business Hub USA

**Apprenticeship: A Modern Tool for Talent Development and Global Competitiveness (Introductory)**

Room 2502A



From auto repair to medical transcription, more and more companies are striving for competency-based training and promotions, structured mentorship programs, and career pathways as key HR tools. But many don't know that Registered Apprenticeship can help them put those tools in place, flexibly and without reinventing the wheel. In this session, you will learn how Registered Apprenticeship works, how you can get started, and how apprenticeship can help you meet your training goals—no matter your company's size and no matter your industry.

**Learning Objectives:** Understand the return on investment for building an apprenticeship program • Learn how an apprenticeship program can effectively train and retain workers • Learn who to contact for information and support in building an apprenticeship program.

**Moderator: Anthony Swoope,** Administrator, Office of Apprenticeship, U.S. DOL, ETA, DC

**Speakers: Bonnie Henningson,** Manager, Career Lattice, Good Samaritan Society, SD

**Karen Suchy,** Staff Development Coordinator, Mountain View Manor Good Samaritan, MT

## Building Competitive Advantage: Expanding the Regional Advanced Manufacturing Base in the Rio Grande Valley WIRED Region

Room 2209



The Rio Grande Valley WIRED project region in South Texas is aligning federal, state, and regional resources to distinguish itself as a major innovation and distribution hub for the Southwestern United States. Key strategies to achieve this goal include the creation of a world class center for Rapid Response Manufacturing and collaboration with local K-12 school systems and state universities to develop curriculum encouraging innovation, entrepreneurship, and a globally competitive workforce in advanced manufacturing skills.

**Learning Objectives:** Demonstrate how a regional commitment to talent development can create a globally competitive regional economy.

**Moderator: Brian McMahon**, Director of Strategic Initiatives, Office of Regional Innovation and Transformation, U.S. DOL, ETA, DC

**Speakers: Keith Patridge**, President & CEO, McAllen Economic Development Corporation, TX

## Community Colleges: WIRED to Regional Economies

Room 2210



Join community colleges and their partners in a dialogue about transforming community college collaboration with regional partners, the continuum of education providers, and each other. Learn how these partnerships can drive regional economic and talent development agendas that promote job creation and economic prosperity.

**Learning Objectives:** Create awareness of links between talent development and regional economic development • Identify your type of economic region • Provide solutions to challenges in bringing together regional partners.

**Moderator: Gay Gilbert**, Administrator, Office of Workforce Investment, U.S. DOL, ETA, DC

**Speakers: Gibson Morris**, Executive Director, Arkansas Delta WIRED Region

**Craig Lamb**, Executive Director, Workforce and Economic Development, Ivy Tech Community College, IN

## Defining a Region: A Case Study with Newton, Iowa

Room 2211



Newton, Iowa responded to the closing of a major employer, Maytag Corporation, by developing dynamic partnerships, creating a core group of regional leaders, implementing growth strategies, capitalizing on workforce capacity, and developing infrastructure to promote economic development. Learn how this community is beginning the process to develop a regional identity and catalogue regional assets in order to implement an economic recovery strategy -- and how you can apply Newton's lessons learned to your own regional area.

**Learning Objectives:** Put the principles of WIRED to use in a variety of economic recovery situations • Develop an economic recovery strategy based on others' learning and successes.

**Moderator: Michael Gilroy**, Office of National Response, U.S. DOL, ETA, DC

**Speakers: Kim Didier**, Executive Director, Newton Development Corporation, IA

## Entrepreneurship and Innovation: Drivers of Competitiveness in Rural Regions

Room 2205



At the turn of the 21st century, rural America encompassed approximately 80 percent of the Nation's land and was home to 56 million people. What does rural America need to do to compete in today's economic race? The University of Missouri's Center for Regional Competitiveness will share the latest thinking on how rural areas can compete and thrive by building critical mass through regionalism and nurturing innovation through entrepreneurial eco-systems.

**Learning Objectives:** Learn how innovation and entrepreneurship can spur innovation and competitive advantage in rural regions.

**Moderator: Kathy Tran**, Office of Policy Development and Research, U.S. DOL, ETA, DC

**Speakers: Mark Drabenstott**, Director, Center for Regional Competitiveness, Rural Policy Research Institute, University of Missouri

## Generation Next: Motivations for the Future Workforce

Room 2215A



Last year UPS revealed preliminary research findings on how and why generations X, Y, and Z will perform in the 21st Century Workforce. We'll discuss research findings and how human resource practitioners, the business community, and the workforce and education system will find clear indicators on how to recruit, train, and retain generations X, Y, and Z.

**Learning Objectives:** Use knowledge about technology to impact training and retention of generations X, Y, and Z • Identify environments, challenges, motivations and ROI techniques to attract and engage future workers • Use research findings to prepare younger workers for entry and success in America's businesses and industries.

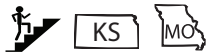
**Moderator: Joseph Jenkins**, Office of Apprenticeship, U.S. DOL, ETA, DC

**Speakers: Stephen Jones**, Manager, Technical Operations, United Parcel Service (UPS), GA

**Rosanna Smith**, Director of Workforce Development, Werner Enterprise, NE

## Increasing Access to Lifelong Learning: Using Incumbent Worker Training to Support Regional Economic Competitiveness

Room 2203



In the 21st century economy, skill and competency needs are constantly evolving. Workers need access to lifelong learning opportunities that enable them to up-skill, re-skill, and advance in their careers. Join this interactive session to learn how state and local workforce system leaders are strategically investing their WIA funding to support innovative incumbent worker training models that provide access to lifelong learning – and how these investments in worker talent development are driving regional economic growth.

**Learning Objectives:** Take away concrete examples and strategies to increase investment of WIA funding in lifelong learning resources for incumbent workers • Understand the role that access to lifelong learning plays in driving economic growth and competitiveness.

**Speakers:** *Kristina Payne, Workforce Investment Manager, Lane Workforce Partnership, OR*

*David Hollars, Executive Director, Centralina Workforce Development Board, Inc., NC*

## Industry Competency Models: Foundation for Talent Development

Room 2202



Learn more about industry validated competency model frameworks and how competency models can serve as a basis for building strategic partnerships, developing curriculum, and promoting demand-driven career awareness and workforce preparation. Hear about how these models have been used as a talent development tool in regional economies to educate and train a competitive workforce and ensure the success and growth of American businesses.

**Learning Objectives:** Learn three specific uses of competency models as a tool for regional talent strategies • Locate specific resources relevant to their needs using the Web-based Competency Model Clearinghouse • Brainstorm ways that competency models can be a useful tool in their own regional talent development strategies.

**Speakers:** *Robert Flynn, Strategic Policy Development, St. Paul Travelers, CT*

*Mary Morehouse, Director of Workforce Development, National Retail Federation Foundation, DC*

## Jobs to Careers: Promoting Work-Based Learning for Quality Health Care

Room 3501G



How do you advance the skill and career development of low-wage frontline workers providing care and services on the front lines of our nation's health care system? The Jobs to Careers initiative (funded by the Robert Wood Johnson Foundation, in collaboration with the Hitachi Foundation and ETA) seeks to

provide answers to that question. Learn how Jobs to Careers is developing innovative work-based learning models to advance this vulnerable but crucial segment of our workforce.

**Learning Objectives:** Take away concrete methods for accomplishing work-based learning.

**Moderator:** *Rebecca Starr, Deputy Director, Jobs to Careers, Jobs for the Future, MA*

**Speakers:** *Ron Hearn, Director, Baltimore Alliance for Careers in Health Care, MD*

## Mental Health Issues in the Workplace: Employment and Retention Strategies You Can Use

Room 3501E



Some of our Nation's most illustrious leaders experienced persistent mental illness—Abraham Lincoln and Theodore Roosevelt among them. By attending this dynamic session, you will be able to increase your knowledge about mental health issues in the workplace. You will also develop your understanding of field-tested recruiting and retention approaches that employers can use for including and accommodating individuals with mental health needs in the labor force. Finally, you will learn how the right workplace adjustments can foster economic prosperity for employers, employees, our Nation, and the global economy.

**Learning Objectives:** Gain a basic understanding of the myths and facts related to mental illness in the workplace • Discover how employers can recruit, hire, accommodate, mentor, and retain individuals with mental health needs.

**Moderator:** *Shirley Davis, Director, Diversity Initiatives, Society for Human Resource Management, VA*

**Speakers:** *Judith Mickenberg, Health Service Manager, Behavior Health, Aetna, Inc., MA*

*Clare Miller, Director, National Partnership for Workplace Mental Health, American Psychiatric Foundation, VA*

## Nurturing Alternative Energy Industries

Room 2215C



To promote energy independence and combat climate disruption, our country is nurturing renewable energy sources that can be continually replenished. These sources include solar, wind, biofuels and water, among others. This learning lab will highlight the Central and Eastern Montana WIRED region's efforts to develop a cluster hub and center for research and testing to advance the biofuels industry.

**Learning Objectives:** Learn about state of the art energy infrastructure solutions • Gain benefits from the regional initiatives such as WIRED that are nurturing this emerging field.

**Moderators:** *Robert Brewer, Chair, NAWB Board of Directors, NV*

*Linda Fowler, Director of Strategic Partnerships, Office of Regional Innovation and Transformation, U.S. DOL, ETA, DC*

**Speakers:** *Adam deYong, WIRED Project Director, Department of Labor and Industry, MT*

*Greg Kegel, Florida's Great Northwest WIRED Region*  
*Samuel Hatcher, CEO, Liberty Industries, Inc., TX*

## Realizing Opportunities: How Faith-Based, Community-Based, and Workforce System Collaboration Can Help the “Hardest-to-Serve” Succeed at Work

Room 2204



Could your local Workforce Boards and One-Stop Career Centers use new strategies to increase their effectiveness with populations such as the homeless, ex-offenders, chronically unemployed, and immigrants? Collaboration with faith-based and community organizations (FBCO) can play a central role. This session will draw on lessons learned from an evaluation of the Employment and Training Administration's workforce board grants and collaborative models taken from the national SHARE Network Initiative and SEEDCO's experiences as a One-Stop Career Center.

**Learning Objectives:** Identify specific ways to collaborate with FBCOs to increase One-Stop Career Center's effectiveness with typically “hard-to-serve” populations • Learn ways to expand One-Stop Career Center's reach by getting a return on investment in existing community and faith-based organizations • Learn about assistance available from DOL to support collaboration with FBCOs.

**Moderator:** Erica Pelman, Special Assistant, Center for Faith-Based and Community Initiatives, U.S. DOL, OSEC, DC

**Speakers:** Rod Nunn, Director, Division of Workforce Development, Missouri Department of Economic Development

Sheena McConnell, Associate Director and Senior Economist, Mathematica Policy Research, Inc., NJ

Fracine Delgado, Senior Program Manager for Workforce Development, SEEDCO, NJ

## Regional Asset Mapping and Resource Alignment

Room 2504A



A key step in regional economic transformation is a strong regional economic and workforce analysis. Asset mapping is a critical first step in marshalling the resources that a community can leverage to support integrated workforce and economic development initiatives. Join us in this interactive session and learn about an Asset Mapping Road map developed for the WIRED Initiative and how you can apply it in your own region.

**Learning Objectives:** Understand the benefits of asset mapping • Use asset mapping to inform regional economic strategies.

**Speakers:** Randall Kempner, Vice-President for Regional Innovation, Council on Competitiveness, DC

Robert Reichardt, Research Associate, Center for Education Policy Analysis, University of Colorado, Denver, CO

## Research Showcase: Using Customer-Managed Accounts as Tools to Engage Workers in Training and Reemployment

Room 2207



This research showcase session looks at Lifelong Learning Accounts (LiLAs), Individual Training Accounts (ITAs), and Personal Reemployment Accounts (PRAs) as a menu of tools that could assist workforce agencies in engaging workers in investing in training or finding work quickly. Learn how and why these innovative practices are being executed at the state and local levels.

**Learning Objectives:** Learn how to use accounts to engage customers into training or finding work quickly • Become familiar with recent research findings on the use of accounts.

**Moderator:** Maria Flynn, Administrator, Office of Policy Development and Research, U.S. DOL, ETA, DC

**Speakers:** Jeff Padden, President, Public Policy Associates, Inc., MI

Gretchen Kirby, Senior Researcher, Mathematica Policy Research, Inc., DC

## Science, Technology, Engineering, and Mathematics (STEM) Strategies for Regional Competitiveness in the Delaware Valley Tri-State and Tennessee Valley WIRED Regions

Room 3501H



Many of the fastest growing jobs in America will need to be filled by “knowledge workers” who have specialized skills with an emphasis on Science, Technology, Engineering and Math (STEM). In the Delaware Valley Tri-State and Tennessee Valley WIRED regions, ensuring a pipeline of educated and prepared workers for STEM jobs in industries such as information technology, life sciences, and nanotechnology is critically important to growth and competitive success.

**Learning Objectives:** Learn about STEM education and critical needs in the 21st century economy • Use statewide, regional, and localized strategies to build your region's capacity to train workers in STEM occupations.

**Moderators:** Laura Loyacono, Regional Director, Project Lead the Way, MO

Erica Cantor, Administrator, Office of National Response, U.S. DOL, ETA, DC

**Speakers:** Neil E. Lamb, Director of Education and Outreach, Hudson Alpha Institute of Biotechnology, AL

Mel Payne, Project Director, Delaware Valley Industrial Resource Center

## Title I + Title II = WIA Partner Coordination Strategies

Room 2502B



The Workforce Investment Act mandates coordination between Title I and Title II partners. While it looks easy on paper, lack of communication, weak connections, and separate funding streams often cause difficulties when putting coordination into practice. The U.S. Department of Education, Office of Vocational & Adult Education is testing models for inter-agency coordination and strategic planning among WIA mandated partners at the state and local levels. Lessons learned from the project shed light on how to improve integration and ultimately the outcomes of workforce investment and adult education systems.

**Learning Objectives:** Use lessons learned about interagency coordination and planning to strengthen community efforts

- Learn how to align data systems
- Learn how to strengthen cross-referral processes.

**Moderator:** Daniel Miller, Deputy Director, Division of Adult Education and Literacy, Department of Education, Office of Vocational and Adult Education, DC

**Speakers:** Judith Alamprese, Principal Associate, Abt Associates, MA

## Visions: System Integration to Promote Demand-Driven Career Guidance

Room 2505B



Learn how participants in a four-state Heartland project in Nebraska, Kansas, Missouri and Iowa are partnering to develop a Grade 6 - Retirement online career and education portfolio. This portfolio allows a youth or adult to build and maintain a lifelong record of career exploration and planning, assessment, work experience, and academic achievements.

**Learning Objectives:** Apply potential solutions for obstacles to sustaining successful strategic partnerships

- Establish prerequisites for leveraging resources across states
- Outline desirable features of an integrated system of comprehensive career planning for students and adults.

**Speakers:** Blake Flanders, Director of Workforce Training and Education Services, Kansas Board of Regents, KS

**Nancy Headrick**, Assistant Commissioner, Missouri Department of Elementary & Secondary Education, Division of Career Education, MO

## WIRED in Action: An "After-Action" Report on Lessons Learned During the First Year of Implementation

Room 2206



How do you build a comprehensive, cohesive core leadership group? How do you keep the momentum going? How do you ensure sustainability? Hear from WIRED regional leaders about the challenges and opportunities they

encountered, and the successes they created, during the first year of implementing WIRED.

**Learning Objectives:** Build a core leadership group

- Build a foundation for successful and sustainable regional economic development.

**Speakers:** Matthew Hurlbutt, Executive Director, Finger Lakes Partnership, NY

**Judy Turner**, Director, Programs and Partnerships, California Space Authority, CA

## WIRED to the Workforce System: An Employer's Guide to Talent Development in Regional Economies (Introductory)

Room 2201



If you wouldn't know a WIB from a One-Stop, if you're wondering what's in it for you as an employer, or if you want to make more out of your partnerships, then this Learning Lab is for you. Learn how to access the assets in your region to support your competitiveness. Learn how you can be a part of regional economic development and how the public workforce system can be an extension of your talent development strategies.

**Learning Objectives:** Understand why the public workforce system needs employers as a critical part of regional economic development.

- Engage in strategic partnerships with the workforce system.
- Access information and resources to benefit your company and employees.

**Moderator:** Rick Maher, President, Maher & Maher, NJ

**Speakers:** Scott Neilan, Director of Human Resources, Armed Forces Insurance, KS

## Workplace Literacy: Making it Work

Room 2208



Employers have high interest in investing resources and time on the job to boost the literacy skills of their employees. Are you wondering what types of partnerships work? Perplexed about conducting effective outreach to employers? How do you handle conflicting interests in employees' lives such as family responsibilities, transportation issues and overtime? Come hear answers first hand from employers that are successfully engaged in workplace literacy programs.

**Learning Objectives:** Establish partnerships that will enhance workplace literacy efforts.

- Conduct effective outreach to employers.
- Put into practice tested models for workplace literacy initiatives.

**Speakers:** Deborah Knight-Kerr, Director, HR Community and Education Projects, Johns Hopkins Health System, MD