

## Super Session Level 2, Grand Ballroom 1:00 p.m. – 2:00 p.m.

### You Can Make It Happen

Stedman Graham puts resources and strategies into people's hands to take control of their lives. His message focuses on self-awareness and personal performance as the best way to achieve optimal results, and is especially powerful for those working with youth. In this session, Graham shares his insights in helping youth and adults move beyond their personal and professional issues to recognize the possibilities for their lives while serving as a positive example for others. Graham's message helps create leaders who – regardless of gender, race, class or age – develop the courage to accept responsibility, the ability to forge deep relationships, and the commitment to help develop others.

**Speaker: Stedman Graham**, *Chairman and CEO, S. Graham & Associates (SGA)*

As a businessman, educator and speaker, Stedman Graham presents, consults and conducts training with corporations, organizations and nonprofits on the topics of maximizing leadership, achieving success, growing a business, embracing diversity, achieving optimal health, and personal and professional branding. He has authored ten books,

including two New York Times bestsellers. His latest release *Diversity: Leaders not Labels* includes his unique approach to eliminate barriers to success.

Graham has shown a lifelong commitment to youth and community. In 1985, he founded AAD Education, Health and Sports, a nonprofit organization of athletes and other civic leaders committed to developing leadership in underserved youths. An organization with over 500 professional athletes, AAD has served over 15,000 students through education and scholarships.

Graham holds a bachelor's degree in Social Work from Hardin-Simmons University. He received a master's degree in Education from Ball State University and an honorary doctorate in Humanities from Coker College, where he is also a distinguished visiting professor.



## Town Hall Level 3, 3501A-D 1:00 p.m. – 2:00 p.m.

### ENGAGING K-12 IN REGIONAL TALENT DEVELOPMENT

The K-12 system is a critical part of the education continuum necessary for successful talent development in dynamic regional economies. Partnering with public education has unique challenges and requires an understanding of the complex issues that make this system notoriously difficult to breach and influence. We'll explore a broad overview of how education reform and the No Child Left Behind legislation is impacting the K-12 system and what this means for the workforce investment system. You will take away insights into effective strategies for partnerships with the K-12 system and national efforts surrounding high school reform.

**Moderator: Laura Shubilla**, *President, Philadelphia Youth Network, Inc.*

**Speakers: Andrew Goff**, *Director, Portland Workforce Investment Board, OR*

**Naomi Housman**, *Director, National High School Alliance, DC*

**Joseph Welsh**, *CEO, Collegiate Consortium for Workforce and Economic Development, PA*

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! Day

State Specific



Learning Labs  
 Wednesday, July 18, 2007  
 1:00 p.m. – 2:00 p.m.

**A Shared Youth Vision in Practice:  
 Connecticut State Vision Team**

Room 2211



Today's youth labor force is emerging at a time when advanced education, skills and abilities are more important than ever in preparing the talent that employers will need to populate their workforces. Learn from the Connecticut Shared Youth Vision Team's successes in creating a collaborative, sustainable, and performance-focused system that prepares Connecticut's most at-risk youth to enter high-demand occupations that will grow their regional economy.

**Learning Objectives:** Identify challenges and solutions in collecting and using shared data • Take away strategies to leverage resources • Develop strategies for infrastructure transformation that support regional economic growth.

**Moderator: Evan Rosenberg,** Office of Workforce Investment, U.S. DOL, ETA, DC

**Speakers: Nestor Leon,** Assistant Vice-President of Programs, Workplace (Southwest Regional WIB), CT

**A Workforce System Guide to Engaging  
 Employers in the Development of Regional  
 Strategies (Introductory)**

Room 2202



Why is it so hard to get employers' attention? In this lively, practical and highly-interactive session, you'll learn what matters to employers regarding their workforces, how to speak their language, and how to build trusting relationships with them. Proven techniques from hard-won experiences of employer organization intermediaries in the Workforce Innovation Networks (WINS) will help you craft your winning employer-focused strategies. WINS is a partnership between The Center for Workforce Success of the Manufacturing Institute, The

Institute for a Competitive Workforce, a nonprofit affiliate of the U.S. Chamber of Commerce, and Jobs For the Future.

**Learning Objectives:** Use the techniques and best practices of employer-led regional workforce strategies that have application to WIRED environments.

**Moderator: Wes Jurey,** President & CEO, Arlington Chamber of Commerce, TX

**Speakers: Eric Parker,** Executive Director, Wisconsin Regional Training Partnership, WI

**Mary Pille,** Executive Director, Employers Association of Peoria, IL

**Benchmarking WIBs:  
 What Makes a Great Board**

Room 2215C



Join a discussion about Missouri's recently completed WIB Benchmarking Study. Designed to determine if there are common characteristics of great WIBs, the study included a survey of WIBs and site visits to eight leading WIBs--WIBs that represent different geographies, regional economic conditions, and governance structures. This study identifies 16 critical success factors within four major categories: Measuring Success, Managing the Work of the Board, Working Strategically, and Developing and Managing Financial Resources.

**Learning Objectives:** Put to use characteristics of successful WIBs.

**Moderator: Ross Jackson,** Member, NAWB Board of Directors, TN

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

**Nina Babich,** Senior Policy Analyst, Corporation for a Skilled Workforce, MO

**James Jasen,** Administrative Director, Southwest Workforce Investment Board, MO

## Collaboration: The Key to Northern New Jersey's Social Networking

Room 2210



Discover how to get the most out of your regional assets by linking them through strong collaborations using social networking. The North Jersey Economic Innovation Alliance (NJEIA) Generation 2 WIRED Region will share a case study on how social networking moved an innovative workforce idea to successful collaboration and ultimately to implementation of a pilot program. In this session you will learn how to use collaboration as the key ingredient to build an effective social network and how to manage this network to serve as a platform to implement meaningful change.

**Learning Objectives:** Build a social network comprised of high level, highly visible leaders that can help link your assets and propel your transformation • Build collaborations and get the most of your local assets using social networking.

**Moderator:** William Inglefield, Senior Economic Advisor, County of Union New Jersey, Department of Human Services

**Speakers:** Tammy Molinelli, Executive Director, Bergen County WIB, NJ

**Gale Tenan Spak**, Associate Vice-President, Continuing and Distance Education, New Jersey Institute of Technology

**Kathy Weaver**, Vice-President of Programs, Newark Alliance, NJ

## Debit Card Do's & Don'ts

Room 2502A



Debit cards are rapidly replacing paper checks as the standard payment option for unemployment benefits. Hear from the pros who have already established electronic payment systems in their states, and from those who are in the process of taking that leap! Learn the do's and don'ts, pitfalls and successful practices of such a change.

**Learning Objectives:** Achieve a comprehensive perspective of converting traditional UI payment options to more mainstream electronic funds disbursement.

**Speakers:** Chris Love, Deputy Director, Utah Department of Workforce Services, UT

**Nancy Dunphy**, Director, Benefit Payment & Tax Accounting, New York State Department of Labor, NY

## From Hunting to Gardening: Growing Businesses from Seed (Advanced)

Room 2201



When can you be a market leader, have excellent relationships with the workforce system and regional economic development, have a well-oiled supply chain and recruitment machine—and still be falling short? When new products are delayed getting to market or don't ever get there at all. The global marketplace is changing so fast that the best opportunities may currently exist only in a laboratory Petri dish, in a patent review office, or in the mind of an inventor. This advanced learning lab demonstrates how one company and its workforce agency surveyed the economic

landscape, found buried treasure in the research lab, and even helped the promising products find their way to market. By becoming a "gardener" and not just a "hunter," you, too, can leverage your region's promising research, spin-offs and commercial discoveries, and venture capital networks to spawn your future growth. This session is designed for employer, education, and workforce system participation.

**Learning Objectives:** Use research and commercialization as drivers for regional growth • As an employer, combine ideas and venture capital and turn them into commercial products • Understand how the workforce and education systems can partner to develop training on new technologies.

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

**Speakers:** Barbara Alving, Director, National Institutes of Health, National Center for Research Resources, MD

## From the Classroom to the Board Room: Students in Philadelphia Go to Work

Room 2215B



The Office of Apprenticeship in partnership with the Philadelphia school district will lead a discussion of a unique job program that engages high school level participants in the training and formation of a lifelong career. This partnership brings together members of the workforce development system to utilize technology and training along with community experiences to develop high level skills. This involvement of business, community, and education is an exemplary form of cooperation and skill development for the regional economy.

**Learning Objectives:** Engage in best practices for forming effective apprenticeship partnerships in K-12 schools • Leverage the resources of local school districts and community organizations • Work collectively with the private sector to link skills with employment at the K-12 level.

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

**Speakers:** Mary Wilson, Philadelphia School District  
Edison Freire, Manager, High School Support, Schools of Philadelphia (CiSP)

## How to Work with Your Local University to Initiate Workforce Development Partnerships

Room 3501G



A competitive workforce requires individuals with educational credentials from high school to post-doctorate education. Universities play a critical role in developing this educated workforce. This session will share examples and methods of how university/public partnerships are developed to prepare workforces for regions and sectors.

**Learning Objectives:** Change how you view working with universities in your region • Go home with new models of workforce/university collaboration.

**Moderator:** Krista Rodin, Associate Vice-President and Campus Executive Officer, Northern Arizona University - Yuma

**Speakers:** John Lewis, Associate Vice-President for Distance Education, Northern Illinois University

Scott Hutcheson, Assistant Program Leader, Community and Economic Development, Purdue University, PA

Joe Segelia, Director of Development and Community Outreach, Pennsylvania State University

## Mind Your Own Business

Room 2204



Youth -- so you want to run your own business...be your own boss...use a great idea...make lots of money? These are the seeds of entrepreneurship. Join Junior Achievement to learn how your organization can help young people make their dream of self-employment a reality. The workshop will highlight local and national partnerships with businesses that serve our most at-risk youth by helping them develop the talents of successful entrepreneurs while simultaneously fostering innovation and regional economic success.

**Learning Objectives:** Learn how to inspire innovation and entrepreneurship by educating youth about enterprise, business, and economics • Understand how to develop business connections that support talent development.

**Speakers:** Darrell Luzzo, Senior Vice-President, Education, Junior Achievement, CO

Jessie Milan, Vice-President, Louisiana Bankers Association

## Navigating Grants.gov

Room 2214



In today's economy, potential grantees in the workforce system are continually looking for additional resources to provide much needed services to their constituents. This session will provide participants with a guided, hands-on tour of Grants.gov -- a central repository for information on all types of federal grants. Learn about the resources available through Grants.gov, and how to effectively access them.

**Learning Objectives:** Access Grants.gov to perform searches for federal grant funding opportunities • Learn to use the Grants.gov on-line application system to submit grant applications electronically.

**Moderator:** Lance Grubb, Deputy Administrator, Office of Financial and Administrative Management, U.S. DOL, ETA, DC

**Speakers:** Elizabeth Norris, Office of Financial and Administrative Management, U.S. DOL, ETA, DC

Michael Pellegrino, Grants.gov Outreach Coordinator, U.S. Department of Health and Human Services, DC

## Research Showcase: Expanding Distance Learning to College Students in the Teaching Profession

Room 2207



Get the "close up" on a demonstration designed to increase the number of qualified rural teachers, particularly in the hard-to-fill disciplines of mathematics and science. Western Governors University (WGU) of Salt Lake City, Utah will describe its three-year project to expand distance learning to college students in the teaching profession and provide mentoring and placement services. There will be ample opportunities for discussion and Q&A.

**Learning Objectives:** Develop a competency-based, distance-delivered, and technology-enhanced teacher preparation program accredited by the National Council for Accreditation of Teacher Education • Develop strategies to partner and work with rural school districts • One-Stop Career Centers, and community colleges.

**Speakers:** Dan Bseiso, Regional Representative, Western Governors University, UT

## SWOT as a Strategic Planning Tool

Room 2208



An honest and objective comprehensive assessment of a region's strengths, weaknesses, opportunities and threats (SWOT) is a first critical step in regional planning for economic transformation. Get an in-depth look at how the North Central Indiana WIRED region utilized a dynamic SWOT analysis to identify regional economic strategies that will nurture entrepreneurship, support industry growth, and educate and train a competitive workforce.

**Learning Objectives:** Convince others of the value of using SWOT • Use SWOT analysis to develop strategies for transforming your region's economy.

**Moderator:** Helen Parker, Administrator, Region 3, U.S. DOL, ETA, GA

**Speakers:** Ed Morrison, Economic Policy Advisor, Purdue University, Center for Regional Development, IN

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

## Take the Skills Challenge

Room 2209



Do you know the current best practices for engaging youth in the kind of high demand occupations that will make youth successful in their careers while promoting regional economic growth? Hear SkillsUSA, joined by one of their business partners, to learn about tested approaches to employability skill-building and preparing youth for careers in trade, technical and skilled occupations. Participate in a leadership exercise and discover your own strengths as you take part in a skills competition! Youth will be on hand to discuss their insights on the SkillsUSA approach.

**Learning Objectives:** Learn how to prepare out-of-school youth for high-demand occupations that will promote regional economic growth • Gain insights into engaging and maintaining youth in STEM education.

**Speakers:** *Marsha Daves, Director of Training, SkillsUSA Inc., VA*

## The Commission on the Future of Higher Education: Findings, Recommendations, and Next Steps

Room 2206



The transformation of the world economy increasingly demands a more highly educated workforce with postsecondary skills and credentials. Ninety percent of the fastest-growing jobs in our knowledge-driven economy will require some postsecondary education. The Commission report contains important findings and recommendations that address four key issues in American higher education: access, affordability, quality and accountability. This session will highlight the report's findings and recommendations that have particular implications for the public workforce system and present next steps to implement the recommendations.

**Learning Objectives:** Understand four key issues in American higher education • Apply Commission recommendations to workforce system strategic planning efforts.

**Moderator:** *Rich Kazis, Senior Vice-President, Jobs for the Future, MA*

**Speakers:** *Arthur Rothkopf, Senior Vice-President and Counselor to the President, U.S. Chamber of Commerce, DC*

## The Competitiveness Index: How America is Competing in the Global Economy

Room 2504A



"Competitiveness Index: Where America Stands" was produced in 2006 by the Council on Competitiveness. The Index spotlights obvious and less obvious changes in the global economy and their powerful impact on all Americans. The Index is unique because it evaluates two decades worth of economic data, and offers the first in-depth assessment of the American competitiveness landscape since the terrorist attacks of September 11, 2001. Learn what it can tell you about enhancing economic growth in your region.

**Learning Objectives:** Understand the key components of global economic competitiveness • Learn where the U.S. stands in global terms • Apply this information to enhance economic growth in your region.

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

## West Michigan WIRED for Innovation: Creating an Innovative Region

Room 2505B



Our culture is changing, our competitive advantages are eroding, and our educational system lacks resiliency. Globally driven competition, instant communications and changing demographics are causing significant structural changes in our regional economy. Hear from West Michigan how they are creating an ecosystem that supports innovation and helps shape the future.

**Learning Objectives:** Learn how West Michigan is applying the WIRED principles to transform its regional economy.

**Speakers:** *Greg Northrup, President, West Michigan Strategic Alliance, MI*

## Where Will I Find My Future Workforce? (Introductory)

Room 3501H



In the 1970s, we had the oil crisis, when too many cars chafed after too little gasoline, and shortages and price spikes resulted. Are we now heading for a talent crisis that impacts a region's ability to compete? Jobs requiring post-secondary education are growing at a more rapid pace than workers who have the skills, and the pipeline appears to be running dry. The good news is untapped labor pools represent new sources of talent. Learn how companies have fueled their continued growth by hiring older workers, veterans, persons with disabilities, and military spouses—and many other sources. Learn the pitfalls to avoid and tips to try as you make these labor pools an integral part of your workforce.

**Learning Objectives:** Understand the value and return on investment for accessing untapped labor pools

- Connect with these labor pools to meet your hiring needs
- Learn about programs and services designed to support untapped labor pools successfully.

**Moderator:** *Joe Carbone, President & CEO, The Workplace Inc., CT*

**Speakers:** *Chris Bruhl, President & CEO, The Business Council of Fairfield County, CT*

## WIRING BRAC: Catalyzing Regional Economic Development

Room 2502B



The WIRED initiative focuses on the transformation of regional economies through talent and economic development, and increased job growth. By leveraging all available economic development assets available to the Region, BRAC-impacted communities can use the WIRED principles to focus on innovative and effective talent development that can bring new businesses and industries into their cities and towns.

**Learning Objectives:** Use resources and WIRED principles to transform communities and develop long-term regional economic growth and competitiveness.

**Moderator: Lori McConnell**, Office of National Response, U.S. DOL, ETA, DC

**Speakers: Andy Moser**, Assistant Secretary for Workforce Development, State of Maryland, Department of Labor, Licensing and Regulation

**Andrea Morris**, BRAC Workforce Project Manager, DHS - Economic Independence Division, VA

## Microsoft Business Certification (Sponsor Session)

Room 2203



Come learn how to implement cost-effective validation of business worker training programs' effectiveness. Microsoft Business Certifications is a new program for entry-level through professional business workers who need to validate their skills.

**Learning Objectives:** Understand the benefits of business worker certifications to customers, agencies, and individuals • Determine how best to implement certification as an ROI measure of training programs.

*The informational pages pertaining to sponsors included in this document are not intended to be an endorsement by the U.S. Department of Labor or American Society for Training & Development (ASTD) of any entity or its products and services.*

## Town Hall Level 3, 3501A-D 2:30 p.m. – 3:30 p.m.

### WORKING WITH FEDERAL PARTNERS TO TRANSFORM REGIONAL ECONOMIES

A strong economic, technological and transportation foundation is critical for talent development and job creation to flourish. If the workforce investment system is to drive regional economic transformation, its leaders must know where the resources and expertise necessary to build that economy lie. This Town Hall will highlight the methods, resources, programs and expertise available through the U.S. Departments of Agriculture, Commerce and Transportation necessary to address the common challenges regional economies face. The session will also focus on methods and opportunities for connecting these assets to talent development strategies.

**Moderator: Emily Stover DeRocco**, Assistant Secretary, Employment and Training Administration, U.S Department of Labor, DC

**Speakers: Thomas Dorr**, Under Secretary for Rural Development, U.S. Department of Agriculture, DC

**Ben Erulkar**, Deputy Assistant Secretary, U.S. Department of Commerce for Economic Development, DC