

Pre-Conference Tours

Advance sign up is required. Check at Registration Desk for availability.

Greater Kansas City Development in Action

Tuesday, July 17

8:30 a.m. – 11:30 a.m.

Convention Center, Room 2502A

This tour will start at the Convention Center, followed by a bus tour. See Conference Features Tab for details.

Harley-Davidson Factory Tour

Tuesday, July 17

8:15 a.m. - 12 Noon

Bus departs promptly at 8:15 a.m. from 13th and Central Ave., outside Convention Center Lobby 2200.

See Conference Features Tab for details.

Pre-Conference Seminar

Advance sign up is required. Check at Information Desk for availability.



Organizational Creativity, Disney Style Experience the Business Behind the Magic (Sponsor Session)

Tuesday, July 17

8:30 a.m. – 11:30 a.m.

Room 2502B

Kansas City (MO) Convention Center

In today's workplace, change is occurring at an ever-increasing rate. In order to be successful in a climate of change, organizations must be able to foster an environment where collaboration and new ideas are not only safe, but expected. In this seminar you'll have a chance to hear first-hand about The Disney Approach to Organizational Creativity.

Disney's founder, Walt Disney, knew that Disney's success as a company relied on its ability to encourage innovative ideas and then support their development. At the Walt Disney World® Resort, not only is the creative process

encouraged, it is managed to produce the maximum return on investment.

This program is designed to show you the business case for creativity. Session facilitators will use classroom sessions, application exercises and behind-the-scenes examples to present the viability of a corporate culture where the creative process thrives and produces profitable products and services.

Discover how to:

- Foster a collaborative environment that draws on the creative resources of your entire organization
- Establish systems that help your leaders make decisions about new ideas
- Focus your employees' creativity on the goals of your organization
- Improve productivity by implementing new ideas generated in the creative process.

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.

*Pre-Conference activities are available at no additional charge.
Open to all Workforce Innovations 2007 registrants, space permitting.*

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



Pre-Conference Sessions

No advance sign up required.

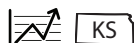
A Dynamic Talk Show: The Future of Registered Apprenticeship



Town Hall, Room 3501A-D
8:00 a.m. – 11:30 a.m.

Shape the future of the Registered Apprenticeship Program! Join this interactive discussion on the changes that will most enhance apprenticeship for businesses, apprentices, and the Nation's economy.

We'll Keep the Lights On: Strategy Session to Prepare for Energy Summit



Room 3501E
8:00 a.m. – 10:30 a.m.

The U.S. energy industry faces a shortage of skilled workers across nearly all occupations. The industry needs to build capacity and that requires an expanded and efficient infrastructure. Promising practices will yield high-wage employment opportunities with established career pathways in the construction and energy industries. Workforce, economic development, and education partners will meet to strategize and form working teams that will support the upcoming Energy Skilled Trades Summit later this summer. While the Summit will focus on the Southeastern region, this session will help mobilize a national response to these workforce challenges, tying them into a WIRED framework.

Learning Objectives: Raise awareness about looming skilled trades labor shortages and its impact on the energy industry's infrastructure improvement efforts • Mobilize efforts to support the Energy Skilled Trades Summit and regional initiatives • Highlight two successful state models.

Moderator: Jennifer McNelly, Administrator, Office of Regional Innovation and Transformation, DOL, ETA, DC

Speakers: Jennifer Grove, Workforce Development Coordinator, Gulf Power Academy, A Southern Company, FL
Charlie Ware, Member, NAWB Board of Directors, WY

Andra Cornelius, Vice-President for Business Outreach, Workforce Florida, Inc.

Harnessing Data Integration Tools To Improve Strategic Decision-Making



Room 2206
8:00 a.m. – 12 Noon

Web-based data integration tools and software solutions are improving economic and talent development strategic planning and investment decision making in regional economies. Tools that combine population, workforce information, and industry data with previously unavailable enhanced datasets and powerful Geographic Information System (GIS) mapping elevates data and economic analysis to create market intelligence. This pre-Conference session will highlight the *Workforce Innovations and Technical Solution (WITS)* for WIRED and Census Bureau's *Local Employment Dynamics (LED)* tools. The session will also mark the official release of Version 2.0 of the LED OnTheMap and Version 1.0 of a new tool the Community Economic Development HotReport (CED HR).

Learning Objectives: Understanding of the power of the ETA-supported Census Bureau data integration tools • Expose the Workforce Innovations and Technical Solution for WIRED tool • Provide a resource guide that identifies other workforce information data sources.

Moderator: Anthony Dais, Office of Workforce Investment, U.S. DOL, ETA, DC

Speakers: Chuck Branch, Managing Partner, Decision Data Resources, AL

Jeremy Wu, Project Director LEHD Demographic Survey, US Census Bureau, MD

HAY There!: Helping America's Youth



Room 2205
9:00 a.m. – 10 a.m.

Learn about a new online tool that will help your community "map" its youth resources and foster greater success through

collaboration among local community initiatives. First Lady Laura Bush's national youth initiative "Helping America's Youth" (HAY) offers the tool as a means to advance the well-being of all youth.

Learning Objectives: Apply the strategies of HAY to develop a network of resources to serve America's youth.

Speakers: Larke Huang, Administrator, Substance Abuse and Mental Health Services Administration (SAMHSA), DC

Tools of the Trade: Creative Strategies for Linking Industry to Youthful Offenders



Room 3501G

9:00 a.m. – 11:00 a.m.

Using an intensive technical assistance approach, 16 sites created innovative strategies to engage businesses as part of U.S. DOL/ETA's High Growth Youth Offender Initiative. This required a shift in broadening the youth social service mission and created value propositions for businesses. You will take away lessons learned, best practices, outreach toolkits and the Demand Driven Dashboard.

Learning Objectives: Learn to integrate the demand driven and social work missions • Learn to position the cause of the at-risk youth with clear value propositions • Explore Demand Driven Dashboard and Outreach Toolkits.

Speakers: Celina Shands Gradijan, President & CEO, Full Capacity Marketing, Inc., CA
Glen Schneider, Manager, Abt Associates, Inc., MA

Technology-Based Learning: A Regional Forum



Room 2504A

9:00 a.m. – 12 Noon

You too can broaden the opportunities for skill and competency development through the use of technology-based learning (e-learning) methodologies. Explore e-learning technologies and hear what others are doing. Discuss your challenges and potential solutions with your peers and other e-learning practitioners.

Learning Objectives: Share ETA's E-Learning Initiative • Learn how state and local workforce systems are using e-learning • Discuss barriers to use of e-learning and potential solutions.

Moderator: Heidi Casta, Office of Policy Development and Research, U.S. DOL, ETA, DC

Speakers: Todd Yamamoto, Office of Field Operations, U.S. DOL, ETA, CA

Diane Walton, Region 6, U.S. DOL, ETA, CA

PTA Goes to Work



Room 2204

10:00 a.m. – 11:00 a.m.

"PTA Goes To Work" is an exciting new tool that helps children at every age explore high demand career pathways. Learn how to connect education and career planning by joining forces with PTA members, parents,

teachers, guidance counselors, school administrators, local businesses, community leaders, One-Stop Career Centers, community colleges and universities, Chambers of Commerce, and faith-based organizations.

Learning Objectives: Understand the information housed in PTA Goes to Work • Learn how to successfully use the PTA tool and access its resources.

Speakers: Sherri DeBois-Johnson, Program Director, National PTA, DC

A Modern Blueprint: An Approach to Organizing and Transforming Regions



Room 2209

10:00 a.m. – 12 Noon

For some communities, the transformation of the manufacturing industry means that a factory is closing and the community needs to diversify its economy. Using the case of Newton, Iowa as a model, this dynamic pre-conference session is designed to respond to the needs of community and industry leaders who are confronting these difficult challenges. The panelists will discuss the steps that the Newton community is taking to overcome the economic shock caused by the closing of a major employer.

Learning Objectives: Apply the WIRED framework and transformation in your community • Understand the benefits of taking a comprehensive regional approach to economic transformation • Utilize resources that help communities navigate economic transformation.

Moderator: Chaz Allen, Mayor, City of Newton, IA

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

Mary Entz, Provost, Des Moines Area Community College—Newton Polytechnic Campus, IA

Lin Chape, Director of Project Management, Newton Transformation Council, IA

Tips for Getting the Most Out of Workforce Innovations 2007



Room 2209

12 Noon – 12:45 p.m.

Workforce Innovations 2007 is proud to host 3,000+ participants plus more than 100 Learning Labs, six educational tours, six Town Halls, three Plenary Sessions. In addition, the Bridge to Beyond Exhibit Hall features more than 100 exhibitors, plus Talent Plaza, Apprenticeship Beyond Boundaries!, Talent Plaza, and Recognition of Excellence Plaza. With all of the energy and innovation, how do you organize your Workforce Innovations 2007 experience? What opportunities do you have to learn promising talent development strategies and to network with your colleagues? Join us in this dynamic discussion and learn about tips and tools to help you strategically plan to get the most out of the conference.

Opening Plenary – Part I
1:11 p.m. – 2:45 p.m.
Level 2, Grand Ballroom

Leadership in the New Economy

Keynote Speaker: Hon. Elaine L. Chao
United States Secretary of Labor

The forces of globalization continue to cause major shifts and transitions in our economy. While these changes present challenges to our workforce nationally, solutions and strategies for thriving within the global marketplace must be developed regionally. Continued success requires highly skilled workers who adapt to advances in technology and respond quickly to the demands of business and industry. The Opening Plenary presents the public workforce system as playing a crucial leadership role in transforming American talent development, and in ensuring our nation's workers remain globally competitive in the 21st century economy.



Keynote Speaker:
Hon. Elaine L. Chao
United States Secretary of Labor

Secretary Elaine L. Chao is the Nation's 24th Secretary of Labor and the first Asian American woman appointed to a President's cabinet in U.S. history. She came to the United States as an immigrant at the age of eight, speaking no English. Her experience transitioning to a new country inspired her to dedicate most of her professional life to ensuring that workers have access to opportunity and a chance to build better lives.

Secretary Chao is a strong advocate of workforce training to ensure that America's workers have access to the education and job skills they need to participate fully in the 21st century economy. She has supported efforts, spearheaded by Assistant Secretary Emily DeRocco, to improve programs that serve America's workers, particularly youth, disabled, veterans, seniors and those in traditionally underserved communities.

Under Secretary Chao's leadership, the U.S. Department of Labor has the lead in implementing three presidential initiatives to ensure that our country's workforce remains competitive in the 21st Century economy. They include the Department's **WIRED (Workforce Innovation in Regional Economic Development) Initiative**, which is a major component of the President's **American Competitiveness Initiative** and brings numerous stakeholders together on the regional level to nurture the talent that attracts new industry. The Department's **High Growth Job Training Program** is closing the skills gap by helping workers gain the skills they need to build successful careers in today's growing knowledge-based economy. In addition, the Department's **Community College Initiative** ensures that community colleges are included as part of the job training community.

Previous to her current position, Secretary Chao was the President and CEO of the United Way of America and Director of the Peace Corps. She has also served as Deputy Secretary at the U.S. Department of Transportation, and Chairman of the Federal Maritime Commission.

Opening Plenary – Part I

1:11 p.m. – 2:45 p.m.

Level 2, Grand Ballroom



Hon. Emily Stover DeRocco

Assistant Secretary, Employment and Training Administration, U.S. Department of Labor

Emily Stover DeRocco was nominated by President Bush to be the Assistant Secretary of Labor for Employment and Training on June 21, 2001. After being confirmed by the U.S. Senate, she was sworn in on August 3, 2001.

Since taking office in 2001, Ms. DeRocco has sought to transform the workforce investment system to meet the challenges of the 21st century global economy. As Assistant Secretary for Employment and Training, Ms. DeRocco is responsible for managing the country's public workforce investment system and under her leadership, the Labor Department has introduced a number of initiatives to engage business, education and the workforce system in developing the talent of America's workers.

Through the **President's High Growth Job Training Initiative**, **Community-Based Job Training initiative** and most recently, the **Workforce Innovation in Regional Economic Development Initiative (WIRED)**, ETA is working to not only improve the public workforce system but also to transform the way local and regional economies approach workforce and economic development. Ms. DeRocco's belief is that we must integrate and leverage resources from the workforce system, education, and industry in order to prepare our workforce to be globally competitive in the 21st century.

Ms. DeRocco brings a wealth of experience to her position. In addition to high level federal positions serving Cabinet officers at the U.S. Department of the Interior and the U.S. Department of Energy during the Reagan Administration, Ms. DeRocco spent over ten years as the Executive Director of the National Association of State Workforce Agencies.

Assistant Secretary DeRocco is a native of Pennsylvania. She graduated from Pennsylvania State University with a Bachelor of Arts degree in journalism and received her Juris Doctorate degree from the Georgetown Law Center in 1982. She was admitted to the Bar of the District of Columbia in 1983.



Governor Matt Blunt

State of Missouri

Matt Blunt, Missouri's 54th governor, was elected on November 2, 2004. Prior to his election as governor, Matt Blunt served as an active duty Naval Officer, as a member of the Missouri General Assembly (District 139) and as Missouri's 37th Secretary of State.

Governor Blunt campaigned on a platform pledging to make education the state's top policy priority, to reform the state's social welfare programs, to address Missouri's health care crisis, to improve Missouri's entrepreneurial climate and to protect working families by holding the line on job-killing taxes. The

Governor made good on several of those promises within his first 100 days in office. Missouri has now enacted meaningful litigation reform to address a health care crisis that was driving doctors out of the state at the expense of patients in need of care and significant regulatory reforms that will lower costs for small business owners in our state, giving them the freedom to do what they do best, create jobs and stimulate the state's economy. Governor Blunt also submitted a balanced budget to the Missouri General Assembly that contains a significant increase in funding for public schools without an increase in existing taxes or the imposition of new taxes on Missouri's working families.



Governor Kathleen Sebelius

State of Kansas

Kathleen Sebelius was sworn in as the 44th Governor of Kansas in January 2003, and just under three years later, Time magazine named her one of the nation's top five governors, citing her work to cut waste in government and bridge the partisan divide. Governor Sebelius was reelected to a second term in 2006. Prior to becoming Governor, Sebelius served four terms in the Kansas House of Representatives and two terms as the state's insurance commissioner. She is the first daughter of a U. S. governor to serve in that same position.

A hallmark of Sebelius' first term was the historic commitment made to Kansas school children, as well as audits to ensure those resources were being spent effectively. She also led efforts to create jobs and improve the safety and security of Kansans. These initiatives continue in her second term, with helping more families afford health insurance and taking advantage of Kansas' opportunities in renewable energy being key priorities as well.

Opening Plenary – Part II 3:15 p.m. – 4:45 p.m. Level 2, Grand Ballroom

Jump Start Your Brain!

In a dynamic, mind-bending lecture Eureka! Ranch founder, Doug Hall, will challenge what you think to be true about innovation, marketing and personal leadership. Learn the tools, techniques, and “mindset” that the professional inventors at the *Eureka! Ranch* use when inventing big ideas for companies like Walt Disney, Nike, American Express, Procter & Gamble, Ford Motor Company, and for thousands of small businesses.



Doug Hall
*Professional Inventor, Researcher & Author
Founder & CEO of Eureka! Ranch*

Doug began his entrepreneurial career at age 12, inventing and selling a line of magic and juggling kits. After earning a chemical engineering degree from the University of Maine he joined Procter & Gamble where he rose to the rank of Master Marketing Inventor - inventing and shipping a record nine innovations in 12 months. Since 1986, his Eureka! Ranch consulting team has helped corporations such as American Express, Nike, Procter & Gamble, and Walt Disney discover measurably smarter choices for growth.

Today, in addition to continuing to help corporate clients, Doug is on a mission to bring the Eureka! Ranch technologies to real world entrepreneurs. He's developed a new licensed offering called "Eureka! Winning Ways" that helps small and mid-sized businesses innovate and grow through a rigorous, quantifiable process for inventing breakthrough ideas. Doug is the author of four best selling books including *Jump Start Your Brain* and *Maverick Mindset*. He has also hosted and starred on a wide range of network radio and television programs.

Doug has been described as "an eccentric entrepreneur who just might have what we've all been looking for...the happy secret to success." But under the carefree clothes and playful attitude is a one-of-a-kind straight shooter who's a life member of MENSA and the world's leading expert on how to invent –and implement – big ideas.



William A. Sanders, Jr.
Conference Chair, Workforce Innovations 2007

William A. Sanders, Jr. has extensive experience in both government service and senior management in the private sector. Currently he is serving on the staff of the Assistant Secretary of Labor for Employment and Training, as the Director of Workforce Innovations. For the past six years, he has chaired our nation's premier workforce investment conference, Workforce Innovations.

Previously, he was president and founder of the Sanders Group LLC of Lexington, Kentucky; director of government affairs of Television Games Network of Denver, Colorado; and President of AmTote International, Inc. of Hunt Valley, Maryland. A native of Maysville, Kentucky, Mr. Sanders graduated from the Salmon P. Chase College of Law and the University of Kentucky.

Hands-on Teambuilding Challenge

PIT Instruction and Training, LLC draws parallels between the performance of a successful pit crew and corporate and manufacturing practices in a highly exciting and innovative way. Considering aspects such as standard work, key performance indicators, metrics, benchmarking, root cause, and continuous improvement, PIT shows how competition at an elite level, no matter the circumstance or industry, requires many of the same practices and skills.



At **Workforce Innovations**, you can join the PIT Crew in taking the Hands-on Teamwork Challenge. Sign up for this opportunity to collaborate with your colleagues in a new and fun way. Each team of 5-7 attendees will go "Beyond Boundaries" to explore the PIT approach to putting teamwork principles into practice.

Opening Reception for the Workforce Innovations *Bridge to Beyond*

Join us from 5:00 p.m. – 7:00 p.m. for a hosted reception in **Workforce Innovations** *Bridge to Beyond* (Level 3, Exhibit Hall D). The *Bridge to Beyond* is a "state of mind" designed to provoke creation, thought, inspiration and action. The exhibits in *Bridge to Beyond* will allow participants to look beyond the traditional boundaries and explore the collaboration and innovation necessary to create a competitive advantage in the global economy.

