MEETING OF THE MINDS IN MONTEREY
(Draft Conference Schedule as of Aug 25th/ subject to change)

Tuesday, Sept 6, 2016

PreConference Sessions (times vary)

9:30 – 11:00
The Executive Edge
San Carlos 1
Moderators: Tim Aldinger, Director of Workforce Development Services
Foundation for California Community Colleges
Bob Lanter, Executive Director, CWA

CWA’s Executive Boot Camp helps executive staff hone their skills to become even more effective leaders. Boot Camp addresses contracts, partnership building, labor market dynamics, politics, and other skills workforce executives need to operate effectively in complex environments. The year long training provides the knowledge, tools and peer-to-peer learning needed to thrive in uncertainty and to fulfill your role as a regional leader, a steward of public resources, and an effective workforce development professional.

Hear Boot Camp graduates discuss each of the core skills that provide an “executive edge” leading to state-of-the-art high performance workforce programs.

9:30 – 11:30
Are You (and your Staff) Working in the WIOA Way?
San Carlos 2
Larry Robbin, Executive Director, Robbin and Associates

Are you tweaking the old way of working under WIA or truly reinventing your approach to get the most out of WIOA? Most organizations are tweaking. Tweaking will leave you behind the cutting edge in workforce development. Reinventing will put you closer to the state-of-the-art in our field. Reinventing means changing who you hire, transforming program designs, changing how staff and management operate and creating new ways to work with partners, job seekers and business on a daily basis.

Many organizations think they are working in the WIOA way, but very few have truly hit that threshold of performance. If you want to know how close you are to working in the WIOA way, you will find out by going through a step-by-step assessment in this workshop. The workshop is packed with new ideas for managers and staff that will help you not just meet, but exceed your goals. Everyone in your organization needs to understand what WIOA means on a daily basis in their work and this workshop will show you how to do it.
Put your organization at the cutting edge of workforce development by attending this important session. Please note: This session was standing room only at the CWA Spring Conference, so come early.

9:30 – 11:30
**The Final WIOA Regulations...Finally**
San Carlos 4
Bob Lanter, Executive Director, California Workforce Association
Virginia Hamilton, Region 6 Administrator, ETA, U. S. Department of Labor
Ron Painter, President & CEO, National Association of Workforce Boards

This session will provide an in-depth look at some of the key parts of the Final WIOA Regulations and discuss the implications for both policy and practice. Key areas that will be reviewed include regional work, partnerships, business engagement, board composition and responsibilities, data sharing, AJCC operations, priority of service, performance and more!

12:45 – 1:55  Opening Plenary  San Carlos Ballroom

**Welcome**
Stephen Baiter, Chair, California Workforce Association
Executive Director, Workforce Development Board of Contra Costa County

**Keynote Speaker**
**Manuel Pastor**, Professor of Sociology and American Studies & Ethnicity
Director, Program for Environmental and Regional Equity
Director, Center for the Study of Immigrant Integration
University of Southern California

The U.S. currently is buffeted by demographic change, challenged by economic inequality, and wracked by political polarization. Yet a look past the usual short-term political implications of these shifts suggests some real possibilities: *many leaders are realizing that diversity is a strength not a threat; economists are increasingly suggesting that tackling inequality is key to growth; and in many metro regions, civic actors have learned to find solutions by dialoguing across difference.*

Drawing on one of his most recent books, “Equity, Growth, and Community: What the Nation Can Learn from America’s Metro Areas,” Pastor highlights a message that is both hopeful and provocative: coming together to solve our workforce and other problems is possible but it will require a new, bold leadership and a new set of civic conversations.

2:15 – 3:15  Workshops and Sharing Sessions

**Truly Treating Business as our Customer**
**Making “Business Services” EVERYONE’S Business**
San Carlos 1
Find out how one local AJC provider went about expanding the responsibility for, and ownership of, “Business Services” to its entire stakeholder community. This transformation included the formation of a Cities-County Economic Development Committee and the development and deployment of an agreed-upon “Strike Team & Navigator” process. Get ideas for how to turn business services into everyone’s business in your area.

Regional Planning: New Frontiers

Regional Planning Guidance in California: The Vision and the Requirements
San Carlos 3
Tim Rainey, Executive Director
Robin Purdy, Chief Deputy Director
Dan Rounds, Deputy Director for Research, Policy, and Legislation
California Workforce Development Board

Regional plans and partnerships required by WIOA are the primary mechanism for aligning educational and training provider services with regional industry sector needs in California’s fourteen WIOA Regional Planning Units (RPUs) under California state law. Additionally, the legislation requires coordination between the K-12, Community Colleges, and WIOA systems and requires the use of sector strategies as the operational framework for the state’s workforce system.

The State of California has issued guidance to help regions understand more explicitly what the regional planning process should look like, and the anticipation of how other local planning processes should “roll up” into the Regional Plan. Hear more about these state requirements and the anticipated outcomes and benefits from a regional planning process.

Evidence Based Program Designs for Targeted Populations

Breaking Barriers: Redesigning Employment Services for Jobseekers with Disabilities
San Carlos 2
Elizabeth Twamley, Professor, University of California San Diego; Investigator, Center of Excellence for Stress and Mental Health, VA San Diego Healthcare System
Andrew Picard, Director of Adult Programs, San Diego Workforce Partnership

As WIOA revitalizes service to job seekers with disabilities, it’s important to deploy strategies that lead to the anticipated outcomes required for this target group. A well-researched customer-first approach in serving individuals with mental illness, the Individual Placement and Support (IPS) model transforms typical service delivery designs for individuals with disabilities to help people get and keep jobs more effectively.
This workshop will provide an overview of IPS including zero job readiness requirements, rapid job search driven by job-seeker preferences and abilities, and placement in competitive jobs.

Join this discussion to learn more about the innovative program design and see how Breaking Barriers collaborates with required WIOA partners from TANF, Department of Rehabilitation and County Behavioral Health to better serve their common customers.

Youth At Risk: Making a Difference
Designing Summer Youth Employment Programs for Maximum Impact
Salon 207
Animator: Robert Sainz, Assistant General Manager, Economic and Workforce Development Department, City of Los Angeles

Richard W. Moore, Professor & Program Evaluator
Cristina Rubino and Akanksha Bedi, Professors
College of Business and Economics, California State University, Northridge

Los Angeles City and County have made a major investment in providing paid summer youth employment experience to youth 16-21. This session will report the results of two large-scale evaluations that examine the impact of the programs on youth’s career awareness, work readiness, education plans and future employment. Researchers will present recommendations for summer youth employment programs based on their findings.

Sector Connections
Effective Sector Based Strategies In the Midst of Healthcare Reform
San Diego
Animator: Louisa Ollague, CSS-Workforce Branch, Los Angeles County

Bradley Williams, Vice President of Operations
Jessica Nathan, Regional Director
ResCare Workforce Services

Are your WIOA dollars properly aligned with the new demand and the new definition of the healthcare workforce? Using ResCare operated Healthcare Centers in New York City & Louisville as case studies, we will illustrate: 1) how to align healthcare reform with sector strategies; 2) the importance of a partnership approach with employers undergoing major shifts in their workforce due to healthcare reform; and 3) tips for recruiting and placing the full spectrum of clinical and non-clinical positions that define the new healthcare workforce.

Industry Partnerships
SFMade: A Workforce Intermediary Model
Salon 209
Claire Michaels, Manufacturing Workforce and Hiring Manager, SFMade
Amanda Gerrie, Partner, Pathways Consultants and CareerHub
SFMade connects entrepreneurs and small manufacturing companies in San Francisco with industry-specific education and other important resources. SFMade is uniquely focused on building SF’s economic base by developing the manufacturing sector.

SFMade commissioned a study to understand the employment needs of the manufacturing sector and the potential for connecting job seekers to quality jobs making things. Learn about SFMade’s role as a workforce intermediary, and other important and surprising findings from their investigation into this sector.

**Policies in Practice**

**National Targeted Hiring Policy: An Economic Development Tool**

Santa Monica

Chuck Riojas, Build & Construction Trades Secretary-Treasurer, International Brotherhood of Electrical Workers (IBEW)

Oliver Baines, Councilmember, Fresno City Council

Kenneth J. Price; Attorney; Baker Manock & Jensen

Hear about how the National Targeted Hiring Policy has created a platform to increase the participation of socially and economically disadvantaged workers in public construction projects by incentivizing and ensuring a percentage of jobs go to the local workforce rather than being outsourced.

Gain an important perspective and valuable insights into how the City of Fresno was able to collaborate with local officials to bring this policy to fruition and how you can create similar policies that help connect workers to these type of public projects.

**New Training Models**

**LinkedIn: Workforce Applications of the Economic Graph**

Los Angeles

Nathan Williams, Public Sector Initiatives, LinkedIn

Laura Williams, City Program Manager, LinkedIn

LinkedIn, the job-hunting platform, generates a lot of data. Its 450 million global members have inputted detailed career profiles and the 45,000 companies and hundreds of thousands of recruiters who use the site have volunteered millions of job descriptions and skills requirements. All this adds up to a highly specified, real-time picture of the economy—or an “Economic Graph” as LinkedIn likes to call it. The Economic Graph charts, to an unusually fine degree, the supply and demand of the global labor market.

In this session, LinkedIn will discuss the partnerships it is creating with the Workforce Investment System generally, and will do a deep dive into “Training Finder,” a product that connects middle-skill job seekers with careers in advanced manufacturing and IT. Training Finder was built in partnership with the
Markle Foundation and Skillful, and released several months ago in Colorado and Arizona.

**WIOA: The Final Regulations**

**Board Governance and One Stop Integration**

*San Carlos 4*

Bob Lanter, Executive Director, CWA  
John Bailey, Director, Office of State Services, Region 6, U.S. Department of Labor

This session will provide in-depth look at the wording of the Final WIOA Regulations regarding local Workforce Board governance, roles and responsibilities, competitive procurement of One Stop Operator and Services and the required integration of new partners into America’s Job Centers. Join in the discussion of how these changes might impact both policy and practice for you!

3:15 – 3:45  
*Exhibits & Refreshment Break*  
San Carlos Foyer

Let our exhibitors “refresh” your thinking by stopping by and seeing what they have to offer and how they might help with some of the challenges you’re facing.

3:45 – 5:00  
*Critical Conversations*

What Critical Conversations should we be having among ourselves and within our communities? How can we promote and/or convene dialogue with others that will make a difference, and, at the very least, liven up your Board meetings!

**Freelancers, Temps, Contractors and Low Wage Workers: How Should We Be Responding to the Gig Economy**

*San Carlos 3*

**Animator:** Virginia Hamilton, Region 6 Administrator, U.S. Department of Labor

Leilani Barnett, Regional Manager for Community Development, Federal Reserve Bank of San Francisco  
Chris Galy, Chief People Officer, Ten-X; Chair, NOVA Workforce Board  
James Araby, Executive Director, United Food and Commercial Workers Western States Council  
Andrew McGough, Executive Director, WorkSystems, Portland; Chair, Workforce Development Council, U. S. Conference of Mayors

The labor market is being reshaped almost daily, and the nature of employment is undergoing some significant transformation. Yet, we still focus primarily on the traditional employer/employee relationship, and on full time, permanent employment. This session will explore what’s really going on out there, and how we, as the public workforce system, should be responding.
How Corporations Are Investing in Front Line Workers and What That Means for the Public Workforce System

San Carlos 4

Animator: Jaime S. Fall, Director, UpSkillAmerica

Presenters
Brian Poland, Director, Lifelong Learning & Talent Development, Walmart
Wendy Peterson, Worldwide Manager Career Choice Program, Amazon
Rep., Gap/Old Navy

Response Panelists
Erik Cushman, Chair, Monterey County Workforce Board; Publisher, Monterey County Weekly
Tim Kelley, Chair, Imperial County Workforce Board; President & CEO, Imperial Valley Economic Development Corporation

Companies are investing over $600B a year in their workforce. What are they doing and why are they doing it? How might Workforce Boards possibly rethink their practices and policies in light of this investment? This session will explore how we can strategically complement what corporations are already doing, and get more employers to see the potential return on investment in training their workforce.

Regional Pioneers: How Might We Make Successful Innovations Standard Practice In our Regions?

San Carlos 1 & 2

Animator: Amy Wallace, Deputy Director for Workforce Innovation California Workforce Development Board

Randy Tillery, Senior Dean of Workforce and Economic Development Contra Costa Community College District; East Bay Region
Yolanda Castro, Executive Director, SELACO; Los Angeles Region
Luther Jackson, Program Manager, NOVA; Silicon Valley Region
Brian Hooker, Solano County; North Bay Region

Representatives from selected Slingshot grantees will discuss early lessons (ouch that’s hot!); encouraging insights (wow, this is cool); and disappointments (we don’t always act like grownups?).

Uncover the challenges in snagging industry champions, becoming more demand driven, working together with other Boards and key partners, and how you too can move into a more risk taking and innovative state of being.

5:30 – 7:00

Welcoming Reception

Ferrantes Bayview

Enjoy the view of Monterey Bay while meeting and mingling with the best minds from the workforce development field.

Wednesday, Sept 7, 2016
6:45 – 7:15  Pilates with Diane Walton  San Carlos Foyer
7:30 – 8:30  Continental Breakfast  San Carlos Foyer
7:45 – 8:15  Special Impact Session

**Demonstrating Your Economic and Social Impacts to Stakeholders**
*Santa Monica*
John Hawkins, Director of Workforce Development, Emsi
Derrick Edwards, President, AGS Data Systems

For innovative workforce development organizations looking to attract additional funding, documenting program compliance is only the starting point. Learn how Emsi and AGS Data Systems can help you attract new funding streams by interlacing demographic, service, and outcome data with economic and social impact models, establishing a set of dramatic differentiators to demonstrate your organization’s real-world impact on the people you serve and your community as a whole. Grab some coffee and join us for this early morning session during the continental breakfast.

8:30 – 9:45  Morning Plenary  San Carlos Ballroom

**Welcome and Introduction**
Jan Vogel, 1st Vice Chair, CWA; Executive Director, South Bay Workforce Board

**Critical Conversations for Workforce Boards**
**Plenary Remarks**
Kish Rajan, President & Chief Innovation Strategist, Southern California Leadership Council

Kish Rajan is the president of the Southern California Leadership Council. The Council was founded in 2005 as a non-partisan, non-profit, business-led public policy partnership of business and community leaders. The Leadership Council exerts strong leadership on issues of regional significance, providing a common voice on major public policies critical to economic vitality, job growth and quality of life in Southern California.

Prior to becoming president of the Council, Kish served as Director of the Governor’s Office of Business and Economic Development. He brought to the job a 20-year track record of success in both government and the private sector.

**PLENARY PANEL**
**Board Chairs**
**Tony Myrell**, Chair, San Bernardino County Workforce Board
Owner, Premier Medical Transportation and Equipment
**Vivian Shimoyama**, Chair, Pacific Gateway Workforce Board
Owner, Breakthru Solutions; Regional Ex. Director, Long Beach City College
Our sponsors and exhibitors are key conference partners that support the work of CWA. Please take a moment to say thanks and to see the enticing offerings that may be just what you need. And don’t forget to caffeinate!

10:15 – 11:30 More Critical Conversations

The second set of Critical Conversations will cover some of the challenges created by changes occurring in our economy, in the dynamics within our labor force, and internally within the public workforce system. As with WIOA, the intent is to broaden the conversation and deepen the impact that the system is having in our communities. Hopefully, the conversation that we start here at Meeting of the Minds will carry over to local Boards and into the regional planning process.

Turning Disruptions into Innovations: What America’s Job Centers Could and Should Look Like Today
San Carlos 3
Animator: Virginia Hamilton, Region 6 Administrator, U.S. Department of Labor
Efrem Bycer, Director of Economic Development, Code for America
Maria Flynn, Senior Vice President, Jobs for the Future
Nick Schultz, Executive Director, Pacific Gateway Workforce Board

What would an online Job Center look like? What tools and technology should our Job Centers be putting to use that would “modernize” assessments, career exploration, skill building, job search and job matching? This session will discuss and highlight some of the more readily available resources, how to search for and uncover these types of resources, and some tips for incorporating them into current One Stop operations. And, how can we ensure that we use these tools in a way that actually enhances our customer-focus and ensures data-driven decision-making?

Making Past Prologue: What Lessons From Previous Workforce Programs Should We Infuse into Our Policy and Program Designs?
Ferrantes Bayview
Animator: Bob Knight, Director, Workforce Policy and Government Relations, ResCare Workforce Services

Greg Irish, City of Los Angeles Workforce Development Board
Michael Cross, NORTEC  
Kris Stadelman, NOVA  
Robert Bloom, Solano County Workforce Development Board

CETA focused on job creation; JTPA on training, the economically disadvantaged and broader roles for business-led boards; WIA on one-stops, universal service, stronger links among workforce programs and higher-quality business services. WIOA highlights work-based learning but also takes all that has gone before and adds a few additional expectations including regionalism, sector strategies and an out-of-school youth focus.

What have we learned over these past 40+ years and how can we make sure that the current and next iteration of the public workforce system responds to the changing business and labor market needs in a meaningful way? A panel of workforce executives will share their views.

**How Do We Turn Regional Planning into a True "Master Plan" for the Region?**  
San Carlos 4  
**Animator:** Adam Peck, Executive Director, Tulare County Workforce Board

Tim Rainey, Executive Director, California Workforce Development Board  
Van Ton-Quinlivan, Vice Chancellor for Workforce and Economic Development Chancellors Office, California Community Colleges  
Chris Nelson, Administrator, Adult Education Office  
California Department of Education

The intent of both federal and state law is to use the WIOA regional planning process as the architecture for a regional plan that can serve to identify business needs and align supply side resources beyond WIOA. State officials will discuss the regional requirements of the State Taskforce, and their vision for how the implementation process will unfold.

11:45 – 1:00  
Lunch in the Memory Garden

1:15 – 2:15  
Training and Sharing Sessions

**Expanding Service Delivery Options**  
**Virtual Service Delivery: Lessons Learned**

**Salon 209**  
Ruth Barajas-Cardona, Director of Workforce Programs, Bay Area Community Resources  
Amanda Gerrie, Partner, Pathways Consultants and CareerHub  
Kim Coulthurst, Partner, Pathways Consultants and CareerHub

Presenters will share findings from their two-year evaluation and field experience providing virtual services via text to over 2,000 disconnected youth throughout the SF Bay Area. Find out what workforce services provided
via mobile devices—recruitment, training, coaching, and/or employment retention, are most impactful.

**Truly Treating Business as our Customer**

**Strengthening Employer Engagement through Human-Centered Design Methodologies**

*San Carlos 4*

Jennifer Gross, Director of Healthcare Programs  
Ashlyn Clark, Training, Curricula and Assessment Manager  
Vrinda Khanna, Grants Development Assistant  
JVS San Francisco

How might we design a system that puts employers at the center of our sector strategies and career pathway work? How might we identify the point of intersection between an employer’s mission, values, and passion and our own? How might we generate employer excitement about our organization year-round? A human-centered design approach, which starts with the people you’re designing for and ends with innovative solutions customized to their needs, can be the answer.

This presentation will discuss methods to improve employer engagement through human-centered design, lessons learned based on the experience at JVS San Francisco, and best practices you can emulate. Participants will be equipped with problem-solving tools and strategies introduced through human-centered design for their own organizations.

**Sector Connections**

**SlingShot: Building your Talent Pipeline in Manufacturing**

*Santa Monica*

Blake Konczal, Executive Director,  
Fresno Regional Workforce Development Board  
David Zoldoske, Director, International Center for Water Technology, Fresno State  
Shelly Conner, Dean, Economic and Workforce Development  
Merced College

Seventy-four percent of manufacturers report that the skills gap has negatively impacted their company’s ability to expand operations. Manufacturers expect this shortage in skilled production to get even worse.

“SlingShot” is a Valley-wide collaborative focused on aiding the manufacturing sector in identifying qualified human capital by engaging with manufacturers to ascertain their needs, creating potential employee screenings and assessments that meet industry standards, analyzing existing manufacturing curricula, and funding “upskilling” of incumbent workers to better educate existing employees.

**New Tools and Approaches**

**Matching Youth with a Better Work Experience**

*Salon 207*
Tim Aldinger, Director of Workforce Development Services
Foundation for California Community Colleges
Reese Lord, Senior Project Manager, Worksystems (Portland)

Learn how to connect youth with meaningful work experience, internships and other work based learning opportunities using digital tools. Hear detailed accounts about the experiences of the Portland Workforce Board (Worksystems) as they used LaunchPath to assist their staff to better match nearly 1000 youth with these important learning experiences.

**Evidence Based Program Designs for Targeted Populations**

**Proven Practices in Reducing Recidivism Among Offenders**
San Diego
Animator: Jennifer Mitchell, Board Member, Ascend

Christine Morse, Esquire, Program Co-Director, Ascend
Toni White, Esquire, Program Co-Director, Ascend
Faith Johnston, CSU, Sacramento

Increasingly, workforce programs need to turn to evidence based practices in demonstrating a return on investment for both public and private funders. This session will focus on the usefulness of establishing an evaluation component, using as a case study, a highly successful program for ex-offenders.

The Ascend program combines cognitive behavior therapy with legal theory and specific life skills to ensure that students understand what kind of life actions will lead them away from crime -- and even away from the appearance of crime -- and how they can regularly engage in those positive actions. Students are also tested with a validated risk assessment tool to determine their risk of reoffending and programmatic needs.

Find out more about this approach and how Sacramento State University's Criminal Justice Division has collected data and performed a program assessment to prove its success.

**Service Integration**

**Los Angeles Performance Partnership Pilot (P3): Service Integration for Disconnected Youth**
San Carlos 2
Robert Sainz, Assistant General Manager, Economic and Workforce Development Department, City of Los Angeles
Richard W. Moore, Professor, College of Business and Economics, California State University, Northridge
Rubin Gonzales, Project Consultant

Los Angeles City Economic and Workforce Development Department was one of nine sites nationwide to win a Federal Performance Partnership Pilot (P3) Grant. This 3-year program creatively brings together Probation, Foster Care, Education,
Profiles of Partnerships

What Does A $14,980,284 Regional Partnership Look Like?

San Carlos 1
Animator: Robin Purdy, Chief Deputy Director, California Workforce Development Board

Rod Hoover, Manager, Human Resources, California Steel Industries Inc.
Kathy Dutton, Director, Employment Development & TAACCCT Grant, and Ken Eaves, TAACCCT Industry Liaison, InTech Center, Chaffey College

In February 2016, the InTech Center, a 28,000 square foot facility, located on California Steel Industries site, officially opened its doors to students and faculty. To make this Center a reality, Chaffey College, in partnership with the manufacturing and logistics industry, 12 regional post-secondary institutions, and 2 workforce boards, applied for and was awarded a $14,980,284 TAACCCT grant.

This partnership is a prime example of how industry, workforce boards and education can work together to build training capacity in a region.

Changing Times

Tech’s Role in the Workforce System
Ferrantes Bayview/ Top Floor of the Marriott
Efrem Bycer, Director of Economic Development
Caitlin Docker, Content and Community Manager
Georgia Andrews, Economic Development Fellow
Pascal Carole, Economic Development Fellow
Code for America

WIOA is asking us to be more customer focused and to use data-driven decision making. How can technology help?

Learn how Code for America is building digital tools that help employers eliminate biases in job descriptions to find better-matched candidates, while setting expectations of what services are available and the timeline for actually getting a job.

Find out more about user-centered design, agile development, and data-driven decision-making during this session.

Regional Sector Analysis
Targeted Outreach & Business Engagement Fueled by Regional Sector Analysis & Proactive Insights
Los Angeles
Which sectors are specialized in your region, growing fastest and facing challenges? What occupations are tied to those sectors? Which businesses are driving that growth and which may be on the verge of layoffs? Who should you contact within those companies?

Learn more about Dun & Bradstreet’s unique predictive insights and the EconoVue™ platform, working together to quickly identify a region’s unique emerging sectors, tying these to occupations, jobs and wages and providing outreach tools which target companies poised to grow as well as those experiencing financial stress and on the verge of layoffs.


Performance and Metrics
San Carlos 3
Geoff Smith, Partner/ VP Business Development, FutureWork Systems
Thomas Ryan, Sr., Partner/CIO, FutureWork Systems

Come learn how on-demand access to your performance drivers can provide insight into WIA history and WIOA previews.

Performance Matters delivers a Web-based Business Intelligence application service that provides all workforce development boards in a state with intuitive WIA/WIOA reporting and analysis capabilities down to the center/provider level. Using dashboards, ad hoc data views and comprehensive technical assistance services in a single application service, including access to national WIA/WIOA program data, boards have at their fingertips, and with single click access, deep insight into program data to support program success and promote a performance dialogue locally and regionally.

Come join us for a tour to see this system in action and learn how it can support your success under WIOA.

2:15 – 2:45 Exhibits & Refreshment Break San Carlos Foyer

Don’t miss this last opportunity to connect with our sponsors and exhibitors. Pick up resource materials, new ideas and emerging technologies that can help you plan and deliver better services to your customers.

2:45 – 3:45 Voices and Stories from the Field

These sessions feature four small talks in succession focused around Business
Engagement, Better Board Meetings, and Human Centered Design. Each session offers small “gems” of personal and professional insights from Board members, practitioners and well-known consultants that we hope might just shift your thinking. Pick one, and then seat back and enjoy the “show.”

THE TRUTH BEHIND BUSINESS ENGAGEMENT
San Carlos 1 & 2

Celina Shands, Co-Founder, Business U; CEO, Full Capacity Marketing
Christine Nutting, Deputy Director of Business Services, Fresno Regional Workforce Development Board
Larry Robbin, Executive Director, Robbin & Associates
Rod Hoover, Manager, Human Resources, California Steel Industries

TALL AND TELLING TALES FROM WORKFORCE BOARD MEETINGS
San Carlos 3

Ron Painter, President & CEO, National Association of Workforce Boards
Lynn R. Conner, Chair, Sacramento Workforce Board; Chairman of the Board, Parasec; Residential Care Owner & Administrator, Hialeah Terrace; & Director of Business Development, Flemmer Associates
Bill Delain, Chair, Tulare County Workforce Board; Regional Manager for Public Affairs, Edison International
Jan Vogel, Executive Director, South Bay Workforce Board

REVELATIONS AND MUSINGS ABOUT PUTTING CUSTOMERS AT THE CENTER
San Carlos 4

Caitlin Docker, Content and Community Manager, Code for America
Adam Peck, Executive Director, Tulare County Workforce Board
Karine Kanikkeberg, Resource Teacher, Kern High School District
Erick Serrato, Deputy Director, Pacific Gateway Workforce Board

4:00 – 5:00 Facilitated Regional Meetings

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<td>North Bay Employment Connection</td>
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NOTE: Public Consulting Group (PCG) will facilitate the Regional Meetings. Please thank them for their assistance during these sessions!

Take advantage of this great opportunity to meet as a region! Facilitators will be available to assist in critical conversations around regional planning and explore more and different ways to share resources and leverage the assets and talents to better service business and job seekers.

5:45 – 9:00 Team Building & Dinner on the Beach

As part of the festivities, we’ll host our annual Beach Volleyball Tournament. Pull a (regional) team together and sign up at the Conference Registration Desk. Perhaps the state can once again field a competitive team but you’ll have to be there to find out.

Thursday, Sept 8, 2016

6:45 – 7:15 Pilates with Diane Walton  San Carlos Foyer
7:25 – 8:25 Continental Breakfast  San Carlos Foyer
8:25 – 9:25 Morning Plenary  San Carlos 3 - 4

Welcome and Introduction
Yolanda Castro, Executive Director, SELACO Workforce Board

There’s One in Every Group: Overcoming Relationship Obstacles with Laughter
Debi Gutierrez, Relationship and Communication Expert, Mommy Comic Inc.

What do you do when you are stuck dealing with “problem” people who you perceive to be obstacles or who are creating what appears to be unworkable situations? Debi will help shift your perceptions and expand what you think is possible. Drawing on stories from her own life as a happily married wife of almost 20 years, mother and teacher, through her rise as a internationally known stand up comedian and talk show host, Debi offers an encouraging approach to your most challenging relationships.

9:45 – 10:45 Training & Sharing Sessions

Truly Treating Business as our Customer
You Can’t Sell Your Way to Business Engagement
San Carlos 1
Dr. Christine Bosworth, Co-founder & CEO, Business U, Inc.
Celina Shands, Co-founder, Business U, Inc. & CEO, Full Capacity Marketing, Inc.

Successful sales people will tell you they’re not in the business of selling, they’re in the business of building relationships to solve business’ key issues. The rub for
workforce professionals is the solution may have nothing to do with the services you offer.

This session goes beyond short-term sales techniques. It focuses on consultative processes and an expanded menu of services to build value-add partnerships using Business U’s accredited relationship building templates that underpin performance indicators found in the WIOA Final Rules to serve employers effectively for sustainable business engagement.

**Sector Partnerships**

**Building Community Impact Through Robust Sector Partnerships**  
*San Carlos 3*

Andrea Bailey, Community Engagement Manager, Chevron  
Len Turner, CFO, Turner Group Construction  
LaTanya Hawkins, CEO, Bay Area Resource Center  
Sal Vaca, Director, Richmond Workforce Development Board

Chevron’s Economic Revitalization Initiative (ERI) is an innovative and wealth building strategy supporting workforce and small business development in the construction sector. Chevron invested $10 million to launch ERI and the first funded project was designed in partnership with the Richmond Workforce Development Board to launch the eQUIP Richmond Construction Resource Center.

This session will showcase a robust sector partnership between industry, a local Workforce Board and a non-profit to create a coordinated supply side response to a business led initiative.

**Lessons from American Apprenticeship Grants**

**Apprenticeship as a Critical Resource for Business**  
*San Carlos 2*

Animators: Diane Walton and Tarah Holt, Region 6, U.S. Department of Labor

John Brauer, Executive Director, California Labor Federation  
Philip Starr, VP & Ex. Director, Managed Care Solutions  
Joan Samuels, Director, Corporate Business Services, MCS/AJCC Los Angeles  
Rob Gamble, Director, Business/Community Engagement & Workforce Development, Mission Community College

Hear what makes apprenticeship valuable to business (as well as to your performance) from grantees working with employers in Health Care, Health Information Technology, Advanced Manufacturing, Biotechnology, and Technology.

Learn how to incorporate more work-based learning into your programs, how to integrate apprenticeship into your business services, and how to clearly set forth the benefits of apprenticeship to your employers. Take away great ideas you can put to work!
New Tools and Approaches

Using wQ to Improve Coordination and Service Delivery
San Diego
Mark Ouellette, Principal, ICF International
Daylan Beamon, Project Manager, ICF International

wQ™ is a specialized, web-based suite of tools and assessments that assists staff in making important decisions about client readiness to secure employment. wQ™ web-based platform offers an innovative approach to creating a plan for clients that summarizes their strengths and barriers, and makes recommendations on placement into work activities and work supports.

ICF will share its experiences helping workforce boards, organizations and agencies across the country customize and implement wQ™ to improve coordination and service delivery.

Youth at Risk: Making a Difference
Bigger Than Our Individual Programs
Los Angeles
Animator: Andy Hall, VP and Chief Program Officer, San Diego Workforce Partnership

Marlene Taylor, President & CEO, Taylor Trim and Supply Chair, San Diego Workforce Development Board
Omar Passons, VP, Community Development & Policy Jacobs Center for Neighborhood Innovation; Member, San Diego Workforce Development Board

In San Diego, there are 53,000 youth between the ages of 16 and 24 not working and not in school. No single program can connect these disconnected youth and young adults effectively. This sizable challenge requires a system level response.

Learn how the San Diego Workforce Partnership is rethinking youth outreach and branding, developing a learning community, and using a single on-line platform for all youth-serving organizations to use as part of the Connect2Careers system.

Sector Connections
Deputy Sector Navigators: Moving from Discussion to Implementation
San Carlos 4
Animator: Tim Aldinger, Director of Workforce Development Services Foundation for California Community Colleges

Mike Bastine, DSN, Advanced Manufacturing
John Cordova, DSN, Healthcare
Paula Hodge, DSN, Information & Communication Technology and Digital Media
Gayla Jurevich, DSN, Small Business
Julie Samson, DSN, Global Trade & Logistics

This interactive session led by the Deputy Sector Navigators (DSN) from the South Central Coast Region will discuss how key partners can combine regional resources to develop and enhance regional initiatives, projects and programs.

Discover strategies that are expediting incumbent worker training, expanding accessibility to local community colleges, advancing knowledge and skill levels, and creating innovative public/private partnerships. Hear great examples of how to create more career pathway programs that are filling the skill gaps in our communities when we work together.

Job Matching Innovations
Woofound: Personality Assessment for Career Exploration and Employment Planning
Santa Monica
Jaime Cruz, Chief Strategy Officer, Workforce Connections of Southern Nevada
Bruce Stephen, Director of Real-Time Labor Intelligence Market Research, Monster Government Solutions

Join the leadership from Workforce Connections of Southern Nevada to learn how they use Woofound, an engaging, visual personality assessment, for intake and employment planning with youth, adult and dislocated workers. This case study will focus on how recommended careers, STEM workshops, college majors and local job postings have all been integrated into Woofound to create a compelling user experience.

11:00 – Noon Closing Plenary San Carlos 3 - 4

The Art of Focused Conversation
Bob Lanter, Executive Director, CWA
John D. Baker, CWA Conference Curator; President, Core Factors

Find out the structure behind focused conversations that can ensure a better quality dialogue in Board meetings, with your partners, when working with industry champions, and other places where critical conversations are taking place.

Don’t miss the Conference wrap up to yet another amazing Meeting of the Minds.