



WORKCON 2022

Reimagining the World of Work!

Westin San Diego Gaslamp Quarter

May 25-27, 2022

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WORKCON 2022
Westin San Diego
Gaslamp Quarter
May 25-27, 2022

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Reimagining the World of Work!



**SAFAL PARTNERS AND CWA
LAUNCH REGISTERED
APPRENTICESHIP EXPANSION
IN CALIFORNIA**

Visit Us at Booth #6!

Safal Partners and CWA are leading work to increase partnerships and systems alignment around Registered Apprenticeship (RA) through the new USDOL RA Technical Assistance (TA) Center of Excellence. Join us to learn more and how we can provide your organization with TA at:

- Pre-conference session - May 25, 9:00 to 11:00 a.m.
- Super Session - May 25, 3:30 to 5:00 p.m.

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REIMAGINING

THE WORLD OF WORK

Welcome To WORKCON 2022!

On behalf of the Board of Directors of the California Workforce Association, we would like to welcome you to our annual WORKCON. This year's theme is **"Reimagining the World Work."** We would like to extend gratitude for each of you for returning in person to our conference. This is a fitting theme for our conference as we return "full throttle" to working on the issues surrounding workforce development in California and across the Country. Our National, State, and local labor markets are unlike anything we have seen. Change is necessary if we are to continue to provide quality services to job seekers and business customers.

With over 550 participants coming from incredibly diverse backgrounds and perspectives, we encourage you, during the conference, to pursue the knowledge and tools necessary to assist in turning your big ideas into your own reality. We hope the sessions inspire you to go beyond asking questions, leading to more expansive thinking about what's possible in our work, and the impact we can have.

The Conference has been designed to allow for attendees to identify multiple ways to connect outcomes and goals of strategic plans, initiatives, and polices to solid program design that serves customers in our communities in order to achieve success. We invite you to find the spark that connects this work. Listen, learn, engage, share and most of all, enjoy meeting people who, like you, are making the world a better place.

We would also like to acknowledge the generous support of our sponsors: The California Workforce Development Board (CWDB), Safal Partners, Equus Workforce Solutions, Geographic Solutions, Grant Associates, Sify Technologies, Public Consulting Group (PCG), KRA and Metrix Learning.

Thanks for joining us. You are appreciated.

Michael Cross, Chair, California Workforce Association

Bob Lanter, Executive Director, California Workforce Association

Pre-Conference Sessions

Wednesday May 25, 2022

Registration Open

🕒 8:00 – 4:30pm

📍 California Foyer

🕒 9:00 – 11:00am • **Santa Fe (2nd Floor)**

Xperiences – Making Work Immersive

- **Indresh Chauhan**, Vice President of eLearning, Sify Technologies
- **Dr. Vigayanandraj**, Head of New Technologies Solution Design, Sify Technologies
- **Alex Garfio**, Director of Strategic Alliances, Sify Technologies
- **Sachin Nandwani**, Instructional Design Manager, Sify Technologies

Recognizing the full potential and understanding Virtual Reality (VR) and Augmented Reality (AR) training solutions and their result-oriented benefits in workforce development, professionals involved in learning and development/training initiatives must have hands-on experience on VR and AR experiential training solutions to move toward the future of work.

This 90-minute hands-on workshop will provide an opportunity for participants to get hands-on exposure to different value-driven VR/AR training solutions. These have been implemented to solve knowledge and skill gaps challenges; including learning & development/training, VR and AR enthusiasts, assisting workforce development professionals looking to adopt VR and AR technologies for knowledge and skills development, and enhanced job training services (both Soft Skills and Hard Skills) in the AJCC.

Participants will choose a sector (Manufacturing, Healthcare/Pharma, or Education), and get hands-on and guided experience with VR/AR training solutions.

Pre-Conference Sessions

Wednesday May 25, 2022

🕒 9:00 – 11:00am • Plaza A&B (2nd Floor)

When Should I Disclose My Disability? & Reasonable Accommodations for the Remote Worker

- **Karen Taylor**, Disability Access Services Section, California Department of Rehabilitation

9:00 – 10:00am – When Should I Disclose My Disability?

The disclosure of one's disability is a very personal decision, especially in the telework world we live in today. This interactive workshop will explore the need to or not to disclose a disability in the recruitment, application, interviewing, and employment phases. We will also explore why and when to disclose a disability; what and to whom to disclose; and how to disclose through group/interactive discussions. We will consider both the employer and the employee's point of view.

10:00 – 11:00am – Reasonable Accommodations for the Remote Workforce

The Pandemic has changed our workforce and how we implement Reasonable Accommodation and the Interactive Process. This interactive workshop will explore disability issues that impact the hiring and retention of employees with disabilities, brief overview of key federal and state laws, understand the interactive process of reasonable accommodation, and review effective workplace solutions through group/interactive discussions. We will consider both the employer and the employee's point of view.

🕒 9:00 – 11:00am • Harbor A&B (3rd Floor)

How Workforce Boards Can Advance Race, Equity, Diversity, Inclusion, and Belonging (REDI+B)

- **Shawna Wright**, Principal & Chief Possibilities Officer, We Are Growing Big Dreams

Race, Equity, Diversity, Inclusion, and Belonging (REDI+B) are top of mind for many businesses, organizations, and workforce boards; however, many feel they lack the knowledge, skills, tools, and confidence to take meaningful and substantial action. The path to REDI+B doesn't have to be tackled alone. As the hub of the system, workforce development boards are uniquely positioned to connect and fuse institutions together towards creating movement towards a more anti-racist and equitable community. This session will provide foundational knowledge and best practices on how to begin, who to take with you, and how we can all go further in achieving our REDI+B goals together.

Pre-Conference Sessions

Wednesday May 25, 2022

🕒 9:00 – 11:00am • **Sierra A&B (2nd Floor)**

Apprenticeship Center of Excellence Launch!

- **Judy Blanchard**, Project Director, Safal Partners
- **Katie Adams**, Senior Project Director, Safal Partners
- **Lisa Rice**, Workforce SME, Safal Partners

Safal Partners and the California Workforce Association (CWA) are teaming up to lead work in better aligning workforce, education, and Registered Apprenticeship (RA) in the state through the USDOL RA Technical Assistance Center of Excellence (CoE). Staff and leadership from all system levels are encouraged to attend the just-announced session.

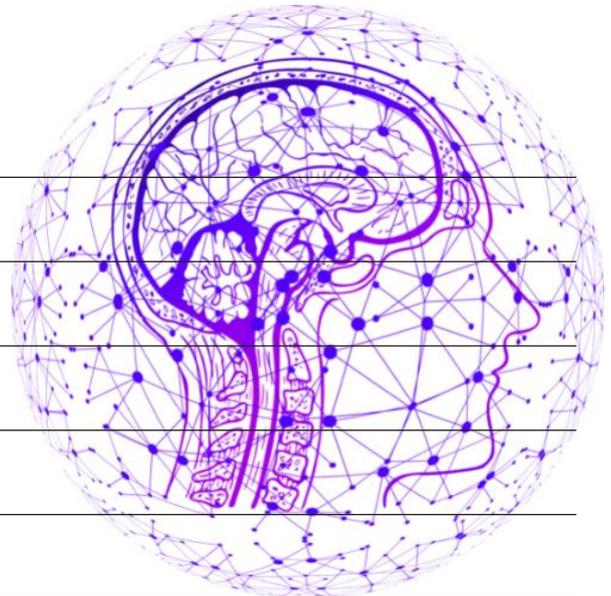
During this session, attendees will receive new CoE data demonstrating how apprenticeship is being used in all 50 states, learn which WDBs are leading RA work in the state, and gain technical assistance to help your board begin or more effectively use apprenticeship as a workforce tool for your local businesses. Come sit in on specific topic tables to network with peers who are just getting started, those who have begun pre-apprenticeship or apprenticeship work, or are RA leaders. Each table will also include a visioning and "next steps" component to help you consider what the immediate future of apprenticeship could look like in your area and practical action steps to take at WorkCon and back home.

NOTES

Business U

<p align="center">Celebrating Business U's Expansion!</p>	<p align="center">2022 Webinars (Live & Instructor-led)</p>
<p>There's been exciting changes at Business U since we've last connected. With an expanded mission that supports our rebranding, a <u>new website</u> that highlights what we do best, and yes, the development and facilitation of additional accredited onsite and virtual <u>professional development programs</u> that you've requested.</p> <p>It wouldn't be a successful re-launch without celebrating our workforce and education professionals. With that in mind, Business U is thrilled to announce that we're funding five scholarships to attend our accredited programs: Certified Business Engagement Professional (CBEP) and Certified Train-the-Trainer Professional (CTTP). Contact Business U at info@business-u.net to request your scholarship application and to learn more!</p>	<ul style="list-style-type: none"> • Prospect for New Employers • Overcome Employer Objections • Creative Problem Solving: Thinking Outside the Box • Engagement Strategies to Build Relationships • Transformational & Servant Leadership • Values-based Employer Consultations • Create Successful Webinar Campaigns to Engage Your Target Audience • Demonstrate Business Services' ROI • Help Employers Overcome Unconscious Bias to Increase Job Seeker Opportunities
<p align="center">Business-U.net Los Angeles, CA</p>	<p align="center">Info@business-U.net</p>

Notes



WORKCON 2022

Wednesday May 25, 2022

Opening Keynote Presentation

🕒 12:30 – 2:00pm

Reimagining Work and Equity – 12 Steps to Appreciating Diversity

📍 California Ballroom (2nd Floor)

Welcome and Speaker Introduction

- **Michael Cross**, Chair, CWA; Executive Director of NoRTEC
- **Mohammed Bilal**, Diversity Consultant & Assistant Dean & Managing Director of Diversity & Inclusion Programs, Stanford University

Race, Equity, Diversity, Inclusion and Belonging (REDI+B) is work that is front and center for all of us in workforce and education. However, for many of us, it is challenging work that in the best-case takes deep reflection and time to create necessary changes and in the worst case creates conflict, stress, and chaos just to even start the conversation.

So how do we begin to make progress in this critical area of our work? Diversity expert Mohammed Bilal will help us understand steps needed to make a difference in our work and more importantly in the lives of individuals that we serve. This powerhouse opening session will explore not only systemic ways of approaching these issues, but the need for individual self-reflection, because after all, people make the policies that drive our systems. Topics such as looking for commonalities, trying not to judge, learning to distinguish between prejudice and true dislike, cultural humility and more will be explored.



Mohammed Soriano-Bilal is probably best known as the voice of reason on MTV's Real World San Francisco. He is an accomplished Diversity & Inclusion consultant, a strategist, a poet, and an award-winning producer of both music and film. As a facilitator of hundreds of Diversity & Inclusion presentations and workshops - with clients that include Nokia, EventBrite, Progressive Corporation, Campbell Ewald, and the US Treasury - Mohammed works to help organizations remove the blockages that stand in the way of growth.

WORKCON Sessions

Wednesday May 25, 2022

Exhibits & Refreshment Break

🕒 2:00 – 2:30pm

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Round 1 Workshops

🕒 2:30 – 3:30pm

The Great Resignation – An Employer Perspective

📍 Santa Fe (2nd Floor)

- **Blake Konczal**, Executive Director, Fresno Regional Workforce Board
- **Stephen Avila**, Autonomous Production Unit Manager, GRUNDFOS
- **Michael Silveira**, HR Leader, Kaiser Permanente
- **Edgar Blunt**, CEO/Co-Founder, IMAGO

The COVID Pandemic and its subsequent “Great Resignation” exacerbated already existing employer problems in finding qualified human capital. Generational differences between Baby Boomers, Gen Xers, Millennials, and Gen Zers as to what each wants from work only add to the tumult. A panel of business owners and employment professionals have an in-depth discussion on the labor shortage and examine the challenges some industries have faced filling open positions.

Putting a Positive Spin on Youth Development

📍 Sierra A (2nd Floor)

- **Rick Record**, Executive Director, Rrecord Consulting Services

This workshop will challenge you to change your perception of today's youth and to look deep into their creativity to tap into their future potential. You will learn the importance of meeting youth where they are and how they can have a sense of significance in their future.

WORKCON Sessions

Wednesday May 25, 2022

Notes



Creating Opportunities. Changing Lives.

Our dedicated team of 3,000+ workforce professionals puts the industry's best practices to work across more than 370 North American locations, assisting more than one million individuals and thousands of employers annually. Together with our partners, we work every day to change lives, advance economies, and help communities thrive.



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WORKCON Sessions

Wednesday May 25, 2022

Natural Disasters & Income Support – Regular and Disaster Unemployment Insurance

📍 Sierra B (2nd Floor)

- US DoL - Employment and Training Administration Representatives

The needs of those directly impacted by disasters are many, and income support is a major concern. In the aftermath of disasters, both the regular UI program and Disaster Unemployment Assistance (DUA) may be available to individuals displaced as a direct result of the disaster. This workshop provides information about availability and eligibility for regular UI and DUA in the aftermath of a disaster.

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WORKCON Sessions

Wednesday May 25, 2022

Partnerships which create more accessible Training Programs within your Community

📍 Plaza A (2nd Floor)

- **Jarlath O'Carroll**, CEO/Founder, jobspeaker, Inc.
- **Bob Slaman**, Sales Director, jobspeaker, Inc.
- **Niamh O'Mahoney**, Sales & Marketing Operations, jobspeaker, Inc.

By partnering with workforce development boards and other like-minded entities in your region, you can improve the efficacy and outcomes from your (ETP, H RTP, HRCC) training programs for ALL members of your community. The key takeaway from this session is for attendees to better understand the value of partnering with external organizations when looking to increase access and enrollment into their credit and non-credit programs.

Home 2 Employment

📍 Plaza B (2nd Floor)

- **Ben Sandoval**, Business Services Manager, SELACO
- **Corina Coronel**, Career Services Manager, SELACO
- **Thomas Haberkorn**, Housing Manager, Share Self Help

The Home 2 Employment (H2E) Program is a collaboration between the Gateway Cities Council of Government, SELACO WDB, SHARE! and HUB Cities. The H2E program was designed to offer two key services simultaneously, housing & employment. The H2E program provided affordable & permanent supportive housing to Homeless individuals within the Los Angeles Gateway Region along with long-term employment & training services. Through career & housing planning, counseling, employment opportunities, ongoing case management & follow-up services, participants were able to become economically self-sufficient.

WORKCON Sessions

Wednesday May 25, 2022

Coalition for the Employment of People with Disabilities – Diversity, Equity, Inclusion, and Access

📍 Plaza C (2nd Floor)

- **Connie Chu**, Managing Attorney, Disability Rights California
- **Susan Senior**, Regional Director LA/South Bay District, CA DoR
- **Arturo Cazares**, Associate Director of Employment, Regional Center of Orange County
- **Robert Chavez**, Operations Manager, South Bay Workforce Investment Board

Disability Rights California and our diverse partners are working through collaboration to engage Federal, State and local government, community partners, business, educators and stakeholders in this state-wide movement to increase the employment opportunities for all people with disabilities. Attendees of this session will learn how this disability-led Coalition was developed, what we aim to accomplish, and how California's diverse disability community and our allies can engage in becoming a part of this growing movement.

Supporting Career Pathways to Meet Critical Shortages in CA's Health Care Workforce

📍 Balboa (3rd Floor)

- **Rebecca Hanson**, Executive Director, The ED Fund
- **Phoenix Lockett**, Deputy Director, The ED Fund
- **Tarik Scott**, Director of External Relations, The ED Fund

The SEIU Joint Employer Education Fund will share experience serving 100,000 healthcare workers during the pandemic and advancing equity and economic opportunity for lower-wage workers and workers of color through digital access, career education and registered apprenticeship. We will share our program model, outcomes and highlight the effectiveness of labor management partnership in promoting diversity equity and inclusion, resiliency, and retention, and in developing innovative program models and funding to support clinical training.

WORKCON Sessions

Wednesday May 25, 2022

Leveling the Playing Field: Utilizing Youth Apprenticeship as DEI Strategy

📍 Imperial (2nd Floor)

- **Ryan Gensler**, Sr. Director of National Partnerships, CareerWise

For many communities of color, there are significant barriers to landing a high-growth, well-paying job, especially if that position requires a college degree as a prerequisite. Youth apprenticeship provides an actionable way for companies to make progress on diversifying their workforce and creating a more inclusive workplace. Learn how CareerWise implemented **Equity First**, a program that leans into the equitable nature of youth apprenticeship through diverse applicant pools and DEI training for employers; creating a pathway to high-growth, knowledge-economy careers for young people that didn't exist before.

IMPACT | COMMITMENT | INNOVATION | COLLABORATION | INTEGRITY | EMPATHY



WORKFORCE DEVELOPMENT. REDEFINED.



WORKCON Sessions

Wednesday May 25, 2022

Developing and Scaling the H RTP/HRCC and WDB/AJCC Collaboration

📍 Harbor A (3rd Floor)

- **Gregory Irish**, Executive Director, City of Los Angeles WDB
- **Aida Cardenas**, Deputy Director, California Workforce Development Board
- **Adine Forman**, Executive Director, Hospitality Training Academy
- **Anne McMonigle**, Executive Director, Apprenticeship Readiness Fund

The High Road Training Partnership (H RTP) Model has demonstrated the value of a good job with career pathways, benefits, and a worker voice. However, what may be going unnoticed is the workforce system collaborations currently operating in CA; as well as funding opportunities. Attendees in this workshop will listen to how we can all participate in the H RTP Program, come together as funded partners, and move toward better system alignment and better jobs for all.

TRANS-forming the Workforce: Concrete steps to an Inclusive Workplace!

📍 Harbor B (3rd Floor)

- **Jovan Wolf**, Director of Workforce Development, Transcanwork
- **Lexi Adsit**, Executive Director, Transcanwork
- **Sydney Rogers**, Education and Training Manager, Transcanwork
- **Martha P. Gomez**, Workforce Development Manager, Transcanwork
- **Iris Bainum-Houle**, Administrator, Transcanwork
- **Emmanuelle Naranjo**, Business Operations & Training Coordinator, Transcanwork

Come build a solid foundation to trans, gender-variant, and intersex (TGI) inclusion in the workplace with a facilitated discussion about Trans Can Work's unique model that educates and sets up job seekers and employers for long-term success. Meet Trans Can Work's expert staff and learn about our unique 360-degree approach, which puts intersectional theories into action across job seeker services, diversity, equity, and inclusion training, programming, volunteer opportunities, recruitment, and more!

WORKCON Super-Sessions

Wednesday May 25, 2022

Afternoon Super-Sessions

🕒 3:30 – 5:00pm

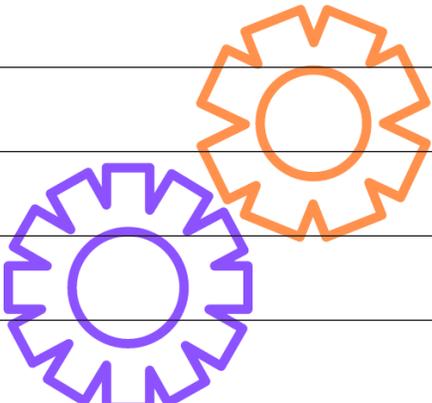
CA Department of Rehabilitation's Grant Initiatives for Diversity, Equity, and Inclusion

📍 California Ballroom A (2nd Floor)

- **Mark Erlichman**, Deputy Director Vocational Rehabilitation Employment Division
- **Danielle Hackworth**, Business Engagement Consultant, Workforce Development Section
- **Ricardo Perez**, Sector Business Consultant, Pathways to Success Project
- **Carla Martinez**, Sector Business Consultant, Pathways to Success Project
- **Stacie Gubler**, Sector Business Consultant, Pathways to Success Project

Come listen to DOR representatives presenting on upcoming Grant opportunities such as the Pathways to Success Project, which aims to elevate the participation rate of people with disabilities and other intersectional groups in high wage/high demand careers in the STEM field. AND Demand Side Employment Initiative which is designed to work with businesses and supply funding for growth to assist businesses in hiring individuals with disabilities. Create opportunities for work experience and earn and learn opportunities for employment.

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WORKCON Super-Sessions

Wednesday May 25, 2022

Registered Apprenticeship Technical Assistance Center of Excellence

📍 California Ballroom B (2nd Floor)

- **Bob Lanter**, (Moderator), Executive Director, CWA
- **Katie Adams**, Senior Project Director, Safal Partners
- **Eric Rood**, Chief Division of Apprenticeship Standards, CA DIR
- **Doug Howell**, California State Director, US DoL
- **Tim Aldinger**, Executive Director, Workforce Development, FCCC
- **Teresa Hitchcock**, Executive Director, Kern/Inyo/Mono WDB
- **Patty Virgen**, Executive Director, San Joaquin County WDB

With the labor market undergoing once-in-a-lifetime systemic changes, scaling sustainable pathways into high-quality jobs has never been more critical. Registered apprenticeship is the best, most proven tool for equipping workers and helping employers build skilled talent pipelines. CWA is leading work with Safal Partners, a national technical assistance leader in education and workforce to better align our state's workforce, education and apprenticeship systems through the U.S. Department of Labor's first-ever grant for a Registered Apprenticeship Technical Assistance Center of Excellence. Come hear about the Center's work, how CWA and Safal Partners are working with state leaders across industry, education, and workforce to expand partnerships and system alignment, and how your organization can be involved.

Incorporating and Aligning Resources with US DoL

📍 California Ballroom C (2nd Floor)

- **Annie Leonetti**, Deputy Administrator, US Department of Labor
- **Nancy Taylor**, Accountant, US Department of Labor

With unprecedented levels of workforce-related funding flowing into the system, how is DOL/ETA coordinating with Federal partners to integrate and align resources? What are some best practices for strategically aligning and coordinating resources at the local and regional levels to support program operations and best serve customers, including leveraging partner agencies? This session will provide a general overview of various workforce resources and strategies to align and leverage workforce programs.

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Prison to Employment: Changing the System

📍 Santa Fe (2nd Floor)

- **Joe Flores**, Prison to Employment & Corrections Workforce Partnership Lead, California Workforce Development Board (CWDB)
- **Travis Baker**, Ph.D., Research Specialist, CWDB
- **Dave Thoeny**, Executive Director, Mother Lode Workforce Development Board
- **Amy Frost**, Deputy Director, Mother Lode Workforce Development Board
- **Joseph Piazza**, Ed.D., State Supervisor of Career and Technical Education Programs, California Department of Corrections and Rehabilitation
- **Justine Ross**, Ph.D., Associate Director, Presley Center of Crime & Justice Studies at UC Riverside

With the end of the first round P2E Grant, the California Workforce Development Board will present emerging data, demographics, and industry trends of the justice-involved participants. Hear what lessons CWDB is learning in serving this population as well as technical updates on the next round of P2E.

End of Day One

📍 Garden Terrace (4th Floor)

Welcoming Reception

5:30pm – 7:00pm

Welcome to San Diego! It's been a LONG two years since the last in-person WORKCON reception. It's time, you've earned it! Come join colleagues for bites, drinks, amazing conversation, and even more amazing views. See you at CWA's Welcoming Reception!

WORKCON Sessions

Thursday May 26, 2022

Continental Breakfast

🕒 7:30 – 8:30am

📍 California and Santa Fe Foyers

Registration Open

🕒 8:00 – 4:30pm

📍 California and Santa Fe Foyers

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WORKCON Sessions

Thursday May 26, 2022

Morning Plenary

🕒 8:30 — 10:00am

Reimagining California's Workforce Development System – Vision from the Labor & Workforce Development Agency

📍 California Ballroom (2nd Floor)

Welcome

- **Bob Lanter**, Executive Director, CWA

Message from

- **Natalie Palugyai**, CA Secretary of Labor



Our conference would not be complete without understanding the vision for workforce development from California's Labor and Workforce Agency. It is fitting that our theme is "Reimagining the World of Work" because our State leadership has been working hard to develop and implement initiatives that are designed to support, streamline and improve workforce services.

Last year, Governor Newsom appointed Natalie Palugyai as the new Secretary of Labor. She is the first Latina to serve as California's Labor Secretary. Natalie is a nationally recognized thought leader in public sector business transformation, strategy, and implementation with over 20 years of experience in federal government and higher education. She has spent almost half of her public service career within the U.S. Department of Labor where she served first as a compliance officer with the Office of Federal Contract Compliance Programs and most recently as a Senior Management Advisor for the Secretary of Labor under President Barack Obama's Administration. In addition to her work on worker protection and enforcement strategy, Natalie launched and formalized the department's first integrated performance management accountability system, resulting in concrete improvements to both operational performance and organizational engagement.

Once you hear Natalie's vision you will understand why she is the perfect person to tackle these issues head on and re-constitute the workforce system so that it leaves no-one behind, that we truly break cycles of inequity and articulate to our communities' pathways that lead individuals and families to economic self-sufficiency.

Exhibits & Refreshment

🕒 10:00 — 10:30am

WORKCON Sessions

Thursday May 26, 2022

Round II Workshops

🕒 10:30 — 11:30am

Public Infrastructure Spending: The Ironically Hidden Industry Sector

📍 California Ballroom A (2nd Floor)

- **Doug Svensson**, President, Applied Development Economics
- **Tim Rainey**, Executive Director, California Workforce Development Board
- **Blake Konczal**, Executive Director, Fresno Regional Workforce Board

Public infrastructure investments are reaching record levels in California. While a significant source of well-paying construction jobs/training opportunities, their value is masked by the way such funds are distributed. Join us as we reveal survey results that examine such expenditures from 2021 through 2031 across a fifteen-county area in the Great Central Valley and Mother Lode Regions of California. We'll discuss how to leverage these funds to create equitable opportunities for underserved populations.

Embrace the Suck! Resolving Conflict for the Greater Good

📍 Santa Fe (2nd Floor)

- **Tressa Dorsey**, President, TAD Grants

Conflict, the very word can send us running. Having an angry or frustrated customer can be addressed in a logical, kind, and productive way. This workshop will provide intervention and prevention skills that can be implemented immediately with the goal being to resolve the conflict before it even starts and if it can't be avoided, you will learn specific steps to take to find a resolution that maintains a positive relationship with your customers.

WORKCON Sessions

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Jobseeker & Adult Learner Recruitment: What You Say Matters

📍 Plaza A (2nd Floor)

- **Celina Shands**, CEO/Founder, Full Capacity Marketing

In this highly interactive session, participants build capacity in understanding the foundational concepts of marketing and how to showcase the value of workforce services to attract and engage job seekers and adult learners at various “touchpoints.” The session highlights how to create highly effective marketing messages, called a message platform. A step-by-step formula, case studies and templates will support participants in creating targeted messages for effective recruitment.

Building Work Ethic in a Post-Pandemic World: 5 Strategies to Develop Essential Soft Skills

📍 Sierra B (2nd Floor)

- **Josh Davies**, Executive Director, The Center for Work Ethic Development

The COVID-19 pandemic has forever changed the workplace as we know it. While technical skills are still important, the biggest concern employers have, are the diminishing soft skills of the workforce - yet less than 20% of today's employees demonstrate these crucial work ethic behaviors on a consistent basis. But there is a viable solution to the growing work ethic gap that can improve the employment outcomes for our customers.

Notes

WORKCON Sessions

Thursday May 26, 2022

Help is Here! Technical Assistance to Drive Performance Forward

📍 Sierra A (2nd Floor)

- **Judy Blanchard**, Project Director, Safal Partners
- **Katie Adams**, Senior Project Director, Safal Partners
- **Lisa Rice**, Workforce SME, Safal Partners

USDOL recently awarded Safal Partners a grant to establish a Workforce System Technical Assistance Collaborative. Safal, along with our grant partners, will provide a coordinated approach to help the workforce system deliver quality services. In efforts to strengthen the public workforce system and accelerate state and local performance, the Collaborative will facilitate peer learning and information sharing, and provide access to subject matter experts on the following areas of focus: Equitable Economic Recovery, WIOA Implementation, Fiscal/Administrative/Operational Strategies, Sector Partnership and Employer Engagement, and Performance Results. Join us in this interactive session to share what you need or what you already do in these focus areas.

Are Your Employer Partners REDI? Learn About the Racial Equity Diversity and Inclusion Workforce Service Provider Learning Community

📍 Balboa (3rd Floor)

- **Vanessa Russell**, Executive Director, Love Never Fails
- **Amanda Gerrie**, Consultant, Pathways Consultants

Many of our employer partners are committed to diversity, equity, and inclusion but need support in recruiting, onboarding, and supporting diverse staff with empathy and a trauma-informed workplace. Since January 2022, 26 workforce providers across California have met monthly in a learning community called REDI to increase their capacity to work with their employer partners. This 5-month long learning community, funded by the CAWDB Workforce Accelerator Fund, focuses on both staff personal wellness, and diversity and inclusion areas of growth. Join us to learn how this community of workforce providers are learning to assist their employer partners to assess their organizational empathy and biases and identify REDI areas of growth.

WORKCON Sessions

Thursday May 26, 2022

Service Animals VS. Emotional Support Animals, What Does the Law Say?

📍 Plaza C (2nd Floor)

- **Karen Taylor**, Disability Access Services Section, CA Department of Rehabilitation

In today's world, many people do not understand the difference between Service Animals and Emotional Support Animals. This workshop will explore current state laws under the Americans with Disabilities Act and the Fair Employment, Housing Act, and the Air Carriers Access Act. The training will provide interactive discussions, exercises, and provide clarity to this confusing topic. Questions will be answered such as: Does my Service Animal need to be registered? What happens if I am denied a reasonable accommodation to bring my Animal to work? AND What are the exemptions and best defense to having a Service Animal in the work place?

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WORKCON Sessions

Thursday May 26, 2022

How the Marketplace of the Future will Drive the Workforce System!

📍 Plaza B (2nd Floor)

- **David Shinder**, Workforce Development Consultant
- **L. Brandley Williams**, Chief Customer Officer & Vice President of Operations, Equus Workforce Solutions

What will the future of the American marketplace look like? Will it be characterized by conflicts between the desire of businesses to grow and an intensifying shortage of workers? What will be the impacts of wage increases, inflation, immigration policy, generational priorities, skills gaps, climate change, and shifts in global economics? And, in consideration of these factors, how can the public workforce system position itself to be effective and responsive to a rapidly changing and evolving marketplace? Part presentation, part group discussion, this session is certain to pique your interest and inspire strategic thinking!

When is it OK to laugh?

📍 Harbor A (2nd Floor)

- **Linda Henley-Smith**, Motivational Speaker, The Laugh Lady

The world is changing! When stress is rampant and workforce professionals are having to deal with a sudden shift in work culture, it is critical to find and utilize techniques to keep balanced! Poor mental health and increased stress can affect employees and their ability to function at optimum levels in the workplace, which also affects their clients. This session will provide strategies to put more joy into your life, reduce stress, and increase productivity.

WORKCON Sessions

Thursday May 26, 2022

Creating and Managing Non-Traditional Apprenticeship Programs – from Development and Startup to Implementation and Program Management

📍 Harbor B (2nd Floor)

- **Chris Cagle**, Regional Affairs Manager, South Bay Workforce Investment Board
- **Amelia Klawon**, Special Projects Development Coordinator, South Bay WIB
- **Deborah Shepard**, Career Pathways Coordinator Special Projects, SB WIB

South Bay Workforce Investment Board has built, sponsored, and managed many non-traditional apprenticeship and pre-apprenticeship programs for several years. In this presentation you will learn effective ways for building your own non-traditional apprenticeship program or expanding an existing one. Topics to be covered include developing and managing an apprenticeship program, recruiting, and engaging employers, recruiting, and managing participants, working with Community Colleges, and utilizing partnerships to grow your program to ensure its long-term success.



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WORKCON Sessions

Thursday May 26, 2022

10 Signs Your Business Development Team Has Jumped the Shark!

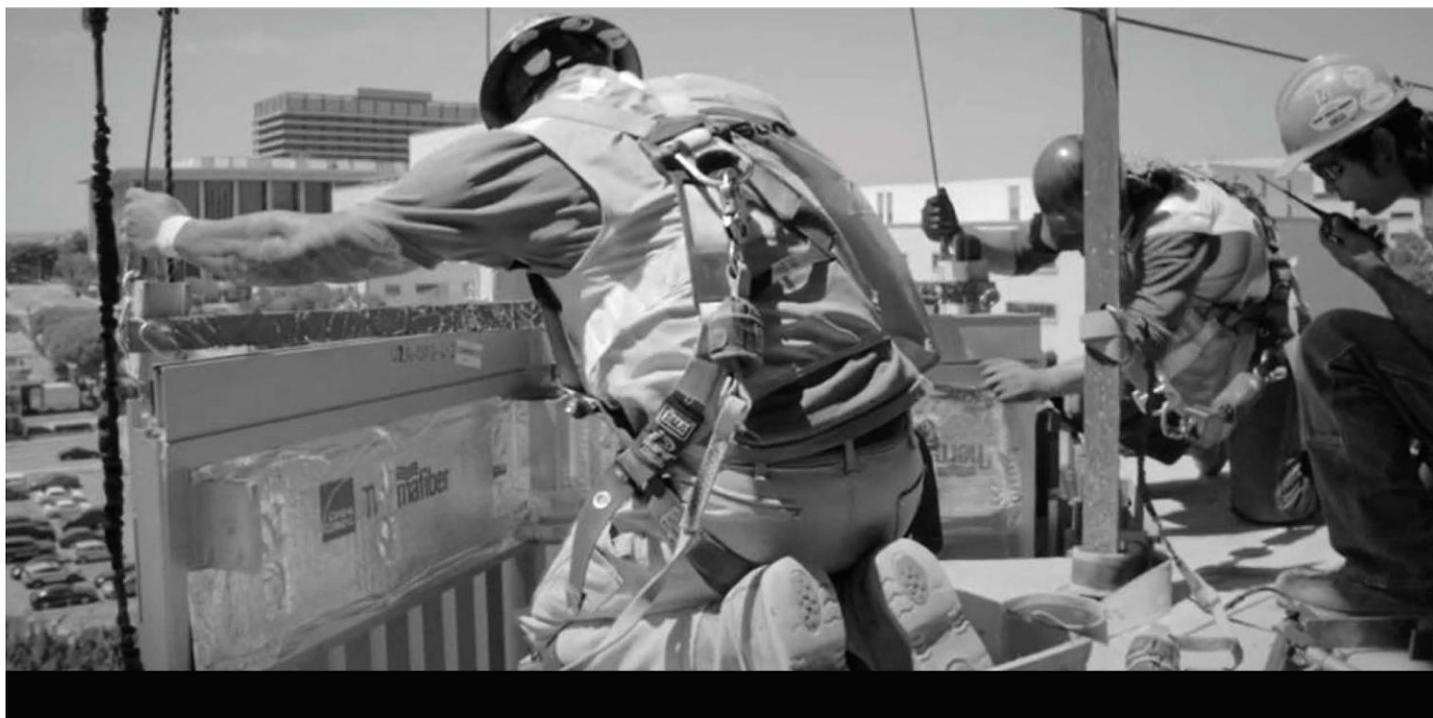
📍 Imperial (2nd Floor)

- **Chris Bernhardt**, Senior Vice President of Training, Grant Associates

Reimagining the world of work applies to all aspects of workforce development, especially business engagement. Just as The Fonz found out, success in the past does not guarantee success in the future. What was innovative and worked before COVID may not lead your workforce system to success in the future. Join us to hear 10 tactics for ensuring you have a business development strategy that is relevant to your community and the industries of tomorrow.



NOTES



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WORKCON Sessions

Thursday May 26, 2022

CWA Workforce Awards Luncheon

📍 California Ballroom
🕒 11:45am – 1:00pm

Emcee – **Tracie Scott-Contreras**,
Executive Director, WDB of Madera County
Madera County Workforce Investment Corporation
During this Luncheon, we will be honoring two workforce dynamos:



Ray McDonald
Executive Director, Santa Barbara WDB
Lifetime Achievement Award



Anthony Rafeek
Grants and Programs Coordinator, OC Workforce & Economic Development Division
Workforce Champion of the Year

On the Menu:

Salad: Baby greens, cucumbers, grape tomatoes, herb croutons, balsamic vinaigrette, **Seared Chicken:** Chicken Breast on a bed of Sicilian cous cous, garlic, spinach, parmesan, roasted tomato emulsion, **Dessert:** Chocolate Trilogy, Chocolate Cake, Dark & White Chocolate Mousse, Vanilla Chantilly

WORKCON Sessions

Thursday May 26, 2022

Round III Workshops

🕒 1:15 – 2:15pm

Use the Employer Lens to Demonstrate Business Services' ROI

📍 Sierra B (2nd Floor)

- **Christine Bosworth**, Chief Executive Officer, Business U

Employers and those who serve their workforce needs are going through fundamental transformation while confronting the mismatch between employer needs and the available labor force. This session will transform the outdated approach of how employer-facing workforce professionals engage with industry by strategically focusing on ROI from the employer perspective—what is of value to them to meet current and future talent needs; this results in sustained competitiveness to expand opportunities for job seekers and students.

STEP (Student Training and Employment Program) Redesign: Funds supporting students with disabilities

📍 Sierra A (2nd Floor)

- **Leti Shafer**, Senior Specialist for Workforce Development, FCCC
- **Joshua Modlin**, Director of Earn & Learn, FCCC
- **Mark Erlichman**, Deputy Director of Vocational Rehabilitation Employment Division, Department of Rehabilitation

Exposure to career exploration allows students with disabilities the opportunity to actively engage in the workforce. Student Training and Employment Program (previously STEPS, a summer program) creates long-lasting investments in work readiness and paid work experience through local WDB and DOR District partnerships. Come learn about STEP from a state and local level perspective and changes to the next round of funding in response to evolving needs of students served and feedback from the field.

WORKCON Sessions

Thursday May 26, 2022

The Great Reassessment – How LFPR is Evolving in Santa Barbara County

📍 Harbor B (3rd Floor)

- **Josh A. Williams**, Principal Researcher, BW Researcher
- **Raymond L. McDonald**, Executive Director, Santa Barbara WDB
- **Julie Smedley**, Program Analyst, Santa Barbara WDB
- **Nate Hunt**, Project Manager, BW Researcher

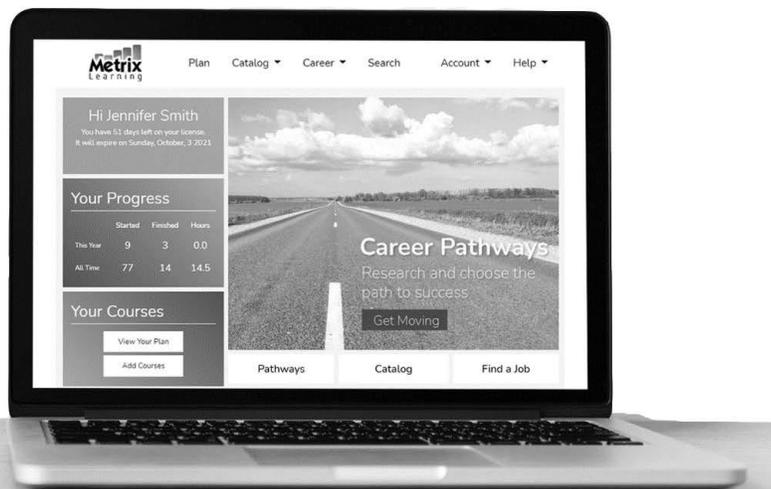
This session will examine how the Labor Force Participation Rate (LFPR) is evolving, both nationally and in Santa Barbara County and what it means for regional workforce and economic development. This workshop will examine both national and regional data to better understand how LFPR is changing and its impact on regional economies. The discussion will also share recent survey results of both residents and businesses and how both are responding to new attitudes and behaviors around the willingness to work. Lastly, the discussion will provide some approaches to analyze and respond to the shifting dynamics of the labor force.



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For More Information: Brian Lee, CEO | brian.lee@metrixlearning.com

WORKCON Sessions

Thursday May 26, 2022

Bridging Workforce Development & Worker Power: Lessons from California Worker Centers

📍 Plaza A (2nd Floor)

- **Ana Luz Gonzalez-Vazquez**, Program Manager, UCLA Labor Center
- **Magaly Lopez**, Senior Research Analyst, UCLA Labor Center
- **Kevin Lujan Lee**, Doctoral Candidate, MIT Department of Urban Studies, & Planning
- **Flor Rodriguez**, Executive Director, CLEAN Carwash LA
- **Sheheryar Kaosji**, Executive Director, Warehouse Worker Resource Center
- **Shaw San Liu**, Executive Director, Chinese Progressive Association

Across many sectors of the California economy, worker centers are providing access to economic opportunity and empowering disadvantaged populations to transform industry practices in low-wage industries. In this session, you will learn from worker centers about what workforce development looks like when it's driven by marginalized communities-- how they approach skills building, leadership development, and employer engagement, and how they apply labor enforcement, organizing, and advocacy mechanisms to improve job quality and raise industry standards.



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WORKCON Sessions

Thursday May 26, 2022

Building Better Futures: Collaborative Workforce Solutions for Angelenos with Disabilities

📍 Plaza B (2nd Floor)

- **Nelly Niebas**, Manager for Advocacy, Policy, and Civic Engagement, Respectability
- **Wally Q. Tablit**, Director of State Policy, Respectability
- **Maritza Dubie-Urbe**, Executive Director, WDB Los Angeles County
- **Delbert Whetter**, Chief Operating Officer and Head of Business Affairs, Exodus Film Groups

This workshop will discuss lessons learned from the collaborative partnership between RespectAbility, the Los Angeles County Workforce Development Board (WDB), and Workforce Development, Aging and Community Services (WDACS). For the past year, the WDB, WDACS and RespectAbility have joined forces to share insights on pragmatic accessibility, benefit navigations and meeting mutual goals. Please join us if you want to learn practical lessons on serving jobseekers with disabilities, aligning systems and training on disability/equity issues.

Using a Navigator Model to Serve High-Barrier Populations

📍 Plaza C (2nd Floor)

- **Ripsime Markaryan**, Program Director, Pomona Valley AJCC
- **Elisandro Garcia**, ELL Navigator, RichmondWORKS

This session will use a moderated/facilitated discussion model that will allow attendees to hear from three different regions that are implementing navigator models with high-barrier populations. Attendees will learn strategies for integrating navigators into AJCC-based teams, approaches to coordinating across systems, best practices in operationalizing the model, and the opportunities – and limitations – of using a navigator model to advance workforce system policies and practices that can support equitable access and outcomes for diverse populations.

WORKCON Sessions

Thursday May 26, 2022

ReSkilling and up-skilling: A Higher Education Response to Developing Workforce Ready Learners

📍 Imperial (2nd Floor)

- **Ben Fell**, Director of Academic and Professional Programs, College of Continuing Education, Sacramento State
- **Elisa Trimboli**, Program Manager of Strategic Initiatives, College of Continuing Education, Sacramento State

With the nation's rapidly evolving workforce needs and a changing climate, the College of Continuing Education (CCE) at Sacramento State is examining educational pathways to address concerns about the relevance of higher education's role in workforce development. The goal is to expand experiential learning opportunities, provide new formats for working learners, and help workers re-skill and up-skill. The workshop will be an interactive, thought-provoking, and needs-gathering discussion around the idea of new foundational skills and motivating a robust talent pool.

How to Get Others to WILLINGLY Do What Needs to Be Done In The New Hybrid Work Environment

📍 Balboa (3rd Floor)

- **Silver Rose**, Silver Speaks

In this workshop, you will learn simple tools & techniques to get team members more engaged in their work, even if they work remotely. As well as a delegation process that creates collaboration and ensures that tasks get done correctly the first time, your team feels empowered and takes ownership of their roles, one-sided "command-and-control" delegation is replaced with collaborative coaching conversations, practical and easy-to-implement ways to incorporate staff skills development into your day as you go about your usual activities. Plus, a powerful feedback tool that delivers useful and applicable data rather than criticism.

WORKCON Sessions

Thursday May 26, 2022

Diversify and Strengthen Your Workforce by Creating Inclusive Employment Opportunities for People with Development Disabilities

📍 Harbor A (3rd Floor)

- **Arturo Cazares**, Associate Director, Regional Center of Orange County and Chair, Employment Committee of Association of Regional center Agencies
- **Linda O'Neal**, Consultant and Transition Specialist, Chapman University, Thompson Policy Institute, San Diego State University Interwork Institute, and Regional Center of Orange County
- **Michael Luna**, Chief Work Services Section, Community Services Division, Department of Developmental Services

Developing inclusive employment opportunities requires community partnerships between businesses, service providers, regional centers, and state agencies to ensure equal access to competitive integrated employment. This workshop will educate workforce professionals on key strategies to develop inclusive and equitable employment opportunities for people with developmental disabilities to create a more diverse and stronger workforce. It will highlight California's Competitive Integrated Employment (CIE) Blueprint, Department of Developmental Services Employment Grant, as well as the Project SEARCH, and Paid Internship Program which has been successful in achieving community-based integrated employment in California.

Hardcore Mental Health for a Re-Imagined COVID-19 Workforce Climate

📍 Santa Fe (2nd Floor)

- **Eric Fan**, Founder, Squarage

Positive thinking is overrated. Workforce administrators (Workforce Board Departments, CalWORKS, Adult Education, ROP, COE, etc.) need to enhance their target populations' mental health to prepare for the stresses they will encounter in a re-imagined workforce climate due to COVID-19, whether on-site or working-from-home. The content will instruct, from research and data, new Mental Health Conditioning content to help workforce programs prepare their resident populations for a re-imagined workforce by simulating and demonstrating workforce stressors.

WORKCON Sessions

Thursday May 26, 2022

Exhibits & Refreshment Break

🕒 2:15 — 2:45pm

Round IV Workshops

🕒 2:45 — 3:45pm

UNDERSTANDING THE CULTURE OF DISABILITY IN THE WORKPLACE

📍 Santa Fe (2nd Floor)

- **Yuki Long**, Staff Services Manager I, Blind Field Services Division, CA DoR
- **Danielle Hackworth**, Business Engagement Consultant, Workforce Development Section, CA DoR
- **Ricardo Perez**, Sector Business Consultant, Pathways to Success Project, CA DoR
- **Sean Laurant**, Staff Services Manager I, Greater East Bay District, CA DoR

Increase employers' confidence in hiring individuals with disabilities by addressing misconceptions and barriers. Understanding, "what's in it for business" to hire individuals with disabilities, the financial benefits, and will help companies unlock and explore an untapped talent pool of qualified workers with disabilities. Identifying, changing, and developing a new perspective to increase awareness and employment for individuals with disabilities. Disability etiquette explores apparent and non-apparent disabilities in the workplace, debunking myths, assistive technology, and promoting the unique abilities to build an inclusive workplace for all employees with or without disabilities. Information and resources will be shared to encourage a change in perspective around hiring and supporting individuals with unique abilities with accommodations to assist them in retaining successful and meaningful employment.

LinkedIn and Workforce Boards, a Strategic Partnership

📍 California A (2nd Floor)

- **Cecily Hastings**, State and Local Relationship Manager, LinkedIn
- **Samantha Ross**, Relationship Manager, LinkedIn

LinkedIn and CWA have launched a strategic partnership to assist California workforce boards in planning for workforce needs, connecting with program participants and job seekers, and upskilling your workforce to align with local needs. Join us for this session to learn about this new partnership and a live demonstration of the tools available through the program.

WORKCON Sessions

Thursday May 26, 2022

VIRTUAL AMERICA'S JOB CENTER OF CALIFORNIA (AJCC)

📍 Sierra A (2nd Floor)

- **Mamikon Nalchajyan**, Workforce Development Administrator, LA County WDB
- **Christian Villanueva**, Workforce Development Administrator, LA County WDB

LA County WDACS has pivoted after the pandemic to provide virtual services and outreach for job seekers, employers, and the community. New features and development include a virtual resource room, a social media platform, and Youth@Work Hub. To date, over 35,000 individuals have used at least one of the services available through the Virtual resource room and social media platforms. The workshop will entail a walkthrough of our virtual services, lessons learned and best practices.

The Now and Next of Hiring

📍 Sierra B (2nd Floor)

- **Sara Page**, Business & Employment Specialist, Golden Sierra Job Training Agency

Employers today face many challenges when it comes to recruiting, hiring, and retaining employees. It should come as no surprise that businesses are really struggling to get candidates for their job openings and are having to be more creative in their recruitment efforts. And while the pandemic demanded companies immediately pivot to a more flexible work model, whether in place prior or not, this new setup is here to stay. The Now and NEXT of Hiring is your chance to learn more about current labor market trends, strategies for employee retention, and how to find and hire great candidates in 2022 through local AJCC programs.

WORKCON Sessions

Thursday May 26, 2022

The Reemployment Services and Eligibility Assessment Program

📍 Harbor A (3rd Floor)

- **Steve Malliaras**, USDOL, Employment and Training Administration, San Francisco Regional Office

This workshop shares information about the Reemployment Services and Eligibility Assessment (RESEA) program, a program targeted to get individuals back to work. The Federal budget provides \$ 250 million for the RESEA program, with potential increases to \$ 750 million by 2027. The RESEA aims to get individuals back to work and reduce the amount of time individuals remain unemployed and receive unemployment insurance. Part of future funding is contingent on strategies that are documented to have been successful based on acceptable evaluations.

Data Analytics Career Pathways for the Public Sector

📍 Plaza A (2nd Floor)

- **Melissa Asher**, Director, CPS HR Consulting
- **Karen Evans**, Manager, CPS HR Consulting
- **Coleen Morehead**, Founder/CEO, Cyber Proud Inc.
- **Brian Broumas**, President, Data Creative, LLC

Everyone is experiencing a recruiting crisis and the public sector is in dire straits to compete with the private sector for top talent. Join us for this session which will explore the increasing demand for data skills in state and local government positions and how a data analytics pathway can fuel opportunities for career seekers and government agencies alike. We'll discuss how agencies are currently investing in incumbent training as the blueprint to prepare public sector's future workforce and retain talent.

WORKCON Sessions

Thursday May 26, 2022

The Great Resignation & Its Impact on Today's Hiring Practices

📍 Plaza B (2nd Floor)

- **Craig Scharton**, Client Advisor, California Manufacturing Technology Consulting

It's no secret that the Great Resignation has seriously impacted employee retention and available talent. Do you have openings and no applicants? You're not alone - 4.3 million Americans voluntarily left jobs in one month in 2021. 73.9% of employers struggle to fill open positions. 77 % of employers fear talent shortages in 2022. Candidates are in the driver's seat, whether we like it or not. Craig Scharton of CMTC will discuss how to identify talent during challenging times and share creative ways to find and hire great employees.

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**Leveraging CalJOBSSM to Reach New Audiences in
Education and Corrections**

WORKCON Sessions

Thursday May 26, 2022

How a Pandemic Created a Stronger Pre-Apprentice Program: Regional Projects Focused on Diversity

📍 Plaza C (2nd Floor)

- **Salena Durrell**, Valley Build Northern Coordinator, Trades Women Inc.
- **Ashley Matthews**, ValleyBuild Central Coordinator, FRWDB
- **David Hudgins**, ValleyBuild Southern Coordinator, Kern, Inyo, Mono Building Trades Council
- **Nick Weathers**, Valley Build Northern Coordinator, San Joaquin BTC

ValleyBuild Partnership, Trades Women INC, and four Central Valley Build Trades Councils and some Valley WDBs, have partnered over the last two years to create and refine a robust model for Pre-Apprentice programs as a 14-county regional project. Math prep classes, ESL English for Construction, hands on training from JATCs and an all-Female cohort for 2022 are strategies in place to reach underserved/ underrepresented populations like women, racial/ethnic minorities, justice involved and youth for apprenticeship opportunities.

Boost Morale and Productivity

📍 Imperial (2nd Floor)

- **Anita Wallace**, Consultant, ALW ProDev Consulting, LLC
- **Lynwood Brown**, Owner, Brown & Brown Quality Care, Inc.

In this workshop you will learn Strategies To Connect Employment Programs that provide services to Developmentally Disabled Individuals to AJCC'S to Connect the Dots and Provide the Best Resources and Services for Community Integration and Employment, Learn Ways to support an individual with a disability in finding "real work for real pay", while also providing valuable services to businesses, **and** Discuss the importance of Awareness Workshops for both AJCC's Staff and Employment Programs that provide services to individuals with intellectual disabilities who are high functioning that mutually benefit and promote real outcomes.

WORKCON Sessions

Thursday May 26, 2022

Innovative outreach. Engaging partnerships. Transformative outcomes.

📍 Balboa (3rd Floor)

- **Carol Tsushima**, Ed. D, Assistant Superintendent, Innovation & Engagement, San Bernardino County Superintendent of Schools
- **Stephanie Houston**, Ed. D, Administrator, Alliance for Education, San Bernardino County Superintendent of Schools
- **Shehzad Bhojani**, Program Manager, Alliance for Education, San Bernardino County Superintendent of Schools
- **Karen Goss**, Curriculum Specialist, SBC ROP, San Bernardino County Superintendent of Schools
- **Deidra Puentes**, Curriculum Specialist, SBC ROP, San Bernardino County Superintendent of Schools

The San Bernardino County Superintendent of Schools' Alliance for Education department has leveraged a variety of technology platforms to reach thousands across the Inland Empire and built systemic partnerships that support connecting the region's human capital to its workforce needs. From work-based learning resources and micro-internships to mobile games and career pipeline events, allow us to share the resources we use to connect the county's K12 education system to the region's world of work.



Transfr is building a classroom-to-career pipeline by delivering simulation-based training that equips learners with the skills needed to successfully enter the workforce.

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WORKCON Sessions

Thursday May 26, 2022

Foster2Social Work

📍 Harbor B (3rd Floor)

- **Ahlam Suradi**, Career Development Specialist, SELACO
- **Corina Coronel**, WDAP Career Services Manager, SELACO
- **Victor Manalo**, Social Worker, Consultant, Public Servant, President, Board of Directors at National Association of Social Workers, California Chapter

The Foster2SocialWork (F2SW) Program is a collaboration between SELACO WDB and NASW-CA. SELACO WDB has partnered with the NASW-CA to offer foster and/or former foster youth between the ages of 18-24 the opportunity to explore a career pathway into the field of Social Work while also gaining work readiness skills. This program involves a 2 weeklong boot camp. In this 2 weeklong bootcamp they explore the truths and myths of social work, the educational path to becoming a Social Worker, and how to become successful in the field of Social Work. After the completion of the bootcamp participants are given the opportunity to receive a Paid Work Experience in the field of Social Work. Through this program participants can gain work readiness skills, learn more about the Social Work field, and get hands-on experience in the field. The objective at the end of the project is to have participants on an education pathway to becoming a Social Worker.

Notes

WORKCON Sessions

Thursday May 26, 2022

Afternoon Plenary

🕒 4:00pm-5:15pm

📍 California Ballroom

Welcome

- **Nick Shultz**, Treasurer, CWA Executive Director, Pacific Gateway Workforce Board

Look Up and Beyond

- **Jessica Janniere**, National Adversity Expert, Look Up and Beyond Inc.

This heart-felt and inspirational message will have participants empowered to “look up and beyond” their negative past and current circumstances so they can develop mental/ emotional resilience and leadership abilities that will impact, not only their lives, but the lives of others. Participants will leave with a desire to re-imagine a vision for their future, in and outside of the workplace and the confidence needed to embrace the journey despite any obstacles they encounter along the way.



Comedy Night

🕒 7:00pm – 8:30pm

📍 California Ballroom (2nd Floor)

Sometimes, all we need is a good laugh! At the end of the day, it's a sense of humor that sometimes gets us through the most difficult times and keeps relationships intact. Don't miss this night of fun and laughter open to all Conference attendees.

COMEDY NIGHT

THURS
MAY 26
7-8:30PM



Debi Gutierrez



Kristen Key



Paul Ogata

REIMAGINING

THE WORLD
OF WORK



WORKCON 2022 | WESTIN GASLAMP QUARTER

WORKCON 2022

Friday May 27, 2022

Morning Plenary

🕒 8:30 - 9:30am

📍 California Ballroom

Reimagining the World of Work! – Coffee Talk with Bob Lanter and CA's Workforce Development Professionals

- **Bob Lanter**, Executive Director, California Workforce Association
- **Joshua Johnson**, Director, National Innovation Hub for DEIA in Registered Apprenticeship, Jobs for the Future
- **Bob Knight**, Director of Government Relations, Equus Workforce Solutions
- **Leslie Payne**, Initiative Director, The James Irvine Foundation
- **Carma Lacy**, Director of Workforce Development, Orange County
- **Gregg Irish**, Executive Director, City of Los Angeles Workforce Development Board

Join CWA's Bob Lanter and a panel of National, State and Local workforce leaders as they discuss what is possible as we look to reimagine the world of work and more specifically the public workforce development system. Today's labor markets are unlike any we have ever seen. The calls for income and gender equity, for racial reckoning, the need for clear pathways out of poverty, the demand by our labor force for higher wages and better working conditions have pushed workforce boards and the public workforce system to reconstruct themselves in communities across California and the U.S.

This panel will explore the issues relevant to today's workforce system and the need to recalibrate to ensure our system is not only viable but effective in meeting the needs of individuals and businesses. No topic will be left out of the discussion.

Refreshment Break

🕒 9:30 — 10:00am

WORKCON Sessions

Friday May 27, 2022

Round V Workshops

🕒 10:00 — 11:00am

Elevated Workforce Marketing: Strategies for Increasing Community Presence in Underserved Populations

📍 Imperial (2nd Floor)

- **Martha Espinosa**, Marketing and Grants Manager, Fresno Regional Workforce Development Board
- **Diane Jensen**, Business Outreach Coordinator, Fresno Regional Workforce Development Board

Diversity. Inclusion. Equity. We've all heard these buzzwords, but how do you actually bring people from underrepresented and underserved populations through your doors? Learn how to get the good word out about the good work you do through elevated marketing strategies for increasing your community presence through media relations, community events, social media, and more.

Cars, Canines, Cadavers - Oh My! Improving Workforce Development Programs with AR/VR

📍 Sierra A (2nd Floor)

- **Michael Carbenia**, Executive Director Workforce, Zspace

From assembling electric vehicle engines to practicing ECG electrode placement, discover how students in over 3,000 districts, technical schools, and community colleges are earning technical credentials using augmented and virtual reality labs. Understand how AR/VR expands the opportunities available to students by eliminating consumables, reducing training space, and allowing students to prepare for industry certifications in a safe environment.

WORKCON Sessions

Friday May 27, 2022

Serving Refugee and Immigrant Populations

📍 Sierra B (2nd Floor)

- **Steve Malliaras**, TBD, US DOL, Employment and Training Administration, San Francisco Regional Office

In this session, you will hear representatives introduce and discuss program to serve the growing refugee and immigrant populations you are serving. We will discuss current and upcoming programs which with greatly benefit the job seekers in your area and assist in securing sustainable employment.

Helping At-Risk Youth Thrive: Evidence-Based Programming to Meet the Needs of Youth & Support Towards Thriving Livelihoods

📍 Plaza A (2nd Floor)

- **Erica Waterford**, VP Education and Employment, First Place for Youth
- **Ian Hwang**, Education and Employment Manager, First Place for Youth

First Place for Youth provides results-driven direct service to young people for over 20 years. Our My First Place nationally recognized, education and employment model serve youth (18-24) who are in or are emancipated from child welfare or probation systems. In this workshop, attendees will: hear surveyed responses from what youth report are their needs, barriers and how to support them reach success; and learn promising practices to support youth to not only sustain but thrive towards self-sufficiency.

WORKCON Sessions

Friday May 27, 2022

Understanding Apprenticeship, Pre-Apprenticeship Models

📍 Plaza B (2nd Floor)

- **Trung Le**, Assistant Deputy Director Vocational Rehabilitation Employment Division, CA Department of Rehabilitation.
- **Koko Naing**, Regional Business Specialist, Orange San Gabriel District
- **Justin McIntire**, Staff Services Manager I, Santa Barbara District
- **Christopher Fernandez**, Staff Services Manager I, Inland Empire District

The California Department of Rehabilitation will be defining pre-apprenticeship, apprenticeship and on the job training. Discuss the components of each and touch on the latest trends in the industries. Introduce local outreach efforts and best practices to connect programs to individuals with disabilities. Present local collaboration and innovative partnerships to inspire more participation in the trades.

Putting California on the High Road: A Jobs & Climate Action Plan for 2030

📍 Plaza C (2nd Floor)

- **Shrayas Jatkar**, Interagency Policy Specialist, Equity, Climate, and Jobs, California Workforce Development Board
- **Kerry Chang**, Program Analyst, California Workforce Development Board
- **Rafael Aguilera**, High Road Field Specialist, California Workforce Development Board

Are you interested in California's plans for transitioning to carbon neutrality and how that affects our economy and workforce? Do you have ideas or questions about how to use your programs and policies to support climate resilience? Come to this session to hear brief presentations about California's climate policies and participate in an open forum to discuss how our workforce and educational systems engage in the long-term transition to an equitable, carbon-neutral economy.

WORKCON Sessions

Friday May 27, 2022

Becoming a Resilient Leader

📍 Santa Fe (2nd Floor)

- **Josh Davies**, Executive Director, The Center for Work Ethic Development

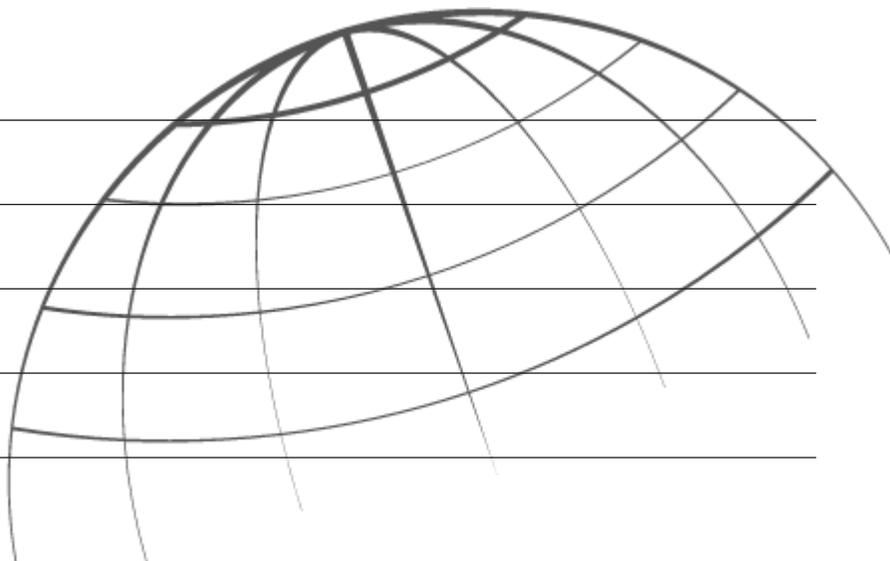
The lesson of 2020 is that to survive and thrive, you have to be resilient in the face of change. The pace of change has never been faster and the need for an adaptable and resilient mindset has never been greater. Learn strategies that can help anyone grow in their ability to see, communicate, and adapt to change. In a future driven by technology, it will be the organizations that differentiate themselves with adaptable leaders that thrive.

How Covid-19 Has Changed the Supply Chain & Industry's Workforce Development Script

📍 Balboa (2nd Floor)

- **Steve Harrington**, Senior Advisor, Industry Liaison, Western US, Manufacturing Skills Standards Council
- **Christine Nieto**, California Account Executive, ACT Workforce Solutions

Covid-19 has impacted the supply chain in unforeseen ways. Over 420,000 new jobs have been created in the logistics sector alone. Offering opportunities for job seekers to upskill, re-skill, and transition into supply chain careers provides access to an array of pathways and stackable certifications to increase wages. Garner useful industry data for community engagement, learn about Covid's workforce impacts and how industry validated credentials present clear labor market value for supply chain careers.



WORKCON Sessions

Friday May 27, 2022

Closing Plenary

🕒 11:00am-12:30pm

📍 California Ballroom

Welcome and Gift Giveaways

- **Bob Lanter**, Executive Director, CWA

A Moment in Time

- **Tressa Dorsey**, President, TAD Grants

Time is a universal concept yet it's value and meaning can be so different for all of us. So many of us are stuck in the past, looking to what was to dictate what might be. Others are so focused on the future; we forget to be mindful of the here and now. What is going on around us that may impact our future and miss opportunities to create real change. Join Tressa Dorsey, President of TAD Grants while she shares her thoughts, inspiration, and knowledge on how to be more present in the moment to evaluate the possibilities of what the future of workforce development can evolve into in the coming months and years.



NOTES

Alameda County, Rhonda Boykin	San Benito County, Enrique Arreola
Anaheim, Marco Lucero	San Bernardino County, Brad Gates
Contra Costa County, Tamia Brown	San Francisco, Joshua Arce
Foothill, Dianne Russell-Carter	San Joaquin County, Patty Virgen
Fresno County, Blake Konczal	San Luis Obispo County, Dawn Boulanger
Golden Sierra, Jason Buckingham	Santa Ana, Deborah Sanchez
Humboldt County, Scott Adair	Santa Barbara County, Raymond McDonald
Imperial County, Priscilla Lopez	Santa Cruz County, Andy Stone
Kern, Inyo, Mono, Teresa Hitchcock	San Jose, Monique Melchor
Kings County, Lance Lippincott	Solano County, Heather Henry
City of Los Angeles, Gregory Irish	Sonoma County, Katie Greaves
Los Angeles County, Martha Molina-Aviles	South Bay, Jan Vogel
Madera County, Tracie Scott-Contreras	South East Los Angeles County, Yolanda Castro
Merced County, Erick Serrato	Stanislaus County, Doris Foster
Monterey County, Christopher Donnelly	Tulare County, Adam Peck
Mother Lode, Dave Thoeny	Ventura County, Rebeca Evans
North Central Counties Consortium, Cindy Newton	Verdugo Consortium, Judith Velasco
North Valley Job Training Consortium, Marlena Sessions	Workforce Alliance of the North, Bay, Bruce Wilson (Lake, Marin, Mendocino & Napa Counties)
Northern Rural Training & Employment Consortium, Michael Cross	Yolo County, Elaine Lytle
City of Oakland, Sofia Navaro	Workforce Development Board Representative, (Vacant)
Orange County, Carma Lacy	One Stop Operator Representative: Traci Holt, Director, Alliance for Workforce Development, Inc.
Pacific Gateway, Nick Schultz	
Richmond, Tamara Walker	
Riverside County, Carrie Harmon	
Sacramento, Denise Lee	

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Blake Konczal - 2nd
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Established by Executive Order in response to the mandate of the federal Workforce Investment Act (WIA) of 1998 (Public Law 105-220), the Board assists the Governor in setting

and guiding policy in the area of workforce development.

The California Workforce Development Board (State Board) is responsible for assisting the Governor in performing the duties and responsibilities required by the federal Workforce Innovation and Opportunity Act of 2014.

All members of the Board are appointed by the Governor and represent the many facets of workforce development – business, labor, public education, higher education, economic development, youth activities, employment, and training, as well as the Legislature. www.cwdb.ca.gov



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between apprenticeship, industry, education, and workforce with CWA through the USDOL Registered Apprenticeship Technical Assistance Center of Excellence.

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Geographic Solutions is the leading provider of online employment software for state and local workforce agencies in over 35 states and U.S. territories. The company's Virtual Career Center solution is a career

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Sify Technologies. With over two decades of experience developing innovative training solutions for some of the world's most well-known organizations, Sify is your trusted partner in reimagining modern workforce skill acquisition. Sify has helped train thousands of people in diverse industries like healthcare, pharma, oil & gas, utilities, manufacturing, technology, non-profits by leveraging the power of educational technologies

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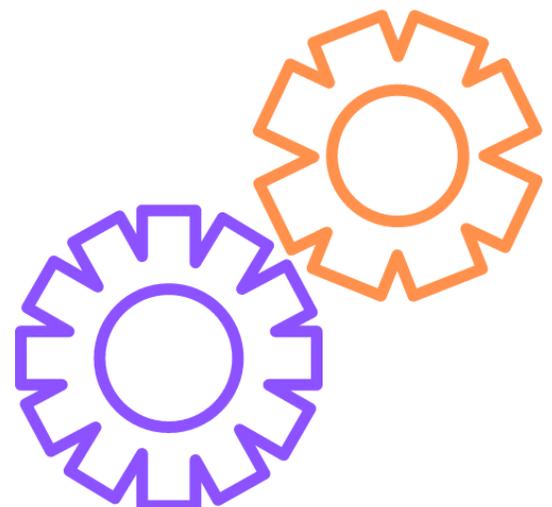
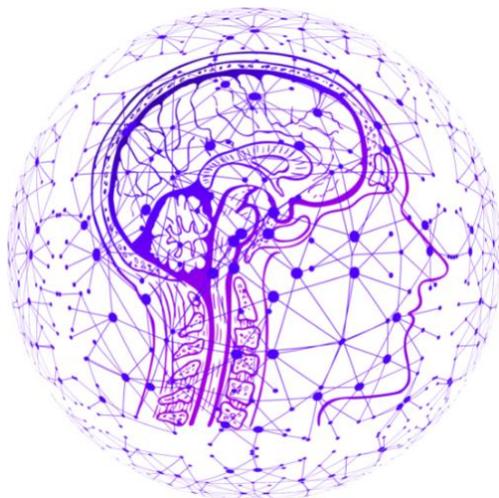
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ACT Workforce Solutions is a mission driven non-profit organization dedicated to helping to create thriving workforce ecosystems that foster economic growth. From ACT WorkKeys to WorkKeys

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Tel: 310.970.2169 | Christine.Nieto@act.org | Web: www.act.org/workforce



Pathways Consultants meets you at the intersection of systems change, connecting workforce professionals, organizations, and funders to tackle the 'real story' behind the complexities of impactful programming. When you partner with Pathways Consultants, you get a dedicated team of experts who are in service to, and partner with, communities historically on the periphery of the most fundamental economic opportunities. Our team is fueled by a vision in which all people have full access to and full participation in the institutions and centers of power that drive the economy and which feed our families, communities and hearts.

Contact: Amanda Gerrie, Co-Founder and Partner | Phone: 510-325-6959

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Contact: Phil Blankenship, Workforce Account Manager, Community Insights

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CASAS provides testing of basic and academic skills for youth and adults and curriculum tools to design instruction. Our tests and services promote the transition to higher education and the workforce. Each year well more than one million youth and adults take a CASAS test. Federal and

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ProjectAttain! highlights the educational attainment needs, and serves as a voice for, adult learners ages 25-64. We showcase adult-friendly partners and programs and feature data-driven content that improves access, equity, and support for adult learners.

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Employment, Independence & Equality

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The California Department of Rehabilitation (DOR) works in partnership with consumers and other stakeholders to provide services and advocacy resulting in employment, independent living, and equality for individuals

Cynthia Butler, Public Information Officer | 916-558-5300 | cynthia.butler@dor.ca.gov

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TransCanWork

Trans Can Work is a trans-led non-profit organization working to economically empower and employ transgender, gender-variant, and intersex people. Our vision is of a world where trans people can succeed at all levels of employment. We

accomplish our mission by providing one-on-one job seeker services, employer training, consultation, and recruitment, and opportunities for both to put theory into action through virtual hiring events and career pathway programs.

Contact us at info@transcanwork.org



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Exhibitor Showcases:

Wednesday May 25, 2022 from 2:00pm until 2:30pm

Thursday May 26, 2022 from 10:00am until 10:30am

Thursday May 26, 2022 from 2:15pm until 2:45pm

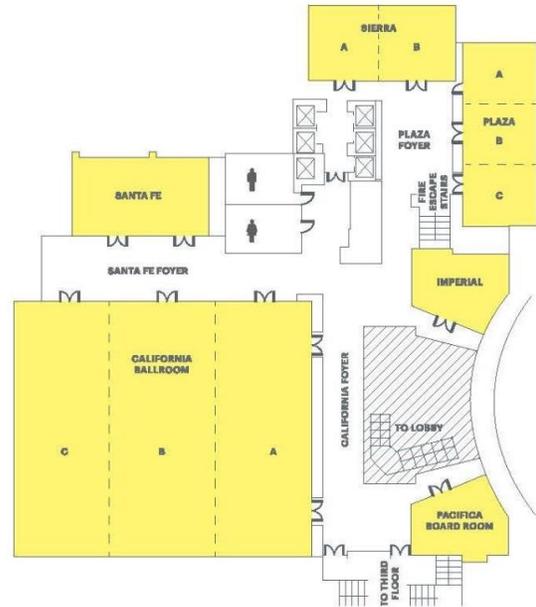
Exhibit booths in Santa Fe Foyer & California Foyer

The Westin San Diego Gaslamp Quarter Conference Area

The Westin San Diego Gaslamp Quarter

Second Floor

MEETING SPACE



MEETING SPACE

Third Floor

MEETING SPACE

