

WORKFORCE INVESTMENT NETWORK FOR MARYLAND



Raising the Bar 2008

Workforce Development Conference

Program Guide

June 16-18, 2008

Turf Valley Inn and Conference Center
Ellicott City, Maryland



Meeting the Challenges of the 21st Century Workforce

SPONSORED BY THE WORKFORCE INVESTMENT NETWORK FOR MARYLAND, THE MARYLAND INSTITUTE FOR WORKFORCE EXCELLENCE, THE MARYLAND DEPARTMENT OF LABOR, LICENSING AND REGULATION, AND THE BALTIMORE CITY DEPARTMENT OF SOCIAL SERVICES

Agenda at a Glance

Monday, June 16, 2008

Schedule at a Glance

8:00 am - 9:00 am	Continental Breakfast/Registration
9:00 am - 12:00 pm	Session Part I
12:00 pm - 1:00 pm	Lunch (Waterford)
1:00 pm - 4:00 pm	Session Part II
6:00 pm - 8:00 pm	Conference Pre-registration

Tuesday, June 17, 2008

Schedule at a Glance

7:30 am - 4:30 pm	Registration
7:30 am - 2:00 pm	Exhibit Hall Open
7:30 am - 8:30 am	Continental Breakfast (Exhibit Hall)
8:30 am - 10:00 am	Opening Session/Keynote (Ballroom)
10:00 am - 10:15 am	Beverage Break
10:15 am - 11:30 am	General Session Conversation Panel (Ballroom)
11:30 am - 12:15 pm	Mobile Unit Tours (Parking Lot) Visit Exhibitors (Exhibit Hall) Door Prizes (Exhibit Hall)
11:45 am - 12:00 noon	Meet & Greet Business Card Swaps (Designated Areas)
12:15 pm - 1:15 pm	Lunch (Ballroom)
1:15 pm - 1:45 pm	Mobile Unit Tours (Parking Lot) Visit Exhibitors (Exhibit Hall) Door Prizes (Exhibit Hall)
1:45 pm - 3:00 pm	Concurrent Workshops Session I
3:00 pm - 3:15 pm	Beverage Break
3:15 pm - 4:30 pm	Concurrent Workshops Session II
4:30 pm - 9:00 pm	We're Goin' to Hollywood! Social (Waterford A/B & Waterford Lobby)

Wednesday, June 18, 2008

Schedule at a Glance

7:30 am - 10:30 am	Registration Open
7:30 am - 12:00 pm	Exhibit Hall Open
7:30 am - 8:30 am	Continental Breakfast (Exhibit Hall)
8:30 am - 9:00 am	General Session (Ballroom)
9:15 am - 10:30 am	Concurrent Workshops Session I
10:30 am - 11:00 am	Break Door Prizes (Exhibit Hall)
11:00 am - 12:15 pm	Concurrent Workshops Session II
12:30 pm - 1:30 pm	Lunch (Ballroom)
1:45 pm - 3:00 pm	Concurrent Workshop Session III
3:00 pm - 3:15 pm	Break (Ballroom)
3:15 pm - 4:30 pm	Closing Keynote (Ballroom) Raffle Drawing

Cyber Café in the Waterford Lobby

Need to check your e-mail during the conference? Visit our Cyber Café located in the Waterford Lobby. Open Tuesday 8:00 am-3:15 pm, Wednesday 8:00 am-3:15 pm
Cyber Café Courtesy of MontgomeryWorks.



We're Goin' to Hollywood!

Join us for this year's social event, We're Goin' to Hollywood on Tuesday, June 17th from 4:30 pm-9:00 pm
See page 8 for details.

Meet & Greet Business Card Swaps

One of the most important benefits of attending RTB is the opportunity to network with your colleagues from around the state and the region. These contacts can extend well beyond RTB as you can share ideas, challenges, solutions, and promising practices year round. So, in addition to the networking that you're doing informally, we're offering a specific location for you on Tuesday, June 17th at 11:45 am to swap contact information with your colleagues who have similar interests. To participate, visit the designated Meet & Greet locations below and look for the sign for your area of interest:

- Youth services:** Rear area of cocktail lounge, off main hotel lobby
- Business services:** Lounge area between main lobby & amphitheater
- Disability services:** Front area of cocktail lounge, off main hotel lobby
- Veterans' services:** Lower tier of cocktail lounge, off main hotel lobby

Roundtable Sessions

Many of the best ideas come from colleagues having conversations about challenges, solutions, and promising practices. Want an opportunity to share your 2-cents' worth? Join us for our Roundtable sessions to participate in discussions about:

- Economic and workforce development collaboration
- WIA and TANF performance measures, challenges and opportunities
- Marketing to business
- Services for returning veterans
- DHR/DLLR/WIA collaboration
- Helping ex-offenders make the transition

See subsequent pages for times and locations.

Raffle

In addition to our usual door prize drawings, we've also got some really cool stuff just waiting to be claimed in our first-ever RTB raffle! For prizes, contest details, and locations to purchase raffle tickets, be sure to listen for announcements and look for the signs. **You may already be a winner!**

Conference Store

Be sure to stop by the Conference Store for some great bargains on shirts, hats, and other RTB stuff! Books and CDs from some of our presenters and keynoters are also on sale. We're also featuring packaged coffees and teas from Eliza's Coffee Pot, a local small business owned by Erica Wheeler, a Special Olympics athlete. A portion of each purchase will be donated to Maryland Special Olympics.

Located in the main hallway between the conference registration area and the Ballroom.

Workshops by Category:

If you have a specific workforce development interest, look for the workshops as indicated by their categories:

BRAC

BRAC 101: The impact of Base Realignment and Closure on the State, the Region, and Workforce Development
June 17th 1:45 pm-3:00 pm/Waterford A

Wiring BRAC: A Regional Approach
June 18th 11:00 am-12:15 pm/Waterford B

Business Services

Win-Win-Win: Marketing Customers with Criminal Records
June 17th 1:45 pm-3:00 pm/Willows A/B

Community Connections: Strategies for Building Relationships with Employers, Service providers, Schools and Other Local Organizations
June 17th 1:45 pm-3:00 pm/Oakdale

Business Services Strategies That Meet 21st Century Employer Needs
June 17th 3:15 pm-4:30 pm/Willows D/E

Connecting to Business: Building Relationships and Adding Value
June 18th 9:15 am-10:30 am/Waterford B

Creating an Accountable Staff to Compete in the 21st Century Workplace
June 18th 11:00 am-12:15 pm/Willows D/E

Professional Certifications: New Opportunities for New Credentials
June 18th 9:15 am-10:30 pm/Amphitheater

ROUNDTABLE: Marketing to Business
June 18th 11:00 am-12:15 pm/Waverly

Economic and Workforce Development

ROUNDTABLE: Economic and Workforce Development
June 17th 1:45 pm-3:00 pm/Ellicott

Demand-Driven, Supply-Focused: The 21st Century Economy
June 17th 3:15 pm-4:30 pm/Merriweather

Education and Workforce Development

PROMISING PRACTICES: BACH, A Blueprint for Success: Building a Skilled Healthcare Workforce
June 17th 3:15 pm-4:30 pm/Ellicott

PROMISING PRACTICES: Strategic Collaborations for an Effective Youth Program
June 18th 9:15 am-10:30 am/Oakdale

PROMISING PRACTICES: The Latino Health Initiative: Addressing the Nursing Shortage by Tapping into Existing Community Resources
June 18th 1:45 pm-3:00 pm/Merriweather

Job Seeker Services – General

Understanding the Federal Application System
June 17th 1:45 pm-3:00 pm/Waterford B

GROW Your Customers to Self-Sufficiency
June 17th 3:15 pm-4:30 pm/Wedgewood

Take a New Look at CareerOneStop
June 17th 3:15 pm-4:30 pm/Mobile Lab
June 18th 9:15 am-10:30 am/Mobile Lab

Entrepreneurs Alive!: Bringing to Life the Entrepreneurial Potential in Your Customers
June 18th 9:15 am-10:30 am/Ellicott

Effective Communications for Foreign-Nationals: Ingredients for Business Success
June 18th 1:45 pm-3:00 pm/Temmara

Avoiding the Traffic Jam: Case Managing Multiple Populations
June 18th 1:45 pm-3:00 pm/Waterford B

Making Apprenticeships Work for Your Organization
June 18th 1:45 pm-3:00 pm/Waterford A

Job Seeker Services – Disability

Customer Service Training Tools for Serving People with Disabilities
June 17th 1:45 pm-3:00 pm/Merriweather

Confidentiality, Disclosure, and Case Notes
June 17th 3:15 pm-4:30 pm/Willows A/B

Employment and Health and Whiskers on Kittens: Health Insurance Security for Workers with Disabilities
June 18th 11:00 am-12:15 pm/Oakdale

Job Seeker Services – Ex-Offender

21st Century Workforce Strategies for Formerly Incarcerated Customers
June 18th 11:00 am-12:15 pm/Willows A/B

ROUNDTABLE: Helping Ex-Offenders Make the Transition
June 18th 1:45 pm-3:00 pm/Waverly

Job Seeker Services – Veterans

From Warrior to Civilian: Successful Reintegration of National Guard and Reservists
June 18th 9:15 am-10:30 am/Merriweather

ROUNDTABLE: Returning Veterans
June 18th 11:00 am-12:15 pm/Merriweather

Job Seeker Services – Youth

Over the Rainbow: Helping Youth Develop a Vision of Living Life with Purpose
June 17th 1:45 pm-3:00 pm/Wedgewood

Engaging Youth Through Decision-Making and Active Learning

June 17th 3:15 pm-4:30 pm/Waterford A

PROMISING PRACTICES: Camping, Cash and Careers-Summer, S'mores & S.T.E.M.-Seriously!
June 17th 3:15 pm-4:30 pm/Waterford B

Creative Strategies to Transition Youth from Foster Care
June 18th 9:15 am-10:30 am/Willows A/B

Teach Them to S.E.R.V.E.: Helping Youth Customers to Get Ahead
June 18th 11:00 am-12:15 pm/Wedgewood

Summer Youth Programs: Using Partnerships to Maximize Opportunities for Youth
June 18th 1:45 pm-3:00 pm/Willows A/B

Personal Development

Getting What You Want: Setting and Maintaining Boundaries with Others
June 17th 1:45 pm-3:00 pm/Willows D/E

Building Constructive Relationships: Increase Your Team's Effectiveness
June 17th 3:15 pm-4:30 pm/Oakdale

Simplified Stress Reduction: A Practical Guide to Emotional Intelligence
June 18th 9:15 am-10:30 am/Waterford A

The Time of Your Life: Using Time Management to Achieve Your Goals
June 18th 1:45 pm-3:00 pm/Oakdale

Program Planning and Management

The Devil's in the Details: DHR & DLLR Performance Measures
June 17th 1:45 pm-3:00 pm/Waverly

ROUNDTABLE: WIA and TANF Performance Measures Working Together
June 17th 3:15 pm-4:30 pm/Waverly

Preparing for an Audit Can Be Fun
June 17th 3:15 pm-4:30 pm/Temmara

Regional Economies Driving Transformation in the 21st Century
June 18th 9:15 am-10:30 am/Willows D/E

ROUNDTABLE: DHR/DLLR/WIA Collaboration
June 18th 9:15 am-10:30 am/Waverly

PROMISING PRACTICES: TANF/WIA/Job Service: What's Working Now?
June 18th 11:00 am-12:15 pm/Waterford A

Advisory Groups: A New Model for the 21st Century
June 18th 1:45 pm-3:00 pm/Amphitheater

The Aging Workforce: Challenge or Opportunity?
June 18th 1:45 pm-3:00 pm/Willows D/E

Schedule of Events:

Monday, June 16, 2008 (Pre-Conference)

Schedule at a Glance

8:00 am - 9:00 am Continental Breakfast/Registration
9:00 am -12:00 pm Session Part I
12:00 pm - 1:00 pm Lunch (Waterford)
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6:00 pm - 8:00 pm Conference Pre-registration

PRE-CONFERENCE SESSION 1 • 9:00 am - 4:00 pm

Career Assessment:

Taking the Mystery Out of the Process and the Tools

Ellen Jenkins, President, Career Development Associates

Waverly

Career counselors who can accurately assess the needs, interests, and aptitudes of job seekers can make a significant impact on their job search efforts. Yet the issues and questions surrounding the assessment process and the myriad number of assessment instruments available can be daunting. Designed for career specialists who want to provide their customers with the tools they need to plan and land the job they want. This session includes the basics about assessment, including a general overview, its purpose, underlying principles, and ways that workforce development professionals can use it effectively to target the “right” job, select a training program and create a viable career plan.

Through interactive, hands-on activities you'll learn about the steps in the assessment process, ethics of using assessment tools, characteristics of good assessments, and qualifications needed to administer different tests. Hear about informal and formal assessment instruments, free on-line testing tools, computerized vocational testing, and common workforce development tools like the “Big C.”

PRE-CONFERENCE SESSION 2

9:00 am - 4:00 pm

Management That Cooks!

John Kennedy, Kennedy Consulting

Oakdale

Back by popular demand, John Kennedy returns with his newest book and program, “*Management That Cooks!*” –

recipes for success both in the corporate world as well as the kitchen. John will adapt these recipes for the workforce development world, and will address one of the most relevant topics of our time: **doing more with less for customers who demand more for less.**

From downsizing, rightsizing and reorganizing, the workplace is now in desperate risk of capsizing! John will deliver key strategies, tips, techniques and insights to allow us to survive at the “speed of life” while delivering the level of service our customers expect



John Kennedy



and deserve. Stream-lining processes, innovative problem-solving and time-saving decision-making are just a few of the fabulous recipes that are on this buffet of business acumen.

P.S. After the session, don't miss John's book signing with a “Raise the Bar, Lower the Price” discount.

PRE-CONFERENCE SESSION 3 • 9:00 am - 4:00 pm

Dependable Strengths—Realizing the Potential of Your Career and Organization

Anne Scholl-Fiedler, Director, Career Services Center, UMBC

Mary Nagle, Certified Master Dependable Strengths Trainer

Merriweather

As workplace needs continue to change every day, workers must be flexible in their approach to finding satisfying jobs. More than ever, we need to help our job seekers with their career management, and our business customers to build successful teams in order to increase collaboration, cooperation, and productivity. When workers are doing more of what they are good at and like to do, they are more likely to stay in their jobs.

Interactive, fun and thought-provoking, this session introduces a tool that provides to jobseekers increased self-esteem, internal locus of control, and the motivation to succeed.

By identifying what is working well and what is positive in individuals, the Dependable Strengths Articulation Process addresses how workers can be confident in their ability to articulate their strengths, generate contacts and uncover hidden opportunities.

In an overview of the 18-hour process, this workshop will take you out of the box of job titles and labels, enabling you to look at others from the perspective of their unique excellence. Look back at your good experiences; then, through small group interaction, begin the process of recognizing your own strengths and those of others. Hear how several one-stops are using this process very successfully with their clients in helping them to acquire and retain jobs. Learn about practical applications to increase staff productivity, team building, and workplace satisfaction in a variety of business settings.

Schedule at a Glance

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7:30 am - 2:00 pm	Exhibit Hall Open
7:30 am - 8:30 am	Continental Breakfast (Exhibit Hall) <i>Sponsored by Constellation Energy</i>
8:30 am - 10:00 am	Opening Session/Keynote (Ballroom) <i>Sponsored by CVS/Caremark</i>
10:00 am - 10:15 am	Beverage Break (Ballroom area)
10:15 am - 11:30 am	General Session Conversation Panel (Ballroom)
11:30 am - 12:15 pm	Mobile Unit Tours (Parking Lot) Visit Exhibitors (Exhibit Hall) Door Prizes (Exhibit Hall)
11:45 am - 12:00 noon	Meet & Greet Business Card Swaps (Designated Areas)
12:15 pm - 1:15 pm	Lunch (Ballroom)
1:15 pm - 1:45 pm	Mobile Unit Tours (Parking Lot) Visit Exhibitors (Exhibit Hall) Door Prizes (Exhibit Hall)
1:45 pm - 3:00 pm	Concurrent Workshops Session I
3:00 pm - 3:15 pm	Beverage Break
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4:30 pm - 9:00 pm	We're Goin' to Hollywood! Social (Waterford A/B & Waterford Lobby)

OPENING SESSION In Ballroom

WELCOME: **Karen Sitnick**, President,
Workforce Investment Network for Maryland (WIN)

KEYNOTE PRESENTATION:

The Global Economy and Implications for the Workforce Development Professional

Sponsored by CVS/Caremark

Anirban Basu, Sage Policy Group, Inc.

Ballroom

In the kick-off keynote presentation for RTB '08, Anirban Basu, renowned economist and founder, Chairman & CEO of Sage Policy Group Inc., takes us on a journey that looks at the transformation of the global economy and what this means for workforce development, middle class economics, immigration and other major issues of the day. Specifically, the evolution of the global economy has created new-found opportunities for America's capitalist class, but also significant challenges for those endeavoring to retain middle class status or emerge from low-income status. As workforce development professionals, we serve as a critical countervailing force in the effort to sustain America's broadly shared prosperity. Learn about just how substantial the challenges have become, the central and growing importance of our roles as workforce development professionals in economic and social development, and why the practices of the past may routinely prove insufficient in the new world in which we find ourselves.

(See next column for information about Anirban Basu)



Anirban Basu

Anirban Basu is Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore, Maryland. Mr. Basu is one of the Mid-Atlantic region's most recognizable economists, in part because of his consulting work on behalf of numerous clients, including prominent developers, bankers, brokerage houses, energy suppliers and law firms. He has also worked extensively with government agencies and non-profit organizations, and has written several high-profile economic development strategies, including co-authoring Baltimore City's economic growth strategy.

BEVERAGE BREAK In Ballroom area • 10:00 am - 10:15 am

GENERAL SESSION

CONVERSATION PANEL • 10:15 am - 11:30 am

Ballroom

The keynote presentation painted a picture of the new Global Economy, with its challenges and opportunities. Now, how do we respond? What are the implications for federal and state workforce development policies? How should services be designed and delivered? What changes are happening in higher education to help address the "pipeline" issue? How is the private sector changing the way it does business to ensure it has a competitive workforce? How can we better develop and connect the resources needed? In this interactive "fishbowl" conversation among key public and private decision-makers, you'll have the opportunity to not only hear their perspectives and insights, but also to have your questions addressed.

Moderator:

Dick Story, CEO, Howard County Economic Development Authority

Panel Members:

Eric Seleznow, Executive Director,

Governor's Workforce Investment Board (GWIB)

The Honorable John Sarbanes, United States Congress (invited)

Karen Sitnick, President,

Workforce Investment Network for Maryland (WIN)

Jesse Stewart, Vice President of Human Resources, Gaylord Hotels

Dr. Carolane Williams, President,

Baltimore City Community College

VISIT EXHIBITORS In Exhibit Hall • 11:30 am - 12:15 pm

TOUR MOBILE LABS In Parking Lot • 11:30 am - 12:15 pm

DOOR PRIZES In Exhibit Hall • 11:30 am - 12:15 pm

MEET & GREET BUSINESS CARD SWAPS

11:45 am - 12:00 pm (see page 1 for locations)

LUNCH In Ballroom • 12:15 pm - 1:15 pm

BREAK In Exhibit Hall • 1:15 pm - 1:45 pm

CONCURRENT WORKSHOPS SESSION I • 1:45 pm - 3:00 pm

Over the Rainbow: Helping Youth Develop a Vision of Living Life with Purpose

Sponsored by Western Maryland Consortium

Robert Pruitt, Owner/Leadership Facilitator, RobertPruitt.Com

Wedgewood

Like Dorothy in *The Wizard of Oz*, many jobseekers, especially youth customers, will experience moments of despair due to their lack of

education, under-developed workforce skills or loss of a job. This interactive session will improve your ability to help youth clients develop a vision statement which will serve as the foundation for more effective thoughts and behaviors. You will learn to guide your clients down their yellow brick road to a place of hope and optimism. By creating a picture of what tomorrow can look like and living life with purpose, you will transform how youth participate in the game of life. Participants in this high-energy session will define and discuss vision, legacy, commitment, cooperation, and authority; develop a personal vision statement; and complete a vision statement journal activity.

Understanding the Federal Application System

Manuela Perez, LVER/Transition Assistance Program Manager, DLLR
Stacey Lambert, Business Services Representative,
Susquehanna Workforce Network

Waterford B

Did you know the Federal Government has thousands of open positions? The federal application system is both daunting and very time consuming, but avoiding this wide arena of available jobs would be a disservice to your job seekers. This workshop focuses on the key information required to understand the process, enabling you to better guide and counsel your job seekers. Distinguish the characteristics of federal applications versus private industry applications and learn to unravel job announcement requirements. Hear about the Federal Classification System as it defines job series requirements, providing the resources necessary to assist job seekers in efficiently using the tools available for their job search. Review various application formats used by different federal agencies. Learn to navigate through the Office of Personnel Management web page. By identifying key words and competencies, as well as the skills, knowledge and abilities (also known as KSA's), you will be able to recognize and target information required to assist your customers in successfully competing for federal positions.

Win-Win-Win: Marketing for Customers with Criminal Records

Grace Fendlay, OWDS, Manager of Special Programs,
Baltimore County Workforce Development System
Venita Bocage, OWDS, Instructor/Re-entry Transition Specialist,
Baltimore County Workforce Development System

Willows A/B

Any hire comes with some risk. However, taking calculated risks is how business is done. Workforce professionals who are working with business customers, as well as those working with job seekers, will learn how to market former offenders to employers with a Win-Win-Win approach. Assisting those with criminal records to rejoin the workforce is a win for the individual, a win for the labor market, and a win for the community by reducing recidivism, managing labor shortages and creating safe, strong communities. Learn about employer incentives, how to limit perceived risk, and how to respond to objections in hiring ex-offenders. Find out about best practices for increasing employment for persons with criminal records. Hear first-hand from employers who hire former offenders, about their experiences in hiring and retaining employees with criminal backgrounds.

BRAC 101: The Impact of Base Realignment and Closure on the State, the Region, and Workforce Development

Colonel Kent Menser, USA (Ret), Executive Director of the
Howard County BRAC Office and Deputy Coordinator
of the Fort Meade Regional Growth Management Committee

Waterford A

Are you and your organization prepared for the impacts and opportunities that BRAC will bring to your locality? According to the Maryland Department of Planning's 2006 BRAC Report, over 28,000 households and 40,000 jobs are expected to locate to Maryland between now and 2015, as the result of the 2005 BRAC legislation. This growth will be concentrated on five military installations/regions within our state: Aberdeen Proving Ground, Andrews Air Force Base, Bethesda Naval Medical Center, Fort Detrick and Fort Meade. Learn who is coming, why they are coming and where they are going. Leave with an understanding of what is being done across the state to prepare for this growth and how you and your organization can fit into the BRAC Team.

Getting What You Want: Setting and Maintaining Boundaries with Others

Mark Sachs, Principal/Organization Consultant/Executive Coach,
Mark Sachs & Associates

Willows D/E

Whether managing staff or just interacting with co-workers, one of the most difficult things for many of us is to tell others what we need from them, and then sticking with those decisions. Effective boundary-setting can increase productivity, teamwork, morale, and the bottom line. When people effectively set and maintain boundaries in a work setting, fewer deadlines are missed, important work gets done, communication is more open, staff are more direct with each other, morale increases, and there is less stress and turnover. Doing so also has tremendous benefits for individuals in their personal lives. Learn specific techniques and support to help you set and keep boundaries that can make your work easier and provide for more effective relationships.

The Devil's in the Details: DHR & DLLR Performance Measures

John Huegelmeyer, Bureau Chief,
Maryland Department of Human Resources
Patricia Morfe, Director of Performance and Planning,
Mayor's Office of Employment Development

Waverly

All program managers must wrestle with performance measures to maintain optimum funding to continue serving their customers. DHR, Work Program, WIA and DLLR managers have been tasked by their respective departmental secretaries to join in partnership to build a better workforce for Maryland. For partnerships to succeed, each partner needs to know the rules and performance measures in some detail, so that shared success will benefit one and all. Be treated to a lively, but technical, explanation of how work-eligible TANF customers are countable for the purposes of work participation rate and how WIA/Job Service customers count toward WIA Common Measures.

Community Connections:

Strategies for Building Relationships with Employers, Service Providers, Schools and Other Local Organizations

Maggie Leedy, Lead Disability Program Navigator,
Montgomery Works

Jackie Gast, Director, Eastern Shore Business Leadership Network

Sheila Cuomo, Disability Program Navigator,
Montgomery Works

Oakdale

With the advances in technology, the way businesses recruit has changed drastically. By developing and maintaining relationships with local employers you will be able to facilitate important connections for candidates who have barriers to employment. This session will link you to the current technological strategies and focus on the importance of maintaining personal relationships with employers, service providers, schools and other area organizations. Discussions will include the economics of hiring, employer research, networking, job posting resources, job description refining, and the “do’s and don’ts” of customer service from a business point of view. Leave with innovative strategies to share with both your business and job seeker customers.

Customer Service Training Tools for Serving People with Disabilities

Marian Vessels, Director, DBTAC: Mid-Atlantic ADA Center

Merriweather

One of the challenges of the 21st century workforce is increasing the employment levels of people with disabilities and helping employers tap into this qualified and skilled workforce. People with disabilities are using workforce systems more and more in their quests for employment, yet many workforce development professionals are unsure of how to appropriately interact with them. Would you like to improve your customer service to individuals with disabilities? Could your staff use a refresher course in basic disability etiquette and appropriate language? In a very comfortable and clear way, this workshop will highlight three trainings you can use to learn and teach the appropriate customer service when interacting with customers with disabilities. You will leave with training tools, resources, and activities you can use to train your staff, employers and others, to provide respectful service to individuals with disabilities, as well as help them feel welcome and empowered to work toward employment.

ROUNDTABLE: Economic and Workforce Development Collaboration

Facilitator:

Dick Story, CEO, Howard County Economic Development Authority

Ellicott

BEVERAGE BREAK In Exhibit Hall • 3:00 pm - 3:15 pm

CONCURRENT WORKSHOPS SESSION II • 3:15 pm - 4:30 pm

PROMISING PRACTICES: BACH, A Blueprint for Success: Building a Skilled Healthcare Workforce

Dr. Ronald Hearn, Executive Director,
Baltimore Alliance for Careers in Healthcare

Joanne Eich, Director of Nursing Education and Staff Development,
Good Samaritan Hospital

Susan Tagliaferro, Business Liaison,
Mayor’s Office of Employment Development

Ellicott

There is a clear and significant mismatch between the healthcare workforce labor demands and the current pipeline of workers. This shortage negatively impacts the quality of patient care and serves as an economic disincentive. Innovative strategies of the Baltimore Alliance for Careers in Healthcare (BACH) are addressing these significant workforce challenges by partnering with area hospitals, community colleges, Workforce Investment Boards, and local and national foundations. In addition to addressing the industry’s critical workforce shortages, hear how Career Coaching, Career Mapping, “1st Span” accelerated nurse extender program and the Pre-Allied Health Bridge program are improving worker retention and advancing front-line workers into skilled Health Care jobs.

Building Constructive Relationships: Increase Your Team’s Effectiveness

Ann Merrifield, CWDP:BES, General Manager,
Kaiser Group/Dynamic Works Institute

Oakdale

Today, most businesses and organizations rely on teams of employees to work together on projects. With all the challenges of the 21st century workplace, productive team relationships will be absolutely essential. Employee motivation and morale improves dramatically when people feel valued and when their contributions make a difference. Learn about ways to develop constructive relationships in order for teams to be successful, work collaboratively and solve problems effectively.

Confidentiality, Disclosure, and Case Notes

Sheila Little, Disabilities Program Navigator,
Columbia Workforce Center Workforce Services

Sheila Cuomo, Disabilities Program Navigator,
Montgomery Works One-Stop

Willows A/B

Thorough documentation is a must in quality case management. But how much is too much? In this interactive workshop, you will learn about the ethical and appropriate documentation of sensitive information in case notes in order to respect the rights of individuals who do not wish to be identified as having a disability. Learn to differentiate between relevant information concerning the vocational needs of job seekers with disabilities versus the challenges related to specific or perceived disabilities to employment. Topics of discussion include maintaining the confidentiality of your customers’ medical information, adherence to rules and regulations set forth by the Workforce Investment Act (WIA) and the Americans with Disabilities Act (ADA), and how to use appropriate terminology in documenting case notes.

Business Services Strategies That Meet 21st Century Employer Needs

Sponsored by Governor's Workforce Investment Board

Linda A. Avila, Federal Project Officer, U.S. DOL/ETA

Stephen R. Gallison, Director,

Professional Outplace Assistance Center (POAC)

Willows D/E

Up-to-date marketing concepts, business service tools, and new partnering approaches are required to address the challenges of the 21st Century workforce. Business service representatives, workforce and economic development professionals will learn strategies to stay ahead in the increasingly competitive market of recruiting and hiring employees. Hear about effective business service approaches to inform and increase service delivery to Maryland employers. Learn how to structure new ways to partner with economic development professionals who are striving to attract new employers to the State. Develop increased job listings as you expand your outreach services to meet employers' needs and fill job openings in high-demand occupations.

GROW Your Customers to Self-Sufficiency!

Sponsored by IEC Workforce Development

Frank Lengel, Ph.D./CWDP, Program Manager,

Lengel Vocational Services

Wedgewood

In today's environment, case managers have large caseloads and limited time to spend with their customers. This workshop delivers a tool that will enable you to do more in less time and also to get greater results from your efforts with respect to the progress your customers will make. Self-sufficiency is not just an economic standard. It is actually a way of thinking and a style of living. This powerful session explores a new way for case managers to facilitate sessions with their customers. Learn how to quickly get all the information you need using a structured roadmap for interviewing customers. Hear how to ask powerful questions that raise the customer's awareness while enhancing personal responsibility, which in turn, fosters new thinking that promotes self-sufficiency as it leads the customer on a journey to success!

Demand-Driven, Supply-Focused: The 21st Century Economy

Sponsored by Governor's Workforce Investment Board

Eric M. Seleznow, Executive Director,

Governor's Workforce Investment Board (GWIB)

Rafael Cuebas, Industry Coordinator for Aerospace, Manufacturing, Transportation, and Warehousing Initiatives, GWIB

Sallie Hayes Sarelas, Industry Coordinator for Healthcare, Education, Information Technology, and Construction Industry Initiatives, GWIB

Bernard Reynolds, Industry Coordinator for Hospitality and Tourism, Retail, and Bioscience Industry Initiatives, GWIB

Merriweather

Fast-paced and interactive, this panel discussion will provide an insightful look at workforce trends in Maryland's high demand industries. You will learn what Maryland's industry leaders are saying about the 21st century workforce demand and the supply pipelines.

Explore opportunities for engagement with high-demand industry employers and develop strategies to promote services to industries on a local level. Learn about one of the critical workforce challenges: the disconnect between the kinds of skills employers are looking for and the kinds of training and skills educational institutions are promoting.

Engaging Youth Through Decision-Making and Active Learning

Beth Lengel, M.Ed./CDFI/CWDP, Director of Services,

Lengel Vocational Services

Waterford A

Engaging young people in meaningful activities that will impact their future is not easy. In fact, one of the most difficult challenges for youth workers is figuring out how to keep them actively engaged so they can successfully complete a program. This workshop focuses on decision-making as a powerful key, and introduces a variety of activities that can be used to help keep youth engaged and on the road to success. Be inspired to face the challenges of attracting and retaining youth in programs that can benefit them and their families by learning new ideas about youth engagement and retention.

Preparing for an Audit Can Be Fun

David Saunders, Vice President, Arbor Education and Training

Temmara

Really! How can you *not* have a good time with topics such as: Fun with Flow Charts, Desire for Document Control, Scintillating SOPs, Dancing through Design Review, Coping with Competence, and Grooving with Graphs? All workforce programs are audited. In many cases there is great waste and needless stress on staff because audit preparation efforts are misplaced. Arbor, the nation's largest private-for-profit provider of workforce development services, has to face audits from a variety of funding sources. The Arbor approach is to align audit preparation with an ongoing quality management process. See a demonstration of the Arbor method for assuring auditors that programs are "operating under controlled conditions," rather than the "random walk," where things change but don't get any better. Learn practical tools for program management by "getting out in front of the audit process" to assure agreement and understanding of audit guides, rules, and regulations. Moreover, you will be able to evaluate your own organization's ability to stand for an audit, establish a work inspection process to prevent negative audit findings, and learn to use basic program management tools such as flow charts, standard operating procedures, document control, and competency testing.

Take a New Look at CareerOneStop

Beatrice Brown Turner, Workforce Development Manager,

U.S. DOL/ETA

Allison Watts, America's Service Locator Project Manager,

U.S. DOL/ETA

Mobile Lab

With today's ever-growing budget cuts, most workforce professionals are being asked to do more with less. CareerOneStop provides innovative, easy-to-use, no-fee, electronic tools to help job seekers plan

Tuesday, June 17, 2008

for and find good jobs. Sponsored by the U.S. Department of Labor, CareerOneStop offers tools such as the certification finder, competency model, and occupational profiles that can propel careers to the next level. Workforce professionals can track relevant information such as wage, outlook, training and local services – in real time – in one suite of web products. Learning about interactive career tools, career videos, labor market information, maps to local services, and many other career development web-based resources can help you to bring your job seekers and employers together through careers, not just jobs.

PROMISING PRACTICES:

Camping, Cash and Careers –

Summer, S'mores & S.T.E.M. – Seriously!

Rebecca Horch, Youth Services Specialist,
Frederick County Workforce Services

Charlene Gomez, School to Careers Facilitator,
Frederick County Workforce Services

Brooke Sims, Youth Services Specialist,
Frederick County Workforce Services

Waterford B

Learn how collaboration yields innovative results for youth with two exciting new programs underway this summer. Youth, workforce development, and business service professionals will hear how to develop a unique hands-on vocational summer “Career Camp” for middle school students by partnering with businesses and local resources. In addition, attendees will learn about a new internship program geared towards the high-demand, high-growth Science, Technology, Engineering, and Math (S.T.E.M.) career fields. Learn about these Promising Practices that are achieving results and engaging the youth customer, and take away some great ideas to utilize in planning your organization's Youth Program.

ROUNDTABLE:

WIA & TANF Performance Measures Working Together

Facilitator:

John Huegelmeyer, Bureau Chief,
Maryland Department of Human Resources

Waverly

RTB '08 SOCIAL In Waterford • 4:30pm-9:00pm



We're Goin' to Hollywood!

Come celebrate another year of success – in Hollywood fashion! That's right – if we are going to meet the challenges of the 21st century workforce, we might as well do it in style! Dress as your favorite celebrity, make a grand entrance, glam it up or grunge it down – just come ready to share food, music, and fun with your colleagues. Walk down the Hollywood Hall of Fame, and notice the many super stars we have – right here in the Mid-Atlantic region!

Wednesday June 18, 2008

Schedule at a Glance

7:30 am - 10:30 am	Registration Open
7:30 am - 12:00 pm	Exhibit Hall Open
7:30 am - 8:30 am	Continental Breakfast (Exhibit Hall) <i>Sponsored by Baltimore City Mayor's Office of Employment Development and Workforce Investment Board and Baltimore County Office of Workforce Development</i>
8:30 am - 9:00 am	General Session (Ballroom)
9:15 am - 10:30 am	Concurrent Workshops Session I
10:30 am - 11:00 am	Break Door Prizes (Exhibit Hall)
11:00 am - 12:15 pm	Concurrent Workshops Session II
12:30 pm - 1:30 pm	Lunch (Ballroom) <i>Sponsored by Johns Hopkins Medicine</i>
1:45 pm - 3:00 pm	Concurrent Workshop Session III
3:00 pm - 3:15 pm	Break (Ballroom)
3:15 pm - 4:30 pm	Closing Keynote (Ballroom) Raffle Drawing

GENERAL SESSION • 8:30 am - 9:00 am

WELCOME: **Karen Sitnick**, President,
Workforce Investment Network for Maryland (WIN)

Ballroom

CONCURRENT WORKSHOPS SESSION I • 9:15 am - 10:30 am

Keynote Reprise: The Global Economy and Implications for the Workforce Development Professional

Sponsored by Western Maryland Consortium

Anirban Basu, Chairman and CEO, Sage Policy Group

Wedgewood

In his reprise of the conference kick-off keynote presentation, Anirban Basu, renowned economist and founder of The Sage Policy Group, takes you on a journey that looks at the transformation of the global economy and what this means for workforce development requirements, middle class economics, immigration, and other major issues of the day. Specifically, the evolution of the global economy has created new-found opportunities for America's capitalist class, but also significant challenges for those endeavoring to retain middle class status or emerge from low-income status. As workforce development professionals, we serve as a critical countervailing force in the effort to sustain America's broadly shared prosperity.

Learn about just how substantial the challenges have become, the central and growing importance of our roles as workforce development professionals in economic and social development, and why the practices of the past may routinely prove insufficient in the new world in which we find ourselves.

Creative Strategies to Transition Youth from Foster Care

Ronald Spangler, Regional Director, Arbor Employment & Training
Willows A/B

Of the 540,000 youth in foster care across the nation, each year 20,000 reach an age when they are emancipated from the child welfare system. To improve outcomes for youth leaving foster care,

a new vision and proactive strategy was launched. The model has resulted in a highly successful youth development practice that emphasizes wrap-around services in crucial areas such as education, technology training, employment, housing and life skills for youth leaving foster care.

This interactive session will focus on a collaborative, comprehensive service-delivery system that ensures youth transitioning from foster care will have access to a range of services that meet their needs. Identify best practices to improve outcomes for youth in six competency areas: self-sufficiency, knowledge and skills, social supports, high-risk behaviors, physical/mental health and self-perceptions. Derive concrete information on how to establish meaningful, collaborative efforts at municipal and organizational levels for professionals who create policy and those who implement programs.

Entrepreneurs Alive!: Bringing to Life the Entrepreneurial Potential in Your Customers

Patti Taylor, Co-Owner/Coach/Trainer, Integral Life Solutions
Ellicott

Workforce development professionals in today's market are challenged to find new and effective tools and techniques to guide individuals for success in the workplace. The 21st century workforce cries out for innovative solutions, alternative income streams, and diverse options for a diverse population. Entrepreneurs have the unique ability to combine resources to provide innovative solutions that meet the needs of everyday people. Bringing to life the entrepreneurial potential in our clients can open up any number of undiscovered possibilities.

Through examining the traits for entrepreneurship, the environment and systems that support the development of entrepreneurs, and the stories of entrepreneurial success, we can discover unique approaches for success in the workplace.

Learn proven training and coaching strategies that will help your customers more effectively navigate challenges and reach new goals in entrepreneurship.

Connecting to Business: Building Relationships and Adding Value

Howard Green, Business Liaison, VCU-CRP-RCEP
Waterford B

Have you ever wished you could expand your business relationships? Would you like to increase the number of employment opportunities for your job seekers?

With today's economy and low unemployment rate, the competition for good workers is growing daily. To provide businesses with their labor and diversity needs, while increasing their ability to attract good candidates, workforce development professionals must connect to their business customers by talking the language of business.

Discover how to connect to businesses by building trust and maintaining solid relationships. Understand the issues and concerns faced by employers working with community programs such as one-stops, schools and rehabilitation agencies. Identify your added value and then connect to more businesses with your value services.

From Warrior to Civilian: Successful Reintegration of National Guard and Reservists

Stanley Seidel, Director, Veterans' Employment and Training, U.S. DOL
Lt. Col. Michael Gafney, Reintegration Coordinator,
Maryland National Guard

Merriweather

As several thousand National Guard and Reservists return from military duty overseas, they face new challenges as they transition from "Warrior" to civilian. Studies have shown that at 90-120 days after return, 49% of National Guard soldiers report psychological symptoms; 10% of returning soldiers are unemployed; and 15% more will become unemployed or underemployed by 60 days. Workforce professionals must be prepared to meet the formidable task of reintegrating these "Returning Warriors" into the community. In this important workshop session, you will learn about community resources and services available to returning veterans, as well as resources for employers, which may prevent costly human resource issues such as reemployment rights cases, lost staffing hours and retraining new staff.

Simplified Stress Reduction: A Practical Guide to Emotional Intelligence

Dan Eisner, Certified Coach/Occupational Therapist,
Living Logically: Getting Smart About Life

Waterford A

It is no secret that stress affects every aspect of our lives. It is also no secret that there is a direct link between emotion, health, disease, and the quality of interpersonal relationships, including those in the workplace. We live in an incredibly fast-paced, "stressed out" society that is essentially running on emotion. The physical, health and financial costs are truly immeasurable. Regardless of the particular numbers, the bottom line is that when people are not happy, they are just not as productive, and that has everything to do with the success of any organization.

This workshop is an inspiring, thought-provoking session that takes all the guess work out of understanding stress. Participants will be encouraged to actively participate throughout the learning process. Complex processes are made easy to understand through the use of personal examples, case studies, visual aids, and work-based exercises. Learn the "nuts and bolts" of cutting-edge, mind-body science in a practical and easy-to-use format that you can immediately apply to your life.

Regional Economies Driving Transformation in the 21st Century

Beth Brinly, Division Chief Workforce Investment, U.S. DOL/ETA
Willows D/E

Just like companies need to invest in new technology and research and development to remain leaders in their field, workforce development professionals need to generate innovative ways to transform the workforce delivery system to maximize existing resources. Key to the success of any transformation process is the understanding of how your economy and your talent pool will drive this process. Program

planners, managers, agency directors, and board members will hear of state, regional, and local plans to transform workforce system structure and governance. The session will focus on strategies to engage key partners in the transformation process and the diversification of workforce funding. Participants will learn of new service strategies for One-Stop Career Centers, how to develop an action plan, and new tools for leadership and managing change.

Take a New Look at CareerOneStop

Beatrice Brown Turner, Workforce Development Manager,
U.S. DOL/ETA

Allison Watts, America's Service Locator Project Manager,
U.S. DOL/ETA

Mobile Lab

With today's ever-growing budget cuts, most workforce professionals are being asked to do more with less. CareerOneStop provides innovative, easy-to-use, no-fee, electronic tools to help job seekers plan for and find good jobs. Sponsored by the U.S. Department of Labor, CareerOneStop offers tools such as the certification finder, competency model, and occupational profiles that can propel careers to the next level. Workforce professionals can track relevant information such as wage, outlook, training and local services – in real time – in one suite of web products.

Learning about interactive career tools, career videos, labor market information, maps to local services, and many other career development, web-based resources can help you to bring your job seekers and employers together through careers, not just jobs.

PROMISING PRACTICES:

Strategic Collaborations for an Effective Youth Program

Sponsored by Governor's Workforce Investment Board

Callie Greene, Program Manager, Career Academy,
Mayor's Office of Employment Development

Alice Cole, Director of Career Development Services,
Mayor's Office of Employment Development

Oakdale

Interested in how to strategically plan program operations that prepare youth, ages 16 to 21, to take advantage of future opportunities in local high-growth industries? Want to be better equipped to select employment and/or continuing education options that are best suited for the youth in your programs?

Hear about a successful alternative education and workforce development training program for youth, which incorporates 21st century technology and non-traditional jobs, from both a practical perspective and an academic point of view.

Identify potential strategic youth development partners and how to successfully plan collaborative operations that embrace the goals and expectations of those partners. Learn about effective practices and approaches related to the composition, structure and menu of services, as well as suggested benchmarks.

Professional Certifications: New Opportunities for New Credentials

Sandi Myers, Training Coordinator,
The Maryland Institute for Workforce Excellence

Ann Merrifield, DCWP:BES, General Manager,
Kaiser Group/Dynamic Works Institute

Amphitheater

In an effort to provide more training and credentialing opportunities, The Institute has partnered with Dynamic Works Institute to bring to you two new online certification programs.

Dynamic Works Institute is the nation's largest provider of online certificate training for workforce development professionals, aligned with the standards and competencies of the National Association of Workforce Development Professionals (NAWDP).

If you are new to the world of workforce development, want to refresh your basic workforce development skills, or are beginning your quest for credentials to add to your resume, The Core Skills Professional Certification program is what you are looking for. Hear an in-depth description of the program and training modules that have been designed to build a strong foundation of workforce development professional skills and knowledge.

The Business and Employer Services Certification program brings you up-to-speed on business communications, developing business relationships, designing customized services, and enhancing job and career development skills. Review the courses included in this program and learn how you can achieve this valuable credential. Discover how you can use this training package to complete the Business Services Certification program you may have begun, but were unable to complete through The Institute.

ROUNDTABLE: DHR/DLLR/WIA Collaboration

Facilitator:

Kevin McGuire, Executive Director, Maryland Department of Human Resources, Family Investment Administration

Waverly

BREAK In Exhibit Hall • 10:30 am - 11:00 am

CONCURRENT WORKSHOPS SESSION II • 11:00 am - 12:15 pm

Teach Them to S.E.R.V.E.: Helping Youth Customers to Get Ahead

Frank Lengel, Ph.D./CWDP, Program Manager,
Lengel Vocational Services

Wedgewood

The secret ingredient in business leadership has always been service. "Servant Leadership" is the concept behind this special session designed especially for youth workers.

In today's world, many young people do not have a positive role model or example in their lives. The "S-E-R-V-E" leadership model gives them a roadmap they can follow to success when a positive role model or

mentor is not available. We live in a “what’s in it for me?” culture, but the real truth is that everybody reaps what they sow. In other words, you get what you give! And that’s the key lesson behind this special workshop. It focuses on youth development and promotes a five-step approach to helping young people get ahead by serving others.

Explore the five elements of youth development, reflect on the “Give-Get” formula, and learn a five-step approach (S-E-R-V-E) that promotes strong leadership and positive achievement as a way of engaging and retaining young people.

Employment and Health and Whiskers on Kittens: Health Insurance Security for Workers with Disabilities

Michael Dalto, Project Director, Work Incentives,
Maryland Department of Disabilities

Oakdale

Many people with disabilities are unable to find jobs that offer sufficient health coverage, and those who do are often unable to afford the premiums. The EID Program overcomes this obstacle by providing comprehensive insurance to working Marylanders with disabilities, including many earning solid middle-class wages. In the absence of universal medical insurance, EID provides the best health security for workers with disabilities in the 21st century.

People with disabilities who contemplate work often face a daunting array of public benefit programs with confusing rules. Frightening questions abound. For many, the greatest fear is: How can I get and keep the medical insurance I need if I’m working?

Learn how to encourage individuals with disabilities to try work, or increase their earnings, with the assistance of the most powerful work incentive to reach Maryland in decades. The Employed Individuals with Disabilities (EID) program provides Medicaid health insurance coverage, for only \$150 per year, to employed Marylanders with disabilities. The income and asset limits are much higher than for other Medicaid programs, enabling recipients to earn and save significantly without losing health insurance. EID encourages people to begin work or to increase their earnings without fear of losing vital medical benefits.

PROMISING PRACTICES: 21st Century Workforce Strategies for Formerly Incarcerated Customers

Ronald Harvey, President, MDC Workforce Training

Willows A/B

Focusing on recent employment trends, tools and training necessary to obtain livable-wage employment for offenders, this session highlights the B’more Green Environmental Construction Training Program of Civic Works Inc. B’more Green has structured a 92% job placement and 87% employment retention rate for ex-offenders and disadvantaged residents within Baltimore City. Learn about the State’s Reentry Initiative and its ongoing pursuit of removing institutional barriers and promotion of employer incentives. Hear about various elements, such as personal development and identifying industry partnerships,

that generate successful placement activity for the customers of each program.

Although the workshop highlights successful programs, it also acknowledges the challenges that are still relevant, including the need to improve the skill level of the offender through certifications or apprenticeship training. Discover how major employment obstacles, such as transportation, are being remedied by these organizations.

If you are a workforce professional serving formerly incarcerated customers, an agency director who evaluates and incorporates new programs into your agency, or the policy maker who determines policies and practices for funding and delivery of services, this session provides insight into programs that are working to assist formerly incarcerated customers to achieve success.

Wiring BRAC: A Regional Approach

Sara Muempfer, Workforce ONE Maryland Project Director, DLLR

Susan Baker, Statewide BRAC Project Manager, DLLR

Margaret Wright, Senior Manager and
BRAC Projector Coordinator, DLLR

Waterford B

What Maryland installation will receive a transfer of 1200 jobs from Walter Reed Hospital in Washington, D.C.? How many jobs will Ft. Belvoir, VA gain due to BRAC? What defense agency is moving from Northern Virginia to Ft. George G. Meade? How can Maryland, Virginia, and Washington, D.C. work together as a region to fulfill the workforce needs of BRAC?

Attend this workshop to discover the answers to these and many other BRAC questions. You will find out how Maryland, Virginia and D.C., as the Mid-Atlantic Regional Collaborative (MARC), are currently utilizing a cumulative \$10 million U.S. Department of Labor investment to assist with BRAC activity, as well as the future global economy of this region. MARC has adopted the U.S. DOL’s Workforce Innovations in Regional Economic Development (WIRED) framework to build and sustain a world-class regional workforce development system.

Focusing on the best practices, initiatives, and strategies of this regional collaboration, economic development, education, and workforce development agencies and managers will obtain information needed to plan and prepare for the largest single employment growth activity in the tri-state area since World War II.

Creating an Accountable Staff to Compete in the 21st Century Workplace

Christopher Kuselias, CEO, Career T.E.A.M., LLC

Willows D/E

What do the top 20% of workforce programs have in common? They mandate staff development and certification!

Operating funding streams and managing programs with limited funding in the 21st century is a major source of frustration, confusion and anxiety. Few understand this better than Chris Kuselias, who is among the nation’s most respected experts in workforce consulting and the

Founder of Career T.E.A.M. With increased performance the objective, learn how to analyze and implement staff certification changes necessary to produce a documented increase in performance. Hear about cost-effective options for training front line staff and executives, including classroom, web-based, and video, with emphasis on certifying employer outreach staff who have key responsibility for your “brand”.

Discover unique and compelling strategies for enhanced employer outreach and overcoming employer objections, techniques for uncovering more job openings, and working with difficult clients. Learn proven strategies to improve job placement and retention performance.

In addition, Chris will present three essential changes required for funding sources and program operators to successfully compete and win in the changing 21st century workplace.

PROMISING PRACTICES: TANF/WIA/Job Service: What’s Working Now?

Dianne Edwards, Program Supervisor,
Tri-County Non-Custodial Parent Employment Program

Elizabeth Edmondson, Assistant Director,
Family Investment for Wicomico County

Rick Walker, Assistant Director,
Family Investment Programs and Services, Harford County DSS

Linda Siegel, Operations Manager, Susquehanna Workforce Network

Mark Millspaugh, Assistant Director,
Family Investment, Anne Arundel County DSS

Crystal Terrel, Director of JobsWork Arundel,
Anne Arundel Workforce Development Corporation

Waterford A

All program managers seek more effective and efficient methods to serve their customers. Partnerships can maximize funding and amplify services. Learn about current TANF, WIA, and Job Service partnerships from around Maryland. Hear how local managers find common ground to enhance customer success and meet program performance goals. Get the practical “how-to” to building a successful collaboration in your jurisdiction.

Learn how to plan, structure, and evaluate programs to serve work-eligible TANF customers

ROUNDTABLE: Marketing to Businesses

Facilitator:
Kevin Miller, Principal,
Reingold Marketing & Communications

Waverly

ROUNDTABLE: Services for Returning Veterans

Facilitator:
Stanley Seidel, Director,
Veterans’ Employment and Training, U.S. DOL

Merriweather

EXHIBITOR PRESENTATION: Moving “At Risk” Populations into High Voltage Careers in the Electrical Trades

Grant Shmelzer, Executive Director,
Independent Electrical Contractors – Chesapeake

Michael Yeakey, Director of Occupational Skills,
School of Continuing and Professional Studies, GBTC #316

Temmara

Hear an overview of a highly successful career pathway model used by Anne Arundel Community College and the Independent Electrical Contractors, Chesapeake to recruit, train and deploy “at risk” youth and adults into careers in the electrical construction trades.

LUNCH In Ballroom • 12:30 pm - 1:30 pm

*Sponsored by Johns Hopkins Medicine
Entertainment by Westminster High School Jazz Combo*

CONCURRENT WORKSHOPS SESSION III • 1:45 pm - 3:00 pm

Summer Youth Programs: Using Partnerships to Maximize Opportunities for Youth

Sue Gallagher, Director of Field Operations,
Anne Arundel Workforce Development Center

Willows A/B

Young people need opportunities to develop good work habits, attitudes, and skills to become productive workers. Schools, social programs, and other support groups are tasked with the responsibility to create these opportunities for their own constituencies, but they may lack the expertise, resources and contacts to build a successful program. By partnering with workforce development organizations and each other, these programs can join forces to provide effective services. Hear how one county developed a multi-pronged approach to summer jobs programs by combining the resources, manpower, and customer populations of workforce development, Social Services, schools, community colleges, county government and business. Learn how to utilize the expertise of area partners to enhance and expand your summer youth program.

Advisory Groups: A New Model for the 21st Century

Trenton Hightower, Assistant Vice Chancellor,
Virginia Community College System (VCCS)

Amphitheater

Few would argue with the concept that “two heads are better than one.” Forward-thinking managers and organizations often seek the recommendations of a group of individuals to complement the knowledge of staff members and their boards of directors. Called an Advisory Group, this cadre of professionals is selected for their experience and skills in a given subject area. In some cases, the existence of an advisory group is sometimes mandated by the terms and conditions of a grant. Other times, however, their creation is driven purely by the organization’s desire to learn more about an issue from the perspective of community and industry leaders. In this era of doing more with less, a well-chosen advisory group brings a fresh, informed perspective to an organization as it attempts to shape programs, solve problems or determine a direction. Learn about a new model to run a better advisory meeting and three easy steps to implement better advisory groups.

The Aging Workforce: Challenge or Opportunity?

Ilene Rosenthal, Deputy Secretary, Maryland Department of Aging

Ryan McShane, Personnel Officer,
Baltimore County Department of Aging

Donna Wilson, Vice President, Strategic Planning Communications
and Customer Service, Injured Workers Insurance Fund

Willows D/E

Nationally, about 64 million baby boomers (over 40% of the U.S. labor force) are expected to begin to retire by the end of this decade and there are not enough younger workers to replace them. Adding to this challenge is the growth of Maryland's older population and the projected strong demand for workers in the health and long-term care industries. However, a growing number of older workers are choosing to remain in the workforce. If properly engaged, older workers have the potential to provide significant contributions to a shrinking workforce and cost savings to employers. This workshop will help workforce development professionals view older adults as a way to address some of the State's workforce needs, recognize the positive qualities of an older workforce, and understand how to ensure older worker safety in the workplace. Explore the impact of the aging of the State's population on workforce development through an overview of the demographics and trends shaping the workforce of the future. Examples of actions to increase opportunities for older workers to remain in the workforce are described, featuring Baltimore County's efforts to prepare for the coming transitions through the work of its "Silver Tsunami" subcommittee.

The Time of Your Life: Using Time Management to Achieve Your Goals

Sponsored by Western Maryland Consortium

Frank Lengel, Ph.D./CWDP, Program Manager,
Lengel Vocational Services

Oakdale

Procrastination can be a friend, but multi-tasking is a myth. That's part of the light-hearted message in this special session that makes the most of time. Participants will see time through the prism of history, learn the power of priorities, and review tips to change how they experience life each day. Learn important secrets about how success is connected to time. This workshop is for anyone who has ever felt there was more work than time, but it's also the foundation for a personal success plan that can be shared with customers! Based on time management, the session is actually a motivational workshop that promotes a whole new vision of success that participants can enjoy every day of their lives. It is important for workforce professionals, and the people they serve, to have a clear vision of success and to know how to use time to achieve their goals. And best of all – the information from this workshop can be taught and shared with customers to help promote success in their lives too!

Effective Communications for Foreign-Nationals: Ingredients for Business Success

Margo Stein, Owner, MS Associates
Temmara

Within the context of our global workforce, effective communication is critical. Cultural barriers and communication breakdowns cause

considerable challenges to the American business employing foreign nationals. The potential for miscommunication is significant for both the employer and the individual. With the influx of foreign nationals living and working in Maryland, many are underutilized because of their poor communication skills. Individuals with heavy accents are often discredited when they are not easily understood. As a result, they are often working in positions well below their education, training, and experience.

Explore some barriers to effective communications that exist within the workplace. Learn strategies for creating a more productive workforce, improving client/customer/staff relationships, and building a more effective team. Hear about communication programs targeted to specific industries, including the Latino Health Care Initiative.

Avoiding the Traffic Jam: Case Managing Multiple Populations

Beth Lengel, M.Ed./CDFI/CWDP, Director of Services,
Lengel Vocational Services

Waterford B

How does a case manager provide world class service to a large case load of customers with very different situations and requirements? Trade vs. ex-offenders? Displaced homemakers vs. under-employed? What happens when? How to get it all done? Most workforce professionals are challenged to serve multiple populations and their diverse needs. Being able to change directions while avoiding oncoming traffic is a basic requirement of case management today. That's the point of this session. Discuss tips and tools that will better enable you to quickly negotiate around the potholes, shift the focus, identify the needs of every customer, detour to varied resources, "multi-task" through group case management rush hours, and much, much more! Learn new ideas on how to meet the needs of diverse populations and manage time more effectively while doing so.

PROMISING PRACTICES: The Latino Health Initiative: Addressing the Nursing Shortage by Tapping into Existing Community Resources

Sponsored by Governor's Workforce Investment Board

Eric Seleznow, Executive Director,
Governor's Workforce Investment Board

Sonia Mora, Manager, Latino Health Initiative,
Montgomery County Department of Health and Human Services

Merriweather

The Nurses Pilot Program, coordinated by the Latino Health Initiative (LHI) of the Montgomery County Department of Health and Human Services, is a unique and innovative approach to addressing the current nursing shortage. This model of public-private collaboration assists foreign-trained nurses to obtain the Registered Nurse (RN) license in Maryland. County government, post-secondary education, and private area hospitals are partnering to contribute their unique areas of expertise.

Learn how this innovative, collaborative approach is currently being implemented to diversify the nursing workforce by building on community assets, and its impact in addressing the nursing shortage, while enhancing cultural competence in the health care system.

Wednesday, June 18, 2008

Hear how the currently under-utilized immigrant community is being tapped into to address critical needs.

Directors, managers, policy makers, and program planners will take with them key elements necessary to effectively plan and implement a program for foreign-trained professionals.

Making Apprenticeships Work for Your Organization

Sponsored by Western Maryland Consortium

Roger Lash, Director, Apprenticeship and Training, DLLR

Ron DeJulius, Commissioner of Labor & Industry
for the State of Maryland

Al FitzSimons, Apprenticeship Specialist, DLLR

Waterford A

To address the critical shortage of qualified manpower in the 21st century, the Apprenticeship model will experience a higher level of integration in the Workforce Development System. Labor, business, and education are the tools to respond to the demand for a highly qualified workforce, now and in the future.

Hear how traditional and new, innovative processes are being used in the training component of Apprenticeship. Learn how BRAC and long-term, changing industry manpower trends are impacting apprenticeships. This panel of Apprenticeship experts will discuss the subject of newly devised preparatory programs designed to ensure successful completion of Apprenticeship Programs. Discover how the Maryland Apprenticeship and Training Program can be a catalyst for employment success for your job-seeker customers and a skilled labor force for your business customers.

ROUNDTABLE: Helping Ex-offenders Make the Transition

Facilitators:

Diana Bailey, OWDS, Workforce Development/Transition Coordinator,
Maryland State Department of Education

David Muhammad, OWDS, Career Development Facilitator,
The Re-entry Center, Mayor's Office of Employment Development

Rhonda Gaines, BSW/OWDS, Workforce Development Specialist,
Maryland Correctional Enterprises

Scott Espenscheid, OWDS, Case Manager/Local Bonding Coordinator,
DLLR/MD Re-entry Initiative

Tricia Hopkins, OWDS-I/GCDF, Transition Coordinator,
Occupational Skills Training Center

Waverly



BREAK In Ballroom • 3:00 pm - 3:15 pm

CLOSING SESSION • 3:15 pm - 4:30 pm

RAFFLE DRAWING

KEYNOTE:

Engineering America's Renaissance

Umar Hameed, Master Trainer/Practitioner/Author
CEO, Productivity³



Umar Hameed

RTB '08 closes with a thought-provoking look at what's at stake in the global economy game of the 21st century. While we were watching *American Idol* the world changed. With globalization, a weakening middle class, and a ballooning national debt, is it any wonder that confidence in America's ability to maintain a dominant role in the world's economy has been shaken?

So, are America's best years behind it, or is there hope for us that the best is yet to come? Absolutely, there is hope! But we have a choice to make: become a casualty, or redefine the game and start engineering the next American Renaissance. At the heart of the American Renaissance is the American Worker. We need to create an environment where workers drive hard for excellence. Where Americans use innovation to redefine the game and "obsolete the competition." In essence, our workers need to harness the Human Element and learn how to take charge of their most valuable commodity, the human mind. Mastering the Human Element will allow us to tap into passion, creativity, and determination.

Learn what we can do as workforce development professionals to unleash the full potential of our workers so they can become the catalyst that drives the new American Renaissance.

Umar Hameed is one of the world's top experts in helping individuals and organizations let go of their self-imposed limitations. He's called Mr. Breakthrough because he does this within hours. When Umar is not creating breakthroughs, he can be found hosting his radio show "Life Changing Breakthroughs" or on YouTube. He is currently finishing his second book, *Quantum Thinking*.

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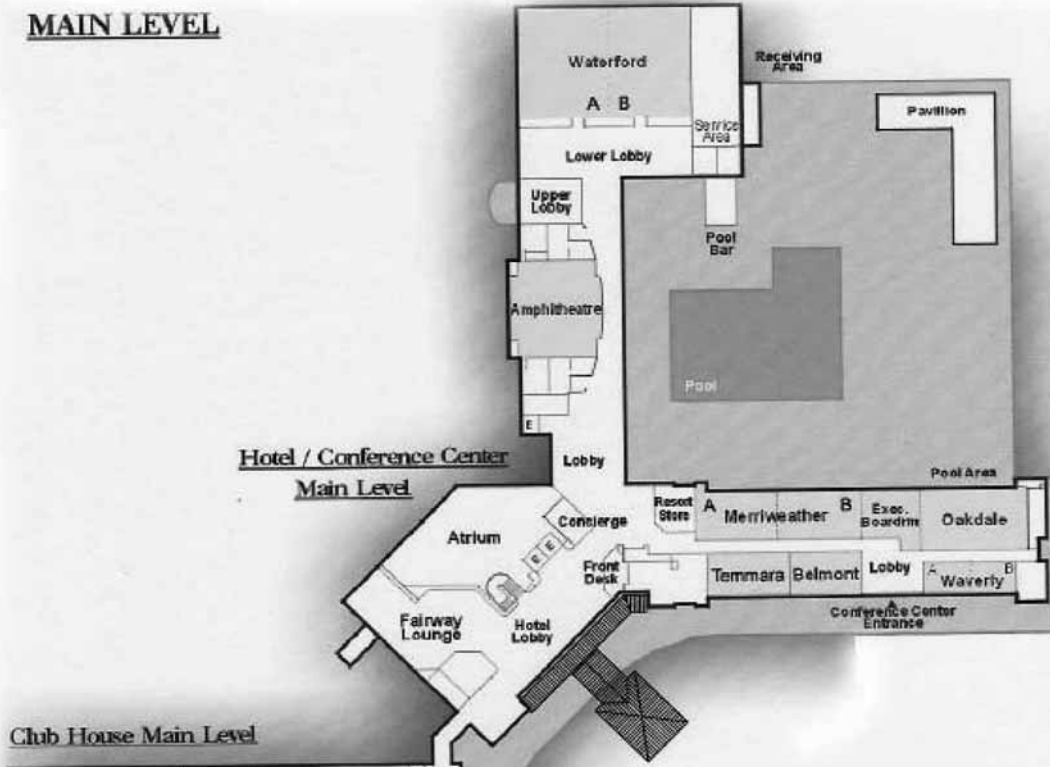
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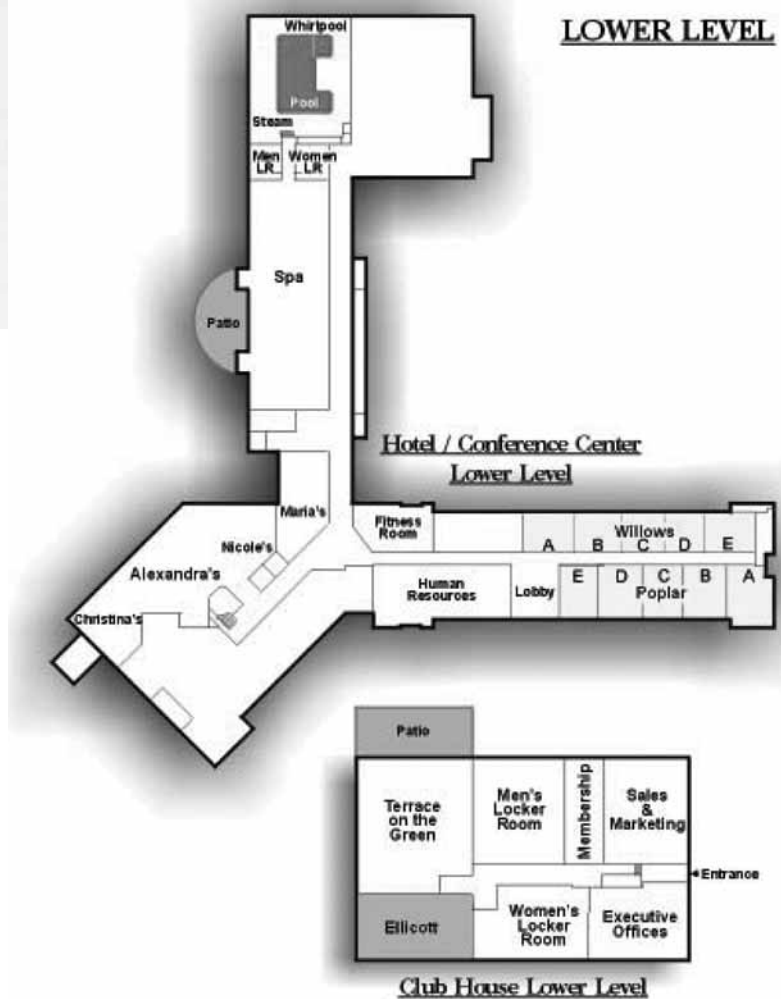
Barry Williams, Baltimore County Office of Workforce Development

Floor Plan:

MAIN LEVEL



LOWER LEVEL



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