

NASWA 72nd Annual Conference

Monday, September 15, 2008

9:00 a.m. – 5:00 p.m.	Human Resources in the Workforce Development System: Preparing for the Future Sandra Hastings, Greg Newton Associates	Pinckney Room
4:00 p.m. – 7:00 p.m.	Registration	Dayton Room
6:00 p.m. – 9:30 p.m.	Board of Directors Cookout	Citadel Beach House

Tuesday, September 16, 2008

8:00 a.m. – 5:00 p.m.	Registration	Drayton Room
8:00 a.m. – 9:00 a.m.	Breakfast Buffet	Gold Ballroom
9:00 a.m. – 12:00 p.m.	Board of Directors' Meeting	Carolina Ballroom
10:00 a.m. – 10:15 a.m.	Break	Prefunction, Carolina A
12:00 p.m. – 1:00 p.m.	Board Luncheon	Gold Ballroom
1:00 p.m. – 5:00 p.m.	Board of Directors' Meeting (Continued)	Carolina Ballroom
3:00 p.m. -3:15 p.m.	Break	Prefunction, Carolina A
3:00 p.m. – 11:00 p.m.	Exhibits (set-up)	Prefunction Areas of Mezzanine and Carolina Ballroom
6:00 p.m. – 7:00 p.m.	Welcome Reception	Gold Ballroom

Wednesday, September 17, 2008

7:30 a.m. – 8:15 a.m.	Breakfast Buffet	Colonial Ballroom
7:30 a.m. – 5:00 p.m.	Registration	Booth on Mezzanine Level
7:30 a.m. – 5:00 p.m.	Exhibits	Prefunction Areas of Mezzanine and Carolina Ballroom
8:30 a.m. – 9:00 a.m.	OPENING SESSION (Call to Post)	Carolina Ballroom

Presided by Larry Temple, NASWA President and Executive Director
Texas Workforce Commission

Posting of Colors by Color Guard of the Military College of the South

Singing of the National Anthem by Anthony Burke

Welcome to South Carolina

The Honorable Joe Riley, Mayor, Charleston, South Carolina

Roosevelt (Ted) Halley, NASWA Past-President and Executive Director
South Carolina Employment Security Commission

9:00 a.m. – 9:40: a.m.	OPENING PLENARY	Carolina Ballroom
------------------------	-----------------	-------------------

Gullah Storyteller and Singers

9:40 a.m. - 10:10 a.m.	PLENARY SESSION (continued)	Carolina Ballroom
------------------------	-----------------------------	-------------------

A Diversifying Economy: The Story of South Carolina

Roosevelt (Ted) Halley, NASWA Past-President and Executive Director
South Carolina Employment Security Commission

10:10 a.m. – 10:20 a.m.	<i>Ten Minute Break</i>	Prefunction Area Carolina A
-------------------------	-------------------------	-----------------------------

10:20 a.m. – 11:00 a.m.	PLENARY SESSION (continued)	
-------------------------	-----------------------------	--

Promoting Economic Development

Fred Humes, Chairman, South Carolina Hydrogen and Fuel Cell Alliance

11:00 a.m. – 11:40 a.m.	<i>“Salute to Leadership” Awards</i>	Carolina Ballroom
-------------------------	--------------------------------------	-------------------

Presided by Larry Temple, NASWA President and Executive Director
Texas Workforce Commission

11:40 a.m. – 12:00 p.m.	<i>“Two Minute Drill” Introduction of Exhibitors and Sponsors</i>	Carolina Ballroom
12:00 p.m. – 1:30 p.m.	<i>Lunch</i>	Colonial Ballroom
1:30 p.m. – 3:00 p.m.	<i>Workshops (concurrent)</i>	

- Facilitating the Labor Market: An Alliance of State Workforce Agencies and Fortune 500 Companies**
Gold Ballroom

Join this workshop to learn about the cutting edge initiative between DirectEmployers Association (DEA), a non-profit organization of more than 400 *Fortune 500* companies and NASWA’s state workforce agency members. In partnership, the two organizations operate a sophisticated employment network called the National Labor Exchange (NLX). Learn more about this advanced network of individual state job banks connected through DirectEmployers’ Association Employment Search Engine (JobCentral).

The session will describe the NLX initiative, provide an update, and offer state and employer perspectives on how the NLX has brought value to their missions. Workshop participants also will learn of exciting partnerships under development with education and economic development organizations that will add further value to the public workforce development system and to employers and jobseekers alike.

Moderator: *Roosevelt (Ted) Halley*, Executive Director
South Carolina Employment Security Commission

Panelists: *Jolene Jefferies*, Director - Government Relations
DirectEmployers Association

Elizabeth Clingman, Deputy Division Chief, Information Technology & Program Accountability Section, Workforce Services Division
California Employment Development Department

Ray Schreyer, Program Manager, Interactive Recruiting Channels
IBM Corporation

Pam Gerassimides, Director, National Labor Exchange
NASWA

- Disaster Preparedness**
Carolina A

Do you ever wish you could expect the unexpected? Whether it’s an uncontrollable event such as a natural disaster or an unexpected mistake such as a building repairman splicing the wrong wires, is your state prepared to respond quickly to a disaster and continue forward with business? Disasters have always required the implementation of measures and provisions to handle unforeseen circumstances.

This session focuses on preparation plans and techniques that can help your state gain and maintain control in a disastrous situation and the role of information technology in that process.

Moderator: *Larry Temple*, Executive Director
Texas Workforce Commission

Panelist: *Helen Rambo*, Director of Internal Audit
Oklahoma Employment Services

Dale Jablonsky, Deputy Director IT Branch
California Employment Development Department

Tommye Dale Favre, Executive Director
Mississippi Department of Employment Services

- **Virtual Office: Working From Home, Telecommuting, Mobile Office; What is Right for your Staff? What are states doing?** Carolina B

While a “virtual office” sounds like an easy solution to provide flexibility for employees and cost-savings to your agency, it also raises numerous issues for senior management. Issues related to personnel, data security and infrastructure present challenges and solutions that determine whether a “virtual office” is right for your agency.

Moderator: *Betty Sparrow Doris*, Cabinet Secretary
New Mexico Department of Labor

Panelists: *Christopher Love*, Deputy Director
Utah Department of Workforce Services

Rochelle Webb, Administrator
Arizona Department of Economic Security

- **Tools and Technology Making the Disabled Able** Calhoun

Learn how South Carolina’s Information Technology Center worked with employers to recruit and hire individuals with disabilities through “Assessing the Hidden High Tech Talent Pool: People with Disabilities.” In addition, attendees will hear an overview of the U.S. Department of Defense Computer/Electronic Accommodations Program (CAP), which uses the latest technology to lessen the impact of disabilities and highlights abilities with new technology.

Moderator: *Ron Danowski*, Employment and Training Administrator
Wisconsin Department of Workforce Development

Panelists: *Jonathan Cruce*, Rehabilitation Engineer
South Carolina Vocational Rehabilitation Department

Jim Williams, Project Administrator
Information Technology Training Center
South Carolina Vocational Rehabilitation Department

Don Wehbey, Economics Director
NASWA

3:00 p.m. – 3:30 p.m. Break Prefunction Carolina A

3:30 p.m. – 5:00 p.m. Workshops (continued)

- **The Operating Room: One-stop operating systems – What are they? What are Consortia doing? What advantages are there with any specific operating system? What are the latest updates?** Gold Ballroom

Come to this workshop to find out what the various IT operating systems are in the states. What consortia have been formed to coordinate shared operating systems? Find out what the various consortia are doing to update and modernize the state systems. What are the advantages of joining a consortium compared to designing your own system? What are the disadvantages? Currently the major IT consortiums are: Geographical Solutions, One-Stop-Operating System (OSOS), UWorks (originated in Utah and adapted by other states), and America's Job Link Alliance (AJLA).

Moderator: **Maren Daley**, Executive Director
Job Service North Dakota

Panelists: **Stephen Urquhart**, Vice-President
Workforce Performance; Workforce Florida, Inc.

Cindy Jones, Deputy Director and
Employment Security Division Administrator
Nevada Department of Employment, Training and Rehabilitation (DETR)

Ingrid Childress, Administrator
Division of Workforce Services
Montana Department of Labor & Industry

Shawn Gregory, Applications Development Director
America's Job Link Alliance

Vicki Romig, Project Support Director
America's Job Link Alliance

- **Technology, Methods & Tools of Labor Market Information (LMI)** Carolina A

Technological advances leaped forward in the late 1990s to help propel many advances in states, especially in Labor Market Information (LMI). Software applications were developed, websites became a necessity, and systems were

integrated to allow data sharing for use by agencies, academics, and the public. This workshop will share examples of what some states have done to leverage earlier conventional uses of data to add value in this new environment.

Moderator: *Don Ingram*, Administrator
Employment Security
Tennessee Department of Labor and Workforce Development

Panelists: *Brian Rae*, Economist
Research & Analysis Section
Alaska Department of Labor & Workforce Development

Rebecca Rust, Director
Labor Market Information
Florida Agency for Workforce Innovation

• **Unemployment Insurance (UI) Modernization** Carolina B

The primary goal behind states' Unemployment Insurance (UI) modernization efforts has been to improve customer service. In an atmosphere of diminishing financial and human resources, state agencies are accomplishing their goals by designing, writing or developing new tax or benefits systems, with some states doing both simultaneously. In today's world of technology, more and more states are moving to web-based applications to promote customer service and efficiency. Attend this session on UI modernization and hear of the challenges, successes, and potential opportunities for collaboration with business and other states.

Moderator: *Dolores Esser*, Commissioner
Virginia Employment Commission

Panelists: *Marilyn D. Davis*, Deputy Commissioner
New Jersey Department of Labor and Workforce Development

John Sharkey, Executive Director
Information Technology Support Center (ITSC)

• **NASWA Business Session Orientation** Calhoun

On Thursday, September 18, 2008, from 8:30 a.m. to 10:15 a.m. NASWA will hold its annual business session in the Carolina Ballroom. During this session, NASWA will elect officers, elect Board Members from each NASWA region, and pass new resolutions and set its policies for the next two years. Attend this workshop to hear what NASWA will be doing during this important session.

Moderator: *Rich Hobbie*, Executive Director
NASWA

5:00 p.m.

Adjourn

6:30 p.m. – 10:00 p.m. *Dinner Cruise – Spirit of the Low Country*
(Buses leave the hotel at 6:30 p.m. and return at 10:00 p.m.)

Thursday, September 18, 2008

8:00 a.m. – 5:00 p.m.	Registration	Booth on Mezzanine Level
7:30 a.m. – 5:00 p.m.	Exhibits	Prefunction Areas of Mezzanine and Carolina Ballroom
7:30 a.m. – 8:30 a.m.	Breakfast Buffet	Colonial Ballroom
8:30 a.m. – 10:00 a.m.	NASWA Business Session	Carolina Ballroom
10:00 a.m. – 10:30 a.m.	Break	Prefunction Carolina A
10:30 a.m. – 11:15 a.m.	PLENARY SESSION	
	<ul style="list-style-type: none">• The 75th Anniversary of the Wagner-Peyser Act	Carolina Ballroom

Speaker: *Christopher J. O'Leary*, Senior Economist
W.E. Upjohn Institute for Employment Research

The Wagner-Peyser Act of 1933 introduced uniform standards and innovative practices in a new federal-state partnership for public employment services. In recognition of the 75th anniversary, the W.E. Upjohn Institute for Employment Research reviews the institutional evolution from an uneven collection of state and local labor exchanges to a unified U.S. Employment Service (ES). It considers the importance of the ES among all available job search methods, and examines trends in ES usage by job seekers and employers. The report also reviews federal funding patterns for the ES, cooperative arrangements between the ES and other elements of the public workforce investment system, practices for ES performance measurement, and impact evaluations of ES services. The conclusion offers an assessment of progress and a menu for continued improvement of the public employment service in the United States.

11:15 a.m. – 12:00 noon	PLENARY SESSION (Continued)	Carolina Ballroom
	<ul style="list-style-type: none">• True Value and Costs of Information Technology (IT): Looking at Your Investment under a Different Light	

Speaker: *Ed Valencia*, Chief Technology Officer
State of Minnesota

In the publicly-funded workforce development system -- just as in many other public and private enterprises -- questioning information technology (IT) costs and even the necessity of some IT investments is common. This presentation will address why IT is perceived as a cost instead of an investment in business performance. This presentation will offer various

approaches in articulating an investment justifications (improving operational efficiency, improving customer services and political return) while at the same time setting clear and manageable expectations. The speaker will share the conditions the nation's workforce system IT leaders believe ensure an IT Department adds value to agencies' core missions and operations.

12:00 p.m. – 1:30 p.m. Luncheon Colonial Ballroom

(12:45 p.m. – 1:15 p.m.) Luncheon Speaker

Veterans Employment: Challenges and Opportunities

Honorable **Charles S. Ciccolella**, Assistant Secretary
U.S. Department of Labor, Veterans Employment and Training Service (VETS)

1:30 p.m. – 3:00 p.m. Workshops (continued)

- **Distance Learning: Provide Quality Training Without Leaving Your Office. It's time to change your impression about distance learning – What is it today?**
Carolina A

With the ever decreasing funding for the workforce system, yet increasing need for training and skill development, many in the workforce system are looking at "Distance Learning" as a way to provide training remotely. Find out how distance learning works. What is available for use by states and local providers? What new initiatives are available to improve training opportunities? --To decrease training costs? --To train staff or customers through distance learning? Rutgers University and the Sloan Foundation have been leaders in this new learning tool – hear what the experts say.

Moderator: **Tom Looft**, Director
Workforce Development Programs
Colorado Department of Labor and Employment

Panelists: **Heather McKay**, Director
Sloan Center on Innovative Training and Workforce Development
Center for Women and Work; Rutgers University

Mary Murphee, Senior Advisor
Sloan Center on Innovative Training and Workforce Development
Center for Women and Work; Rutgers University

Alice Sweeney, Director
Special Projects
Massachusetts Department of Workforce Development

Boone Fields, Director
Equal Opportunity Compliance
Texas Workforce Commission

- **Skills Assessment Tools: What are the current practices? What are states doing?** Gold Ballroom

Every business has the need to determine knowledge, skills and abilities of potential employees. How can the workforce agencies help employers determine these attributes? States again have begun to provide skills assessment tools to help employers meet their needs. Panelists will share their knowledge on how to build and implement successful skill assessment tools.

Moderator: *Thomas S. Whitaker*, Deputy Chairman - Chief Deputy Commissioner
North Carolina Employment Security Commission

Panelists: *Martha Stephenson*, Director, E&T Technical Services
South Carolina Employment Security Commission

Christopher J. O'Leary, Senior Economist
W.E. Upjohn Institute for Employment Research

David Watral, Director
Business Develop, Scorelogix

- **Unemployment Insurance Interstate Connection (UI/ICON) – Addressing your 21st Century needs with 21st Century Technology.** Calhoun

As your state continues to invest millions of dollars in UI Modernization projects, are you including Interstate Connection (ICON) applications in those efforts? Do you understand the potential long term benefits these applications could have toward improving your UI modernization plans? Data exchange and integrated applications are increasingly becoming more essential parts of state productivity and modernization. This workshop will give an overview of ICON, how its applications work, and modernization being applied to ICON. State panelists will share effective practices, lessons learned, and future approaches to UI modernization efforts involving ICON.

Moderator: *Laurie Warner*, Commissioner
Oregon Employment Department

Panelists: *Amanda Gohl*, UI- ICON Account Manager,
Affiliated Computer Systems (ACS)

Jim Garner, Secretary
Kansas Department of Labor

John Sharkey, Executive Director
Information Technology Support Center (ITSC)

3:00 p.m. – 3:30 p.m. Break Prefunction Carolina A

3:30 p.m. – 5:00 p.m. Workshops (continued)

- **UI Fraud: To Catch A Thief**

Gold Ballroom

Gone are the “cat burglars” of long ago. After all, why should they go from rooftop to rooftop stealing jewels in the 21st century when they can sit in the comfort of their own home or strip mall office and steal millions of dollars from government agencies? Well, states are cyber savvy and have technical talent too, and the UI system is aggressively attacking UI fraud and yielding excellent results. Tennessee will share its strategies for combating UI fraud, and Colorado will discuss a nationwide scam that involved 49 state UI agencies, the Social Security Administration, the Internal Revenue Service, and a host of private entities. This group of thieves was recently indicted (including 12,000 counts of identity theft) as a result of a collaborative investigation that began with the UI divisions in Colorado and Washington State.

Moderator: *Karen Turner Lee*, Commissioner
Washington Employment Security Department

Panelists: *Marie Moss*, Assistant Administrator
Tennessee Department of Labor and Workforce Development

William Lafferty, Labor and Employment Specialist
Colorado Department of Labor and Employment

- **Safeguarding Customer Information**

Carolina A

Recent breaches of security in various government organizations have exposed sensitive information of thousands of our country’s citizens. These headline news stories have re-emphasized the need to review carefully how the publicly-funded workforce development system works to secure customer information. This session focuses on “how to” build secure data transactions and most importantly “how to” create and implement secure business processes. Workshop panelists will present the essential components of a security strategy. They also will offer practical tips based on a recently completed analysis by the IT Committee. From lap-top encryption to security clearances for state staff, learn about real life state experiences in privacy protection.

Moderator: *Jim Garner*, Secretary,
Kansas Department of Labor

Panelists: *Robert Cottrell*, Director of Information Systems,
North Carolina Employment Security Commission

Raj Jindal, Information Technology Director,
Louisiana Workforce Commission

Joe Vitale, Director/Chief Information Officer,
Information Technology
New Jersey Department of Labor & Workforce Development

- **Decision Making with Labor Market Information (LMI)**

Calhoun

It wasn't long ago when labor market data were difficult to access and cumbersome to organize and prepare for analysis and distribution. These days, following the information technology revolution, Labor Market Information (LMI) has become very accessible, integrated, and essential for decision making on a variety of fronts. This workshop will share the experience of what three states have done to leverage information technology to support critical decision making in their states.

Moderator: *Tommy Dale Favre*, Executive Director
Mississippi Department of Employment Security

Panelists: *Hope Clark*, Director
Research and Market Development
Indiana Workforce Development

Carol Rogers, Deputy Director and Chief Information Officer
Indiana Business Center

Yustina Saleh, Director
Labor Market & Demographic Research
New Jersey Department of Labor & Workforce Development

Steve Hine, Research Director
Labor Market Information
Minnesota Department of Employment & Economic Development

5:00 p.m.

Adjourn

Dinner on Your Own

Friday, September 19, 2008

7:30 a.m. – 9:00 a.m.	Exhibits	Prefunction Areas of The Mezzanine and Carolina Ballroom
7:30 -- Noon	Cyber Café	Pinckney Room
7:00 a.m. – 8:30 a.m.	Continental Breakfast	Colonial Ballroom
8:30 a.m. – 12:00 p.m.	CLOSING PLENARY	Carolina Ballroom

Presided by Tom Whitaker, NASWA President, and Chief of Staff and Deputy Chairman for Administration, Employment Security Commission of North Carolina

- **Models, Truths, Myths, and Lessons Learned in Information Technology (IT) Consolidation**

Spurred by the quest for cost savings, consolidation of Information Technology (IT) functions within one centralized state IT agency is taking place across the nation. Bill Bott, Deputy CIO of Operations, Information Technology Services, Office of Administration, State of Missouri, will offer an overview of different centralization models along with the truths and myths surrounding some of these efforts. The presenter will also speak to the consolidation effort and lessons learned in the State of Missouri. A panel of state administrators will discuss key issues they have dealt with in their own state's consolidation efforts and offer lessons learned that can help balance efficiencies and other considerations.

Speaker: **Bill Bott**, Deputy CIO of Operations, Information Technology Services
Office of Administration, State of Missouri

Panel: **Larry Temple**, Executive Director
Texas Workforce Commission

Laurie Warner, Director
Oregon Employment Department

Monesia Brown, Director
Florida Agency for Workforce Innovation

12:00 p.m. Adjourn