

# ASSOCIATION OF IOWA WORKFORCE PARTNERS

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10th Annual Conference  
April 20-22, 2011

aiwp

SKILLS FOR THE FUTURE:  
STRENGTHENING IOWA'S ECONOMY  
BY INVESTING IN ITS WORKERS

## Wednesday April 20, 2011

### New for 2011: Pre-Conference on Serving Ex-Offenders

Registration desk open from 12 pm to 5 pm *Foyer*

1:00 – 4:00 pm

**I Need a Job and I Can't Even Get an Interview. Can You Help Me?** *Cedar Rapids and Council Bluffs Rooms*  
*Shelly Morelock, National Institute of Corrections*

Connecting individuals with criminal records to the workforce and serving business needs effectively; can we do it? Who is coming through our doors? How do we know they have a record? What can we do to help them get a job? You will walk away from this workshop with information, tools, and ways to connect to be more effective in assisting those with criminal records in job seeking and job attainment while assisting local businesses with their workforce needs.

## Thursday April 21, 2011

Registration desk open from 9:00 am to 5:00 pm *Foyer*

10:00–10:05 am

**Welcome and Opening Announcements** *Des Moines Room*  
*Carla Andorf, Director, Region 10 IowaWORKS, and Chair, Association of Iowa Workforce Partners*

10:05–10:45 am

**Opening Keynote** *Des Moines Room*  
**Dancing With Change**  
*Silver Rose, Chief Focusing Officer, Silver Speaks*

2010-2020 is the Decade of Change. Plans, strategies and technology are becoming obsolete within months and sometimes days. The ability to adapt on a moment's notice is now a key competency. Silver Rose, author of the forthcoming book—*Changepreneurship™: Learning to Dance with Change*, delivers a program guaranteed to show us how to more quickly adapt to rapidly changing environments.

10:45 –11:00 am

**Break**

11:00–11:50 am

Concurrent Sessions

**Learning to Dance With Change** *Dubuque Room*  
*Silver Rose, Chief Focusing Officer, Silver Speaks*

Whether small-scale or large, change happens weekly and the workforce development professionals who have the ability to dance with it are the ones who will ensure that both they and their organizations achieve their goals. Participants in this program will walk away knowing:

- Key components of the change process and how to translate it to what their teams, clients and co-workers are going through.
- Tools and techniques for engaging individuals.
- How to get others to reveal the most effective ways to support them through change.
- An empowering technique to get others to take ownership of their tasks and projects.

**Doing More With Less, Part 1** *Davenport Room*  
*George Koran, SkillPathSeminars*

Learn what you need to do to be effective in this difficult economy and how these skills will help you emerge stronger when the rebound comes! Managing time, projects, relationships and changing job responsibilities are central to success.

- How to avoid the biggest mistakes employees make in a “do more with less” environment.
- Eliminate the factors that lead to bad decisions and workplace paralysis.
- Identify the things you procrastinate and use a proven plan to eliminate this bad habit.
- How to take control of daily tasks and changing job responsibilities.
- Use effective time management tips to lighten the load and brighten your day.

11:00–11:50 am  
Concurrent Sessions**Breaking the Unemployment Chains of a Felony Conviction** *Cedar Rapids Room**Dick Gaither, President, Job Search Training Systems, Inc.*

There are over 2,000,000 people currently locked up in the United States. But, most of them will be released at some time...and they'll need to find work. In this session Dick will give you his insights into how to reduce the stigma of a felony in the labor market, key elements of successful reentry and reemployment programs, employers' fears, ways to overcome the multitude of problems associated with ex-offender job seeking, eight options for dealing with a felony on the application form, and how to answer the 20 most common felony-related interview questions. Come ready to participate, have a little fun, argue, and bring your questions and ideas.

**IWorks Tips: Using your IWorks Calendar to Increase Productivity** *Council Bluffs Room**Trish Downing, Training Specialist, Iowa Workforce Development**Chris Nilles, Executive Officer, Iowa Workforce Development*

In this session we will look at how the calendaring functions available in IWorks can help you organize your workload and priorities to get the most done with your time. We will review creation of tasks and appointments, re-assignment of tasks and appointments, task lists, query functions, and team schedules.

11:50 am–1:00 pm

**Lunch** *Des Moines Room**Teresa Wahlert, Director, Iowa Workforce Development*

1:00 –1:15 pm

**Break**1:15–2:05 pm  
Concurrent Sessions**Creating Effective Career Development and Job Search Programs for Youth** *Dubuque Room**Susan McGraw, Founder and Consultant, Partners for Exceptional Government*

Engaging youth in programs which teach effective career development skills and job search strategies requires a dynamic, experiential, and entertaining approach. This workshop will provide tips and techniques for workforce development staff to capture the imagination and active participation of youth through a blended training approach incorporating staff coaching, peer support, and the use of cool technology tools (i.e., Facebook Job Clubs, YouTube success stories, videotaped interview practice, etc.).

**Doing More With Less, Part 2** *Davenport Room**George Koran, SkillPathSeminars*

This is the second half of the "Doing More With Less" workshop.

**Overcoming the Destructive Cycle of Dislocation...and Getting Back Into the Job Hunt!** *Cedar Rapids Room**Dick Gaither, President, Job Search Training Systems, Inc.*

If your dislocated workers are acting a little crazy...it's because they are! Job loss and job finding are simply two of the most stressful activities in which anyone can engage. We not only have to deal with the "mechanical" side of the job search (e.g. creating resumes, interview preparation, etc.), we must also deal with the much overlooked problems associated with the emotional and psychological side of job loss and job finding (e.g., low self-esteem, depression, fear, resistance, motivation, etc.). In this session Dick will walk you through the 10 phases of dislocation, give you his ideas about how to reduce the negative impact these phases have on a person's job finding capabilities, and he'll share strategies and techniques to keep people motivated in the face of frequent rejection. Dick's workshops are fast paced, interactive and not someplace to take a nap.

**IWorks Tips: Workshop Management** *Council Bluffs Room**Trish Downing, Training Specialist, Iowa Workforce Development**Chris Nilles, Executive Officer, Iowa Workforce Development*

As centers across the state integrate we continue to increase the educational and re-employment services opportunities available to seekers within our offices. Room space is at a premium and staff are assisting increasing numbers of members. Using the scheduling system available in IWorks can help coordinate offerings, scheduling of members, create workshop reminder letters, provide attendance sign-ins, and send follow up tasks to staff related to member attendance.

2:05–2:25 pm

Break

2:25–3:15 pm

Concurrent Sessions

**Giving Job Seekers Tools and Strategies to Find “Pockets of Opportunity” in a Tough Economy** *Dubuque Room**Susan McGraw, Founder and Consultant, Partners for Exceptional Government*

Many job seekers today are using a “shotgun” approach to their job search, spending all of their time blasting an unfocused resume out to online job boards. Current research indicates that individuals have only a 7 to 10% success rate of landing a job by responding to advertised openings online, which could explain why the average job seeker in the U.S. today is giving up on their job search after only 30 days! Workforce development staff can support customers in landing a job more quickly and efficiently by providing them with effective career development and job search tools and strategies. By implementing a clearly defined planning process, customers can cultivate their uniqueness to design a targeted, focused job search campaign, identify “pockets of opportunity” in the hidden job market, and successfully land the job!

**Developing Constructive Relationships** *Cedar Rapids Room**Ann Merrifield, General Manager, Dynamic Works Institute*

Providing integrated services to our customers requires constructive, collaborative teams. Communication and teamwork are essential if we want to serve our customers effectively. In addition, employee motivation and morale improves dramatically when people feel valued and when their contributions make a difference. This workshop will discuss ways to develop constructive relationships in order for teams to be successful, work collaboratively and solve problems effectively.

**Social Networking: Narrowing the Communication Gap** *Davenport Room**Wendy Greenman, Youth Specialist, Workforce Investment Act, Creston**Michelle Wilson, Youth Specialist, Workforce Investment Act, Creston*

This workshop will focus on effective communication techniques to reach today’s technologically savvy youth. Topics will include successfully utilizing social networking to narrow the communication gap between case managers and youth. These sites allow case managers to gain insights into participants’ ever-changing needs in order to better serve them. Workshop participants will learn how to: create a Facebook page to better communicate with Generation Y and learn field-tested tips and strategies to manage and maintain a Facebook page. Communication through social networking improves participant-staff rapport which results in enhanced performance outcomes. Interactive discussions will include generational gaps, texting, and communication acronyms.

**IWorks Tips: Info Cards** *Council Bluffs Room**Trish Downing, Training Specialist, Iowa Workforce Development**Chris Nilles, Executive Officer, Iowa Workforce Development*

How do you notify seekers/members of center events and services? Using Info Cards can be a quick and easy way to invite seekers to job fairs, workshops, trainings, and more. In this session you will learn how to create, copy, edit, and send Info Cards. You will use seeker matching to select seekers/members and use mass entry to send cards to lists of known seekers/members.

3:15–3:30 pm

Break

3:30–4:20 pm

Concurrent Sessions

**Customer Service: It’s Not About You** *Cedar Rapids Room**Ann Merrifield, General Manager, Dynamic Works Institute*

Our One-Stop Career Centers are busy these days with jobseekers that are displaying a variety of emotions – some of which put our skills of providing excellent customer service to the test. And if we’re also having a bad day at work it creates the possibility of a pretty volatile experience. We must learn to keep our emotions in check. This workshop will identify some strategies that will help you keep focused in order to give your customers the service they deserve – because “It’s not about you”!

**Targeting High Growth/High Demand Career Skills** *Dubuque Room**Chuck Betts, Chief Consultant, KEO Associates**Deb Dowell, Regional Director, IowaWORKS*

In this session, the presenters will outline the collaborative process used to deliver skills training programming to address a high growth/high demand career field in their region. The regional director and a third party services provider show that the process can be both simple and easy by cooperating with the eventual employers and finding the right program resulting in nationally recognized certification.

3:30–4:20 pm  
Concurrent Sessions

**Motivate, Participate and Love Your Job Again** *Davenport Room*  
*George Koran, SkillPath Seminars*

We know employees want and need to do a good job. Sometimes it's just hard to stay motivated and keep morale up. It's particularly hard if you've never been taught how to do this, or if you are so overloaded you don't think you have time!

- How to keep your morale high when faced with difficult changes.
- How to avoid catching the "negativity bug" and how to keep it from spreading.
- How to emerge from hard times with a positive perspective and renewed skills.
- So you're not perfect...12 reasons why knowing this is good for you.

**IWorks Tips: Providing Job Leads** *Council Bluffs Room*  
*Trish Downing, Training Specialist, Iowa Workforce Development*  
*Chris Nilles, Executive Officer, Iowa Workforce Development*

Have you ever been working in the Skills Center and had that participant who just needs a little help in finding that first good job lead to motivate them to begin their search in earnest? Learn how to use individual job order search and quick referral to find job opportunities for seekers, compare seeker qualifications to position requirements, make and print referrals.

4:20–4:35 pm

Transition to AIWP Board Meeting

4:35 –5:30 pm

**Annual AIWP Board Meeting** *Dubuque Room*

## Friday April 22, 2011

Registration desk open from 8:00 am to 12:00 pm *Foyer*

7:30–8:30 am

**Breakfast Buffet** *Des Moines Room*

8:30–9:20 am  
Concurrent Sessions

**How to be the TOP DOG in Your Job Search** *Davenport Room*  
*Cassandra Halls, Principal, 2 THE TOP - Career Advancement Strategies*

Come and get some job search advice from the world's ONLY Career Coaching Dog! As a partner of 2 THE TOP - Career Advancement Strategies, Duke Balboa Halls, a French Bulldog, has spent hours researching and listening to job seekers. Through all of his research, he now has put together a quick list of job searching tips that everyone can utilize and appreciate, especially when seen through the eyes of a dog.

**Panel: Promise Jobs Integration Model, an Overview** *Dubuque Room*  
*Lori Adams, Division Administrator, Workforce Development Center Administration, Iowa Workforce Development*  
*Carolyn Farley, Promise Jobs Supervisor, Region 16*  
*Rhonda Scott, Quality Assurance, State of Iowa*  
*William Stuflick, Operations Manager, IowaWORKS*

Promise Jobs integration....really?! At a time of limited resources and increased caseloads, it is essential to coordinate efforts to become more efficient, cost-effective and customer-focused. Promise Jobs customers are introduced to services of the integrated center and then work with the Skills team to create a plan that has an emphasis on skills development. Customers are actively engaged in numerous workshops, online training and education designed to bridge the skills gap and meet requirements for the PJ program. Workshop participants will gain valuable insight into program development and lessons learned.

8:30–9:20 am  
Concurrent Sessions**IWorks Tips: “Did You Know...?” Basic Navigation Tips for IWorks** *Council Bluffs Room**Trish Downing, Training Specialist, Iowa Workforce Development*  
*Chris Nilles, Executive Officer, Iowa Workforce Development*

This session will cover basic navigation and workload tips. Do you know ...how to open multiple sessions of IWorks at the same time? Reset a seeker password? Reset a seekers employment exchange and why it is important? Complete spell checks? Create tasks and appointments? Quickly find a seeker SSN? Set your seeker screen defaults to move to screens you commonly use with fewer clicks? Edit or add to previously entered case notes? Do a case management search and export to Excel? Create a “to do” list from your tasks? Find basic demographic information about our seekers/members? Join us to find out the answers to these questions and more.

9:20–9:35 am

Break

9:35–10:25 am

**Employment and Offender Success: Partnering with Corrections** *Dubuque Room**Debbie Dowell, Regional Director, IowaWORKS*  
*Ted Gutman, Residential Manager, 8th Judicial District, Department of Corrections*

The WIA program in southeast Iowa has successfully partnered with the Department of Corrections and community based organizations to provide a community network of resources for ex-offenders in their transition into the workforce upon release from prison or those on probation/parole. This workshop gives tips in developing community partnerships to improve opportunities for ex-offenders (adults and youth) with employment needs. Workshop participants are presented with useful tools and knowledge to facilitate ex-offender success.

**Washington Update** *Davenport Room**Chuck Stewart, Director, Partners in Job Training and Placement*

These days, being a workforce development professional can make you feel like you are riding a roller coaster! Will the Workforce Investment Act be reauthorized? What about the Trade Adjustment Assistance Program? How do the current budget battles in Washington affect you and your customers? At this workshop you will learn the status of key legislation. Find out who the key players in Washington are and where they stand on our issues. Get the latest updates as to our financial future. Learn why Iowa is so important to the future of the workforce development system.

**Are You A Leader They Will Follow?** *Cedar Rapids Room**Ann Merrifield, General Manager, Dynamic Works Institute*

Remember the childhood game of “Follow the Leader”? One person was designated the leader and everyone else did exactly as the leader did. The lessons learned from this childhood playground experience follow us into adulthood; however, leadership as an adult isn’t exactly the same. In the words of Dwight D. Eisenhower, “Leadership is the art of getting someone else to do something you want done because he wants to do it.” Are you an effective leader for the customers you are serving? This workshop will provide lessons in leadership, strategies to become an effective leader, and resources that will help you get there.

**IWorks Tips: An Introduction to Focus/Career** *Council Bluffs Room**Trish Downing, Training Specialist, Iowa Workforce Development*  
*Chris Nilles, Executive Officer, Iowa Workforce Development*

In July of 2005, IWD launched the latest version of IowaJobs.org, an online service that links Iowa workers with employers who have job openings. The site offers a number of interactive features for workers and employers and is available 24 hours a day, seven days a week from any computer connected to the internet. In order to enhance the functionality of IowaJobs.org and offer more personalized and effective services to both job seekers and employers, IWD has purchased additional resume tools. This includes software that will assist job seekers in the creation of resumes. Once created, data from the resumes will be extracted and used to match job seekers to existing job listings from IowaJobs.org and enhance IWorks records. The data will also allow job seekers to assess their skills, map possible career paths and find job listings that follow those paths. In addition, the data will provide a means for employers to search for job candidates that meet their criteria. Attend this session to learn more about this new software tool, Focus/Career.

10:25–10:45 am

Break

10:45–11:45 am

**Closing Plenary & Final Comments** *Des Moines Room***Uncrapify Your Life!***Jeff Havens, Speaker, Author, and Career Expert*

By highlighting and then poking fun of practices we're all guilty of, Uncrapify Your Life! offers a unique and delightful twist on the traditional keynote, one that has found favor with General Electric, USBank, Frito-Lay, Ford Motors, and hundreds of other companies representing virtually every industry in the United States and Canada. At once hilarious and meaningful, Jeff will "encourage" you to criticize others and outsource blame before bringing it all home with a serious discussion about proper communication, customer service, and accountability practices. Takeaways include:

- How to avoid negative and unproductive conversations.
- The power of sincere, straightforward communication.
- The importance of small things when it comes to delivering outstanding customer service.
- How to approach change in order to achieve seamless integration.

**Closing Comments and Raffle***Carla Andorf, Director, Region 10 IowaWORKS, and Chair, Association of Iowa Workforce Partners*

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