

# Cal-Liope

The MUSE with the NEWS

Chapter/International Association of Workforce Professionals

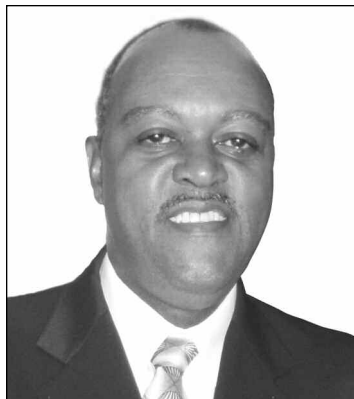
March / April 2011

Volume 56, Number 2

## State President's MESSAGE

The International Association of Workforce Professionals California Chapter is excited to start the new administrative year. We will be electing our new State Chapter Officers. We will vote on the officers at the Annual State Conference that will be held April 28, 2011 through April 30, 2011 in Fresno California. Every IAWP member has a vested interest in electing the candidates that will lead our great State Chapter. Everyone is excited that our leadership is changing hands and providing an excellent opportunity for change and for participation in the association. We want to move forward in developing new and inventive ways to improve our existing training programs. The new officers when elected will guide our organization through another successful year.

I am looking forward to the Annual Educational Conference that will be held in Fresno. I hope that I will see you there. The program is terrific with outstanding speakers and up to date information about EDD and IAWP. We will be holding our Executive Board meeting on April 28, 2011 and I want you to be a part of it. All members are welcome to attend and bring your suggestions. Take the opportunity to see your officers in action. You will be able to attend candidates' night to hear why they should be selected and network during the 'Meet and



JAMES THOMAS  
STATE CHAPTER PRESIDENT

Greet.' Visit our website for more information about the conference at [www.iapes-ca.org](http://www.iapes-ca.org).

The conference will be filled with outstanding speakers, panels, and the networking is always beyond one's imagination. Our local chapters have been busy providing training and activities for their members throughout the year. Our local chapters have been sharing this news through the Cal-Liope, International Workforce, and the Countdown publications. Many local chapters have submitted articles to their local newspaper. We want our local chapters to advertise what we are doing. We want members and non-members to be aware of our community and social involvement.

The California Chapter will be voting on any dues increase at our annual convention on April 30, 2011, be there to cast your vote.

Remember: I am IAWP, You are IAWP, and we are IAWP.

## Attend the Statewide Conference in April 2011

BY MARY NAVARRO-ALDANA,  
STATE CHAPTER  
FIRST VICE-PRESIDENT

When is the last time you attended an educational conference for your own personal development? Perhaps you have never attended because you don't know what happens at a conference? Well, the IAWP 2011 State Educational Conference and Convention is one you won't want to miss.

Here is some information explaining what to expect and how to plan your conference week:

Submit your request TODAY for up to two days off – Personal Development Days (PDD); this costs you nothing, you get full pay for the hours used, and if you did not use the hours before June 30, 2011, you will lose them, so you use them for your own development

Submit your registration the same day time off is approved – see page 3 for the flyer in Cal-Liope with the registration form you can cut out, fill out, and mail out with a check to get your registration completed.

Call the hotel and make your reservation – this year, the conference begins with a Meet and Greet on Thursday evening, full day conference on Friday, and a half day on Saturday. Plan to spend the night Thursday and Friday nights, so that you can meet other members, the Deputy Directors, and network! You will enjoy the experience (see the flyer to make your reservations at the Four Points Sheraton in Fresno, a very nice hotel!).

Get a friend to go with you – if you share a room, you can save some money – after all, it is only once a year for this type of expense.

Plan your travel day on Thursday, April 28 – get there by 5 p.m., check in, do your conference check in, and then go to the Meet and Greet which starts at about 6 p.m. – lots of food, plenty of great people to meet, and you can relax and get the scoop on what is going on at the conference!

Here is what you will experience when you get there:

- Outstanding speakers and presenters
- Information and ideas that will help you in your career and job performance
- Topics to guide you in the personal and financial aspects of your life

At the Early Bird Meet and Greet Reception and during the conference and workshops, you can network and meet the Deputy Directors, Division Chiefs and Administrators from the Employment Development Department (EDD) and other state and partner organizations

You will have the opportunity to meet people from other parts of the state and discuss your mutual concerns and successes

You will receive the latest information on what is going on in each Branch, including the latest on future plans for the programs administered by EDD and the state

See *Education* on page 3

## Conference Program Highlights

BY JEAN A. BERRY,  
PROGRAM  
CHAIR/EDUCATION CHAIR

Fresno is the place to be in April. The Education Program Committee wishes to give you a partial program agenda. We are very pleased to have informative workshops and dynamic speakers at this educational conference. And they are:

### Conference Speakers

**Pamela Harris** has more than 30 years of experience in California government, spending a majority of that time with the Employment Development Department where she currently serves as Chief Deputy Director. From 2004 to 2006, as an Assistant to the Director and Chief Deputy Director, Harris oversaw operations of EDD's Equal Opportunity Office, Information Security Office, Legislative and Intergovernmental Affairs Office, Information Technology Branch, and Unemployment Insurance Branch. Previously, she served as Assistant Secretary for research, evaluation, and information technology for the Labor and Work- See *Speakers* on page 3

## Calendar of Events

### April 28

Board of Directors Meeting, Fresno, CA

### April 28-30

State Conference and Convention, Four Points Sheraton, Fresno, CA

### May 15

Deadline for Cal-Liope articles

### June 3-17

Voting for International Officers

### June 26-29

International Conference, Hilton St. Louis Frontenac, St. Louis, MO

## 21st Century System for a 21st Century Workforce

BY DENNIS PETRIE  
DEPUTY DIRECTOR, EDD

After more than 15 years, the outdated automated workforce systems will be replaced with a more attractive, user-friendly system: the California Workforce Services Network (CWSN). The benefits of the CWSN include eliminating outdated platforms and providing an integrated, Web-based service to California job seekers and employers.

The official 2011 CWSN kick-off was held on February 16, 2011 at the Employment Development Department (EDD) Central Office in Sacramento. It was a packed auditorium with anxious attendees from various EDD offices and local partners throughout the State of Califor-



Back Row, from left: Tracey Rupert, Catherine Brunner, Adam Gromek, Nicole Dansby, Jerry Bell; front row: Paul Rumano, Katie Fong, Eric Kishi

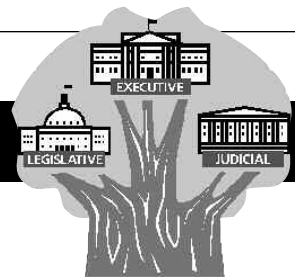
nia for the unveiling of the new system.

Pam Harris, Chief Deputy Director, EDD, and Art O'Neal, Project Manager CWSN, set the tone for the 2011 implementation of the CWSN. The EDD

partnership with Geographic Solutions (GeoSolutions) makes California the twelfth state to partner with the vendor. Deane Toler of GeoSolutions demonstrated utilizing the State of Florida's current WSN; present-

ing the usability of the job search tools, employer services, labor market data analysis, and reporting tools.

The EDD CWSN implementation team and GeoSolutions will work closely in the upcoming weeks and months to customize and interface the CWSN to California's unique needs. Although GeoSolutions has contracted with other states, nothing compares to the massive undertaking for California. Art O'Neal warns that there will be expected bumps in the road, but is confident in a successful rollout. "A project of this size is sure to present challenges due to the law of unintended consequences. The partnership See *21st Century* on page 2



# I A W P

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International Association of Workforce Professionals

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[www.iawponline.org](http://www.iawponline.org)

## LEGISLATIVE UPDATE

### BY VERONICA CHAMPAYNE, STATE LEGISLATIVE CHAIR

Call to action: once again it's time to let our legislators hear our voices. Many critical workforce programs are affected by budget issues at the state and federal level. WIA funds aren't just instrumental, they're essential to provide services for California's employers and job seekers. We encourage IAWP members to support Workforce Investment Act (WIA) funding.

It is important to let our lawmakers know our organization's viewpoint. We have drafted a letter to be used in our writing campaign. A copy will be sent

electronically to the chapter presidents and then disbursed to all IAWP members. The letter will also be available on the IAWP web site, [www.iapes-ca.org](http://www.iapes-ca.org).

If you have questions email Veronica Champayne at [vchampayne@yahoo.com](mailto:vchampayne@yahoo.com).

Here are some bills that affect our work and clients:

Legislation Affecting California's Workforce Development Community

### State

**A.B. 391** – UI Services in One-Stop Career Centers

**A.B. 882** – Transfer EDD

Veteran Services to the Department of Veteran's Affairs

**A.B. 1115** – Expand Accessibility of the Employment Training Provider List (ETPL)

### Federal

**H.R. 72** – New Jobs for America Act of 2011

**H.R. 561** – Veterans Employment Tax Credit Act of 2011

**H.R. 589** – Emergency Unemployment Compensation Expansion Act of 2011

**H.R. 599** – Stimulus Repeal Act

**S. 391** – Unemployment Insurance Solvency Act of 2011

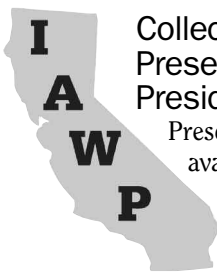
### Helpful Links:

- House of Representatives <https://writerep.house.gov/writerep/welcome.shtml>
- Senator Boxer <http://boxer.senate.gov>
- Senator Feinstein <http://feinstein.senate.gov/public>
- State Legislators <http://www.leginfo.ca.gov/yourleg.html>
- Federal Legislation <http://thomas.loc.gov>
- IAWP – [www.iapes-ca.org](http://www.iapes-ca.org)

## PIN ALERT – ORDER NOW

### 2010 New Chapter Pin

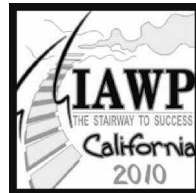
Designed by Fresno Chapter; modified by Rob Claudio. Send \$3 for each pin ordered.



### Collector's Pin Presented by the Past Presidents Association

Presented at the District XV Conference and is available at the Chapter Executive Office for only \$2.

Send your money with your request for purchase any or all of these pins to:  
**Pat Thornton, Executive Office Manager,**  
11410 Gold Hill Court, Gold River, CA 95670



## Attention EDD Administrators, Managers and Supervisors

The California Chapter of IAWP thanks all of our administrators, managers and supervisors who continue to support the partnership between IAWP and EDD and their contribution towards our association membership dues. Due to your outstanding leadership we continue to attract new members each year. If you have any questions regarding your membership please contact our State Membership Coordinator Joseph Allen via e-mail at [iawp.membership@gmail.com](mailto:iawp.membership@gmail.com).

## I A W P APPLICATION

Annual dues are \$90 for all members except Retirees, which is \$32. If you are a supervisory employee your dues are paid directly to IAWP by EDD. Bargaining Unit 1, 2 and 4 employees receive \$50 of their dues paid directly by EDD. Permanent Intermittent and Permanent employees can send a check for \$40 or have \$3.33 deducted from their pay monthly. All Unit 15 employees may either send a check for \$90 or have \$7.50 deducted from their pay monthly.

### IN ORDER TO RECEIVE REIMBURSEMENT ALL INFORMATION MUST BE COMPLETED

Last	First	MI
Chapter		
Recruiter's Name		
Address		
City	State	Zip
Social Security Number	<input type="checkbox"/> Male	<input type="checkbox"/> Female
Agency/Office #	Date of Birth	
Bargaining Unit		
Employment Designation [Tax, ES, UI, LMI, DI, etc.]		

I hereby authorize the State Controller to deduct from my salary and transmit membership dues to the California Chapter of the International Association of Workforce Professionals (IAWP). This authorization will remain in effect until cancelled by IAWP representative, on my authorization.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Send to: Membership Coordinator Joseph Allen  
41770 Margarita Rd., Temecula, CA 92531

## MOVING?

Be sure to let the California Chapter Office know when you move. If we do not have your correct address, the CAL-LIOPE is returned to the Chapter Office. EACH RETURNED CAL-LIOPE COSTS 75¢. THIS IS NOT THE MOST EFFECTIVE USE OF YOUR DUES MONEYS. Complete this form so that you receive CAL-LIOPE and other news from the State Chapter and your local Chapter.

Name		
Old Address		
Old City	State	Zip
New Address		
New City	State	Zip
Did you change work locations? _____ if so: _____		
New office/MIC #		
Bargaining Unit		

Send to: Membership Coordinator Joseph Allen  
41770 Margarita Rd., Temecula, CA 92531

## RETIREE CORNER

### BY AUDREY BAKER STATE RETIREE CHAIR

Several years ago I received an email that was worth its weight in gold and as part of this column, I shared some portions of it with my fellow retirees. Well imagine my surprise upon recently receiving an updated version entitled, "Handbook 2011." There are still four categories: Health, Personality, Society and Life. Given that many of us have recently completed our annual health examinations, I will share with you in this issue "Health," with other areas to follow in future issues of the *Cal-Liope*.

### HANDBOOK OF 2011

#### Health:

- Drink plenty of water.
- Eat breakfast like a King/Queen, lunch like a Prince/Princess and dinner like a beggar.
- Eat more foods that grow on trees and plants and eat less food that is manufactured in processing plants.
- Live with the 3 E's- Energy, Enthusiasm and Empathy.
- Make time to pray or meditate.
- Play more games.
- Read more books than you did in 2010.
- Sit in silence for at least 15 minutes each day.
- Sleep for at least 7 hours.
- Take a 10-30 minute walk daily, and while you walk smile!

This year during the annual California State Conference in Fresno, retirees and their guests will have an opportunity to learn all the essentials needed to begin the quest of discovery into their family backgrounds while learning the secrets of tracing their ancestors. Serita Sue Woodburn, California Chapter Past President and current By-Laws Chair, will conduct this very informative "Genealogy-Do It Yourself" workshop on Friday afternoon immediately following the awards luncheon.

Congratulations and Welcome to the Golden Circle, Orange Empire members James E. Knight, Gloria Diaz and Grace Sanchez. Willa Robinson, Deputy Division Chief for the LA Ventura Workforce Services Division-Region B and a long time member of the Los Angeles Chapter joins the Golden Circle March 30, 2011.

There is now an IAWP Retiree Application on our California website [www.iapes-ca.org](http://www.iapes-ca.org) that can be used to recruit retiree members or when applicable, renewals. Active retirees will continue to receive annual retiree membership renewal notices each year from our Membership Coordinator, Joseph Allen.

Don't forget to make your plans now to attend the 2011 State Educational Conference in Fresno, CA. April 28-30, 2011 at the Four Points by Sheraton in Fresno. See you in Fresno!

## 21st Century

Continued from page 1

between the EDD and GeoSolutions provides the resources needed to face those challenges," he said.

In conjunction with the implementation team, an organizational change management team has been established and will work with the vendor to send out information about the project, changes, and future available training. This effort

will ensure staff (both EDD and local partners), job seekers, and employers have a seamless experience and adapt smoothly to the new system.

The transition to CWSN is a challenging yet exciting time for the EDD. The integrated system is unprecedented in California and will serve as a bridge between EDD staff, local partners, cities, and counties to better serve the people of California.

## INTERNATIONAL WEBSITE

The International website at [www.iawponline.org](http://www.iawponline.org) requires your member number to log into the Members Only section. Your member number appears on your membership card. Call the Administrative Office toll-free at 1-888-898-9960 or e-mail your request for your number to [iawp@iawponline.org](mailto:iawp@iawponline.org).

## Education Conference Speakers

Continued from page 1

force Development Agency and as deputy director of EDD's Program Review Branch. Harris also served as senior manager of audits, evaluations, and information security for EDD from 1994 to 2001.

After earning a bachelor's degree in business administration from California State University, Sacramento, Harris began her career with the State of California in 1978 as an auditor with the Department of Finance.

**Dennis Petrie** was appointed Deputy Director of the Workforce Services Branch on April 1, 2003. Mr. Petrie's career spans over 20 years in the Human Services Industry where he gained a broad range of knowledge and experience relative to community-based programs and service delivery. Mr. Petrie also has administrative and grassroots experience in community services, juvenile justice, and workforce development.

Mr. Petrie began his executive level service to the State of California in January 1999. Previously, Mr. Petrie was the regional manager for the Archdiocese of Los Angeles, where he coordinated and managed the delivery of the workforce development program. In this capacity, he developed private and public sector employment and training opportunities, supervised government contracts, and documented program outcomes. Mr. Petrie also served various community and public-based organizations managing fiscal, personnel, and program resources.

Mr. Petrie received a Bachelor of Arts, Human Services from, California State University, Dominguez Hills and completed graduate work in Public Administration at California State University, Los Angeles.

**Talbott Smith** was appointed Deputy Director of the Unemployment Insurance Branch in November 2009. Talbott has more than 30 years experience with the Employment Development Department. He previously held staff and management positions in both the Unemployment Insurance Branch and Information Technology Branch. Talbott began his career in the Modesto area in December 1975 as an Employment and Claims Assistant in the EDD Ceres Farm Labor Office, and has worked in the Sacramento area since 1981. Prior to this appointment, Talbott served as Chief of the Unemployment Insurance Policy and Coordination Division.

Mr. Smith holds a bachelor's degree in Business Administration from California State University, Sacramento.

**Jack Budmark** was appointed Deputy Director of the Tax Branch in 2008 and brings 34 years of experience to this position. As Deputy Director, Jack has been project sponsor for the recently implemented and successful Accounting and

Compliance Enterprise System (ACES), which provides Internet-based services to California's employer community. Prior to his appointment, Jack was Chief of the Tax Processing and Accounting Division, with responsibility for the Branch's data capture and cashing operations. Jack also led the organizational change effort for the Tax Engineering and Modernization (TEAM) project, which automated the front-end processing of tax payments and data and is considered to be a model of efficiency and effectiveness in the state. Jack has worked in several areas of the Employment Development Department and has a broad mix of program and administrative experience and continues to broaden that knowledge into other areas of civil service. In 2008, Jack was appointed by Governor Schwarzenegger to serve on the Sacramento County Fair Board 52nd District.

Jack earned a Bachelor of Science degree in Business Administration from the University of San Francisco and is involved in a variety of community service activities in the Elk Grove area.

**Mike Howland** was appointed Deputy Director of the Information Technology Branch and Chief Information Officer (CIO) in January, 2011, when he reinstated to State service. In his 37 years of State service before his retirement in December, 2009, Mike held CIO and director of IT positions at the California Housing Finance Agency and the Departments of Managed Health Care and Social Services. He worked the first 19 years of his State career at EDD starting in a tax field office and finishing as the Chief of the Automation Administration Division. Mike also spent a brief period with a private consulting firm and is a graduate of San Diego State University.

**Loree Levy** was appointed Deputy Director of the Public Affairs Branch in November 2002. The Public Affairs Branch includes the Communications Office, Marketing and Constituent Services, and the Web Content and Usability Group. Ms. Levy works closely with the Department, California Labor and Workforce Development

Agency, and the Governor's Press Office to release information about EDD programs and policies to the news media

Ms. Levy began her career at EDD in April 2001 when she was appointed Assistant Director of the Communications Office. Prior to her appointment, Ms. Levy spent 15 years in television news. In the Sacramento area, she was an on-air reporter for NBC-affiliate KCRA-TV Channel 3 and a news anchor for "Good Day Sacramento" at KPWB-TV Channel 31. Ms. Levy is a native Sacramentan and holds a bachelor's degree in Communication from California State University, Sacramento.

**Tina Campbell** was appointed as the Chief, Human Resource Services Division for the Employment Development Department in August 2010. Ms. Campbell is responsible for and oversees all aspects of human resources for the Department, including personnel transactions and benefits; labor relations; health and safety; classification and pay; exams and recruitment, and training. In her 20 years of State service, Ms Campbell has gained experience in multiple disciplines in addition to human resources, which includes performance management; strategic planning; budget management; contracts; procurement, and public affairs and outreach. In 2004, Ms. Campbell served as a member of the California Performance Review (CPR), where as part of the Customer Service Team, she developed and recommended customer service improvement initiatives for California state government.

**Sandra Hughes** was appointed General Counsel in January 2002. She has over 20 years of state service and has been the Senior Counsel at the Department of Health Services since 1993 where she advised the Department on Conflict of Interest Laws, the Public Records Act, and Confidentiality Laws, as well as serving as their Lead Attorney on the implementation of HIPAA privacy and security rules and their Internet and Technology projects.

Ms. Hughes has also served as a Deputy Attorney General

See **Speakers** on page 4

## Education

Continued from page 1

You can ask questions – Often this is your only opportunity to meet the Senior Management Team and Deputy Directors of your Branch to get your questions answered directly

The California Chapter holds an Awards Luncheon and recognizes the outstanding work done throughout the state by the employees in EDD

The State Chapter holds the election of officers and conducts the necessary busi-

ness of IAWP – learn how to get involved in operating an employee association

Those who attend meet old friends, make new friends, and have a great time!

IAWP educational conferences are presented for your personal benefit and career development. IAWP is your professional association. Just like attorneys have the Bar Association, employees in our industry have IAWP. I encourage you to attend, expand your knowledge and expertise, and enjoy a refreshing learning experience. See you in April!



CALIFORNIA CHAPTER

## 2011 State Educational Conference and Convention



Thursday, April 28 through  
Saturday, April 30, 2011

Four Points By Sheraton Fresno  
3737 North Blackstone Avenue, Fresno, CA 93726

Call 1-559-226-2200 to make your room reservations.  
Book your room before APRIL 13, 2011, to obtain the "IAWP BLOCK" room rate of \$84 • [fourpointsfresno.com](http://fourpointsfresno.com)

### Featuring:

**CeCe Slater**, Chief, Equal Employment Opportunity Office  
**Alex Villa**, Program Manager, American Red Cross  
**Serita Sue Woodburn**, IAWP Past California President

### EDUCATIONAL WORKSHOP TOPICS INCLUDE:

Cultural Diversity  
CWSN – The New CalJOBS  
Re-engineered Veterans Program  
Are You Prepared for Earthquakes and Tsunami's?  
Genealogy – Do it Yourself – Retiree Workshop  
and much more

### EDD DEPUTY DIRECTORS' PANEL

featuring

**Pam Harris**, Chief Deputy Director of EDD  
**Dennis Petrie**, Workforce Services Branch  
**Talbott Smith**, Unemployment Insurance Branch  
**Jack Budmark**, Tax Branch  
**Michael Howland**, Information Technology Branch  
**Rich Keene**, Disability Insurance Branch  
**Sandra Hughes-Clifton**, Legal Office  
**Mark Steinwert**, Policy, Accountability and Compliance Branch  
**Tina Campbell**, Human Resource Services Division

### Thursday, April 28, 2011

Conference Check-In Begins at 3 p.m.  
Evening Meet and Greet (the Early Bird & Candidates' Night) 6 p.m.

### Friday, April 29, 2011

Educational Conference 8 a.m., Awards Luncheon

### Saturday, April 30, 2011

Educational Conference 8 a.m., ends at 12 noon

Cost of Registration (both days) – includes Thursday Evening Meet & Greet, Friday lunch, Saturday breakfast  
Registration Fee (postmarked AFTER March 16, 2011):  
Member \$60, Non-Member \$65, Retiree \$45  
Onsite Registration: Member \$65, Non-Member \$70, Retiree \$45  
Meet & Greet Only: \$15 • Awards Luncheon Only: \$40  
Saturday Program Only: \$30

**Refund Policy: Conference Fee is non-refundable.**

### 2011 CONFERENCE REGISTRATION FORM

Method of Payment: by check. Please make all checks payable to IAWP.  
Mail with completed registration to:

Audrey Baker  
c/o 2011 IAWP State Educational Conference and Convention  
13421 Hubbard Street, #116, Sylmar, CA 91342

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Office Phone \_\_\_\_\_

Local Office # \_\_\_\_\_ IAWP Chapter \_\_\_\_\_

Check # \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Luncheon Request:

Stuffed Tri-Tip with Mushroom Sauce  Marinated Tri-Tip  
 Chicken Kiev  Chicken Cordon Bleu

For further information, contact **Fred Ruibal**  
408-436-5738 or [rui28@yahoo.com](mailto:rui28@yahoo.com)

## Education Speakers

Continued from page 3

with the Department of Justice where she represented the State in the criminal appeal process and as a Deputy Legislative Counsel with the Legislative Counsel Bureau where she drafted legislative committee hearings. In addition, Ms Hughes was also a trial attorney in private practice for more than seven years.

In 1979, Ms., Hughes received her J.D. law degree from the University of California Hastings College of Law in San Francisco.

• • •  
**Mark Steinwert, CPA**, was named to head the Audit and Evaluation Division at the Employment Development Department (EDD) in 2010. He brings over 30 years of government audit and program management experience to the Division which conducts program audits and special studies, administers customer service surveys, and monitors federal Workforce Investment Act grant recipients. Prior to joining EDD, he managed audits at the Department of Conservation and the State Controller's Office. Mark also teaches auditing and accounting courses at American River College in Sacramento.

• • •  
**Richard Keene** has worked for the State since 1976. During his tenure, he has worked in both the field and central office operations, starting his career with EDD in the Fresno Disability Insurance Office and promoting to an analyst in Central Office in 1981. Rich served as the assistant manager in the Sacramento DI field office and, in 1988, was appointed as the Disability Insurance Phase II automation transition team leader. The DI Phase II automation project implemented the existing Single Client Data Base, the system that DI is still using today. Following this assignment, Rich served as DI Branch Quality Manager, Central Office Section Chief, prior to his appointment as the Manager of the Sacramento field office, the site of the first DI customer service call center. In 1993 he accepted a position with Job Services where he was the project manager for Cal JOBS, which was EDD's first inter/intra net application. In 1999, Rich's career took him to the Department of Information Technology where he was an Agency Lead for the Project Review and Oversight Division and in 2002 to the Health and Human Services Data Center's Systems Integration Division where he was the Project Manager for the Welfare Data Tracking Implementation Project. In December 2006, Rich was appointed as Northern Area Administrator in the DI Branch, and he currently holds the position of Chief, DI Field Operations Division.

• • •  
**Cece Slater** is the Equal Employment Opportunity Chief for the Employment Development Department. CeCe has worked for EDD for 33 years in

a variety of positions, including clerical support, Disability Insurance Program Representative, and Program Integrity Specialist. She has held many supervision and management positions in both a claims management office and in a Call Center. Prior to joining the EEO Office in March 2010, CeCe served as the office manager in the State Disability Insurance Office located in Stockton where she was responsible for overseeing staff who provide DI customers with timely benefits. CeCe was also responsible for overseeing disability insurance programs for state employees, including the Non-Industrial Disability Insurance (NDI), State Disability Insurance for State employees and Paid Family Leave for State employees. Since becoming the Chief in the EEO Office, CeCe is responsible for overseeing EDD's equal employment opportunity activities. Part of her assignment includes planning and organizing presentations to assist in building managers' and staff's knowledge in the areas of equal opportunity.

• • •  
**Tina Zepeda** is an Equal Employment Opportunity (EEO) Specialist with the Employment Development Department. She is the coordinator for several enterprise wide programs. She is the Americans with Disability Act Coordinator for all EDD customers and the Annual Workforce Analysis Coordinator for the Department. Tina also works with the Human Resource Services Division (HRSD) as an Upward Mobility Coordinator. As the coordinator for these areas, Tina ensures the Department is meeting requirements, providing services, and implementing required changes to policies, laws and regulations associated with each area of responsibility. Tina is also the Department's Diversity Program Coordinator. As the Diversity Program Coordinator Tina developed the Diversity Policy and worked with EDD's Human Resource Services Division (HRSD) to develop EDD's Welcoming Diversity on-line training.

• • •  
**Kimberly Clinton**, Equal Employment Opportunity (EEO) Manager oversees the Discrimination Complaint Investigation Unit in the Employment Development Department's (EDD) EEO Office. Ms. Clinton joined State service in 2003 as an Employment Program Representative in the Unemployment Insurance Primary Call Center in Oakland. She has over 5 years of compliance and oversight experience. Ms. Clinton has served as the Workforce Investment Act (WIA) subject matter expert on several resolution cases and convened the State Review Panel to review local-level WIA hearing decisions.

Ms. Clinton holds a Bachelor of Arts degree in Communications from San Francisco State University.

• • •  
**Serita Sue Woodburn** worked 38 years for the Employ-

ment Development Department. She began her career in the Hayward Office and several offices in the San Francisco area. Also worked two years for the Field Office Review Team in Sacramento, She was on loan to the Department of Labor in Washington, D.C. for a year. Ms. Woodburn worked in the Yreka, Indio and Monterey field offices. She also worked on Regional Staff assignments both for Ron Gurney and Diego Haro. One of her most interesting assignment while in Region was working with the YEOP Program.

Since her retirement in December 2000, the Genealogy "bugs" drew her interest. She found that a number of her ancestors were in the Revolutionary War. The latest any ancestors came to America was 1833.

Ms. Woodburn has held many positions with the IAWP organization, beginning with serving as local chapter president of Monterey Bay Chapter (which is now Silicon Valley Chapter); editor of the East Bay Chapter newsletter; served as Recording Secretary under past president, Delores Ellingson; State Chapter Vice President and in 1980, she served as president of the State Chapter and International District XV Director 1981-1982. She currently serves as State Chapter By-Laws, Procedures Committee.

### Workshops

**Disability Insurance Branch**  
 Presenter: Yolanda Baugh, EDA – Regional Manager, Fresno DI and PFL

Topic: "California's State Disability Insurance – Enhancing Customer Service through Automation

Description: General overview of California's State Disability Insurance program with key aspects of the Electronic Benefit Payment and Disability Insurance Automation projects.

**Tax Branch**  
 Presenter: Randy Vance, ACES Communications Manager

Topic: "The Accounting and Compliance Enterprise System (ACES): A Public/Private Commitment to Success"

Description: This workshop will provide an overview of the unique approach used to accomplish this remarkably successful technology and service upgrade for the Department and for California. Attendees will learn how, in only 16 months, EDD successfully replaced its 30-year old legacy Tax Accounting System and many supporting stand alone systems with an integrated accounting, audit, and collection system. In addition, the Department implemented significantly expanded e-Services for California's 1.2 million employers allowing them to meet their state payroll tax reporting and payment responsibilities online 24/7.

**Human Resource Services Division**

Presenter: Tina Campbell, Chief, HRSD

Topic: "Upward Mobility – It's for everyone!"

Description: The Employment Development Depart-

ment's (EDD) Human Resource Services Division (HRSD) will be conducting a Workshop on EDD's Upward Mobility Program. Whether you're a veteran with years of experience under your belt or a new hire, you will find this workshop informative. The workshop will provide in depth information on EDD's upward mobility program which includes a plan for career development, the examination process and other areas that are key to accomplishing your goals. Upward Mobility is a joint responsibility shared by the Department, you, and your supervisor. Attend our informative workshop to find out more!

**Information Technology Branch**

Presenter: Bob Bradshaw, Project Manager, OCM

Topic: "The Organizational Change Management Challenges facing ITB as it prepares for

deployment of three major systems."

Description: The Information Technology Branch (ITB) is facing many drivers of change and needed to undertake an Organizational Change Management (OCM) effort to deal with those changes. This workshop will speak to how they are conducting our OCM effort and the methodology we'll be using. We will learn the short-term and long-term impacts this change will have on ITB and our customers. We will discuss how to mitigate the known pitfalls we expect to encounter as well as address those that are yet to be identified. Finally, we'll describe what the vision of our expected outcome will be.

**Workforce Services Branch**

Presenters: Art O'Neal, WSB Project Manager, California Workforce Services Network

See **Workshops** on page 8

### State Officer Elections

New state officers for the administrative year 2010-2011 will be elected at our state conference on April 30, 2010. We will be electing a new President, First Vice President, Second Vice President, Treasurer, Membership Coordinator, and District Directors for all four districts, plus a member of the Karl Bybee Board and in convention we will elect an International District XV Director-Elect and probably an International District XV Director. The nomination form for state officers is in this issue of the *Cal-Liope* and is available on our state website at [www.iapes-ca.org](http://www.iapes-ca.org).

Take this opportunity to consider who you would like to see lead this chapter in the coming year and submit your nomination. Also, consider if you want to assume a leadership position in the California chapter and begin to campaign for your own election to an office in the state chapter. It all begins with completing the form in this issue of the *Cal-Liope*. This is your opportunity to give back to this association. Get involved and get elected.

### NOMINATION FORM: 2011-2012 CALIFORNIA CHAPTER IAWP OFFICERS

**Nominator:**  
 I hereby nominate \_\_\_\_\_ for the California State IAWP office of \_\_\_\_\_.

By \_\_\_\_\_  
 Signature of Nominator Date

Nominator's California Chapter Name

**Nominee:**  
 I hereby accept the nomination for the office of \_\_\_\_\_ in the

California Chapter of IAWP. If elected, I will perform the duties of this office to the best of my abilities. I have notified my supervisor of my nomination, or I will give such notification within 30 days of my nomination.

By \_\_\_\_\_  
 Signature of Nominee Date

Nominee's California Chapter Name

If the office to which you have been nominated requires eligibility criteria, please indicate how you meet those criteria. Submit completed form to:

**Ray Cabrera**  
 8545 Brunswick Ave. • Riverside, CA 92504  
 E-mail: [rcabrera@edd.ca.gov](mailto:rcabrera@edd.ca.gov) or [onthegoray@aol.com](mailto:onthegoray@aol.com)

Nominate candidates for President, First Vice-President, Second Vice-President, Treasurer, Membership Coordinator, International District XV Director Elect, District Directors I, II, III, or IV, or Karl E. Bybee Board Member.

Criteria met \_\_\_\_\_

# Candidate for International Office Part II - VOTE

BY RAYMOND CABRERA,  
INTERNATIONAL DISTRICT XV DIRECTOR

In the last *Cal-Liope* I announced my candidacy for International office and I got a lot of positive responses. I just returned from Kentucky where I was part of this year's International awards judging and I received more positive responses on my candidacy. I wish that this would be enough, but it's not. Now the real hard work begins.

I mentioned before that California has about 2,500+ IAWP members and we have not had an International Officer since Sory Hinton. We are the largest chapter in the organization, bar none, and we have not had a California president since Sory. It is high time that California is better represented at International and I would like to do just that, but I am going to need your help and continued support.

I also mentioned that I don't like to recreate the wheel, but if that's what it takes to have a better, more responsive organization then that is what I will do. I work for the membership not for myself, nor any select group.

In early June the IAWP home office will open the electronic polls, which will allow you to vote for the candidate of your choice through our International Website. You will need your membership number and a password to logon and vote. As I mentioned, while I was in Kentucky I was informed that there was a number of last minute requests for membership numbers via phone calls and the International IAWP office could not keep up with the phone calls. **The requests must be done by e-mail.** Lets face it, they personally don't know who is calling requesting this information, but by e-mail they get your introductory banner with your name and e-mail address on it as verification that you are who you say you are. They will respond to the e-mail address on that banner with the membership number you will need.

**Why wait!** You are going to need your membership number, so logon to the website and then establish a password for your self. When you have a little time in the next week, send in a simple request asking for your membership number to the e-mail address below. When you get it logon to the website to establish your password. While your there browse the site to review things you might not have seen before. In this way when I send you a reminder notice to start voting you will be ready. Let's not give this away to my opponent.

- If you truly believe that IAWP is a worthwhile educational organization,
- If you truly believe that I represented you with respect in the past,
- Then vote for me, **Raymond Cabrera** for your next International Vice-President.

**You don't know your membership number! Not a problem! E-mail** the IAWP national office directly to membership services: [paiges@iawponline.org](mailto:paiges@iawponline.org) and request your membership number. They will research the records and send you a reply with your membership number. Go to the website: [www.iawponline.org](http://www.iawponline.org), logon the "Members Only" and create your own password. Secure your information for when the polls open and then vote. Please vote for me **Raymond Cabrera**. Thank you in advance for your support.

## James Thomas Candidate for International District XV Director

My name is James Thomas and I want your vote for International District XV Director.

Many of you are familiar with the organizational structure of the International Board but for those who are not, the state chapters are represented by District Directors who conduct the business of the International. All of the states, except California, are grouped together and have a single District Director who represents several states. Because California is so large we are our own District on the International Board and I wish to be your representative for this state.

I have served as the President of the California chapter for three years and before that as the First and Second Vice President for two years in each of those offices. I also have experience at the local chapter level as an officer and as President of the Silicon Valley chapter. In each of those offices I have maintained an active role in my local chapter as well as at the state level. As your President I have gained knowledge about not only what the California chapter wants and needs but also how the International functions. I believe that I will represent the California chapter well on the International Board and I ask for your vote at the California convention in Fresno.

## St. Louis – Gateway to the West

BY WALTER KO  
EAST BAY CHAPTER

As a former resident of St Louis I wish to share some of the attractions of my adopted city since IAWP will hold the International Conference in St Louis, Missouri this year. I would like to highlight some of the attractions to this city known as the 'Gateway to the West' in the 'Show Me State.'

St Louis hosted the **1904 World's Fair** in Forest Park as it was the first American City to hold the Olympic. The Fair was the centennial celebration of the Louisiana Purchase. Ice cream cones and hot dogs were invented at this Fair. Among the top ten parks in the United States, Forest Park includes the Art Museum, Missouri History Museum, Science Museum and the St Louis Zoo which housed the first panda bear in the 1930s. More information is available at [www.forestparkforever.org](http://www.forestparkforever.org).

**The Jefferson National Expansion Memorial** by St Louis downtown riverfront is the starting point of the Lewis and Clark Expedition. More at

[www.nps.gov/jeff/index.htm](http://www.nps.gov/jeff/index.htm) The Gateway Arch was built and became the city icon with the St Louis Old Courthouse, the former State/Federal courthouse, which shows the origins of the Dred Scott Case over slavery. Read more at [www.gatewayarch.com](http://www.gatewayarch.com).

**Cathedral Basilica** of St Louis is an anchor which took eighty years to complete. The gray granite Romanesque exterior leads to the white and yellow marble interior with the largest collection of mosaics in the world. Pope John Paul II held the Evening Prayer Service in January 1999 in this 2000-seat building and you will read more at [www.cathedralstl.org](http://www.cathedralstl.org).

**Cahokia Mounds** near Collinsville, Illinois are the State historic site preserving the remains of the largest pre-Columbian Indian city north of Mexico with a 100-foot high Monk's Mound and their website is [www.cahokiamounds.org](http://www.cahokiamounds.org).

For music lovers, **St Louis Symphony Orchestra** at Powell Hall offers classical music performances, visit [www.stlsymphevy.org](http://www.stlsymphevy.org).

**Muni Opera** in Forest Park makes an enjoyable summer evening in musical stage under the stars at [www.muny.org](http://www.muny.org).

**Missouri Botanical Garden** is the largest Garden west of Mississippi River with 79 acres of trees, gardens and conservatories. It contains the largest Japanese Garden in the country and a traditional Chinese Garden. The lily pad ponds and lotus ponds are summer favorite, for more information see [www.mobot.org](http://www.mobot.org).

**St Louis is famous for its international cuisine.** Visitors will enjoy Vietnamese food on south side along Grand Avenue, Italian food on the Hill in Kingshighway or Chinese food along Olive Street in University City. Unique is Ted Drew 'concrete' ice cream. Headquarter in St Louis is Anheuser Busch Brewery, which offers complimentary tours of the famous brewery to try samples of Anheuser Busch products and visit the Clydesdale stable, visit [www.budweisertours.com](http://www.budweisertours.com).

For shopping, close by the  
*See Gateway on page 8*



IAWP 98TH INTERNATIONAL  
EDUCATIONAL CONFERENCE  
St. Louis, Missouri; June 26-29, 2011  
Registration available online at  
[www.iawponline.org](http://www.iawponline.org)

Attendee \_\_\_\_\_  
For Name Badge \_\_\_\_\_  
Chapter Affiliation \_\_\_\_\_  
Workforce Program Area (UI, ES, WIA, LMI) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
E-mail \_\_\_\_\_  
Work Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Home Phone \_\_\_\_\_ Fax \_\_\_\_\_  
In case of emergency contact:  
Name \_\_\_\_\_  
Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Please List Special Concerns (Vegetarian, food allergies, etc.)  
Check all that apply:

- 1st Time Attendee Member  Speaker  
 Past Intl. President  Retiree

Do you want to be a workshop facilitator/moderator? If so, contact Val Moeller at [retire2k07@aol.com](mailto:retire2k07@aol.com) by April 1, 2011.

To receive "in host hotel" rates you must make your hotel reservations through IAWP. Call IAWP at 888-898-9960

Hilton St. Louis Frontenac  
1335 S. Lindberg Blvd., St. Louis, MO 63131  
Rates: \$119 single/double/tripe/quad  
**Cutoff Date: June 1, 2011**

### REGISTRATION PACKAGES:

FULL CONFERENCE REGISTRATION FEE  
 Full Member in Host Hotel by May 23, 2011, \$375 \$\_\_\_\_  
 Full Member Offsite Hotel by May 23, 2011, \$425 \$\_\_\_\_  
 Full Member in Host Hotel after May 23, 2011, \$425 \$\_\_\_\_  
 Full Member Offsite Hotel after May 23, 2011, \$475 \$\_\_\_\_  
 Retired Member in Host Hotel by May 23, 2011, \$325 \$\_\_\_\_  
 Retired Member Offsite Hotel by May 23, 2011, \$375 \$\_\_\_\_  
 Retired Member in Host Hotel after May 23, 2011, \$375 \$\_\_\_\_  
 Retired Member Offsite Hotel after May 23, 2011, \$400 \$\_\_\_\_

I am a Retiree and will attend the Retiree Breakfast Meeting  
 Yes  No

I would like to donate toward the Retiree Breakfast expenses \$\_\_\_\_

Spouse/Guest, one only, \$325 \$\_\_\_\_  
 Spouse/Guest, evening events only, \$225 \$\_\_\_\_  
(Chapter Night & Banquet and Ball only)

(Only one Spouse/Guest registration will be accepted per Full or Retired Member Registration; Spouse/Guest registration must be purchased by May 23.) Please supply the name of your spouse/guest for badge:  
Spouse/Guest Name: \_\_\_\_\_

Non-Member, \$475 \$\_\_\_\_

**Program Only (Meal events not included)**  
 Entire conference program only, \$290 \$\_\_\_\_  
 One day program only, \$100 \$\_\_\_\_  
 Past International Presidents' Breakfast, \$40 \$\_\_\_\_

### I would like to make a tax-deductible donation to the IAPES Foundation designated to:

Freddy L. Jacobs Individual Student Scholarship \$\_\_\_\_  
 International Development Fund \$\_\_\_\_  
 Logan S. Chambers Individual Scholarship \$\_\_\_\_  
 IAPES Foundation General Fund \$\_\_\_\_  
 IAWP Professional Development Memorial Fund \$\_\_\_\_

**I would like to make a donation to IAWP designated to**  
 IAWP Professional Development Memorial Fund \$\_\_\_\_

**TOTAL AMOUNT DUE** \$\_\_\_\_

Payment (Payment must accompany registration form.)

MasterCard  VISA  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print Name (as on card) \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address (City, State, Zip) \_\_\_\_\_

"IAWP" will appear on your statement  
Make checks payable in US funds to "IAWP"

Register by Mail or Fax:  
IAWP • 1801 Louisville Road • Frankfort, KY 40601  
Fax: 502-223-4127  
Registration Online at [www.iawponline.org](http://www.iawponline.org)  
Questions? Call IAWP 1-888-898-9960

- Registrations without provisions for full payment will be returned.
- Prices are U.S. dollars and payment must be made with U.S. funds.
- Conference badges will be distributed upon arrival and must be displayed for all program and social events.

### Cancellation Policy:

- All cancellations must be made in writing. Eligible refund requests received before May 18, 2011, (including a \$50 cancellation processing fee) will be processed following the conference. After May 18, 2010, cancellations will be reviewed individually for eligibility of refund. Written emergency documentation by physician, supervisor, and/or other authorized personnel will be required.

## Goings On Around the State

### Silicon Valley Chapter



#### Giving Back a Little

BY JAMES THOMAS, STATE CHAPTER PRESIDENT

The Chapters of East Bay, San Francisco and Silicon Valley were invited to the American Red Cross Silicon Valley Chapter for a thank you one year later. The Chapters collected over \$1,000 to donate toward the victims of the Haiti disaster. We received a thank you breakfast and tour of the Red Cross facility on February 24, 2011 in San Jose. The thank you for donating came from Tom Busk- Director of Community Preparedness, Response & Partnerships and Margot Harrigan, Director of Fund Development.



#### Bowl-A-Thon Winners

BY JAMES THOMAS, STATE CHAPTER PRESIDENT

The Silicon Valley Chapter proudly displays the winning trophy. The Chapter won the District II Bowl-A-Thon held in Fremont. From left: Fred Ruibal, Paula Castor, James Thomas and Diana Reeve.



#### A Helping Hand

BY JAMES THOMAS, STATE CHAPTER PRESIDENT

The Silicon Valley Chapter provided a little help to Work2future on March 5, 2011 and March 12, 2011 in San Jose, CA. Work2future had several workshops on Small Business Tax Assistance Days and was open to the general public. We volunteered to help with registration and giving direction to the public as they arrived. The workshop was well attended and the Silicon Valley Chapter was happy to be part of giving back to the community.

### Sacramento Chapter

BY PAULA SNIPES, PRESIDENT  
SACRAMENTO CHAPTER

As you know March is celebrated across the nation as "National Women's History Month." It is celebrated in schools, communities and workplaces and on military bases throughout the world. Every year there is a theme and this year's theme is "Our History is our Strength." As one of those working women, I found several reasons to write this article starting with women I know well. Generations filled with working grandmothers, mothers, wives, sisters, daughters, granddaughters, aunts and nieces. With so many genera-

tions of women the question becomes what path did each generation take and why.

In the 1940s and 1950s women working outside the home, (grandmothers and mothers) earning more than minimum wage (not sure how much more) usually had a job with a company and like their male counterparts... the work was very hard. Teaching was a profession that earned a nice salary and if one stayed long enough they were likely to receive retirement income. In the fifties many women were nurses, and worked long hours in hospitals and nursing homes. They also served in the United States Army

### Orange Empire Chapter

BY NANETTE BOWMAN, ORANGE EMPIRE MEMBER AND PAST PRESIDENT'S ASSOCIATION CHAIR

Orange Empire celebrated their annual Awards Dinner and General Membership meeting on Friday, March 18, 2011 at the Crowne Plaza Hotel in Fullerton. This year's honored Administrator of the Year was Linda Lee, EDA of the UI Orange County Adjudication Center. Over the years Linda has consistently supported IAWP by opening her office for Board meetings, attending dinner meetings, encouraging her staff to participate by writing award nominations, and much more. Maria Rutherford, Adjudication Center Division Chief, spoke to Linda's professionalism and support of EDD directions. Other Branch speakers were Richard Brown, UI Claim Processing Division; Kevin Haygood, DI Branch EDA; Rob Claudio, Southern Workforce Deputy Division Chief; and Alicia Lozano-Garcia, Chief of Tax Branch Lead Development Section. Other recognized administrators were Sanders Martin, Anaheim Workforce Office Manager; Ralph Robles, EDA of UI Pacific Center; Rosa Olague, EDA of the Orange County Call Center; and Agustin Huerta, Amin Shams, and Thao Vu who are all UI EPM III's. Chino Hills Management Team attended to support their nominee. California Chapter President James Thomas addressed the audience with his inspiring true story about how each one can make a huge difference in another's life.

Honored award winners were:

**Veterans Group Award – Orange County Welcome Home Veterans:** Philip Bowers, William Brockman, Roger Collins, Denise Cruz, Frank Fletcher, Claude Hill, Thomas Koettters, Damien Lavizzo, Quincy Lunford, Luis Perez, Robert Walker, and Robert Suminski

**Disability Insurance:** Carolyn Jones, Santa Ana; Leticia Zarco, Chino Hills

**Workforce – Anaheim Desk Coaching Team:** Isaac Garcia and Chhaya Samtani

**UI Group Orange County Call Center:** UI Call Center-EPR Xuan Tang

**Orange County Adjudication Center (OCAC) Clerical**

or worked for the Federal government on military installations as office clerks, mail handlers, switchboard operators and cooks. Others were homemakers taking care of their children and even the neighbors children, often referred to as latch key kids.

Some women worked in private homes. That meant they generally worked daily from 8:00 am to about 5 p.m. The job generally consisted of house cleaning, picking up after the employer's family members and guests, starting the family's dinner meal and was responsible for at least one baby. Duties included some house cleaning, making



Group Citation Award winners for Orange Empire Chapter

**Support Group Award:** Amanda Ashcraft, Sue Ginter, Debbie Myers, Candice Rogers, and Carlos Zambrano

**OCAC EPM I's:** Shelley Bickel and Maria Briones

**OCAC EPR's:** Maria Bueno, Michelle Hommes, Nancy Meza, Karen Nguyen, Van Vilaiphanh, and Nhat Vo

**UI Pacific Center EPR's:** Mandy Le, Arin Respicio, Hsiu Hsin Sun, Charles Patterson, and Lesley Sediva

**Retiree of the Year:** Janet Strand

**Workforce Irvine Office REA Team:** Claudia Almanza, Vickie Delgado, Leila Kochis, Zandra Whisler, and Alicia Brown

**Citation Award Group – Experience Unlimited Anaheim:** Bill LaMarr, Ted Lavoot, Bill Holtz, Andrew Samson, Anna Covington, and Barbara Lowry

Special thanks to Orange Empire Board members who worked to make this event so successful: Ioana Toma, Carol Kolesar, Jean Stefanik, Steve Drabek, Ana Martini, and Jeanne Wallace all showed up early and pitched in to help the program run smoothly. It's indeed a pleasure to work with such a terrific team.

#### Why Save Pop Tabs?

BY CAROL KOLESAR,  
ORANGE EMPIRE TREASURER

**Two reasons:**

1) Our Orange Empire Chapter receives community service points.

2) The Ronald McDonald House collects aluminum pop tabs because:

- Pop tabs take up less storage space than a can
- Pop tabs are cleaner
- Pop tab collection does not compete with other recycling programs – you can still recycle the can

beds, washing dishes and some laundry for the children and other duties as needed. During this time the grandmothers and mothers earned approximately \$60 and car fare (bus fare) a week. If the employer would take a night out for dinner; they would generally pay 50¢-to 75¢-an-hour. Ten dollars a day and your bus fare may have been considered a good day's pay in the forties and fifties. The downside, families suffered. Daughters of this generation watched as mothers and grandmothers worked five days and worried about their lives and what would become of them.

Thanks, to parents who said

The "Pop Tab Program" is one of the on-going fund-raising programs that help support their mission of being a "home-



away-from-home" for the families of children receiving medical treatment in area medical facilities. Families are referred to the Ronald McDonald house by hospital social workers. The cost per day is minimal, and waived if the family is unable to pay. The average length of stay for our families is 9 days. The income received from recycling the pop tabs supports the cost of operating the Ronald McDonald House. It takes approximately 12 pounds of pop tabs to cover a family's \$5 room fee for a one-night stay.

Please help IAWP with our Community Service Project.

POP TABS can be found on soda cans, soup cans, canned vegetables, etc.

Thank you for pulling pop tabs for the families at the Ronald McDonald House.

#### Pop Tab Trivia

Did you know...

- 1 inch = 1 pop tab
- 2-1/2 centimeters = 1 pop tab
- 1 foot = 12 pop tabs
- 1 kilometer = 40,000 pop tabs
- 1 meter = 40 pop tabs
- 1 mile = 63,360 pop tabs
- 1 pound = 1,267 pop tabs
- 1 cup = Approximately 196 pop tabs

"Stay in School" go to college and get your education so you won't have to clean other people's homes, women of the sixties and seventies generation made different employment choices. Fast forward to the end of their school days the employment choices became nursing, secretary/office worker and service jobs in restaurants, department stores like Macy's, and Sears and Roebuck. Working for other big companies; Southwestern Bell Telephone Company and Alcoa Aluminum were in the top five jobs for a livable wage. The armed forces became

See **Sacramento** on page 7

## East Bay Chapter

BY EUNIQUE LEGUI

The commemoration of Black history was in full effect for the month of February at the Oakland Primary Call Center. Spearheaded by Employment Program Manager, Margaret Berry and staff volunteers, activities were both informative and entertaining.

The theme was "Celebrating Community: A Tribute to Black Fraternal, Social and Civic Institutions." Staff and members of an array of African American fraternal organizations participated in the celebration.

The program opened with the singing of a variety of musical selections, including Lift Every Voice and Sing, which is considered the African American National Anthem. One of the highlights was the performance put on by members of predominantly African American Sororities and Fraternities.

Traditionally, members only perform with other members of their respective organizations. But in honor of the festivity, members from various sororities joined together and created a unity stroll in celebration of black history month and sisterhood.

"A stroll is a kind of line dance that sorority and fraternity members do at parties and events," said Keka Robinson, Employment Program Representative and member of Sigma Gamma Rho Sorority, Inc. "Normally we only do this with other members of our organizations but we took signature pieces from each of our respective organization's strolls and put them all together to create a unity stroll. It's not something we get to do often and it was truly a lot of fun."

The unity stroll was not the only contribution to the program made by members of what



Eunique Le Guie  
East Bay Chapter Member

is known as The Divine Nine. They displayed sentimental items from their organizations and black and white pictures of members from decades ago, further adding to the history lesson. Additionally, Kevin Goines, Employment Program Representative, and member of the Omega Psi Phi Fraternity, Inc did a one man "hop," in full fraternal garb.

"The overall celebration was nice," said Employment Program Representative and Delta Sigma Theta Sorority, Inc member Tinisha, McKery. "Educating people about our Greek Letter Organizations foundations and sharing some of our rich history and paraphernalia was fun."

In addition to the celebration luncheon, there was an office-wide email sent out every morning during Black history month; a kind of "This Day in Black History" reminder of the many contributions made by African Americans in this country and the world. The evolution of Black entertainment was also celebrated during Black Cinema Day.

The introduction of daily Black history facts was a favorite among staff members, especially Employment Program Manager, Margaret Berry.

"Other cultures commented on how appreciative they were to learn about Black History," said Ms. Berry.

Ms. Berry went on to comment about the rich diversity within OPCC.

"Working with the diverse African American culture within this office was a pleasure. We have people who are from different parts of Africa as well as the West Indies who work here. Having them embrace our (those of us born in the United States) celebration and contribute little known facts about our heritage was wonderful."

## 2011 Lunar New Year

BY EUNIQUE LEGUI

The spirit of the hare was in the air at the Oakland Primary Call Center (OPCC) on Thursday, January 27 as staff gathered in celebration of the Chinese Lunar New Year.

Spearheaded by OPCC manager and IAWP member Herman Lee, the event was full of cultural creativity. Several staff members wore traditional Chinese attire in honor of this special occasion.

For the past 13 years, senior manager Kathy Edmonds has thoroughly enjoyed the festivities. "We are such a diverse office that cultural events help us to understand our co-workers as well as our callers," stated Kathy. "I also think that the "sharing of heritage" can be a fantastic source of pride."

The festivities were kicked off with a Chinese folk tale narrated by IAWP member Walter Ko. Singing, graceful dancing, a raffle and delectable Chinese cuisine topped it off.

Employment Program Representative Bryan Laird was also among those who enjoyed themselves during the celebration. "It's a good intro into other's beliefs and experiences and let's us all share in the fun," said Bryan. "Good event... better food!"

## Los Angeles Chapter



Actress Tina Lifford speaking to the group.

BY DINAH WHITE, LOS ANGELES  
CHAPTER PRESIDENT  
CRENSHAW WS ENTERTAINMENT  
INDUSTRY (EI) EXPO  
IN LOS ANGELES, CA  
CONNIE THOMAS AND TESSA  
ALDER, LA CHAPTER

"It's a Wrap!" The first ever EDD Entertainment EXPO Symposium came to a successful close on January 21, 2011 at 4 p.m. The event began at 9 a.m. with actress Tina Lifford from NBC's Parenthood giving an inspirational speech on Setting Your Intention for Success by Expecting to Work Regardless of the Culture of the Business. She encouraged jobseekers not to take employment denials personally. Casting Director, Chemin Bernard explained the importance of personally submitting resumes and applications in addition to applying on-line. Beverly Graham, Talent Agency Owner, informed the group that she views hard copy and on-line resumes on a daily basis. AFTRA representative, Consuelo Flores, distributed packets with benefits, union membership, lists of franchised agents, and shows that were casting for AFTRA members. SAG Executive Director, Llyanne Kichaven and AFTRA Los Angeles Director, Bonnie Chavez spoke of the requirements to join SAG, reporting residuals, and provided a number for SAG members to contact SAG's Unemployment Insurance Claims office.

Gloria Castaneda from the Glendale EDD Media Access office informed attendees of EDD services. Director Tamara Sibley gave suggestions on how to gain experience as a director. Screenwriter, Director, and Producer Michael Ajakwe told jobseekers that he parked cars at E Entertainment for eight years while he submitted ideas for shows and received constant rejections. Now he is a writer for the BET show "Love that Girl" and also directs webisodes. He advised jobseekers to get hip with technology. Missy Hernandez from IATSE Local 871 for Script Supervisors and Production Coordinators provided information on technician unions.

The feedback from the respondents was overwhelmingly outstanding! One attendee stipulated on their evaluation sheet, "Thank you EDD for the love you showed to actors and actresses today." Another rated the event a 6 on a scale of 1 to 5. She noted that the event was "Divine and Superb". Another wrote "Fabulous, 5 star workshop, you'd pay a ton of money for this anywhere else."

The Entertainment EXPO Symposium team members consisted of Crenshaw Workforce Service office Employ-

ment Program Representatives: Tessa Adler, Harriett Lewis, Kelly Sanchez, Pamela Gutierrez, Sue Cummings and Clinton Wager. Crenshaw Workforce Service Program Manager, Connie Thomas was the overseeing manager for this event. Sponsors for this event were: Ralphs Market, Fresh and Easy Market, Noah's Bagels and Entenmanns Bakery.

## National Dialogue on Workplace Flexibility in Pasadena

BY DAVI DANCY, LA CHAPTER

Davi Dancy, Manager, Crenshaw Workforce Services, Delores Garcia, Manager LA Metro Workforce Services, Gina Galvin, Manager, San Gabriel Valley Workforce Services and Celia Guzman, Employment Program Manager Norwalk Workforce Services attended the third "National Dialogue on Workplace Flexibility" event on Wednesday, February 16, 2011 at the Pasadena Convention Center, Pasadena, CA. It was a very informative and well organized event attended by over 400 women (majority) and men. All were able to converse and take photos with Secretary of Labor Hilda Solis and Keynote Speaker, and with KTLA Reporter Anchor Elizabeth Espinoza.

The events appropriately titled National Dialogue on Workplace Flexibility are a series of discussions that bring together employers, employees, advocates, researchers, educators and unions to discuss challenges and solutions for making flexibility work and to share best practices held in major cities throughout the nation, and are hosted by the U.S. Department of Labor Women's Bureau and heavily endorsed by the Secretary of Labor.

Women's Bureau Director Sara Manzano-Diaz was the Mistress of Ceremony and also led the panel discussion on the breakout session we attended titled Preparing for Change: The Role of Workplace Culture. Here participants expressed their concerns regarding employee attendance and shared best practices they utilize in helping to improve working conditions.

Keynote Speaker Secretary Solis presentation focused on some of the issues her department is working to achieve, i.e.; improving wages and working conditions for women, low income wage earners, and minorities as well as increasing FMLA employers, child care facilities, and encouraging dialogue with employer and

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## Imperial Valley Chapter

BY RICK PARTRIDGE,  
PRESIDENT IMPERIAL VALLEY

Imperial Valley President Rick Partridge and 1st Vice-President Cathy Vizcarra worked a Veterans Booth during the 2011 Mid-Winter Fair. The fair started March 4 with a Veterans Appreciation Day with President Rick Partridge working all ten days at the Veterans Booth. The first day 551 free tickets were given out to veterans, active duty and family members. 158 veterans stopped by our booth and signed in. We assisted a lot of family members with questions from employment to VA benefits. We had the County



Cathy Vizcarra, Imperial Valley First Vice President, and Rick Partridge, President, at the Mid-Winter Vets Job Fair.

Veteran Service Office at the booth for six days helping veterans with their VA claims and enrollment into the VA system.

## Happy Retirement

BY RICK PARTRIDGE,  
PRESIDENT IMPERIAL VALLEY

On January 14, 2011 Norma Kastner-Jauregui had her retirement party at the Stockmen's club in Brawley, CA. Norma was presented with a certificate from the IAWP State Chapter and a plaque from the Imperial Valley Chapter. Rob Claudio presented the State Certificate and Rick Partridge presented Imperial Valley Chapter plaque. We know we will miss her at EDD but wish her well for her retirement.

## Sacramento

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more of an option in the seventies mainly because the doors opened and there was the beginning of the "All Volunteer Forces," No longer was the military just for men.

The eighties and nineties, women made new changes in the employment market by starting their own businesses, working in and outside the home. Child care was provided in some work places. They became scientists, and engi-

neers'. They made choices to put off having families as they entered into the Space Program working and traveling in space.

These teachers, military and non-military women elected not to have as many children as generations before them. Being more educated still meant making difficult choices.

"Our History is our Strength" pays tribute to all women who created the world, we and future generations will live in. The challenge these women faced and overcame is

an enormous source of strength to all of us. As we celebrate Women's History Month, we also celebrate Women's Military History Week, "March 20-26, 2011." We celebrate The Labor Movement for women which began as early as 1765, The Women's Suffrage Movement launched in 1848, The Civil Rights Movement and the Women's Rights Movement which was re-energized in the 20th century called the 2nd wave.

## Education Conference Workshops

Continued from page 4

Project Deane Toler, Marketing Director, Geographic Solutions

Topic: "CWSN System – The New CalJobs"

Description: Employment Development Department, through the Workforce Services Branch, has entered into a contract with Geographic Solutions, Inc. to replace the existing Job Training Automation and CalJOBS systems with an integrated, web based, full service system to support all our efforts in administering WIA, Wagner-Peyser, and related programs responsibilities. The new California Workforce Services Network (CWSN) system will offer a range of services including client management at the local level, performance and fiscal reporting, and a substantially expanded labor exchange function to assist California job-seekers and employers. This workshop will address the primary features of the system and implementation considerations.

### Workforce Services Branch

Topic: "Refocusing of Veterans' Services in California"

Presenters: Rob Claudio, Deputy Division Chief Orange County Region; Phuong Nguyen; Stephen Springer; Alan Sheldon; Frank Fletcher; and Richard Greger, Santa Ana Cluster Veterans Team

Description: Participants will learn about the transformation and reengineering of California's Disabled Veterans Outreach (DVOP) and Local Veterans Employment Representative (LVER) Program. Building upon lessons learned through Operation Welcome Home (OWH) and by implementing best prac-

tices from other states, EDD is implementing new tools, services and goals while working in partnership with California Department of Veterans Affairs (CDVA) to improve service integration and coordination; delivery and efficiency, along with performance.

### Unemployment Insurance Branch

Presenter: Susan Connelly, SSM III, UI Policy and Coordination Division

Topic: "UI Branch – Building the Technology and Capacity to Better Serve Our Customers"

Description: The UI Branch has undertaken a number of automation efforts to improve and enhance service delivery to claimants throughout California, including the recent completion of the Call Center Network Platform and Application Upgrade (CCNPAU) – the project which implemented a new call center platform with expanded self-service options for UI claimants, and expanded that technology to all of its primary centers. In addition, enabled by the technological advances achieved through the CCNPAU implementation, the UI Branch is undertaking a significant effort to cross-train staff in primary call centers and adjudication centers, with a goal of creating "Multi-function Centers" – that is, eventually building the staff capacity to have all primary centers doing all types of work. The workshop will provide information on the status of various automation projects, how these projects will enhance services to UI customers and the tools our staff use to provide those services, and describe the branch's plans to move towards

multi-function centers and what that means for UI Branch staff and managers, and the customers we serve.

### Retiree Workshop

Presenter: Serita Sue Woodburn

Topic: Genealogy – Do it Yourself

Description: This workshop will provide you with the tools to trace your family history and establish a family tree to be proud to share!

### Program Speakers

Welcoming Address: Pamela Harris, Chief Deputy Director

"EDD's Successes – The Year in Review"

### Cultural Diversity

Presenter: CeCe Slater, Chief, Equal Employment Opportunity Office; Tina Zepeda, EEO Specialist; and Kimberly Clinton, EEO Manager

Training: The purpose of diversity training is to create a culture that embraces the similarities and differences of individuals to enhance the services provided to EDD customers. The goal is to foster a workplace that is empowering, inclusive, and supportive of all employees performing at their maximum potential.

### Earthquake Preparedness

Alex Villa, Program Manager, American Red Cross

Topic: "Are You Prepared for Earthquakes and Tsunami's?"

Description: In depth training on how to prepare yourself and family for earthquakes and tsunami's, at home, school and place of employment. The dos and don'ts. Kits will also be available for those who wish to avail themselves of them.

## Inventing Your Life: "Permission to Change"

BY ROB CLAUDIO

For a very long time, I have seen and watched as many people around me, whether they were family or friends, struggled with the concept of change. Personally or professionally, it has always been a challenge for many. What allows you to change? Sometimes it is a life altering event that becomes the catalyst for many to say, I cannot do this anymore. For some it can be a health crisis that brings about something that a person may have been thinking for a very long time that now needs action. For others, it could be something that they were contemplating for a very long time; perhaps years as they secretly wished that they had the courage to take a step that would take them out of their comfort zone and lead them to an unknown path.

Change does not come easy for a large number of folks. For some it can be easier; however, the hardest changes take conviction, courage and faith that all things will work to your ultimate good. One of the hardest things to observe is when people are struggling to end a long term relationship, especially when there are children and other people involved. As difficult as this decision and its aftermath is, the true damage lies sometimes when people

continue to stay with each other causing a lifetime of irreparable damage.

There are many things to consider when making some life altering changes. The one thing that should be at the top of people's list of pros and cons is the permission to allow you to be happy. Life is painfully funny when you think about how some people grew up in damaged homes with damaged adults as their parents or guardians. Yet, when they have the opportunity as adults themselves to be completely different from what they knew growing up, they end up repeating the same things that they said they were never going to allow in their homes or to be a part of. Most of us grow up whether consciously or not, practicing what formed us as children. The key is as an adult, you have to have a good enough filter to make a distinction of what was a good learned behavior and what should no longer be part of how we behave now. Many times as adults we are challenged with a life lesson. Yet, in many instances we keep repeating the same lesson over and over. I firmly believe that the reason that this continues is because we have not learned the lesson. Once you get the lesson, then almost indelibly you move on.

Dealing with your capacity to

change is a lesson in itself; however, the more work that you can accomplish towards this goal, the more joy you will bring to your life as a result. As difficult as it is to make life altering changes, consider the alternative. If we don't change, then chances are we are stagnant while living with constant apprehension and or fear. Accompanied by this is probably the hardest thing for me to see in people and that is not living up to their potential with a lack of joy in their lives. If you have been thinking for a long time, that you need to make some changes, then let this article be your catalyst that gives you permission to proceed with the work involved in change. I hope that you call upon those qualities I mentioned earlier that drive your ability to change and I wish everyone the capacity and support to continue in the path that you feel you are compelled towards. Remember that many people have felt the way you have before and many people have succeeded and are living examples for us to point to. Look for those living examples, as they are all around you. If they could do it, then so can you!

"Nobody can go back and start a new beginning, but anyone can start today and make a new ending." – Maria Robinson

## Los Angeles Chapter

Continued from page 7

employees regarding personal challenges. Her presentation also included a video presentation from First Lady Michelle Obama that strongly supports and endorses the efforts of Secretary Solis and the U.S. Dept of Labor Women's Bureau.

As reported by the president's Council of Economic Advisers, changes in American society have increased the need for flexibility in the workplace, including a larger number of women entering the labor force, the prevalence of families in which all adults work, increasing elder care responsibilities and the rising importance of continuing education.

Hourly workers face the same work-life issues as those faced by professional employees, but not having access to flexible policies can have more devastating effects on their employment status.

"Flexibility is not just a women's issue, it is a family issue," said Manzano-Diaz. "Women now serve as the primary or co-breadwinners in two-thirds of American households. When employees are able to balance the needs of both work and home, it not only impacts productivity but strengthens families and communities."

The Women's Bureau, established by Congress in 1920, is the only federal agency designated to represent the needs of working women. Today, the bureau's goal is to empower all working women to achieve economic security by preparing them for well-paying jobs, ensuring fair compensation, promoting workplace flexibility and helping homeless women veterans reintegrate into the workforce.

The plenary closed with Executive Secretary-Treasurer of LA County Federation of Labor,

## San Francisco Chapter

BY MARY ARCHER  
DISTRICT II DIRECTOR

In January at the District II Bowl-a-thon one of the visitors to support the event was Armando Murillo. Since then there have been several emails and two weeks ago the first executive board meeting of the San Francisco chapter was held and Armando agreed to become the new President of the chapter. Armed with the 2010 Local Chapter Handbook he set out

AFL-CIO Maria Elena Durazo who encouraged everyone to continue their efforts to improve working relations and conditions in the workplace and that continuous communication from both sides is key to the success of a company's sustainability, performance and attendance.

## Black History Month Celebration in West LA

BY DINAH WHITE, LA CHAPTER

On February 28, 2011, staff from Crenshaw/West Los Angeles Workforce Services (WS) and Jewish Vocational Services (JVS) hosted a Black History Month Luncheon Celebration. Caron Stevens, a Marina del Rey WorkSource Center's customer and student at the Venice Skills Center acted as Mistress of Ceremony. Davi Dancy, Crenshaw West/LA Workforce Services Field Office Manager and Angie Cooper, Director, Jewish Vocational Services (JVS) welcomed attendees and provided personal remarks regarding the history of the celebration.

Jerry Woods, Disabled Veteran Outreach Program Representative, led the guest in a roaring addition of the Black National Anthem, "Lift Every Voice and Sing." An original script entitled "Building Blocks" was presented by Beverly Turner, a student at Venice High School. Next, the audience was delighted by a heart stopping version of "Wade in the Water" performed by Donald Perry, Case Manager, for JVS. Finally, Dinah White, Site Manager, at the WLA Workforce Services provided closing remarks and thanked everyone for their participation. Guests also had the opportunity to view wall displays of notable African-Americans and learn about their contributions to the nation. The Creole Luncheon was catered by Chef Kevin Town.

on his new mission. The next day he sent an email – I felt nervous incase there he'd had a change of heart. He stated "I read the handbook last evening and I am ready to start Armando."

Thank you Armando and welcome to the board.

You will all have an opportunity to welcome him at the conference in Fresno. See you there.

### Tell Us What Your Chapter Is Doing!

Send articles to: Cal-Liope Editor Pat Thornton  
Home: (916) 638-8579  
E-mail: thornton956@msn.com  
Next issue deadline: May 15, 2011

## Gateway

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conference hotel is Plaza Frontenac which houses prestigious retailers like Saks Fifth Avenue, Neiman Marcus, Tiffany & Company and Coach. West County Center and St Louis Galleria are two popular shopping centers for "shop till drop experience."

For sport fans, **Busch Sta-**

**dium** is for Cardinal's baseball and Edward Jones Dome is for Rams Football and Hockey Blue.

St Louis is a unique city offering from A to Z. For further information, please visit the official St Louis Convention and Visitors Commission website for more details at, [www.explorest-louis.com/visitors/index.asp](http://www.explorest-louis.com/visitors/index.asp).