

# Cal-Liope

The MUSE with the NEWS

Chapter/International Association of Workforce Professionals

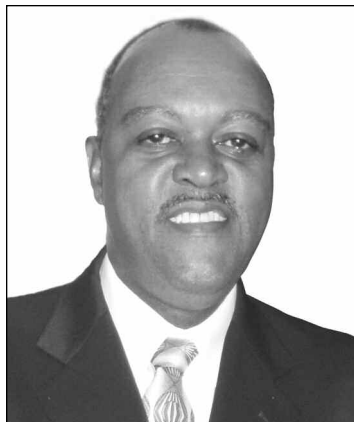
May / June 2011

Volume 56, Number 3

## State President's MESSAGE

I would like to thank my Board of Directors, the members of this outstanding association, and the administration of the Employment Development Department for three great years as your State Chapter President for IAWP. I have had a wonderful experience and encourage each member to take advantage of what IAWP has to offer and to get involved by serving as an officer or chair at your local, district or state level.

We had an outstanding Educational Conference in Fresno, CA, thanks to our Conference Committee. I would like to thank everyone who attended the conference. IAWP wants to express a special thank you to our Chief Deputy Director Pam Harris and Workforce Services Branch Deputy Director Dennis Petrie for their support of this association and in particular their efforts to ensure that all of the administrators were able to attend the conference and bring their special knowledge to those in attendance. We could not let their dedication ensuring a successful conference go unnoticed. Others who attended the convention will be sharing their experiences through articles in this issue of the *Cal-Liope*.



**JAMES THOMAS**  
STATE CHAPTER PRESIDENT

I also would like to remind each and every member of the California Chapter to vote for our favorite son, Ray Cabrera, for the office of International Vice President. Information on how to register and vote in this International election is in this issue of the *Cal-Liope* and in your recent issue of the *Workforce* publication. Every vote counts; make your vote count for Ray Cabrera.

In closing, I would like to introduce you to our next State Chapter President Mary Navarro-Aldana. Her leadership will take IAWP to the next level of excellence.

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

## EDD's Successes: Year in Review

BY NAVARRO-ALDANA  
FIRST VICE PRESIDENT &  
INTERNET COORDINATOR

The California Chapter 2011 State Educational Conference and Convention was off to a great start on Friday, April 29, 2011, when Pam Harris, Chief Deputy Director of the Employment Development Department, welcomed attendees to the conference. A record crowd was present, as Ms. Harris began with an acknowledgement of how really lucky we are to be here, in the face of the state budget crisis and uncharacteristic budget and travel restrictions.

Ms. Harris confirmed how relevant and timely the information we receive at this conference is for all of us; this is the groundwork for our future. EDD staff has done outstanding work in the past three years; California has suffered a recession second only to the Great Depression. EDD employees rose to the occasion and stepped up to the plate, serving the unemployed and struggling people of California well, despite furloughs, pay cuts, and antiquated systems.

The numbers tell much of the story. There are currently about 1.5 million Californians claiming UI benefits. Our Department issued a total of \$20.2 billion in regular and a federal extension benefit in 2009. That is two and a half times higher than the previous record of \$8.1 billion in 2008! With an average of 1.1 million call attempts a day, customers often jammed our phone lines, but UI staff still managed to process a record 6.5 million initial claims in 2009 – a nearly 3 million increase in one year. Equally important, we were able to get benefit checks to a vast majority of our customers on time. 2010 really set the record in claims paid – 23 billion paid out in UI claims, four times the usual claim workload.

Those numbers, however, tell only part of the story. While working weekend after weekend on overtime and on furlough days to keep up with this unprecedented surge in claims, the UI and IT Branches were also busy implementing a complex series of new federal extensions that put both our computer system and our staff to the test. While the complexities of the historic federal extensions did lead to a delay in implementing one aspect of the program, the other three extensions were delivered on time



President James Thomas thanks the conference keynote speaker Chief Deputy DDirector Pamela Harris.

and California was among the first states to begin paying the extra \$25 stimulus payment funded by the federal government for every week of benefits paid. That's a real tribute to our dedicated staff.

Every branch was involved in these and related great endeavors. The Director's office answered the calls of UI claimants. The Workforce Services offices met the needs of the hordes of individuals seeking assistance in person. BOPSD made out 28 million checks in one year. Tax branch processed a record number of obstructed claims, and increased the seminars to employers. Behind all the numbers and technical upgrades stand the most important factor in this record of service... the people of the UI Branch and supporting entities of EDD including: IT Branch, programmers and computer support staff.

Administration Branch,

including HR support for mass hiring and BOPSD for all of the print and mail services, and premises expansions.

**Tax Branch**, those in charge of scanning and imaging claim forms.

**DI Branch** for assistance in call center activities on over-time.

**Workforce Services Branch, UI Navigator** and other UI assistance provided in local One-Stop Career Centers, Public Affairs Branch, production of educational videos, Web site materials, and media information, Policy, Accountability, and Compliance Branch and the Legal Office, and staff from all branches who have volunteered to staff telephones in UI Call Centers during extended intake hours on Saturdays.

With quiet professionalism, the staff of **LMID** became stars, skillfully converting raw economic data into insightful infor-

See *Success* on page 4

## More Than Fate

BY RAYMOND CABRERA,  
INTERNATIONAL DISTRICT XV  
DIRECTOR

Our annual IAWP State Educational Conference was eight months in the making. It took a lot of long hours by many on the State Conference Committee to set up the conference this year, which took place in Fresno, CA on April 29 and 30.

We were excited to be returning to Fresno after a long hiatus. The hotel was booked and the room and food arrangements were pretty much finalized. Things were moving along smoothly with very few hiccups along the way, none that we were not able to fix. Hotel and

awards luncheon reservations were being met per our contractual agreements.

Most of us, on Monday and Tuesday, were diligently making sure that we finished with any work that was on our desks so that we could take off on Wednesday and drive to Fresno. The bags were packed and carpools arranged and then the stuff hit the fan.

The Governor signed a Directive stating that there would be no travel approved for conventions among other things. I think most of us on the committee just froze as we read the

See *Fate* on page 4



Newly elected State Chapter President is welcomed to office by three term State Chapter President James Thomas.

## Calendar of Events

**June 3-17, 2011** Voting for International Officers

**June 26-29, 2011** International Conference  
Hilton St. Louis Frontenac,  
St. Louis, MO

**July 1, 2011** New Administrative Year

**July 15, 2011** Deadline for *Cal-Liope*



### California Chapter

International Association of  
Workforce Professionals

#### President

**James Thomas**  
39739 Plumas Way  
Fremont, CA 94538  
Home: (510) 651-7040  
Work: (408) 436-5661  
E-mail: [Zelodis@netscape.com](mailto:Zelodis@netscape.com)

#### First Vice President

**Mary Navarro-Aldana**  
300 S. Moorpark Ave. #201  
Moorpark, CA 93021  
Home: (805) 727-4675  
Work: (805) 382-8600  
E-mail: [mnavarr1@roadrunner.com](mailto:mnavarr1@roadrunner.com)

#### Second Vice President

**Mary Archer**  
3933 La Cresta Ave.  
Oakland, CA 94602  
Home: (510) 531-2495  
Work: (510) 873-6317  
E-mail: [Marcher@edd.ca.gov](mailto:Marcher@edd.ca.gov)

#### Treasurer

**Phil Dwyer**  
12550 Calle Tamega #125  
San Diego, CA 92128  
Home: (858) 613-8702  
Work: (858) 300-6423  
E-mail: [wwwphil@aol.com](mailto:wwwphil@aol.com)

#### Past President

**Ray Cabrera**  
8546 Brunswick Ave.  
Riverside, CA 92504-2339  
Home: (951) 785-7682  
Work: (951) 248-2688  
E-mail: [onthegoray@aol.com](mailto:onthegoray@aol.com)

#### Recording Secretary

**Mary A. Upp**  
25938 Kay Ave. #233  
Hayward 94545  
Home: (510) 264-0704  
Work: (510) 259-3508  
E-mail: [whatsupp94@yahoo.com](mailto:whatsupp94@yahoo.com)

#### Executive Office Manager

**Pat Thornton**  
11410 Gold Hill Court  
Gold River, CA 95670  
Home: (916) 638-8579  
E-mail: [thornton956@msn.com](mailto:thornton956@msn.com)

#### International District XV

**Ray Cabrera**  
8545 Brunswick Ave.  
Riverside, CA 92504-2339  
Home: (951) 785-7682  
Work: (951) 248-2688  
E-mail: [RCabrera@edd.ca.gov](mailto:RCabrera@edd.ca.gov)

#### Membership Coordinator

**Joseph Allen**  
2320 Catalina Cir. #325  
Oceanside, CA 92056  
Home: (951) 775-9360  
Work: (760) 639-3765  
E-mail: [iawp.membership@gmail.com](mailto:iawp.membership@gmail.com)

#### Cal-Liope

(ISSN 1060-4820)  
Cal-Liope is published bi-monthly in February, April, June, August, October and December by the California Chapter of the International Association of Workforce Professionals, a non-profit organization with offices at 11410 Gold Hill Court, Gold River, CA 95670. Subscription rate: \$1 per year for members. Periodical postage is paid at Rancho Cordova, CA, and additional offices.

#### POSTMASTER:

Send address changes to:  
Cal-Liope  
11410 Gold Hill Court  
Gold River, CA 95670

#### Editor:

**Pat Thornton**  
11410 Gold Hill Court  
Gold River, CA 95670  
Home: (916) 638-8579  
E-mail: [thornton956@msn.com](mailto:thornton956@msn.com)

California website:  
[www.iapes-ca.org](http://www.iapes-ca.org)  
International website:  
[www.iawponline.org](http://www.iawponline.org)

## RETIREE CORNER

BY AUDREY BAKER  
RETIREE CHAIR

Congratulations to District III Director, Jean A. Berry, 2010 Retiree of the Year! Jean retired from EDD in 2004, but she has never retired from IAWP. She currently serves as State Education Chair and during the last several years has served as either chair or co-chair of our annual Educational Conferences and Conventions, the last being held in Fresno this past April. Jean represented California at the International level, serving as District XV Director for California. Jean is a past recipient of the Toll Trust Award and a Lifetime Membership in IAWP. She provides all of us with those beautiful certificates of attendance at each state wide educational event.



State Retiree Chair Audrey Baker presents the Retiree of the Year Award to the winner Jean Berry.

## Why Should I Join IAWP?

BY CHARLES PATTERSON, ORANGE  
EMPIRE MEMBER

*"If I had eight hours to chop down a tree, I'd spend six hours sharpening my ax."*

I think Abraham Lincoln understood the value of preparation and training in getting oneself ready for the task ahead. His quote sums up very well the strategic value of being an IAWP member.

All of us will come to a moment in our careers when we suddenly find ourselves up against a formidable foe. Perhaps it is a substantial promotional opportunity or even just a lateral move that if successful will pay huge dividends for the particular needs of your family.

You may have found yourself wondering exactly how you are going to slay the beast threatening your professional progress. Alternatively, you may be frustrated with your inability to hurdle the obstructions that hinder your professional progress. How many times have you heard someone ask "How can I get ahead in this field?" Or maybe in pondering the difficulty in obtaining a desired assignment you wondered, "How can I shrewdly position myself so that I make better use of my skills and talents?"

Those redwoods seem very tall when you are standing in their shadow, but even the

See **Join IAWP** on page 4

She is also an accomplished musician and singer and for many years has served as a primary musician for her church. As part of her nomination stated, "Jean Berry is a leader and a worker for IAWP, but more than that she is an achiever. Any chapter would be happy to have a Jean Berry working for their

chapter, but California is blessed to have this outstanding person and retiree as a member of our state chapter and Cabrillo Del Rio, her local chapter."

Retirees attending the 2011 State Conference in Fresno this year included Pat Thornton, Nan Bowman, Michael Waller, Jean Berry, Ben Takesh'ta, Carol Kolesar, Carole Nolton, Serita Sue Woodburn, Anita Grijalva, recent retiree, Willa Robinson, and yours truly.

On Friday afternoon, retirees listened intently during the educational "Genealogy: Do It Yourself" workshop presentation by our very own Serita Sue Woodburn, past State Chapter President and currently By-Laws Chair. As beginners we were introduced to beginning Genealogy with this question:

### Why Genealogy in the First Place?

Well some of the reasons are;

- To determine your ancestors and relatives.
- To identify health problems that are genetically connected.
- To determine the basis of a

See **Retiree** on page 4

## Friends Remembered

BY PAT THORNTON

Jim DeSon was an active member of the International Association of Personnel in Employment Security (IAPES) from the day he was employed by the Department of Employment until his death in May 2011. I met Jim when he became one of the youngest managers in the Los Angeles Region and was assigned to the Glendale office. Jim progressed thru the ranks from Employment Security Trainee to Manager quickly, spending a couple of years as an Unemployment Insurance (UI) trainer in the Los Angeles Region along the way... a job he loved and a role he continued to fill many times after he entered the management ranks in the department.

Jim held many positions in the IAPES/IAWP and was the State Chapter President from mid 1977 to 1979. He remained an active participant on the Board and mentored many subsequent chapter presidents, including mentoring me and many who followed me, in the ways of both the department and the ways of the association. He always championed training and he was always an advo-

cate for Veterans.

Jim managed several offices in the Los Angeles Region, including the Hollywood UI office at the same time that I was managing the San Francisco UI office and Gary Quiggle was managing the Los Angeles UI office. We all managed to remain sane during the late 70's by communicating daily. It was great to have IAWP friends to share the cares of the day and solve the problems of the next day.

After retiring from EDD Jim became an employer representative at UI hearings and formed his own business. Even in retirement he was recognized as an expert in the Unemployment Insurance arena. Jim was an active member of the San Gabriel Valley EAC. That group was always supportive of IAWP and helped finance many educational and award events in the San Gabriel Valley.

Jim is survived by his lovely wife Sonya, five children, several grandchildren and many members and officers of this association and employees and managers of EDD who love him and will miss him.

## IAWP 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  
2320 Catalina Cir. #325; Oceanside, CA 92056

## 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  
2320 Catalina Cir. #325; Oceanside, CA 92056

## 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).

## Inventing Your Life: "Putting Yourself First"

BY ROB CLAUDIO,  
EDD ADMINISTRATOR AND  
ORANGE EMPIRE MEMBER

In the last edition of my column, I published an article on giving you permission to change and I received a number of follow up comments from readers throughout our state chapter and even some from other agencies that received the article via one of our members. I saw some of the comments that I received and I noticed the thread of self esteem as a major issue that may prevent people from taking those steps needed in bringing change to their lives. So, I decided that one of the follow up conversations I would have in this edition, was on the basic and yet difficult issue of putting yourself first.

How many of you have thought about this and due to one reason or another, you ended up being 3rd or 4th or last on the list of your priorities? As difficult as this may be for a lot

of you, it is one of the keys in unlocking your personal success on your way to life long change. First let's address the self esteem thread that I recognized. Having good self esteem, if it was not nurtured in you from the very beginning as a child, is a life long lesson for most of us. I came from a parent with self esteem issues that were passed on to me and the rest of my brothers and sisters. It took some time, but I realized as an adult that those issues belonged to someone else and not me.

Sound familiar? There are many things that can cause a lack of self esteem; however, it is a must for people to recognize they have self worth and although they may not have had the best beginning in life, they certainly are in charge of how they handle what happens now and as they progress as an adult. You cannot blame someone else for what you think you were

supposed to be, rather take the best of what was given to you and add your own personal attributes to the recipe. Acknowledging those things that may not be big to others, but are significant to you is where it begins. Build upon those qualities that other people admire, you all have them, just ask your best friend (s) or someone that you trust. These are the building blocks of good self esteem. Remember you have to be your own nurturer on this journey and you have to surround yourself with people that add value to you and not take away from who you really are.

Those are some of the difficult choices that you have to make as you begin to change from the inside out. Being around people that constantly put you down or have negative comments about what you look like or what you do is a reflection

See *Inventing* on page 4

## Saving a Memory

BY KEN SCHIECK  
SILICON VALLEY CHAPTER

Even as U.S. troops continue to fight overseas, San Jose's downtown memorial honoring the sacrifice of veterans has been boarded up like an abandoned building since vandals last year repeatedly smashed its glass panels. City officials hope to have the panels fixed by Memorial Day. But cash-poor San Jose has spent so much of a privately raised endowment fixing earlier vandalism that there isn't enough left to cover the current repairs.

Dedicated on Veterans Day 1997, the memorial on Park Avenue near the Guadalupe River is a tribute to the men and women in the Santa Clara Valley who have served in the nation's Armed forces. San Jose alone has more than 110,000

veterans. The artwork is intended to create the feel of a sanctuary. It features 76 white flags on tall stainless-steel poles in formation, behind a wall of glass imprinted with photographs of local soldiers and letters they wrote home while they were in the service. There were no major problems until about six years ago, when someone broke one of the glass panels. Soon after, another was broken. Then last year, three panels were smashed between May and October, prompting the city to encase the entire structure in plywood to prevent further damage. The vandalism is an insult to those who risked and often gave their lives for their country. For those who had served in Vietnam, it evokes memories of the sometimes

See *Memory* on page 9

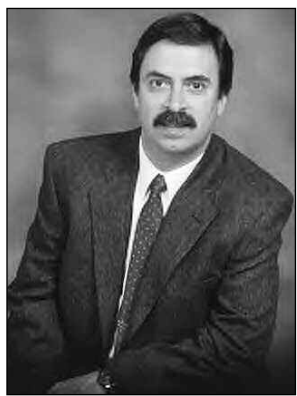
### VA Processing Hundreds of Applications for New Family Caregiver Benefits

BY JOSEPH CARLOTTI  
STATE SERVICES TO  
VETERANS CHAIR

WASHINGTON (May 18, 2011) In the first week for open applications, the Department of Veterans Affairs (VA) has assisted more than 625 Veterans, Servicemembers and their Family Caregivers in applying for new services under the Caregivers and Veterans Omnibus Health Services Act 2010.

"We are off to a good start having helped hundreds to apply, but we know there are thousands

See *VA* on page 7



### Raymond Cabrera Candidate for International Vice President

Experience:

- International District XV Director
- International District XV Director – Elect
- International Education Chairman (2 terms)
- California State Chapter President (2 terms)

*Ray Cabrera has demonstrated his leadership capabilities*

*Ray Cabrera has shared his vision of a revitalized association*

#### WHY VOTE FOR RAY CABRERA FOR VICE PRESIDENT OF THE INTERNATIONAL:

- California would have two voices on the International Board. One would be the District XV Director and if elected Vice-President Ray would be the second voice representing California's interests.
- With two votes it would help California when a vote needs to be taken on any important matter affecting the membership (like a dues increase).
- The last International President from California on the IAWP International Board was Sory Hinton back in 2003.
- The Vice President has oversight for a number of committees that he can influence for future development to better benefit our members, both in California and elsewhere.
- Ray has the experience both at the State level and at the International level. He was your State President for two years and has been on the International Board as the Educational Committee Chairman for two years, District XV Director for the last year and District XV Director-Elect for one year.
- Ray has been a supporter of IAWP from the very first day of state service. He has won several membership awards and this year was awarded the Toll Trust award for his many years of service to our organization.

#### HOW TO REGISTER AND VOTE:

- Voting on line – Go to the website at [www.iawponline.org](http://www.iawponline.org) and log into the "Members Only" section with your member ID (Member Number) and password (Password).
- You will find your member number on your membership card or if you cannot locate your card send an email to [paige2@bellsouth.net](mailto:paige2@bellsouth.net) or to [mary2@bellsouth.net](mailto:mary2@bellsouth.net) with your name and request your member number. Note: in the International your "Chapter affiliation" is "California".
- You will create your own password to use on the international website.
- Once you have your member number and password you are ready to Vote for Ray
- On line voting will take place from 8 a.m. eastern time on June 3rd and continue thru 5 p.m. eastern time on June 17th.
- Voting by paper ballot – Use the ballot provided in the April/May/June Workforce Professional on page 17. You will still need your member number and remember your "Chapter Affiliation" is "California." You may mail those starting now.

### ELECT RAY CABRERA — REGISTER AND VOTE



### 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, wvening wvents 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.

## EDD Success

Continued from page 1

mation that helped rebuild the California economy. As the primary source of labor market and occupational information for the state, LMID provided new and timely information to the Governor's office, Director's office, Legislative office, Workforce Services offices, and many, many others. LMID is a vital resource for many of our customers and one very notable example of the exceptional services that EDD provides!

**Tax Branch** not only handled more workload, but has also been involved in a major endeavor with Information Technology. In January 2011, the TAS system was replaced with the new ACES system. In March, new tools for employers were presented, creating a new way to interface with employer's accounts.

**Information Technology** has made many changes and improvements to systems in all branches; while keeping everything running, they have worked on new projects, which you will hear about in detail at this conference:

- Upgrades to our phone and computer systems
- A new automated self-help line for benefit check information and information to find the nearest One-Stop Career Center
- Enhancements to the eApply4UI application
- Submission of continued claim forms online or via phone
- Electronic benefit payments replacing paper checks
- The Disability Insurance Automation (DIA) project over the next few years, with improved electronic options for DI and PFL customers.

## Fate

Continued from page 1

Directive. Once we gathered our wits, the phone calls started as well as the e-mails. I fired off two e-mails and made two phone calls and nobody new anything about how to interpret the Directive. Here it was three days before the convention and we didn't know if any of our speakers would be able to show up. In order to keep the cost of the conference down most of the presenters were EDD personnel. The Deputy's Panel was all EDD. The Directive came out late on Tuesday so nothing was

## Retirees Corner

Continued from page 2

- family tradition.
- To find out why your relatives refuse to talk to one side of the family.
  - To join a society based on heredity.
  - To find out information on lost relatives.
  - Many other personal reasons.

Sue, as she is fondly called by all of us, gave us important information on how to organize information, talk to relatives to find out more information regarding your family, write down what you remember, what

- A new replacement system for CalJOBS and the JTA system

The Policy, Accountability, and Compliance Branch, Audit and Evaluation, Legislative office, and Media office have made a huge effort to get our voice heard, providing the facts and information needed to get the work done. ARRA was a huge push to meet the challenges of the recession; we could not have done it without the oversight, monitoring, audits, and information to tell the story. Public Affairs Branch stepped up to the plate and did a stellar job; including answering the questions being asked, communicating clearly, revamping our EDD website, and handling all aspects of the press and information sharing.

**Our Administration Branch**, including Human Resource Services Division, met the added challenge of hiring 2000 new employees in all branches in 12-18 months. This required extensive processing, and the new workers had to be trained while at the same time managing record workloads.

Where are we at today? Things are looking up – there is growth in employment, the UI rate is beginning to go down, and for us, new technologies are helping us all to breathe better. The workshops being provided at this conference cover key issues and processes, the information is relevant, and the changes we make will also change the perception the public has of us. One workshop, Organizational Change Management, involves changing how we work with those changes; another provides insight on the new service model for Veterans.

By attending this conference,

resolved that day.

The next day a number of us were off so that we could drive to Fresno using our PDD days. The drive would take from the Los Angeles area about four hours, unless your driving with Val Moeller, which took us only three and a half hours and that, took into account stopping for an early lunch along the way.

The drive was peaceful and quiet at the beginning, but as time went on the anxiety was building and taking its toll. Jean Berry and I were passengers in the hot rod ride to Fresno. Jean kept making and getting cell

you were told over the years by your parents, grand parents or other relatives, it is important to document and organize all the information you gather to get started.

There are numerous computer programs and books on this subject to assist you in your quest. Suggested resources included: "The Complete Beginners Guide to Genealogy" and "Your Genealogy Computer Program" by Karen Clifford, A.G. Publisher: Genealogical Publishing Co, Inc., Baltimore, MD; and "The Complete Idiot's Guide to Genealogy" by Christine Rose-CG. Publisher: Alpha Books.

you are making a stake in your future. There are many individuals at this conference with 20 to 30 years of experience, who will be retiring in the near future; almost half of our EDD workforce is over 50 years of age, and eligible to retire. How do we bring the best people, how will we capture the skills, information, and experience that they have? In numbers, over 4000 employees will be eligible to retire in the next five years – of those, 729 are in leadership positions. This will create new opportunities, no doubt, but we will need the new leaders prepared and ready to take on the challenge. Even though EDD currently has travel restrictions, there are other things you can do – join a workgroup, take a rotational assignment, be a board member and work with your local chapter.

Ms. Harris issued a challenge:

**Leaders** – be creative, engage in activities within your sphere of influence, provide leadership development, prepare, and every one of us as leaders, need to do this.

**Staff** – take responsibility and affirmative steps, set a course, challenge yourself, and define your future. You are the only one who can do this.

Ms. Harris thanked Dennis Petrie and Jean Berry for working together to develop the program for this conference. Faced with the challenges of today, we need to be more creative, use technologies and new ways to provide training to reach more employees. Local Chapter officers – you are the key. In closing, Ms. Harris encouraged us all to participate, soak up as much information and experience as possible, and "Enjoy the conference!"

phone messages up until we got the good news that IAWP had received an exemption for this conference. You could hear the sigh of relief in the car and the excitement in our faces.

Yes, fate was on our side that day and all the days that followed. If you were not there, you missed a great conference. If you did attend, thank you. It was the highest attended conference in recent years. We on the committee really enjoyed putting this conference together for you and hope that next year each of you will make an effort to attend again.

Attendees were given copies of "Secrets of Tracing Your Ancestors" by W. Daniel Quillen. Publisher: Cold Spring Press.

As part of her summary, Sue reminded us to:

- Have Fun, the journey can be as long as you want.
- Remember, Genealogy is more than names.
- Don't be surprised about what you find out.
- Enjoy finding new relatives.
- Have a great journey.

Most importantly remember: "A Family Tree can wither if nobody tends its roots."

Last but not least, my special

## Join IAWP

Continued from page 2

tallest of tress comes falling down with a sufficiently sharpened ax. So also, it is when felling professional obstacles. Six hours of ax sharpening can do wonders for a career. Just in the last few years, your local chapter has provided many activities and training sessions designed to help you to sharpen your skill set. "How to Remain Competitive" was a recent topic delivered by Richard Brown, UI Claims Services Division Chief, the Orange Empire also hosted a "Retirement Planning Seminar" with a speaker from CalPERS addressing the attendees. Last June, Isaac Garcia generously donated his time and talents in helping many of us to better master the Excel Spreadsheet program. This is but a small fraction of what your chapter places out on the table for you to feast on. I encourage you to take advantage of this multitude of opportunities to sharpen your professional resume this coming year.

Come to the board with your suggestions – What skill set do you feel needs to be addressed? There is a lot of discussion about the growing attrition rate within State service. The Employment Development Department is actively getting behind the efforts to develop a new generation of leaders. Will you be one of them?

There is one last aspect of the benefits of IAWP involvement that bears mentioning.

## Inventing Yourself

Continued from page 3

tion of their own insecurities and not yours. I hope you get this. I have been around some of those folks through out my lifetime and I made up my mind to leave them behind and let them wallow in their own world of negativity and I screened them out of my life for my own good. As a result, my circle of friends became smaller, however, it is filled with only those people that add value to me and I in turn do my best to add to theirs. I like to think of it as my quality circle not the quantity circle. It takes time, however, not as long as you may think.

Now for the part of not putting yourself first; all you have to do is run into the challenge of not having good health or some other life changing

thanks and appreciation to the members of the Fresno Chapter and District III for your assistance in staffing and processing registrations during the 2011 State Educational Conference and Convention in Fresno.

See you in St. Louis, MO, June 26-29, 2011 at the 98th International Educational Conference.

## 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).

"As iron sharpens iron, so one person sharpens another." This proverb holds true in the professional realm as well. Last month you read about the value of change. Sometimes you don't feel as if you have the strength to sharpen your ax, spruce up that resume, and bypass that barrier. IAWP is full of people from many varied divisions and organizations that can come alongside you and help in getting you started, who can give excellent advice in how to proceed forward and stay the course. Many are the individuals who will gladly and freely give of their wisdom cultivated over a generation of service. Go back and read some of the previous editions of the Orange Peel news. In every issue you will find some helpful tidbit from someone who has been there, in the trenches, fastidiously making use of every bit of helpful advice they could to attain new career heights. Why not join us and make use of this invaluable resource that is right at your fingertips? For many of our members the perfect capstone to a rewarding career is to continue to volunteer their time in equipping those servants who are still in the trenches of their careers. You would personally benefit from joining IAWP this year in many ways. I have named but a few, feel free to ask of me about some of the others, or surf right on over to our website and see for yourself why you should join IAWP. See you at the next meeting!

issue that makes you realize that you must be first or nothing else can be built on that personal platform. I know some of you may have children, spouses or other family members that all require something of you. Yet, it is key for you to understand that you will run out of energy, personal desire and self fulfillment if you put everyone else ahead of you. Let me be clear, I am not suggesting that you become selfish for the purposes of driving people away from you. It is simply putting the right priorities in place. Remember YOU are important and if somebody did not tell you this over your life time, let me be a reminder that you were created for a purpose and that you add so much to this world by being the unique and quirky you.... I definitely believe that we are all quirky... that is what makes us unique and great in the universe. Finally, remember to nourish your soul and spirit by surrounding yourself with things that are good for you and as a result you will be able to do more for your loved ones because it begins with you first!

*"Every day do something that will inch you closer to a better tomorrow"*

– Doug Firebaugh

# Petrie Shares Past, Present and Future EDD Successes

BY VERONICA CHAMPAYNE  
STATE LEGISLATIVE CHAIRWOMAN

I have had the pleasure of hearing Deputy Director Petrie speak several times in the past few years. Everytime I leave with a sense of pride. If you have ever felt that what you do is thankless, all you have to do is hear him tell our story then you know that we are not California's problem, we are the reason

California stayed afloat during the worst recession in 70 years. We are the lifeline to the unemployed. I always feel like going back to work and being better than I was.

At the IAWP state conference in Fresno Dennis shared that as we face the issues of an aging workforce he feels hopeful. Our organizational successes these last few years show that we are

able to overcome and succeed under enormous adversity. A future at EDD has lots of opportunity and he believes the employees of EDD will step up to equip themselves to take on these responsibilities.

Dennis also shared that we should remember; a life in service to others is a life worth defending, a life worth honoring and a life worth living. We have

served the people of California and that is why we never fell into a great depression. We are the Answer.

He went on to talk about the future projects in the Workforce Services Branch. As in all the branches Workforce Services is striving to bring the department into the 21st century. There are major two projects. We will look to provide the tools and support

our customers, we will bring on a system that is internet based and one that is nimble and able to adapt to the workload and we will be working on reengineering the veterans program. He closed with how proud he is to be a member of such a great team of gifted and talented individuals that put the needs of others ahead of themselves.

## Talbott Smith Reviews UI

BY RAYMOND CABRERA  
DISTRICT IV DIRECTOR

On Friday, April 29 the IAWP State Educational Conference heard from a panel of deputy directors. The last to speak was Talbott Smith, Unemployment Insurance (UI) Branch Deputy Director. His news was a mixed bag of some good and some not so good. He reminded us that the unemployment rate hovered around 12.5% all of 2010, but there were some accomplishments.

In 2010 UI paid out about \$23 Billion in UI benefits which was a new record. This equates to \$90 Million a day, 41.2 million checks were mailed out in 2010 and 7.7 million initial claims (including extensions) were filed. To compare the reality of it all this workload was larger than the next 3 most populous states combined (Texas, Florida and New York).

The UI Branch hired 250 people the last quarter of 2008, 1400 in 2009 and about 300 in 2010. The branch also had substantial attrition during this same time.

Talbott said that in recent months (2/24/11) the Branch completed the implementation of the "Call Center Network Platform and Application Upgrade" otherwise known to those of us in UI call-centers as the CCNPAU Project. Along with the project was the installation of over 3,000 new phones state wide, which gave us the capacity to answer more calls, and provide new automated tools for call center management. The first two months of 2011 compared with the first two months of 2010 there was a 98.6% reduction in call blockage. This resulted in a great improvement in customer service over the prior year. The Branch also implemented telephone and web claim certification.

So what's coming in 2011 you ask?

In June there is going to be a major expansion of the California Training Benefits program to include all training programs in the Eligible Training Providers List.

In July the electronic Benefit Payment Cards for UI will begin to be phased in, very much as the DI Branch did, but now we know some of the pitfalls to avoid.

During the holidays season, Thanksgiving weekend to be precise, UI will start its conver-

See **Talbott** on page 6



Deputy Directors' Panel at the 2011 California Educational Conference & Convention held in Fresno.

## Chief Deputy Director Pamela Harris Issues Challenge

BY VERONICA CHAMPAYNE,  
STATE LEGISLATIVE CHAIR

What an uplifting feeling to listen to our leaders celebrate our accomplishments here at EDD.

Chief Deputy Director Pam Harris opened with how proud she felt when she looked back at the work done by our staff to keep Californians afloat during the recession. EDD broke records in all areas, which was a major milestone given the current state of unemployment rates in California.

Unemployment Insurance and Workforce Services Branch served a record number of customers; Disability Insurance broke their own pay records with over 5 billion pays in both Disability and Paid Family Leave. Labor Market Information Division produced a record number of reports on the economic conditions; Tax Branch not only managed an increased work load, but completed the largest IT reengineering project in the last 25 years of EDD. Information Technology Branch

managed a half billion dollars in IT projects. Additionally, Policy, Accountability and Compliance Branch analyzed a record number of legislative bills; Public Affairs Branch held the media focus of EDD's work, updated the EDD website and produced UI videos. Administration Branch processed 2,000 new hires. These successes are why the Chief Deputy believes we at EDD will solve the next dilemma – an aging workforce.

The Chief Deputy went on to share some current trends affecting EDD. The economy is showing signs of improvement and our current work load appears to be easing a bit. EDD, and many other departments in the state and nationwide, face an aging workforce; projections indicate approximately 4,000 of our 9,000 employees will be eligible to retire within 1-5 years and 720 positions are of the leaders of EDD. This presents a tremendous opportunity to many seeking higher positions. She told the audience to prepare themselves to be ready to accept their next position.

She closed with a challenge

to each of us to step up and she was certain that we would because we were present, taking the time to invest in ourselves. To the IAWP chapters she challenged us to develop great local programs. "Never in EDD history has there been as much opportunity as there is today. So, given that, I issue this challenge today; Leaders! I challenge you to be creative, engage in activities in your sphere of influence to help us meet this big void. It could be things like mentoring programs, training and development assignments, or leadership development; put something in place at your location to develop leaders. We can't wait for someone else to solve this problem. Every one of us must take a part to solve this problem. And staff, take responsibility to seize this opportunity for yourself and for EDD. Challenge yourself to define your future. You are the only one that can, and this conference is a great start."

## Steinwert and Keene Offer Audits & Disability Updates

BY YVETTE QUEVADO  
SAN GABRIEL VALLEY CHAPTER

The 2011 State Educational Conference and Convention held various panels and presentations that were very informative. In particular, the Deputy Directors' Panel held on the first day of the convention gave us some insight as to what was really going on and what was going to happen across the board at the Employment Development Department.

Mark Steinwert, CPA-Chief at the Audit & Evaluation division of the Policy, Accountability and Compliance Branch, is a newcomer to the department – a new kid on the block as he called himself. He discussed various topics, but first addressed that the branch has two major focuses with regard to legislation and oversight and auditing. So far, they have been successful with their monitoring

process but there is a need to work on keeping the staff that has been a part of that success. In the past year there have been 15 audits, one of which dealt with Unemployment Insurance (UI) and took about a year to complete. Of course with UI there is always something to check on, and as soon as that audit was finished, another one began. One of the issues that Mark's branch looks to work on is the ability to anticipate problems and take care of them right away, but they have been doing well on that front thus far.

Another speaker on the panel was Richard Keene, Chief of Field Operations for the Disability Insurance (DI) Branch, who spoke on behalf of the Deputy Director Elizabeth Wannon. The branch covers disability for California workers, paid family leave, non-industrial disability

insurance, and state disability. On December 10, 2010 the Electronic Benefit Payment (EBP) was implemented and over 5,000 individuals collecting DI were moved over at a time; by mid-February everyone was on the new system. This was a huge success and claimants have been able to get their benefits faster and in a more secure manner; they also can get real-time check status information through access on the Bank of America website. The biggest change that is coming to the branch (and next phase) is data imaging to replace the single client database. This will expand services for staff, claimants, and medical professionals. The data capture abilities of the system will reduce the reliance of paper and allow easy claims without human interaction, so staff will be able more available to effectively assist clients.

## Public Affairs Branch Explained by Deputy Director Loree Levy

BY VAL MOELLER, INTERNATIONAL  
SPECIALIZED SERVICES  
CHAIRWOMAN

Ms. Levy introduced herself by saying that she was looking for a stabilized schedule when she went to work for EDD as compared to her television career. However, working for EDD has been very chaotic recently because of the economic situation, but rewarding. She figures that her picture has a big red X over it in the UI Branch because she has to get information frequently from them to answer media questions.

There are three parts to the Public Affairs Branch: The Communications Office, Marketing and Constituent Affairs, and the Web Team. This partnership was created last year with the Information Technology Branch.

Questions from the media are handled by the Communications Office. Requests to photograph, videotape, or film at EDD offices are handled by this office. We also try to be proactive on many high profile issues by preparing talking points for department representatives. We work with Chief Deputy Pam Harris to develop and send out to all EDD staff the Directorate messages. Working in conjunction with Labor Market Information, Public Affairs publicize the monthly unemployment rates and employment data. They developed and conducted extensive public education efforts about UI services and job search assistance available, in addition to other services provided by EDD.

Marketing and Constituent Affairs is responsible for the clearance process for all public information sent out by the department. Our main role here is to protect and reinforce the EDD brand and to ensure information about the department's services is presented in a consistent and professional fashion. We also provide Presentation Skills Training to assist EDD staff in best representing the department.

The Web Team (officially known as the Web Site Content and Usability Group) is working on making the website more user friendly. EDD is also part of the social mediums of Facebook, Twitter, and YouTube.

See **Levy** on page 6

## Howland On IT

**MICHAEL HOWLAND  
INFORMATION TECHNOLOGY  
BRANCH DEPUTY DIRECTOR**

Mr. Howland indicated that he was working as a Retired Annuitant when his predecessor Dale Jablonski moved on to another agency. He reinstated as a full time employee in January 2011 to lead the Information Technology Branch.

The IT branch provides support tools. Mike stated that "We are working with some systems such as TAS, Job Match, DI Automation, and Single Client Data Base (SCDB) that are over 25 years old. These systems are fragile, non-responsive, and are not easily modified or manipulated."

In addition Deputy Howland stated "At the

present time we have 11 projects in process at a cost of over \$1/2 billion. We have recently implemented two federal extensions, Web-Cert, Tele-Cert, CCN-PAU, ACES, and electronic benefit payments (EBP) for DI.

Over the next 12-18 months we will provide the backend work for the federal extensions (tracking of payments for proper program application), WSN, SCDB Modernization, EBP for UI, CC Redesign, a new DI project, and the alternate base period. We will continue to provide the tools needed for the future."

This is a very challenging time in EDD.

## Talbott

*Continued from page 5*

sion of SCDB to a new database platform, which will greatly enhance productivity.

And coming in the second quarter of the New Year (April of 2012) will be the implementation of the Alternate Base Period program. During this same time the first phase of Continued Claims Redesign will take place and the following month the second phase will take place including customer self-service account management and enhanced web and telephone certification. More information is available on the EDD website.

Talbott went on to inform us of the major issues facing EDD and the Federal Legislature.

Ten billion dollars or more has been borrowed from the Federal Government to keep paying UI Benefits. This cannot go on forever.

The Legislature needs to revise state statutes to fix some of the problems.

EDD needs to work closer with the Administration and the Legislature to provide them with potential approaches and scenarios for promising ways to deal with the problem.

Despite continued high

workloads, the UI program is under-funded at the Federal level, so as workload decreases with an improved economy and the ending of the extended benefit periods, EDD will be faced with how to maintain services with a reduced level of funding. Talbott promised that we would continue to seek creative ways to maintain services while dealing with this challenge.

He ended by saying "A huge thank you to our partners throughout the department who worked overtime in support of the UI program, whether answering calls, or working in one-stops that were open on Saturdays, PFL staff who handled UI's third-party requests on overtime, BOPSD staff who ensured that checks went out timely". "Thanks to UI Branch managers and staff who gave up weekends and evenings to ensure that work was processed as timely as possible."

"This recession has tested the department like nothing ever before, and I believe that we did the absolute best we could do for the people of California. As EDD staff has always done, we stepped up and met the challenge and for that I thank you" Talbott stated.

## Levy

*Continued from page 5*

With 12,000 Twitter followers, EDD leads the way among state departments in CA. Information contained in EDD Tweets is used as a headline to attract followers to new and helpful information on the EDD Web site. The educational videos pro-

duced for our EDD YouTube channel have already been seen by more than a million visitors. And the U.S. Department of Labor has called the navigation and usability of the EDD Web site and our social media usage the best in the nation and is considering us a model for other states.

## Boots on the Ground: The Refocusing of the California Veterans' Program

**BY JOSEPH CARLOTTI, STATE  
SERVICES TO VETERANS CHAIR**

On February 18, 2010, Assembly Member Danny D. Gilmore introduced Assembly Bill (AB) 2143 which raised concern and issues on services provided to California veterans. The Employment Development Department (EDD) was asked to provide a response to the legislature by March 1, 2011. This response was to focus on how the EDD veteran's employment and job training programs are currently structured. The second focus was to be directed towards suggested options for a governance and management model to increase integration and coordination, improve service delivery efficiency and enhance program performance. This resulted in the formation of the Veterans' Program Initiative Workgroup.

At the International Association of Workforce Professionals State Conference held in Fresno on April 30-May 1, 2011, Mr. Rob Claudio, Workforce Services Deputy Division Chief, provided an overview presentation of the refocusing effort of the Veterans' Program Initiative Workgroup.

On August 25, 2010, the workgroup was formed by Geneva Robinson. The membership included representatives from the three Workforce Services Divisions, the Veterans' Program Unit and other staff members from Central Office. Efforts of the workgroups included the transforming and reengineering of the State Veteran's Program to improve the performance of the program. The process also entailed the integration of services and the enhancement of partnerships such as the Work-

force Investment Act, CDVA and non-profit partners. Another function of the workgroup was the incorporation of key provisions of the Operation Welcome Home program. The workgroup tackled indentifying and addressing opportunities while eliminating barriers of the veterans being served. Another main topic for the workgroup was to address the concerns raised by our executive leadership, the legislature, key stakeholders and the Department of Labor.

The task of refocusing on the roles and responsibilities of the jobs for the Disabled Veteran Outreach Program Specialist (DVOP) and Local Veteran Employment Representative (LVER) in accordance with Veteran Program Letter (VPL) 07-10 took up considerable time for the workgroup. The new roles and responsibilities will result in the development of new position statements for the DVOPs and LVERs.

The refocusing effort has resulted in the establishment of the Veteran Services Navigator. This will include the migration of Operation Welcome Home best practices, ensuring priority of service for veterans is maintained, and it will increase staff assisted services provided by the Wagner-Peyser staff. When a veteran enters an EDD office or One-Stop, he or she will be directed to the Veteran Program Navigator. Navigator duties will include providing UI benefits, healthcare, education, housing, and employment services. For veterans with only employment needs and no barriers the Navigator will refer them to Wagner-Peyser staff for services. Those

veterans with employment needs without barriers and recently separated in the last four years will be referred to the LVER. The DVOP will receive referrals for veterans with employment needs while having barriers and a disability rating of 0 percent or higher. Special emphasis will be placed on disabled veterans with ratings of 30 percent or higher. Of course, anytime during this process, if a veteran specifically requests to see a veteran representative, he or she will be allowed to do so.

In closing, highlights of the Veterans Program refocusing efforts are:

- Triage approach with a veteran Services Navigator
- Team effort with separate and distinctive roles
- Recommend establishing Veteran Services Council
- No longer enroll in Case Management, since it is a service delivery strategy not a service performed
- Increase Intensive Services
- Provide continuity on all reports related to veterans services
- Establish specific outcomes for DVOP/LVER related to increasing entered employment of veterans in California

The Santa Ana Cluster Veterans Team consisting of Stephen Springer, Phuong Nguyen and Frank Fletcher gave a product demonstration they developed as a result of the Veterans' Program refocusing effort.

The reengineered California Veterans' Program will be implemented on July 1, 2011 and the boots will be on the ground.

## California Workforce Services Network Replaces CalJOBS

**BY PICHARD PARTRIDGE, IMPERIAL  
VALLEY CHAPTER PRESIDENT**

On Saturday, May 30, the last day of the IAWP Education Conference, Art O'Neal and Dean Toler gave a session on California Workforce Services Network (CWSN). This is our new system that will take the place of CalJOBS.

CWSN is an integrated Workforce Development System for California's Jobseekers, Employers, and Local/State Workforce Professionals. EDD has teamed with Geographic Solutions. At this time, Geographic Solutions works with 27 other counties in

California. They also work with 21 other States in the United States.

This is a full Service System that is web based, Single client record, client management, performance reporting, fiscal reporting, expanded ad-hoc reporting and audit and security. The schedule for this system is as follows: contract signed January 25, 2011, Kickoff at EDD February 22nd, First JAD/JAR session March 21, Development and Design, testing, training, training, and go live date July 1, 2012. There will be a share point site for EDD staff in the near future

to see what the new site may look like.

If any questions about the new site send emails to [cwsn@edd.ca.gov](mailto:cwsn@edd.ca.gov). A preview of the system to the IAWP members was given. The site did look easier to use than our current system. Like anything else we will need to be trained and get use to the new system. This new system is allowing EDD to be come more updated and make it easier for staff, employers, and clients. This also makes our reporting to Department of Labor (DOL) a lot easier, too.

## "Staying Alive" with the American Red Cross

**BY SONYA HARDIMON, INLAND  
EMPIRE CHAPTER PRESIDENT**

If you did not participate in the Saturday morning training session at the 2011 State Conference in Fresno presented by Alex Villa of the American Red Cross, you definitely missed out. Alex made this an exciting interactive event. His quick-witted personality was truly a plus. He presented a short video of the television show "The Office" in which the entire staff was in a panic during an emergency preparedness drill. This video had us all laugh-

ing, even though it was a serious event. Through all of the comedy it really made me think, "Am I prepared?"

Alex gave an overview of "Who is Red Cross" and provided some facts about what the Red Cross is all about. One interesting fact is that the Red Cross does international tracing, for instance if you are unable to make contact with a service member, the Red Cross has the capability to locate and connect you with that service member. In addition, we were

advised to "Get a Kit, Make a Plan and Be Informed." After receiving all the important information on how to do basic CPR, Alex turned up the music and we all practiced our technique and got a good workout for one minute to the tune of the Bee Gees, "Staying Alive." I can still here the music, Ah, ha, ha, ha, stayin' alive, stayin' alive, Ah, ha, ha, ha, stayin' alive. Overall this was a very fun, interactive and informative workshop.

## Baugh Presents All You Wanted to Know About SDI

BY PHIL DWYER  
STATE TREASURER AND  
PUERTO DEL SOL MEMBER

On April 29, 2011, at the IAWP State Conference Yolanda Baugh, the Fresno Regional Manager for State Disability Insurance (SDI) gave an introduction to the SDI program along with an update on two new developments in the branch, Electronic Benefits Payments (EBP) and Disability Insurance Automation (DIA). The session was moderated by Shelia Armstrong, Assistant Manager of the Riverside Customer Services Center for SDI and President of the Fresno Sub-Chapter of IAWP.

Yolanda Baugh has worked for the DI Branch for 21 years and has held various positions from DI Program Representative to management positions in both the field and central office prior to her current assignment as Regional Manager for the three DI offices in Fresno, SDI, Paid Family Leave (PFL), and

Customer Service Center.

The State Disability Insurance program was started in 1946 and provides wage loss protection for 13 million California workers while they are unable to work due to a non-work related disability. SDI covers approximately 55% of income for workers currently in the labor market. SDI covers rank and file employees who are in bargaining units 1, 4 and 15. The minimum weekly benefit amount (WBA) is \$50 and the maximum is \$987. Benefits can be collected for up to 52 weeks. Benefits are not taxable unless the benefits are paid in lieu of Unemployment Insurance (UI).

The Paid Family Leave program began in 2004 and is a component of SDI and applies to all employees who are covered by SDI. PFL has the same WBA as the SDI program. Benefits may be collected up to six weeks for bonding with a child or caring for a family member. Bene-

fits are taxable and reported to the IRS.

The Electronic Benefits Program started in December 2010 and offers a new and more efficient way of delivering SDI and PFL benefits to claimants. Three months later nearly all claimants received their benefits via a debit card instead of a check. Our claimants no longer have to wait for the checks in the mail. Continued benefits are placed on the card within 24 hours of authorizing benefits by the Department. The card can be used everywhere that a Visa debit card is accepted and cash may be obtained at ATM. The cards are valid for three years and the same card is used for SDI, PFL, and UI benefits. Due to the success of the implementation of the program, UI will be starting this process later this year.

Disability Insurance Automation will provide online services to claimants, employers, medical providers and voluntary plans

for submission of DI and PFL claim information. The many benefits of DIA include: expedited processing of claims, online access to claim information, electronic confirmation of forms receipt, and reduction in paperwork. The first phase of DIA is expected to take place next March with online filing of claims. The second phase is to become operational next summer which includes the scanning and imaging of claim documents.

At the end of the presentation Yolanda Baugh answered questions from the members of the audience who work for other branches of the Department. These included questions on UI/DI overlap and the request for future training so that the DI claim process and screens could be more easily understood. If you would like to obtain additional information about SDI or the new automation projects, you may go to [www.edd.ca.gov](http://www.edd.ca.gov).

## Tax Branch Workshop

BY DINAH WHITE  
LOS ANGELES CHAPTER

Randy Vance, ACES Communication Manager provided an overview of the Accounting and Compliance Enterprise System (ACES), the new integrated tax accounting, collection and audit management system, which will streamline several of the processes and increase efficiencies and revenue. Mr. Vance has over 25 years of experience working for the state and he has a background in audits, central processing education, and outreach. So believe it when he states that the new system will be a more efficient collection of data to support benefit programs by using updated technology and tools to better serve our customers and fulfill our administrative responsibilities.

Some of the features and benefits of the ACES includes; more electronic payment options, letters and account statements redesigned, stored within our system; greater efficiencies in accounting, collections, and audits program areas; and improved electronic security and improved customer service. The expanded e-Services for business provides secure management on the web for payroll tax accounts with 24/7 access, ability to file more Employment Development Department (EDD) tax forms on-line, and additional payment options. Additionally, businesses will be able to update their mailing address online and view their payment history, liability for each period, and balance due. New business will be able to register using the web. ACES e-Services for business were marketed in articles in the California Employer newsletters, letters were sent in February 2011 to over 49,000 e-Filers, presentations to the Small Business Employer Advisory Council and to California Employer Advisory Councils and payroll agents. In a 16 month time period the Tax Branch ACES replaced the 30-year old legacy Tax Account System (TAS). The ACES project went live on January 18, 2011, and was delivered on time and within the budget.

## Professional and Personal Journey with Tina Campbell

BY IRMA KONG, KARL E. BYBEE  
BOARD CHAIRPERSON

A new approach within the Employment Development Department has introduced an effective and efficient solution during the current budget crisis. Ever wonder, or are even aware of the vast opportunities, and accessibilities for additional trainings? Education, training, and development are within your reach by utilizing guidance in career development and upper mobility options. Tina Campbell is an expert in human resources, has 20 years in State service experience, and is a true affirmation for possibilities, as experienced employees will be retiring in mass quantities.

According to Campbell, "I strongly encourage everyone to take charge of his or her destiny by volunteering for special projects, workgroups and cross trainings. I have been fortunate in my State career, and although I have had great mentors and managers, the biggest contribution to my success was attributed to hard work and going the extra mile. I also completed a career development plan, multiple Individual Development Plans (IDP's) and training plans. I participated in numerous training courses, workshops and on various workgroups. I also participated in a training and development

assignment, which although it did not provide higher compensation it did offer me invaluable experience."

In Campbell's statement and personal commitment, she has helped ensure many successful career ladder opportunities. The examination process, persistent motivation, and self-discipline, are measurable rewarding outcomes.

With today's technology, training opportunities are more abundant and accessible than ever. Many training opportunities and tools are located on the HRSD's EDDU intranet site at <http://eddi.edd.ca.gov/sites/ABI/AdminBranchIntranet/HRSD/E>

[DDU/online.html#VTC](http://www.dpa.ca.gov/hr-modernization/virtual-training-center/main.htm), as well as the Department of Personnel Administration's (HR Modernization's) website at <http://www.dpa.ca.gov/hr-modernization/virtual-training-center/main.htm>.

Lastly, one must also take exams he or she is eligible for and apply for positions they are interested in and qualified for. Visit the State Personnel Board's website at [www.spb.ca.gov](http://www.spb.ca.gov) to learn which exams are offered and job vacancies are advertised. To stay current of upcoming exams and job openings, be sure to set an alert by signing up for e-Notify on SPB's website.

## Diversity – What Does It Really Mean?

BY PAULA SNIPES, PRESIDENT  
SACRAMENTO CHAPTER

The Education and Training Conference held in Fresno, California on May 29, 2011 was very informative. I attended the breakout sessions on Welcoming Diversity. Cece Slater opened with a quote by W.H. Auden "Civilization should be measured by the degree of diversity attained and the degree of unity retained..." We had a second quote by Malcolm Stevenson Forbes "Diversity: The art of thinking independently together." These quotes appeared to draw the audience into the session. We started with a five minute Ice Breaker – Meet your neighbor. This was perfect, as we were instructed to introduce ourself to the person on our left and share something interesting about ourself ...something that

is not obvious from the exterior. My role was to introduce myself to our speakers Cece Slater, EEO Chief; Kimberly Clinton, EEO Manager; and Tina Zepeda, EEO Specialist. I shared I was the Sacramento Chapter President, I have worked for EDD for twelve and a half years, and I am a Veteran of the United States Air Force. With that Cece Slater said her son has served in the United State Navy and I shared my son had also served in the Navy.

Approximately 70 IAWP/EDD members were asked the question "What is Diversity? What did it mean to us?" Tina Zepeda, EEO Specialist, discussed diversity saying it is understanding each other, moving beyond simple tolerance to embrace and celebrate the rich dimensions of

uniqueness contained within each individual. The goal of the Employment Development Department (EDD) reflects on how to create a culture that embraces the similarities and differences of individuals. The trainers gave handouts defining diversity, and how everyone should be treated in the workplace.

We talked about the benefits of embracing diversity and how it affects behavior toward co-workers. For myself when greeting customers, co-workers and staff with a warm positive attitude and a sincere smile, I know I have a positive effect on my relationship both inside and outside of the workplace. Sometimes on weekends, when speaking with friends I encourage them to do a self assessment. I

remind them that we all have biases and we must understand them and we must not stereotype. With the question and answer session coming to an end, our speakers; Kimberly, Cece and Tina raised an awareness about diversity and reminded us that there are levels of acceptance which include "Tolerance, Exclusion, Embracing, Acceptance and Communication."

Our last quote, by Ola Joseph was "Welcoming diversity is not about how we differ. Diversity is about embracing one another's uniqueness." What a great session. It was important enough that I invited the trainers to come to Mark Sanders Career Center and continue the diversity session with our diverse workforce.

## VA

*Continued from 3*

more who will qualify and need to apply today," said Secretary of Veterans Affairs Eric K. Shinseki.

New services for primary Family Caregivers of eligible post-9/11 Veterans include a

stipend, mental health services, and access to health care insurance, if they are not already entitled to care or services under a health plan. The stipend portion of this service will be backdated to the date of the application. Comprehensive Caregiver training and medical

support are other key components of this program.

VA began processing applications for eligible post-9/11 Veterans and Servicemembers to designate a Primary Family Caregiver on May 9, 2011. On top of receiving the 625 plus applications, Caregiver Support

Coordinators have also assisted nearly 1,200 in finding more than two dozen other Caregiver benefits VA provides.

Applications can be processed by telephone through the Caregiver Support Line at (855) 260-3274, in person at a VA medical center with a Caregiver

Support Coordinator, by mail or online at [www.caregiver.va.gov](http://www.caregiver.va.gov) with the new Caregiver Application (VA Form 1010-CG). The website application also features a chat option that provides the Family Caregiver with a live representative to assist in completing the application form.



Chapter Activity award winners

## And the Winners Were

BY MARY ARCHER, STATE CHAPTER SECOND VICE PRESIDENT

The annual awards luncheon held on April 28, 2011 in Fresno was a festive opportunity to celebrate the accomplishments of IAWP members and non-members. And those winners for the year 2010 were:

**Employee Performance-Individual:** Michelle Hommes, Karen Nguyen, Nhat Vo, Charles Patterson, Blanca Hernandez

**Managers Performance Awards:** Shelley Bickel, Mary Silva

**UI Claim Filing:** Sandra Rodriguez

**Workforce Services:** Chhaya Samtani

**UI-PAC:** Cristina Madrigal

**DI:** Janise Hernandez

**UI-PAC:** Ruben Macias, LA PAC

**UI-Group:** Oakland Primary Call Center Management Team

**Veterans Services-Individual:** Jason Gilbert

**Veterans Services-Group:** Operation Welcome Home

**Specialized Customer Services-Group:** Imperial County Job Fair Team

**Specialized Customer Services-Individual:** Brenda Cohen

**Award for Outstanding Combined Services:** NUMMI Work Group

**Education-Trainer:** Rob Claudio

**International Development:** Walter Ko

**One-Stop Award:** San Jose/Work2Future

**Administrator of the Year:** Dennis Petrie

**Citation Award-Individual:** David Gruber, Co-Founder Gruber & Pereira

**Citation Award-Group:** Anaheim EU Job Club

**Award of Merit-Individual:** Andrea Sanchez

**Award of Merit-Group:** Irvine REA Team

**Legislative Awards:** First, San Gabriel Valley; Second, Orange Empire; Third, Imperial Valley

**Membership Awards:**

**Diamond Award:** 74 new members, Nanette Bowman

**Bronze Key Award:** 16 New members, Veronica Champayne & Ray Cabrera;  
11 New members, Olga Briggs;  
10 new members, Mary Archer & Audrey Baker

**Chapter with highest number of new members recruited:** Orange Empire Chapter

**Chapter Achievement Awards:**

**Small Chapter-**First, Los Tres Condados; Second, San Gabriel Valley; Third, Imperial Valley

**Medium Chapter-**First, Fresno; Second, Silicon Valley; Third, Cabrillo Del Rio

**Large Chapter-**First, Orange Empire; Second, Inland Empire; Third, Puerto Del Sol

**Community Services:** First, San Gabriel Valley; Second Los Compadres; Third, Orange Empire

**Toll Trust Award:** Raymond Cabrera

**Retiree of the Year:** Jean A. Berry

**President's Award:** Fred Ruibal, Nanette Bowman, Mary Archer, Jean Berry, Audrey Baker and Pat Thornton



Toll Trust Award winner



Rob Claudio recognized for his training commitment to IAWP.



Membership award winners

## California Employer Advisory Council (CEAC) Honors California's Silent Heroes

BY JOE CARLOTTI, STATE VETERANS CHAIRMAN

Today as our military men and women return from the struggles of war they usually do not consider themselves heroes. When told they are heroes, the answer is usually I was just doing my job. Their stress and pain can only be felt by those who have traveled the same paths as they have traveled. They have paid such an enormous price for the freedoms we as Americans enjoy. One of the main issues they faced when they returned home is that of being able to secure employment to support their families and/or themselves.

On May 13, 2011, the CEAC honored another type of hero – the Silent Hero. Who is the silent hero? Mr. Bill Beal, the Master of Ceremonies, CEAC

Veteran Executive Committee, coined the phrase. The silent heroes in California are those employers who go out of their way to hire our returning military veterans. These employers look past the many stereotypes that are placed on veterans returning from war zones. As they related to all in attendance, they are able to see the valuable qualities and traits these veterans possess such as loyalty, trustworthiness, attention to detail, timeliness and responsibility just to name a few.

The guest speakers included Pam Harris, Chief Deputy Director, Employment Development Department (EDD), Dennis Petrie, Deputy Director Workforce Services Branch, Nancy Sanders, Director, U.S. Department of Labor Veterans' Employment & Training Services,

and Barbara Ward, Deputy Secretary, California Department of Veterans Affairs (CDVA), Women and Minority Veterans Affairs. They focused on the importance of assisting our returning veterans with transitioning back into employment and the key factor that employers play in reaching this objective.

Claire Hope-Farmer, Co-Chair, CEAC Veterans Executive Committee, presented Bill Beal with a special CEAC Award for services to Veterans.

There were three categories of award winners in the 2011 CEAC Veterans Employer of the Year Awards with three winners in each category. The categories included Private Small Business, Private Large Business, and Government/Public Services.

### The Private Small Business Award winners:

AmeriVet Logistics, Inc.

Crazy Otto's Diner

Rick Fowler Construction, Inc.

Nominated by Ted Puntillo, CDVA

Nominated by Jenny Morataya, EDD

Nominated by Ted Puntillo, CDVA

Sacramento

Lancaster

Sacramento

### The Private Large Business Award winners:

Pacific Gas & Electric

Securitas Security USA, Inc.

Volt Workforce Solutions

Nominated by Joseph Carlotti, EDD

Nominated by Hidejiro Hiratsuka, EDD

Nominated by Valorie Dixon, EDD

Sacramento

Rancho Cucamonga

Bakersfield

### The Government/Public Service Award winners:

Berg Electric

LA County Department of Human Resources

Imperial Irrigation District

Nominated by Devon Hutchens, EDD

Nominated Manuel Almeida, EDD

Nominated by Joe Lucio, EDD

Oceanside

El Monte

El Centro

## Communication Awards Recognize Outstanding Work

BY PAT THORNTON EXECUTIVE OFFICE MANAGER

Here was my presentation at the Awards Luncheon in Fresno: "What a busy year! Chapter dinners, award programs, training, exercise programs and many community service opportunities sponsored by our local chapters.

There was a wonderful variety of flyers published by the chapters to invite members and non-members to attend and hear the great speakers or participate in planning activities for the chapter. There were flyers to announce community service activities and a wide variety of training sessions. Some were simple and some were elaborate but all were announcements of opportunities created to entice people to participate. I truly think that the flyers published by the local chapters helped to contribute to the success of their events. I am pleased to announce the following winners in the Flyer of the Month Award category:

January	Orange Empire	Chapter President Ioana Toma
February	San Gabriel Valley	Chapter President Lisa Whitfield
March	Inland Empire	Chapter President Sonya Hardimon
April	Los Compadres	Chapter President Sylvia Altamirano
May	Imperial Valley	Chapter President Richard Partridge
June	Orange Empire	Chapter President Ioana Toma
July	Los Tres Condados	Chapter President Andrea Sanchez
August	Los Compadres	Chapter President Sylvia Altamirano
September	Orange Empire	Chapter President Ioana Toma
October	Inland Empire	Chapter President Sonya Hardimon
November	Los Compadres	Chapter President Sylvia Altamirano
December	Silicon Valley	Chapter President

It was indeed difficult to pick one outstanding flyer for the year 2010 but that honor went to the Inland Empire Chapter for their March Madness Excel



Communication award winners

Training flyer. Copies of these outstanding flyers will be given to the chapter presidents at their training session in August.

In the year 2010 several chapters published newsletters. But only one chapter published more than three newsletters. For a variety of reasons local chapters which usually publish at least quarterly newsletters were unable to meet that schedule. Nevertheless the quality and consistency of the winning chapter has been sustained over

the *Orange Peel News* (Chapter President Ioana Toma; Editors Nanette Bowman and Melissa Mejia).

Some years, and this is one of those years, I invoke the privilege of a past president, my age, and my experience and present special awards in the area of communication which are my 'Essential Piece' awards. The award itself is a

Lapel Pin that looks like a piece of a jigsaw puzzle and the significance is that the person receiving it has proven to be an essential piece in the communication links of this organization. I would like to ask those folks in this audience who have received an 'Essential Piece' award to stand for just a moment.

Aren't these essential people? Joining these folks for their contributions to IAWP communication are:

Mary Navarro-Aldana, who built and developed our California Chapter website and she has also been a consistent contributor to the *Cal-Liope*.

Richard Partridge, who is the president of a small, remote

See *News* on page 9

several years and it is my pleasure to announce that the winner of the Newsletter of the Year award goes to the Orange Empire Chapter for their publi-

## Norma Gallegos Honored as Woman of the Year

The California Chapter of the International Association of Workforce Professionals is proud to announce that Assemblyman Felipe Fuentes selected IAWP member Norma Gallegos as the Woman of the Year for the 39th Assembly District. Here is Norma's accounting of this great event:

Last month I was honored to be nominated and selected as Woman of the Year by Assemblyman Felipe Fuentes and his staff in recognition for my service and dedication to the people of the State of California. Assemblyman Fuentes, represents the 39th Assembly District that includes Arleta, Lake View Terrace, Mission Hills, North Hills, parts of North Hollywood, Pacoima, Panorama City, San Fernando, Sun Valley, Sylmar and sections of Van Nuys.

On March 21, 2011, I traveled to Sacramento with my parents, Pablo and Socorro and my niece Leanna, for the Woman of the Year Celebration. Upon arriving in Sacramento, I visited Assemblyman Fuentes' office at the State Capitol and was introduced to his entire staff. The Woman of the Year Celebration included a Brunch Reception hosted by the Legislative Women's Caucus, First Lady Anne Gust Brown, Secretary of State Debra Bowen and Attorney General Kamala Harris. The



**Assemblyman Fuentes and his staff congratulate Norma Gallegos as Woman of the Year for the 39th District.**

Brunch was well attended by Constitutional Officers, Members of the Assembly, Woman of the Year honorees and their guests.

The Assembly set aside their regular business for a Special Session to recognize the accomplishments of women representing every Assembly District in California. Speakers during the Special Session included a prayer by Assembly Republican Leader Connie Conway, welcoming remarks from Attorney General Kamala Harris and a keynote address from Secretary of State Debra Bowen. During the Special Session, all the honorees were introduced and had their bios read. Each received a beautiful, framed certificate of appreciation which also commemorates the Centennial of Women Winning the Vote in

California 1911-2011. We were congratulated by Speaker of the House John Perez and members of the Legislative Women's Caucus.

Afterwards, Assemblyman Fuentes invited us to lunch at a restaurant within walking distance of the Capitol. We were joined by his Senior Assistant, Israel Salas, and Chief Consultant, Geoffrey Long. During our walk, we had the opportunity to discuss the state budget and his efforts as a member of the Joint Legislative Budget Committee. We also spoke about the proposed redistricting and how it might affect our community.

Even though we do what we do, not expecting anything in return, it is an honor to be recognized and to be part of such an elite group of women.



**Beautiful baskets won by those who attended the state conference and bought tickets. Congratulations to the winners and thank you to all who participated.**

## Fund Raising at the State Conference

**BY RICK PARTRIDGE, STATE FUND RAISING CHAIR**

I would like to thank every chapter for donating the sixteen baskets we had to raffle at the state conference. The baskets brought in \$411, the fifty/fifty brought in \$220 with \$110 going to the winner, and the snuggie that was contributed brought in \$52. We had a great fund raising event.

I really do appreciate all the assistance I received and I did enjoy the drawing with my assistant Veronica Champayne. I hope everyone had a great time and the delegate fund is all the richer for your contributions and participation. See you all next year!

## What is a Leader?

**BY SORY HINTON-JORDON, PAST INTERNATIONAL AND CALIFORNIA STAE CHAPTER PRESIDENT**

**Leader** n. 1. One who leads or guides (*American Heritage Dictionary*)

A leader is the one who accepts responsibility for the functions as well as the successes and failures of an organization. That is not to say that the leader is the person at the head of the charge. While that is sometimes the case, more often than not the leader is up on the hill with the advisors and staff. The leader is the person who has been selected to run the operation because of ability, proven success, charisma, superior strength or knowledge, courage, or the respect and admiration of those being led. Leadership is a largely untapped resource. Every organization numbers among its members those who possess the qualities of leadership. This great association is no exception. It has been said that we can always recognize a leader when we see one, but I have yet to see a really good definition of what leadership really is and where it comes from.

Theories on leadership and its qualities abound, check your local library and prepare to be inundated with volumes dealing with the theory and practice of leadership. There are an abundance of organizations that have as a major part of their program that function called Leadership Training.

There is an ancient school of thought that holds that leadership comes from divine inspiration. In the writings of Homer, the hero is always the favorite of a particular god or goddess who lends him enhanced powers at crucial points in the story. Thus divinely inspired, the hero speaks with "winged words," and often takes on a singularly awesome appearance. Certainly, one of the key aspects of leadership consists of persuading ordinary people to perform in extraordinary ways.

But I reject the idea that leadership is a totally abnormal

or exceptional quality. I believe that leadership, to a large degree, is a learned behavior, and that it is within the grasp of the many, and not just the few. In each new assignment I have undertaken, I have found that the first five minutes, then the first five days and the first 100 days are critically important. If it is not grasped right from the start – or very near the start – chances of overcoming the existing internal forces of inertia, and active resistance to change ("...but we have always done it this way"), are close to zilch. One of the great dangers that the leader must guard against in a new situation is an excess of compassion for people who are determined to go on doing the same old things in the same old way. For example, if you have to "bust" a recalcitrant First Class Seaman, it's a whole lot better, for everyone concerned, to do it sooner rather than later. I know, from having waited too long once or twice in my own career.

Leadership isn't meant to be hard. Rather, it should be easy. There are only three or four things a leader has to do. First, determine the main goals and vision and take the lead in communicating them to others. Second is the selection and motivation of people. And lastly, take personal responsibility for the major actions or decisions that profoundly affect the entire organization. To perform well in these areas requires plenty of help: Therefore it is necessary to be surrounded with brilliant and strong-minded people.

I said that leadership should be easy. The better the individual leader, the easier it becomes.

When coming into an organization as the leader, the selection of people is the first and most important challenge. If the right people are not in the right spots, then there are only two options: Either get the people to change, or change the people.

After that, the motivation of

See **Leader** on page 12

## Assemblyman Perez Honors Richard Partridge

The California Chapter of the International Association of Workforce Professionals was delighted to learn that the President of the Imperial Valley Chapter Richard Partridge, who is a Veterans Services Representative, is being honored as the "Veteran of the Year" in the 80th Assembly District in California. Here are the facts about Rick's recognition:

**BY REBECCA TERRAZAS-BAXTER  
FIELD REPRESENTATIVE, OFFICE OF BOTH  
DISTRICT ASSEMBLYMAN V. MANUEL  
PEREZ**

The California State Council of the Vietnam Veterans of America (CSC/VVA), Assemblymember Richard Pan, and Assemblymember Paul Cook will be hosting a Veterans Recognition Luncheon celebration on Tuesday, June 14, 2011. Each Assembly member is encouraged to select a veteran residing in his or her district, who has significantly contributed to the community. Each designee will be honored, recognized, and presented a certificate as the assembly district's "Veteran of the Year." As was stated earlier in our conversation, Assemblyman Manuel Perez has chosen you to be recognized for the 80th Assembly District. Thank you for accepting his nomination. Congratulations.

### **Richard Allen Partridge, Jr. (USMC – Ret.)**

Richard "Rick" Partridge was born in Bangor, Maine. He entered the United States Marine Corps on August 27, 1984 and was stationed in numerous locations during his military career, including Jordan during Operation Desert Storm (1994-1995). Rick moved to Imperial County once he exited the service on June 30, 1997. He currently works for the State of California Employment Development Department (EDD) and since 2000 has served as a Veteran Representative in the Disabled Veteran Outreach Program. In this capacity, he helps local veterans find jobs and links them to other available resources. Rick is also an active community volunteer. He and his wife, Margarita, help out various non-profit organizations like the Girl Scouts of America San Diego-Imperial Counties Council and the Cancer Resource Center of the Desert, assisting these agencies with outreach at local community health fairs and providing entertainment and activities for children. Rick is also the President of the local chapter of the International Association of Workforce Professionals (IAWP) and is the Fundraising Chairman for the state chapter. Rick and Margarita have a son, Michael Anthony, who is three years old. The Partridge family currently resides in Brawley, California. Mr. Partridge is a proud veteran who is deserving of recognition not only for his service to our country, but also for significantly contributing to the wellbeing of Imperial Valley communities. Congratulations, Rick. Well done.

## News

*Continued from page 8*

chapter in the Imperial Valley but he always made sure that the rest of the state knew that IAWP is alive, well and active in his area of the state.

Veronica Champayne, who is

our State Legislative Chair and has made every effort this year to ensure that the members were advised in a timely manner of the legislation that affects the programs in the Employment Development Department including providing sample letters

for members to use to contact their legislators.

Please welcome these leaders ad IAWP 'Essential Pieces.'

Congratulations to all of the winners!

## Goings On Around the State



Front Row: Monica Fraustro, Special Olympics Athlete and Frances Crawford, Special Olympics Athlete; Second Row: Rick Partridge, Knights of Columbus Council 2130 Tootsie Roll Chairman, Becky Wells, Special Olympics Athlete, and Jack Crawford, Special Olympics Athlete; Third Row: Pat Urena, Special Olympics Imperial Valley Coordinator, Max Aragon, Knights of Columbus and Paul Funez, Knights of Columbus, Treasurer.

### Imperial Valley Chapter

BY RICHARD PARTRIDGE,  
IMPERIAL VALLEY CHAPTER

I was pleased to participate in the Imperial Valley Knights of Columbus activity to support the Special Olympics. It was a very successful year for our activities. Picture are of some of those who participated and

some of those who benefited from our efforts.

The amount donated was \$1,542.07 which came from the Annual Knights of Columbus Council 2130 Tootsie Roll Drive. We thank all those who donated this year.

### Cabrillo Del Rio Chapter

#### Japanese Relief

BY VERLETTA MOELLER  
CABRILLO DEL RIO MEMBER

The Cabrillo Del Rio Chapter in conjunction with employees in the Los Angeles Adjudication Center held a bake sale on Monday, March 28, to raise money for Japanese relief. The chapter was willing to match what was raised. So, \$228.30 was raised from the bake sale along with \$225 in additional donations. As such, \$906.60 was sent to the Red Cross to support disaster relief efforts related to the Japan Earthquake and Pacific Tsunami.

support your financial planning needs: Retirement savings plans, member home loan program, health benefits, and long term care program. Educating yourself beforehand is the key to making good retirement decisions. You cannot change your retirement benefit option election, your designated beneficiary, or your retirement date after you receive your first full retirement benefit check. Therefore, it is very important to fully understand what each election means to you and those you plan to leave benefits to after your death.

For further information, contact CalPERS at 888-225-7377 or [www.calpers.ca.gov](http://www.calpers.ca.gov).

#### Retirement Planning

BY VERLETTA MOELLER,  
INTERNATIONAL SPECIALIZED  
CUSTOMER SERVICES CHAIR

A retirement planning seminar sponsored by the Cabrillo Del Rio Chapter was held at the Los Angeles Adjudication Center on April 18, 2011, where 26 attendees received information on retirement planning. Steve Cohen, Retirement Program Specialist from CalPERS was the presenter.

The CalPERS pension is a defined benefit plan. Your retirement benefit is determined by a formula based on age, years of service, and highest compensation, and is guaranteed for life. Your pension is funded from three sources: Member (employee) contributions, employer contribution, and earnings from pension fund investments. In most cases, you must be at least age 50 and have five years of CalPERS service. The exception is for state Tier members, who must be at least 55 years old with 10 years of service. You may also be eligible for a service retirement if you've worked over five years part time, even if you don't have five years service credit. This is called partial service conversion.

CalPERS offers the following benefit programs designed to

#### Bake Sale

BY VERLETTA MOELLER,  
STATE PARLIAMENTARIAN AND  
CABRILLO DEL RIO MEMBER

The Cabrillo Del Rio Chapter in conjunction with employees in the Los Angeles Adjudication Center (LAPAC) held a bake sale on Monday, March 28, to raise money for Japanese relief. The chapter was willing to match what was raised. So, \$228.30 was raised from the bake sale along with \$225 in additional donations. As such, \$906.60 was sent to the Red Cross to support disaster relief efforts related to the Japan Earthquake and Pacific Tsunami.

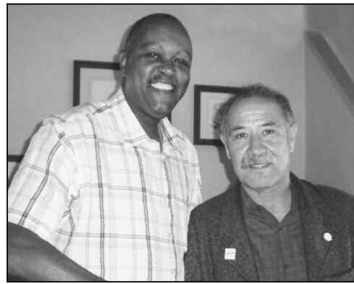
It is spring time and time to clean out closets. IAWP members and LAPAC staff participated in a white elephant sale on April 7-8 to raise funds for disaster relief. This was an opportunity to clean out closets and garages to get rid of unwanted items. However, LAPAC staff snatched up these treasures. Sales and donations resulted in raising \$193.77. These proceeds were also sent to the Red Cross for disaster relief.

Thanks to everyone in the LAPAC for their participation in these events!

### Silicon Valley Chapter

BY JAMES THOMAS, STATE CHAPTER PRESIDENT AND SILICON VALLEY MEMBER

It is my pleasure to introduce to the membership of the California Chapter two distinguished members and one distinguished IAWP guest. I would like to introduce...



...the new President of the San Francisco Chapter Mr. Alfonso Murillo who attended his first conference in Fresno.



... the newest member of the East Bay Chapter Mr. Mark Anjou.



...the famous Actress and Motivational Speaker Ms. Lori Kirstein.

### Inland Empire Chapter

#### Meet and Greet "Speak Easy"

SUBMITTED BY SONYA HARDIMON,  
PRESIDENT INLAND EMPIRE  
CHAPTER

In partnership with the IAWP Orange Empire Sub Chapter and sponsorship from the Desert Communities EAC, West Inland EAC and the Inland Valley EAC, the Inland Empire Sub Chapter hosted a Workforce Service Branch "Meet and Greet" at the Ontario Hilton. The purpose of the meeting was to give members the opportunity to meet Workforce Services Branch (WSB) Deputy Director, Dennis Petrie in addition to the senior management team throughout the state of California. The evening was themed "The Inland Empire's Speak Easy", whereas the atmosphere was very relaxed with fun activities to enjoy. Participants had an array of activities to choose from, such as playing casino themed games, dominoes, bid whist, "name that tv tune" or they could just sit back, relax and enjoy the music, free raffle, food and drink. "I really enjoyed the evening, it gave me the chance to put a face with the names of managers with whom I communicate on a regular basis via email", stated Inland Empire WSB administrative assistant, Brenda Alipour.

#### Members Who Go "Above and Beyond Expectations" Recognized

SUBMITTED BY SONYA HARDIMON,  
PRESIDENT INLAND EMPIRE  
CHAPTER

"Above and Beyond Expectations" was the theme for the Inland Empire Sub Chapter 2010 award dinner held on April 22 at the beautiful Shandin Hills Golf Club in San Bernardino. Participants were in for a full night of professional elegance. Our emcees were Kimberly Myricks and Peter Gallerani. Irene Valdez and Matthew Pierson provided training on the many aspects and benefits of IAWP. Keynote speaker, Thomas Flournoy, Deputy Chief, Inland Empire Workforce Service Branch provided inspirational words on capacity building, recognizing exceptional staff and leadership. Entertainment was provided by comedian/actor Dannon Green who has appeared in such shows as Everybody Hates Chris, The



Service to Veterans Award winner Jason Gilbert, congratulated by Cheri Hales, Sonya Hardimon and Ray Cabrera



Micheal Dolphin showing off his winnings at the Meet and Greet Speak Easy

Shield, Comic View, The Funny Spot and much more. Dannon's personalized comedy was definitely a great addition to the award ceremony. At the end of all the festivities it was time to "Dance with the EDD Stars" with music provided by DJ's Ron and Alex Escarcega.

The 2010 winners are UI/Merit Award-Group-Riverside PCC Management Team, UI/Merit Award-Individual-Veronica Horton, UI/Employee Performance-Individual-Cristina Madrigal, Unemployment Insurance-Group-San Bernardino PAC Appeals Unit, Unemployment Insurance-Individual-Dora Ruiz, Service to Veterans-Individual-Jason Gilbert and DI/Merit Award-Group-San Bernardino SDI Management Team. The President's Member of the Year Award went to Peter Gallerani, for his dedication and commitment to the chapter's goals and vision. "I felt honored to be a part of the IAWP Awards recognition of staff dedication, commitment, and selfless service to customers is testimony to the organizations acknowledgement of the work conducted by workforce professionals", stated Rancho Cucamonga Cluster Manager, Lorraine Chavez-Figueroa.

#### Celebrating Women in Military

BY SONYA HARDIMON, INLAND  
EMPIRE CHAPTER PRESIDENT

The Inland Empire sub chapter co-sponsored a celebration to honor the legacy and contributions of women who have served in America's armed forces on Friday, March 18, 2011 at the San Bernardino ERC. State Senator Gloria Negrete McLeod was in attendance and presented each participant with an honorary appreciation certificate. The chapter assisted in the set up of decorations in addition to sponsoring a continental breakfast, other supporters included, the Inland Empire Veterans Stand Down, Time Warner, Employer Advisory Committee; and a host of restaurants donated gift cards. We encouraged all media outlets to attend this proud event.

Speakers included: Nancy Ise of ADVET-U.S. Department of Labor, Lisa Roybal, VA Loma Linda Hospital, Kismet Evans & Leroy Huff of Inland Empire Veterans Stand Down, Yesenia Thomas of San Bernardino Vet Center, Rhonda Rhoades of San Bernardino County Department of Veterans, and John Fults of the County of San Bernardino Workforce Development Department.

The chapter was very proud and honored to be participants in this event to celebrate the brave women who have risked their lives for this country. We are thankful for their efforts in promoting freedom, peace and democracy around the world.

#### Supporting Youth Job Fair

BY LYNNE BLACKBURN, INLAND  
EMPIRE CHAPTER AMEMBER

The "3rd Annual Today's Youth, Tomorrow's Future Job Fair" was held on Saturday,

## Los Angeles Chapter

### Entertainment Industry (EI) EXPO Symposium

BY DINAH WHITE, LOS ANGELES CHAPTER PRESIDENT

As part of a continuing effort to support and educate professional performers the Screen Actors Guild hosted a State of California Employment Development Department (EDD) Crenshaw Workforce Services symposium on Friday, April 15, 2011 offering actors vital information, resources and advice on seeking employment. The Entertainment Industry (EI) Workshop Team included Employment Program Representatives, Harriett Lewis, Tessa Adler, Ryan McLaughlin, Sade Washington, Lela Bluiitt, Clinton Wager, and Program Manager, Connye Thomas.

The symposium was held at the SAG Hollywood Headquarters office, James Cagney Board Room, 5757 Wilshire Blvd, Hollywood, CA 90036. The program included motivational speakers and actresses Sonia Jackson and Linda Gant. The speakers explained how employees of the acting industry can utilize the law of attraction and the power of thinking to visualize the roles they want to portray. The speakers expressed that negative energy and thoughts tend to negatively affect actors' and actresses' job search.

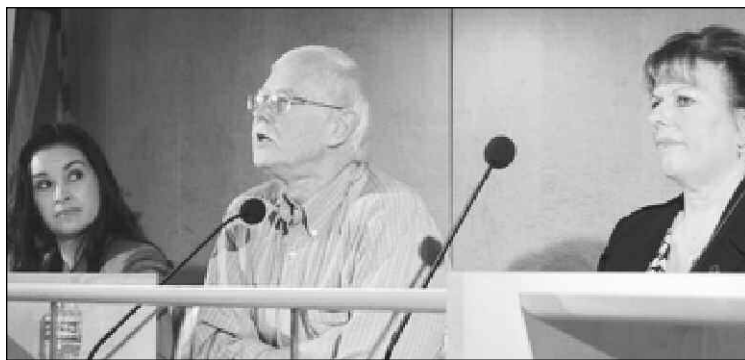
At the all-day event, the capacity crowd learned about the inner-workings of SAG's membership, agent relations, legal, contracts and executive departments and heard from longtime member David Westberg. Additional participants included Franklyn Warren, vice president of Central Casting; Sharon Guy, representing the California EDD; John Mattson of the Actors Fund; and AFTRA's Caroline Coderoni and Charli Wilson.

One of the afternoon's highlights featured Sharon Guy's step-by-step instructions for applying for EDD benefits and the pitfalls associated with submitting claims. Franklyn Warren, Vice President of Central Casting explained their services that are available to union and non union actors. Franklyn promised to use CalJOBSSM when searching for extras in future films. SAG Hollywood Executive Director Ilyanne Morden Kichaven commented, "This symposium provided an excellent opportunity to get critical information in front of members and future members, and to assist them with real-world career issues. It also saved valuable time by creating a forum where they could get their answers directly from the experts," and "We are very pleased to partner with the EDD, Central Casting, the Actors Fund and AFTRA, and look forward to continuing our educational efforts."

A panel of speakers from SAG which included: Ilyanne Kichaven, Executive Director of Membership, David Westberg, SAG member, and the SAG Legal Team: Terri Becherer, Kathy Gunnell, Xohitl Cerda and Bonnie Chavez provided



**EI Workshop members; Harriett Lewis, Ryan McLaughlin, Lela Bluiitt, Sade Washington along with Carolyn Anderson, Deputy Division Chief, LA-Ventura Workforce Services Division, Region B, Davi Dancy, Field Office Manager, and Connye Thomas, Employment Program Manager, of the Crenshaw/West LA Workforce Services with at SAG Headquarters April 15.**



**SAG member David Westberg offers advice for actors seeking work at the Entertainment Industry Expo Symposium, while SAG counsel Bonnie Chavez, left, and SAG Hollywood Executive Director Ilyanne Morden Kichaven look on at SAG Headquarters April 15.**

tips on acquiring acting roles and explained the SAG membership application process and membership benefits. AFTRA (American Federation of Television and Radio Artists) presenters Caroline Coderoni and Charlie Wilson from Member Education shared information on AFTRA membership and services.

The comments and evaluations reflected that the EI EXPO Symposium was very successful. Attendees stated they are looking forward to the August 2011 symposium.

### Spring Symposium in Los Angeles

Carolyn Anderson, Deputy Division Chief, LA-Ventura Workforce Services Division, Region B, along with Davi Dancy, Field Office Manager, and Gayle Collins, Employment Program Manager, of the Crenshaw/West LA Workforce Services office attended the Spring Symposium on Monday, April 25, 2011, 8:30 a.m.-4 p.m. at the California African American Museum, 5600 State Drive, Los Angeles, CA 90037. The event was presented by the California Endowment, James Irvine Foundation, Weingart Foundation, Los Angeles Urban League, Nielsen Company, and FedEx. The theme was appropriately titled, "Place-Based Neighborhood Change: Successes, Challenges, and Opportunities." There was a discussion of neighborhood transformation focusing on models of neighborhood change and featured models such as the California Endowment's Building Healthy Communities, Los Angeles Urban League's Neighborhood @ Work, and First 5 LA's Best Start Communities.

Blair Taylor, President and CEO, Los Angeles Urban League welcomed over 300 attendees from both private and public sector businesses, government, and community organizations. Plenary Session I began with a panel of featured speakers from Promise Neighborhoods Insti-

tute at Policy Link, Nielsen Company, Luskin School of Public Affairs, and California State University that discussed the 2011 State of Black Los Angeles Report and the Healthy Neighborhood. Plenary Session II began with a discussion on Place-Based Neighborhood Change with speakers from the Bridgespan Group, First5 LA, California Endowment, and Los Angeles Urban League.

Mayor Antonio Villaraigosa, City of Los Angeles, greeted participants during the luncheon and introduced Keynote Speaker Mayor Kevin Johnson, City of Sacramento. Mayor Johnson's presentation focused on the successes he had in his city with place-based neighborhood change and the steps taken to transform 40 acres of rundown property, directly in the path of a school, and turn it into an attractive, thriving, and healthy community that includes a theater, bookstore, barber shop, and art gallery. He emphasized that economic development and education must first take place in order to revitalize a community.

The afternoon session concluded with five extremely informative breakout sessions titled Partnerships and Collaboration, Workforce & Economic Development, Education, Health, and Safety with notable business, government, and community organizational leaders that made up the panel. They offered attendees an opportunity to engage in stimulating discussion of successes, challenges, and a productive dialogue with the panelists. EDD's own Michael Dolphin, Deputy Division Chief, LA-Ventura Workforce Services Division, was a panel member of the Workforce & Economic Development session. This panel discussion equipped attendees with best practices on how businesses, government, and communities can collaborate strategically to transform economic and employment opportunities for neighborhoods.

### Ground Hog, Youth Job Shadowing Internship

Clinton Wager and Shandra Powell, Employment Program Representatives, and Marilyn Muse, Program Manager, at the Crenshaw Workforce Services office in collaboration with James Reed, Mentoring and Internships Coordinator, at the Los Angeles Urban League, (LAUL) facilitated a Ground Hog, Youth Job Shadowing Internship at the Crenshaw Workforce Services office, 5401 S. Crenshaw Blvd., Los Angeles, CA 90043, April 19-21, 2011, 9 a.m.-1 p.m. Four students from Crenshaw High School shadowed staff in the completion of non-confidential tasks. Clinton and Shandra instructed the youth on creating a resume and registering in CalJOBSSM and presented a brief overview on Unemployment Insurance benefits. The students learned basic office procedures which includ-

ed: learning how to operate fax and copy machines, inventory and stocking of equipment and supplies, assembling workshop packets, and document filing. The students arrived on time, followed office procedures and dressed for success on a daily basis. All had a pleasant attitude, were willing to help, and made great attempts to increase their awareness of EDD services and tasks. It was apparent that they possessed the fundamental skills that are needed to succeed in higher education and the labor market. The internship concluded with the youth being awarded Certificates of Appreciation by Marilyn Muse at their LAUL Closing ceremony on April 22, 2011, 11 a.m.-1 p.m., at the Crenshaw Workforce Services office. The youth were a valuable asset to the office. The job shadowing event was an enjoyable experience that the Crenshaw staff will welcome in the future.

### Veteran Making A Difference

BY DINAH WHITE, PRESIDENT  
LOS ANGELES CHAPTER

On March 20, 2011, Los Angeles-South Compton Disabled Veterans Outreach Program Representative, Robert Ruiz, ran in the historical Los Angeles Marathon on behalf of United States Veterans Initiative, Inc. (US Vets). Robert completed the entire 26.2 mile run in five hours. For the second year in a row, the marathon started at Dodger Stadium and made its 26.2-mile way to Ocean Avenue in Santa Monica. Runners passed through Chinatown, Little Tokyo, Hollywood,

West Hollywood, Beverly Hills, and the Veterans Administration property in West Los Angeles before finishing steps from the Santa Monica Pier.

Ruiz joined with thousands of L.A. Joggers 21 to help bring attention to America's largest nonprofit organization that provides comprehensive services to veterans in need, including those recently returning from Afghanistan and Iraq. Total donations attributed to the marathon for US Vets exceed \$18,000. Way to go Robert!

### Inland Empire

*Continued from page 10*

April 30, from 9:00 a.m. to 1:00 p.m. at the San Bernardino Valley College with the primary focus on obtaining jobs for youth between the ages of 15 and 23. Senator Gloria Negrete-McLeod's office worked closely with the San Bernardino EDD WS staff and the IAWP Inland Empire sub chapter to co-host the event. Senator Negrete-McLeod and Assembly Member Wilmer Amina Carter were the keynote speakers. In addition, the event was supported by SB County WDD, Boys and Girls Club of Redlands, SB County Department of Parks and Recreation, Goodwill of San Bernardino and San Bernardino Valley Community College. A variety of raffles were sponsored by vendors such as: gift certificates

from Best Buy, an autographed basketball by guest speaker and former NBA player Cory Benjamin, an autographed football by guest speaker and former NFL player Ron Brown, and a personal gift bag was donated by NFL Hall of Famer Ronnie Lott. The Boy's and Girl's Club also donated 215 MP3 players, and WDD donated over 90 shirts, backpacks and computer bags. A really nice addition to the job fair was the free makeovers provided by the TNT agency. The event was attended by over 900 youth and was also open to the general public. "The Inland Empire Sub chapter takes great pride in assisting with positive events that encourage youth", stated chapter 2nd vice president, Irene Valdez.

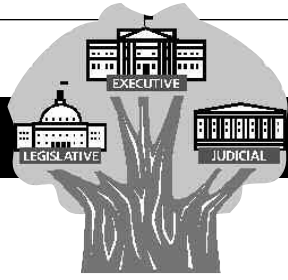
### Tell Us What Your Chapter Is Doing!

Send articles to: *Cal-Liope* Editor  
Pat Thornton

Home: (916) 638-8579

E-mail: thornton956@msn.com

Next issue deadline: July 15, 2011



## LEGISLATIVE UPDATE

BY VERONICA CHAMPAYNE, STATE LEGISLATIVE CHAIR

I want to thank you for all of your support in 2010. Because of your hard work, our International Legislative Package for 2010 was strong, showcasing our statewide activities. You worked in polling places, invited legislators to speak, sent letters and were active in all aspects of the legislative process. To update you, we worked on HR1 and it was defeated. HR1 set out to eliminate the WIA program, completely. I want to extend a big Thank You to all of you that sent letters to your legislators to remind them of the importance of WIA in supporting California's Economic recovery. Instead of the elimination of WIA funding we expect a 10% reduction. One Stop Career Centers would have been forced

to reduce services; some centers would have closed their doors.

California is in the process of recovering from this recession and the people of California need the services provided by WIA funding. This fight is far from over, so in the coming months we will be asking California's IAWP, YOU, to participate in writing campaigns. Our leaders must find effective solutions to the budget issues. IAWP will seek solutions to help our leaders identify areas requiring change. We must continue to provide California with a strong workforce and that will need to happen with less money.

We will also start a campaign to request a two year waiver to the interest payment that will be due in September. This recession has hit California hard

for the past 18 months our unemployment rate has been above 12% unemployment rate! As of April our UI Federal Loan is nearly 11 billion dollars. In September if we don't have a waiver the amount due in September for interest alone will be about \$362 million dollars. California needs to obtain a waiver. We are not out the woods by any stretch of the imagination and this kind of payment would be devastating to California's economy. Please look for the letter about this issue; it will be on the IAWP Legislative web page in the next several months.

I want to thank each of you and I hope that you had a great conference.

## MEMBERSHIP REPORT

BY BEN TAKEISH'TA, STATE MEMBERSHIP CHAIRMAN

The California Chapter submitted our State Membership Plan for the 2010 year to the International timely. In it, we had set a goal of increasing our membership recruitment by at least 5% for the year. However, despite the lingering very slow economic situation in this state as well as throughout the nation, we were able to exceed our 5% goal for an increase of 6.5% for 2010. We started the 2010 year at 2,384 but with a net increase of 166 new members we ended with a total of 2,550 by the end of 2010. As a result of this effort, our California Chapter did receive a congratulatory letter from the International Membership Com-

mittee Chairman, Mr. David Slimp notifying us that our chapter had won the March Membership Mania contest for a large chapter and that we will get a \$25 credit on our next membership transmittal. We also will have a number of Bronze Key winners this year for recruiting new members.

Our State Membership Plan also included contests for a new pin/logo for 2011. However, despite setting two new deadlines to try to get members to participate, we were unable to get sufficient participation for this year. We shall therefore continue to use the same "Stairway to Success" pin and logo from 2010 for the Int'l in St. Louis this year. I am hoping that for the 100th year IAWP

Anniversary conference in Chicago in 2013 that we will have a successful pin/logo contest to use at that conference. In 2010, our members had furloughs to deal with in their daily work activities, which also meant less income and more work, so I feel that this was part of the reason for the poor participation in 2010.

Above all, however, I feel that our State Chapter, under the leadership of our three-time State President James Thomas, we were able to have another successful year with very good cooperation and assistance from our agency leadership within the California State Employment Development Department, to keep our membership count on the plus side.

## Karl E. Bybee Grants and IAWP International Scholarships

BY IRMA E. KONG, KARL E. BYBEE BOARD CHAIRPERSON

**The Karl E. Bybee Education Foundation** provides financial assistance to members who are improving their knowledge, skills, and abilities in the field of employment security. An applicant must be a member of the IAWP California Chapter for at least one year. The trainings can be taken either as an Individual Professional Development Class, or as a Local Chapter Training Session. The total award is \$400, or two grants per member, per fiscal year. In the event in which the amount exceeds the limit, the IAWP Executive Board of the California Chapter must approve a written request. Grants are not to be used for institutes, conventions, books, or college matriculation purposes or to obtain a degree. The number of grants based availability on the solvency of the BYBEE Trust Fund.

**Logan S. Chambers:** The purpose of the Logan S. Chambers Scholarship is designed to provide financial assistance to IAWP full members who wish to increase their knowledge, skills and abilities in a course(s) of study that pertains to employment and training work, or toward a degree program that relates to job performance and/or promotional possibilities.

The grant applicant must be an IAWP full member to be eligible. The full member may apply for a grant on a yearly basis (Jan. 1-Dec. 31). IAWP will determine the full member's yearly eligibility status by the fiscal year in which the actual grant payment is made. The maximum based grant amount on the number of the full member's consecutive years of IAWP full membership, which may include the current full membership year. The Individual award for the first year is \$100, full membership for two to four years is \$225, and status for five or more years is \$350.

**Freddy L. Jacobs:** The purpose of the Freddy L. Jacobs Student Individual Scholarship is designed to provide financial assistance to dependents of IAWP full members. They wish to increase their knowledge, skills and abilities in the area of leadership or workforce development. Those who are pursuing an associate or undergraduate degree, certification, required to complete an extracurricular educational, and training program to obtain a high school diploma. The grant applicant must be a dependent of IAWP full member to be eligible. The applicant seeking this scholarship in the status of "dependent"

must meet all five dependency tests set forth in the Internal Revenue Code (26 U.S.C. §152, et seq.) and IRS Publication 929 – Tax Rules for Children and Dependents. Those tests are (1) Full member of Household or Relationship Test; (2) Citizen or Resident Test; (3) Joint Return Test; (4) Gross Income Test; and (5) Support Test.

The dependent may apply for a grant on a yearly basis (January 1-December 31). The full member of the dependent must be in good standing with IAWP. The IAPES Foundation, Incorporated will administer the Scholarship and will determine the yearly eligibility status by the fiscal year in which the actual grant payment is made.

The maximum grant is based on the number of consecutive years of IAWP membership, which may include the current membership year. The Individual award for the first year is \$75, full membership for two to four years is \$150, and status for five or more years is \$250.

Information and applications are available on the IAWP web sites:

- **California Chapter Web site:** [www.iapes-ca.org](http://www.iapes-ca.org)
- **International IAWP Web site:** [www.iawponline.org](http://www.iawponline.org)
- **2011-2012 Bybee Board Trustees:** Irma E. Kong: [Isantos@mail.fresnostate.edu](mailto:Isantos@mail.fresnostate.edu); Sherrill Longworth: [SLongwor@edd.ca.gov](mailto:SLongwor@edd.ca.gov); Mary Upp: [whatsupp94@yahoo.com](mailto:whatsupp94@yahoo.com).

## Leader

Continued from page 9

people becomes the more important task. And the key to leadership in this area lies not in dominating others, but in eliciting their cooperation and in providing the freedom to do their jobs with a minimum of restraints to their creativity and judgment.

The best and truest leader is the one who leads with the lightest touch. As a rule of thumb, the fewer decisions the leader needs to make, the more powerful and effective the organization will be. The late George Toll, an International President from the early 1960s, was manager of a local employment security office in Long Beach, CA. He was not just a great technical manager, although he was certainly that; he was, in the fullest sense of the word, a real leader. He was particularly adept at determining the goals and vision, communicating them to others, and facilitating their attainment through the selection and motivation of others. And that is what the rest of us will do if we are serious about leadership.

If we elect people to do a job, we ought to presume they are perfectly capable of doing it. Sometimes people in our organization... very capable people... will call me with a problem or dilemma. My practice is to let them talk and, at intervals of every three minutes or so, to ask them: "What would you like to do?" After doing this for a little while, the person who called with the problem will come up with the solution. And it will be a real solution... not something that was arbitrarily imposed from above, but one in which they have a sense of ownership.

I have expressed the opinion that leadership, in large measure, is a learned behavior, and that it is within the grasp of the many, and not just the few. I think of leadership as a calling, in much the same way that teaching or the ministry is a calling. In my experience, people who are consumed by a need for power are the least suited of

all to act in a leadership capacity. Everything in their nature conspires against the effective use of the very thing they crave. They make hard work of leadership on themselves, and everyone around them, by being arrogant, overbearing, agitating instigators who bury themselves in isolation when they can no longer brag on who they know and where they have worked.

In every organization, there are people who will look for clever ways of making their ascent into positions of authority. Usually they are seen for what they are. In healthy organizations, the process by which people become recognized as leaders is remarkably democratic. Normally, it starts with making an outstanding individual contribution to a project, and then being entrusted with additional responsibility, which includes the management of others. Some people – managers by nature and training – will do that competently. A few will discover a true calling in being able to work with others in such a way as to elevate the expectations and performance of an entire group. These of course are your leaders. Their peers and subordinates will generally recognize them as such before it comes to the attention of their superiors.

Being a leader requires not only the things previously mentioned, but additionally a true desire

to serve, a firm belief in the organization being lead, a modicum of self-respect for and respect for others. As the number of baby boomers grow it is almost superfluous to say that new leadership is essential. There are leaders in this organization that may not realize their own capabilities. I challenge each member to review their large list of assets and to set a goal and realize their potential. Not everyone is a leader, but I believe there are far more leaders among us than many of us realize. Step up and accept this challenge in the ensuing year. As an old commercial once promised "Try it, you'll like it"

## Memory

Continued from page 3

harsh reception many received upon their return from a public that had come to oppose the war, said Greg Landers, a retired Navy pilot who served in the Persian Gulf War and led the committee that oversaw the memorial's creation.

Mayor Chuck Reed, a former Air Force cadet, said he wants the memorial fixed as soon as possible. "I hate to see it that way," said Reed, whose daughter, Air Force pilot Kim Campbell, won the Distinguished Flying Cross in 2003 after her A-10 Warthog was hit over Iraq and she managed to fly the damaged jet back to Kuwait. "It's depressing that people would break it and degrade a memorial to our veterans."

The design by Manhattan Projects, New York artists' collective was chosen from more

than 100 entries through a competition in 1994. More than 200 people, foundations and businesses donated \$1.25 million toward its creation. An endowment of more than \$81,000 was left over. Andrew Bales, president of Symphony Silicon Valley and the father of a Navy submariner is one of the leaders of the fund-raising effort. He now hopes to raise enough to cover not only maintenance but also an insurance policy for the memorial. Security cameras will also be installed.

Contributions toward the endowment may be mailed to San Jose/Santa Clara Valley Veterans Memorial Endowment, c/o Symphony Silicon Valley, Attention: Andrew Bales, P.O. Box 790, San Jose, CA 95106-0790. Specify that donations are for the Veterans Memorial. For more information, contact Bales at 408-286-2600.