

Cal-Liope

The MUSE with the NEWS

Chapter/International Association of Workforce Professionals

May/June 2010

Volume 55, Number 3

State President's MESSAGE

First, I want to thank our Program Committee for a sensational May Educational Conference. The program was filled with educational information, departmental updates, promotional tips, and networking opportunities. We had great speakers and an outstanding panel. I will not give away all the details because others who attended will be providing articles of the conference. The awards portion of the program was well done, and it was great to acknowledge the hard work of the winners.



best promotional and self-improvement opportunities any organization can offer.

The Executive Board and Financial Committee can start making plans for our future meeting. Here are our meeting plans, so start making arrangements early:

See Meeting on page 8

We are looking for an exciting and productive year. We plan to take education and training to the highest level of perfection. We want to give our members and non-members the

2010 State Educational Conference and Convention

BY RAYMOND CABRERA
DISTRICT IV DIRECTOR AND
INTERNATIONAL EDUCATION CHAIR

Last year Denis Petrie, Deputy Director Workforce Services Branch, made a presentation at our Educational Conference held at the Radisson Inn Sacramento that was called "electrifying and enlightening." The topic was "A View from Inside the Fish Bowl." Well, Mr. Petrie did it again this year with another exhilarating, educational and informative presentation. This was all done without his power point presentation since we couldn't get it to work. Overall it didn't lessen his enthusiastic and dynamic presentation.

This year's Educational Conference was held at the Crowne Plaza Hotel, Los Angeles. The

theme was "Stairway to Success." Mr. Petrie made the keynote speech to a packed room of over 200 attendees.

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

– Herman Cain

Mr. Petrie said that we were in a depression, not the great depression of our parents, but we are going through a depression non-the less. If it were not for the Public Policies passed under the Roosevelt administration we would not be here today. "EDD is not the problem, we are the solution." All of the Deputy Directors are defending their programs vigorously trying to keep them



Workforce Services Deputy Director Denis Petrie presents his inspiring and informative keynote address at the State Conference.

going. "Our life of service to others is worth defending."

He urged us to speak up and offer ideas and suggestions. "Speak respectfully to your managers, but for God's sake speak up." "If you want to make a difference you must show up to play."

See Conference on page 2



DI Managers at the conference.

IAWP Sponsors DI Managers' Conferences

BY PHIL DWYER
STATE TREASURER
PUERTO DEL SOL MEMBER

A big thank you to the California Chapter of IAWP for helping to sponsor the Disability Insurance (DI) Managers' Training Conferences. The first conference for the southern area managers took place in Chino Hills on May 6 and 7, 2010. The conference for the northern area managers will take place in June in Sacramento.

The theme of the conference was "Weathering the Storm of Change to Accomplish Excellent Customer Service."

The keynote speaker was Dr. Tom Steiner who spoke on the topic of "Emerging from the Darkness into the Light: An Action Plan for the Next Ninety Days." The entertrainer used humor and stories of his experiences to make his points on how to effectively lead in this era of change.

Dr Tom emphasized the following points during his presentation:

Address both the emotional and logical component of the darkness

- Managers fix problems, but leaders train others to fix problems
- Resilient organizations are action-oriented, proactive, and challenge-driven

- Management by walking around
- Involve employees in suggestions for process improvement
- Tips on how to deal with fear and distrust
- Develop agility to deal with change
- Mobilize the social opinion leaders
- Communication is key during difficult situations

The attendees included the DI Deputy Director, Assistant Deputy Director, Northern and Southern Area Administrators, Regional Managers, Office Managers, and Office Assistant Managers. The managers divided into small groups to discuss action plans that can be implemented in the next 90 days on two issues that are important to the branch. The groups brainstormed ideas. These ideas will be integrated with the ones developed in June from the northern area managers.

Sally Paniagua, Manager of Special Projects/Program Data and Research Unit organized the conference along with committee members Susana Miranda, Lupe Rocha, and Mickey Ruiz, office managers of the San Diego, San Bernardino, and Chino Hills Disability Insurance Offices, respectively.

See DI Conference on page 3

Stairway to Success

BY DENISE CUNNINGHAM-REED
LOS COMPADRES CHAPTER

Late February 2010, I received a flyer from IAWP'S California Chapter and instantly decided to attend the spring 2010 Educational Conference and Convention. Since it generated enthusiasm in me, I registered early enough to receive a discount. I also advised many of my co-workers to take advantage of the \$10 discount with early registration to attend this informative conference; but as we got closer to the date, I realized there was not one of my Tax Branch peers actually going, except my Tax Branch Los Compadres Chapter President Sylvia Altamirano, and me.

Friday morning April 30, 2010, at the Crowne Plaza Hotel in Los Angeles, was teeming with excitement as IAWP members gathered at registration tables, hugged, smiled, and chatted with each other

See Stairway on page 6

Calendar of Events

June 27-30, 2010	International Conference Greenville, SC
July 15, 2010	Deadline for <i>Cal-Liope</i> Articles
July 31-August 1, 2010	Finance Committee Meeting Anaheim, CA
August 21, 2010	Chapter Presidents' Training Anaheim, CA
August 21, 2010	Local Chapter Treasurers' Training Anaheim, CA
August 21, 2010	State Chairs' Training Anaheim, CA
August 21-22, 2010	Board of Directors Meeting Anaheim, CA
September 15, 2010	Deadline for <i>Cal-Liope</i> Articles
October 22, 2010	District XV Conference Crowne Plaza Hotel, Los Angeles, CA
October 23-24, 2010	Board of Directors Meeting Crowne Plaza Hotel, Los Angeles, CA



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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.

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Send address changes to:
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Retiree Corner

BY AUDREY BAKER
STATE RETIREE CHAIRPERSON

Congratulations to Ann Pruitt, 2009 Retiree of the Year! Ann is a long time member of the Los Tres Condados Chapter. She retired from EDD in 1994, but added an additional six years to her service career by returning as a retired annuitant in the Oxnard office. Ann served as her chapter's president for 2008-2009, and currently serves as retiree chair for the chapter. Like most retirees she continues working on many charitable projects, Election Day poll worker, and resource trainer for AARP in her home town of Thousand Oaks.



Ann Pruitt, winner of the Retiree of the Year for 2009.

On Friday afternoon, most retirees finally got a chance to relax, during a reception in their honor, and to meet, greet and have funny and serious conversations about their busy lives during the past year. This year's educational conference and convention found many retirees taking on key roles in organizing the event as well as volunteering to assist in any way.

Retirees attending this year included Pat Thornton, Gloria Enriquez, Jean Stefanik, Nan Bowman, Bettye Hicks, Ben Takesh'ta, Michael Waller, Jean Berry, Faye King, Marie Washington and yours truly. During the conference, we joined with all other attendees in welcom-

ing soon to be retiree Geneva Robinson, Division Chief, Southern Workforce Area to our "Golden Circle."

No sooner than we came home and unpacked our bags, it is almost time to pack again, as many of us prepare to travel to Greenville, SC for the 97th International Educational Conference. So here are some packing tips that I try to follow that might be of some use as you make your travel plans this summer.

- Pick clothes that coordinate based around complimentary colors.
- Try not to pack something dressy for every occasion. Dark colors = the little black dress or a dark blue/black jacket/slacks will get you thru most evenings.
- Light weight wraps, scarves, reversible shrugs are great for the ladies.
- Minimize jewelry and pack tightly to eliminate wasted space, besides where are you going to put those great bargains you purchase!
- Always carry medications, jewelry, keys and other valuables in your purse or carry-on luggage.
- Don't forget to check www.weather.com, www.tsa.gov for the latest updated information and of course your airline's web-site to check baggage charges.
- Most importantly, just enjoy your trip and remember you really don't need a full set of luggage for that seven day trip!! Have a great summer, stay safe and enjoy your travels.

PIN ALERT – ORDER NOW

2010 New Chapter Pin
Designed by Fresno Chapter; modified by Rob Claudio. Send \$3 for each pin ordered.



Collector's Pin Presented by the Past Presidents Association
Presented at the District XV Conference and is available at the Chapter Executive Office for only \$2.
Send your money with your request for purchase any or all of these pins to: Pat Thornton, Executive Office Manager, 11410 Gold Hill Court, Gold River, CA 95670

INTERNATIONAL WEBSITE

The International website at 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.

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, Jan Cedano
10523 Moorpark St., Spring Valley, CA 91978

Conference

Continued from page 1

Mr. Petrie covered the EDD's Workforce leadership. You always hear that most of our leadership is fifty years or older, but did you know the actual age breakdown?

- 36% are already 55 or older,
- 23% are between 50 & 54,
- 31% are between 40 & 49; and
- 10% are 39 and younger.

The same thing goes for EDD's overall rank and file staff.

- 28% are 55 or older,
- 17% are 50 & 54,
- 25% are 40 to 49; and
- 33% are 39 and younger.

The pie chart of all workforce age group breaks downs are like this:

- 4,346 or 46% are 50 years old or older.
- 2,461 or 26% are 40 to 49 years old.
- 1,760 or 18% are 30 to 39 years old.
- 993 or 10% are 29 and younger.

As of March 2010: out of 9,560 EDD employees 4,346 are age 50 and over. You do the math. What this means is that in the not too distant future there will be a number of opportunities for upward mobility.

"The secret of success in life is for a man/woman to be ready for his/her opportunity when it comes."

—Benjamin Disraeli

Mr. Petrie presented EDD's leadership opportunities and what it would take to obtain those goals. Part of the presentation was what the department was looking for in future leaders. What the current leaders should be doing to train their replacements and how to go about recruiting, hiring and training these leaders. Mr. Petrie covered the professional success opportunities within EDD starting with leadership development, capacity building and staff development. He then covered the achievements & future opportunities by each of the different branches.

Tax Branch: Accounting and Compliances 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. Updated technology and tools to better serve our customers and fulfill our administrative responsibilities. The system will be a more efficient collection of data to support benefit programs.

Public Affairs Branch: Ran the "Click into Place" Public

Education Campaign to encourage public to use the EDD's services online. They launched an EDD Twitter account: with 6,000 subscribers surpassing the activity of the California State Twitter. Produced public education campaigns on ACES, DI and UI automation projects and they are launching a new Marketing Plan Development training for staff.

Disability Insurance Branch:

Completed the Disability Insurance Leadership Academy to develop employees into future leaders. Transitioned to DI Branch Call Center system to the new enterprise level platform routing calls to claims examiner within the state improving customer service. Educated the Branch's workforce on the critical importance of succession planning through recruitment, hiring, training and retention of staff.

Unemployment Insurance Branch:

Close to 1.7 million people are currently claiming UI benefits. They have increased staff by 1000 new employees. They have undergone a 43% increase in total claims processed and have paid out \$20.2 billion in benefit payments. They have a weekly record of 946,000 UI checks issued compared to 290,000 in previous weeks. Still in process is further development of customer enhancements of online applications, Internet/telephone continued claim filing and electronic benefit payments.

Workforce Services Branch:

Is moving towards a talented development, strategic, sector focused formats. They are moving from finding jobs that exist now to a format designed to create jobs with the desire to have the workforce investment system operating with and through partners. State leaders developed and communicated direction to support talent development for identified targeted industries. The workforce system made changes to fully align DOL and State-funded workforce programs and services.

The successful organizations of the next decade will be those who learn to collaborate and build partnerships.

—Tom Peters

This is the second time in two years that I wish we had taped his presentation. The facts can be read by anyone, but nobody presents them with such vigor and enthusiasm as did Mr. Petrie. Nobody but nobody left the room during his presentation and he got a standing ovation at the end.

OOOPS

On page 1 of the March-April *Cal-Liope* the article "Officer Nominations Sought" was published Unfortunately in the second column parts of some sentences got overlaid and there were parts left out. That section of the article should have read:

"This in turn will make our members and staff in general better equipped to serve the great people of the State of California. This is well and good, but we need your help. We need new blood to come up the ranks and eventually replace us that came before you.

I was once told "those of us in leadership should start mentoring, coaching and training our replacements now."

My apologies for this error to the writer, Raymond Cabrera, and to you the readers.

— The Editor

District XV Conference Update

BY AUDREY BAKER
STATE RETIREE CHAIRPERSON

International District XV Director Verletta Moeller convened the District Friday afternoon addressing the conference attendees and California delegates. She reminded IAWP members the importance of casting their votes on-line for the upcoming elections in Greenville, SC. in June. This year, members will also be voting on a bylaw amendment on whether or not to adopt a redistricting proposal, which in effect is an effort by International to combine Districts, thus reducing the number of Directors/Representatives at the International level. If adopted California would become International District 8. This past January, the International Board of Directors voted 12 Yes and 1 No on the redistricting issue. California cast a NO vote

on this version of the redistricting recommendation.

Special guest Rich Vincent, International President Elect, on behalf of President Hayes, presented an in-depth International Update during the District XV session on Friday afternoon, discussing the many areas that impact our members and service programs. Some of the areas covered included:

Stewardship Report: All debt the Association incurred in previous years is paid and 2009 finished in the black.

Membership: There were 10,487 members at the end of the year. Currently, California's membership is 2,398!

Legislative: Fees attached to Debit Cards continue to be a hot topic. The President's budget once again includes a UI Integrity Proposal.

Communications: www.iawponline.org

[iawponline.org](http://www.iawponline.org) contains the statement "We hope you will find the information on this website useful, and encourage you to join your fellow workforce professionals as we develop professionals for today and tomorrow." Members are in agreement that this greatly improved informational tool now ranks as one of the best.

If you are interested in reading any report(s) regarding the status of IAWP, access the International website at www.iawponline.org.

Congratulations to incoming International District XV Director Ray Cabrera and a special thank you to Verletta "Val" Moeller for a job well done as our International District XV Director, in representing the California Chapter on the International Board for the past six years.

Membership Award Winners for 2009

BY BEN TAKESH'TA
STATE MEMBERSHIP CHAIRMAN

The DIAMOND AWARD is the most prestigious award given by the State Chapter to a member who recruited 25 or more new members during the year. The 2009 membership year was from May 1, 2009 to December 31, 2009 because our international organization had changed their program year to a full calendar year last year and so the count for the period of January 1, 2009 thru April 30, 2009 was reported in the 2008 year's count. So, for the 2009 year, for recruiting 40 new members, the winner was Ray Cabrera of the Inland Empire Chapter. Ray received a beautiful diamond-shaped plaque and a check for \$150 for his great effort. It was Ray who started this Diamond Award last year, and the winner was our own President James Thomas for 2008. GREAT JOB, Ray!

The FIRST PLACE AWARD for recruiting 25 new members during the year went to Olga Briggs of the Puerto del Sol Chapter and she received a plaque and a check for \$75. This first place winner must have recruited at least 10 new members during the year.

The chapter that recruited



Membership Coordinator Janice Cedano on the left and State Membership Chair Ben Takesh'ta on the right congratulate the representative from the Inland Empire Chapter on recruiting 74 new members and winning the First Place Award for 2009.

the most new members with a total of 74 new members went to the Inland Empire Chapter. The chapter received a beautiful plaque for their great effort. The second place chapter winner was the Puerto del Sol Chapter for recruiting a total of 41 new members during the condensed 2009 year. The chapter received a Certificate for their effort.

The BRONZE KEY AWARD is an international award and will be awarded at our International Conference in Greenville, South Carolina at the end of June for those members who recruited 10 or more members during the May through December 2009

year. California will have at least eight of our members who will receive the Bronze Key Award this year.

The winner of the POSTER/FLYER CONTEST for this year went to our President James Thomas of the Silicon Valley Chapter for his beautifully done poster with the theme of "Promoting Excellence." He received a plaque for his effort. We will produce copies of his winning poster and distribute them to the Districts for their use after getting approval from our new members of the State Board of Directors in August 2010. The Fresno Chapter was also mentioned for submitting a very well done poster.

The current membership drive is from January 1st, 2010 thru December 31st, 2010 and we already have a few members who have recruited a lot of new members, so keep it going and hopefully you will be one of the membership awards winners at our next State Conference Awards luncheon in 2011. GO IAWP!

Be sure you congratulate the membership winners when you see them in your workplace. CONGRATULATIONS TO ALL!

Barbara Kaufman from the EDD Legal Office.

Patricia Bokker gave a Power Point presentation on Positive Labor Relations. She reviewed provisions of the contract and employee rights to representation. She and Lisa Torres were also available for multiple questions and concerns from the managers. Both of the presenters gave contact information for follow up questions.

The DI Branch would like to thank the California Chapter of IAWP for helping the branch present this valuable educational conference and continue the partnership between the organization and EDD in furthering members' knowledge. Membership applications were available at the conference and all of the managers in attendance are now members of IAWP.

Legislative News

BY VERONICA CHAMPAYNE
STATE LEGISLATIVE CHAIRPERSON

The year 2009 was wonderful for the California Chapter of IAWP. We had an active year and because of your efforts I was able to assemble a Legislative Award Package of about 150 pages to the International. So Thank You! Thank You! And Thank You! For all your participation in the federal and state legislative process.

This year our members sent well over 200 signatures in each of the legislative writing campaigns. Our chapter newsletters did a great job at sharing the writing campaigns and information on how to contact local legislators and including sample letters. Our members worked in polling booths, wrote articles on politicians visits and letters protesting BPA use, guarding our borders, Afghanistan and budget issues and many others. California IAWP members are alive and well exercising their rights in the legislative process in the face of incredible stress, increased workloads, overtime, furloughs and budget issues.

You should all be very proud of your commitment to Californians, not only in the job you do daily but in the efforts you make to pass legislation that helps each of our out of work Californians continue to pay their mortgages and feed their families during this very hard economic period.

This year, as last, IAWP is

supporting a writing campaign to support HR 4213. This legislation would add funding to the following programs (some of which will expire May 2010).

Summer Jobs: The bill would provide 1 billion to support over 300,000 jobs for youth ages 14 to 24 through summer employment programs.

Extension of Emergency Unemployment Compensation (EUC) Program: The bill would extend the EUC program through December, 2010.

Extension of Extended Benefits (EB) Program: The bill would extend full funding for the EB program through December 2010.

Extension of Federal Additional Compensation (FAC): The bill would extend the FAC program through December 2010 which increases unemployment benefits by \$25 a week. It is scheduled to phase-out at the end of May 2010.

Eliminate the penalty for part-time employment in the Emergency Unemployment Compensation (EUC) Program

Extension of premium assistance for COBRA benefits: The bill would extend eligibility for a 65% COBRA health insurance premiums subsidy to December 31, 2010.

Don't forget to send copies of all your correspondence to your Chapter President and to me at vchampayne@yahoo.com.

Education News

BY RAYMOND CABRERA,
INTERNATIONAL EDUCATIONAL
CHAIR

The success of our Educational scholarship and grant programs is due to our members that continue to stand behind us and support us. It is hard work to keep our grants and scholarships financially secure, so any qualified member can continue to apply.

We work hard to keep our scholarships and grants available to as many members as possible. This is no easy task. With the present economy, members are finding it harder and harder to stay educated and be competitive in the workforce arena. With dwindling membership in many districts this causes a drain in the money available for grants. Both at the International level as well as the State and Local Chapter levels. We have to plug this drain and allow it to fill up again.

I was privileged to win the Diamond Award this year because I obtained the most new members statewide, above 25. I practice what I preach. I really believe in this organization and how it can benefit all the membership, especially when it comes to educating members as well as non-members. Non-members when they attend any of the educational training that is given by either the local chapters or the State Chapter turn and join because they can see and better understand the benefits to our organization.

Again we are asking for the

We need new members and we need them now. We need new thinkers with new fresh ideas.

support and the help of our membership and friends to help in our educational fundraising efforts. The membership has always been there to lend a supporting hand and we appreciate it.

At our next International Conference support the silent auction, which benefits, in part, our educational grants. If you know of somebody that wants to make a donation to a cause recommend him or her to the IAWP Foundation. The more we can raise, the more members we can help.

We need new members and we need them now. We need new thinkers with new fresh ideas. If you don't have a membership drive planned, develop one now. If you need help seek the advice of the State Membership Chair, Ben Takesh'ta or any State Board member. They will be eager to help you in your efforts.

DI Conference

Continued from page 1

During the second day of the conference Deputy Director and EDD Liaison to IAWP Sandra Poole gave an update on the branch and listed some of the accomplishments of Disability Insurance during 2009 including the following:

- 730,000 SDI claims were processed and \$4.4 billion in benefits were issued
- 200,000 PFL claims were processed and \$200 million in benefits were issued
- Workers' Compensation representatives collected \$139 million in revenue on duplicate benefits paid
- Customer Service Center employees answered 2.4 million calls

Next the Executive Management Team (EMT), Sandra

Poole, Assistant Deputy Director Melinda Acosta, Southern Area Administrator Anjetta Venters-Bowles, and Northern Area Administrator Richard Keene shared some insight into what they have learned from prior jobs they had. Then the EMT answered questions on a variety of topics, including Disability Insurance Automation (DIA), succession planning, and the hiring process.

Patricia Bokker, Labor Relations Specialist in Human Resource Services Division (HRSD), and Lisa Torres, Section Chief in HRSD overseeing Labor Relations, Workers' Compensation, Reasonable Accommodation, and State Disability Insurance gave the final presentation of the conference. Also present to answer questions and concerns were Brian Davis and

It's So Hard to Say Goodbye

An Interview with Geneva Robinson

BY ROB CLAUDIO

The time was 1974 and the singing group The Jackson 5 had a hit song called "Dancing Machine." It was then that a young Geneva Robinson graduated from the University of California, Berkeley, three years after entering college. The accelerated pace by which she took the world of academia was to be a precursor as to how she would continue on her life's journey. With a bachelor's degree in psychology, she began what was to be an iconic career with the Employment Development Department (EDD). I recently sat down with Geneva and spent some time talking about her life, her career and other interesting things that are known to only those in her close circle.

She considered herself shy and conservative, yet, her strength & leadership capacity over shadowed her own self assessment at an early age. Although she is the youngest of six children born to her mother Golder and father Samuel, she was the person her family sought when they needed sound advice. Having lost her father at age 4, her mother became the mentor that had the most influence in who she became. As her mother single handedly managed a family business, L & M Fish & Poultry, Geneva learned one of her life's lessons early on of having to "work for what you want." These days Geneva does not order fish too often when going out to eat, considering the family business she was brought up in. She thought her family was Catholic, as they ate fish not only on Friday's, but also on Tuesdays and Wednesdays. Considering the amount of fish she must have consumed during her formative years, you have to give her a pass on ordering fish from now on.

What surprised her most about her career was how much she ended up loving her job, after she began working for EDD. Initially she did not think that she would stay for very long, yet, her passion for problem solving began with one of her first tasks. She was given a stack of handbooks and told she needed to stamp an address on each of them. She figured she needed to do that as fast as she could, while her peers decided to spend time ensuring the stamp



Workforce Services Branch
Division Chief Geneva Robinson

was placed evenly and neatly. She finished well ahead of everyone else and her supervisor reminded the whole group that their job was to finish the stamping as quickly as possible and not be so precise on where the stamp was placed. This was one of her first moments of validation in understanding and executing a given assignment.

She learned a valuable lesson from one of her first manager's, who told her that she needed to learn how to identify and select talent around her in order to succeed as a leader. As a result, she feels that if identifying and recruiting talent were an Olympic sport, she would have earned a number of gold medals. Her other life lessons included the fact that whatever knowledge you have acquired, cannot be taken away from you and it becomes part of who you are. What she knows for sure, is that you can never be mean to people, as you never know who will be the person that needs to bring you a glass of water. There is a definite relationship between cause and effect. I asked her what three words she would use to describe herself and her answer was; **strong, reliable and compassionate**. Having had the opportunity to work with Geneva, you would know that her self description with those words is spot on.

Throughout her career, there have been many assignments, with 35 years of experience she feels that her longevity as a leader was due to the fact that she felt like she had 35 different jobs during that same span of time. With her mother as her original mentor and another iconic leader named Mark Sanders as her second mentor, she never looked back. In her view, she sees her career as having managed her own franchises of EDD. Working with a varied

talent pool and living by her own motto of "Tell me what, don't tell me how," she has earned the respect of many. She now feels her mother would be blown away, as to how her own career has allowed her to have her own version of being a self-employed business woman.

The plan now is to enjoy a much deserved new chapter in entering retirement. She will cherish spending more time with her remaining sister Sadie, whom she is very close to. The other dear family member who brings her much joy on a daily basis is her dog, Cosmo, who will be pleasantly surprised to see his mom stay home with him and be available for more walks on the beach. She will miss the people of the Department the most and the problem solving that has been second nature to her. It has been a great career and she looks forward to the next great chapter.

I thought we would end our conversation with a unique set of questions that are used at the end of each show with James Lipton, "Inside the Actor's Studio" created by Bernard Pivot:

What is your favorite word? It is a category of words, anything that communicates affection and brings comfort.

What is your least favorite word? Any word that adds tension, anger or would make people feel bad.

What turns you on creatively, spiritually, emotionally? All forms of art; painting, sculpting, music.

What turns you off? Loud boasting "me" people; exaggerators, liars or imposters.

What is your favorite curse word? "#hit"

What sound or noise do you love? The sound of jazz music, ocean waves crashing or children laughing.

What sound or noise do you hate? People yelling or crying.

What profession other than your own would you like to attempt? A professional artist who paints or writes.

What profession would you not like to do? Fisherman, porta-potty cleaner or anything that smells bad.

If Heaven exists, what would you like to hear God say when you arrive at the Pearly Gates? You mom is waiting for you!

turn-a-round in mind. However, there is something to be said for learning life's lessons during their time and not ours. I can recall not too long ago, when I wanted certain things by a certain time and my own level of patience was not too tolerant of my inability to meet some of my own personal deadlines. Then as the universe would have it, I would repeat certain lessons not too long after that because as I now understand it, I did not learn my lesson the first time. Does this sound familiar?

I also learned a very good
See Success on page 6

An Hour with the Division Chiefs

BY VERONICA CHAMPAYNE
STATE LEGISLATIVE
CHAIRPERSON

Richard Brown is the current Unemployment Insurance Branch's Chief of the Claims Service Division. Richards Career with EDD began in 1976; during his career he has experienced all aspects of Workforce Services and Unemployment Insurance. During this busy time for all of us it was much appreciated that he took time off to present on "Successful External/Internal Customer Service."

Richard enthusiastically spoke on the importance of working together to provide exceptional services to our customers, modernization and upward mobility. Since Feb 2008 the Unemployment Insurance Branch has had to change the way they do business to accommodate a 43% increase in applications, 6.5% increase in the UI rate for an astounding 20.2 billion paid out in benefits. This was not easy to do with a computer system that should only be seen in a museum. The language used on our computer systems is from the era of Cobalt, our phone systems are incapable of handling the over 1.5 million phone calls that come in each and every day. Modernization is on its way; the future of Unemployment Insurance is quickly changing to include:

- Voice over phone system
- Virtual Agent Desk Top
- Internet Initial Claim and Certification
- Eapply for Federal, Military, Combined Wage Claims and Interstate Claims.
- Alternate Base Period Claims
- Automation of the Appeals Process
- Information Imaging

With all these changes increased opportunity for upward mobility will follow. Richard spoke on the importance of growing yourself in preparation for your future. EDD will have many opportunities for advancement. But the time is now to prepare you to step into the many positions that will be available. In Unemployment Insurance they will be looking for individuals who are very knowledgeable in the program and who have a clear understanding of Policy, show strong leadership skills and are able to diffuse problems with sound and decisive skills. To be a leader in UI study your policy and procedure manuals and stand up and volunteer for work groups and training positions. Be open and positive to all opportunities. "The future is what you make of it so prepare now for your future."

Anjetta Venters Bowles, Southern California Area Administrator in the Disability Insurance (DI) Branch, shared with the IAWP mem-

bers the changes that will happen for the Disability Insurance program and the skills needed to promote in the DI Branch. DI, like UI, has been working with a pre-historic computer system. The system in place was purchased as a two-year remedy that has stayed in place more than 20 years. It was not created to handle the over 46 million pays that were made in 2009. Exciting time saving changes will include electronic claim filing for both SDI and Paid Family Leave Act claims. New screens and forms will be wonderful, requiring fewer manual entries. The phone systems will be able to route calls in real time to anyone in the DI offices throughout California. The DI Modernization Project has been working with partners to create a system that improves not only their claim filing but their ability to communicate with all their partners, Doctors and Workers' Compensation carriers. Doctors will very soon be able to file their reports separate from their patients and the DI network will merge the data. Disabled individuals will be able to go on line and complete their applications. Other changes will be:

- Bulk filing of work comp claims
- Automation of the data exchange
- 3-digit system to handle the increase maximum award of \$1025

As with all of the branches in EDD there are many opportunities to promote and DI is no exception; 30% of the management team are able to retire today. That means opportunity for you. Disability Insurance employees can improve their chances to promote by participating in the DI Academy. DI is serious about developing there management team and are looking for the leaders for their future. They have spent time creating the DI Academy and offering out-stationed training to their staff. Now is the time to prepare your self for your future.

Anjetta's tips for Promoting:

- Be a quick, effective decision maker
- Work with enthusiasm
- Strengthen your verbal and written communication skills
- Daily exhibit managerial qualities
- Provide in put
- Effectively manage cases
- Be Flexible
- Enhance your computer skills, e-mail, online manual reading and data
- Know your program
- Go to work every day as if you are interviewing for your next position

Annual Awards Luncheon Honors Achievement and Excellence

BY MARY NAVARRO-ALDANA,
SECOND VICE PRESIDENT &
INTERNET COORDINATOR

The International Association of Workforce Professional (IAWP) celebrated the achievements of members, chapters and employers at our annual Awards Luncheon held during the State Educational Conference and Convention in Los Angeles on April 30, 2010. A record crowd was present to celebrate and congratulate those selected as state winners for their contributions to clients, employers and the chapter membership during 2009. Our Master of Ceremonies was Mr. Talbott Smith, Deputy Director of the Employment Development Department (EDD) Unemployment Insurance Branch.

During this uncharacteristic recession and state budget crisis, many of the honorees were unable to attend due to workload demands. So, for those of you who were recognized for your outstanding service, activities, and dedication to the vision and mission of IAWP and EDD, but were unable to attend, we now congratulate you.

The following award winners were recognized for their dedication, their great works, and for making a difference in the lives of our customers:

Advancing Workforce Development Awards

- **The Santa Ana W/O/R/K (Work, Opportunity, Resources and Knowledge) Center**, One Stop Award
- **Gene Ramirez**, Services to Veterans – Individual
- **Oxnard Workforce Services Veterans Team**, Ser-

vices to Veterans – Group

- **Pratt & Whitney Rocketdyne, Inc.**, Citation Award – Group
- **Ann Pruitt**, Retiree Award
- **Cindy Roy**, Award of Merit – Individual
- **Orange County ARRA Team**, Award of Merit – Group
- **Edward Lee**, Unemployment Insurance – Individual
- **Riverside Call Center Training Team**, Unemployment Insurance – Group
- **At Risk Youth/Housing Authority Team**, Inland Empire, Services to Special Clients – Group
- **Richard Brown**, Administrator of the Year

Employee Performance Awards

- **Irma Kong**, Disability Insurance Customer Service Employee Performance Award
- **Chi Luu**, Disability Insurance Manager Employee Performance Award
- **Sandra Rodriguez**, Unemployment Insurance Primary Adjudication Center Employee Performance Award
- **Julia Kamae**, Administrative Support Employee Performance Award
- **Earle Levine**, Unemployment Insurance Primary Call Center Manager Employee Performance Award
- **Michelle Taylor**, Unemployment Insurance Primary Adjudication Center Manager Employee Performance Award
- **Kermit Redd**, Workforce Services Employer Services Employee Performance Award
- **Davy Dancy**, Workforce Services Manager Employee Performance Award

California Chapter Activity Awards

Education Awards:

- **Inland Empire**
- **Orange Empire**
- **Los Tres Condados**
- **Fresno**

Membership Recruitment Awards:

- **Inland Empire**, First Place
- **Puerto Del Sol**, Second Place
- **Ray Cabrera**, President's Diamond Award
- **Olga Briggs**, First Place Recognition
- **James Thomas**, Membership Poster Design Award

Overall Chapter Activity Awards:

- **Los Tres Condados**, First Place, Small Chapter, Chapter Activities
- **Fresno**, Second Place, Small Chapter, Chapter Activities
- **Imperial Valley**, Third Place, Small Chapter, Chapter Activities
- **Silicon Valley**, First Place, Medium Chapter, Chapter Activities
- **Cabrillo Del Rio**, Second Place, Medium Chapter, Chapter Activities
- **San Gabriel Valley**, Third Place, Medium Chapter, Chapter Activities
- **Orange Empire**, First Place, Large Chapter, Chapter Activities
- **Los Compadres**, Second Place, Large Chapter, Chapter Activities
- **Inland Empire**, Third Place, Large Chapter, Chapter Activities



Disability Insurance Branch Deputy Director Sandra Poole moderates the partnership panel with (left to right) Diane Ferrari, Chief of Northern Workforce Services Division; Sylvia Garibay, Alameda County Workforce Investment Board; Michael Dolphin, Workforce Services Chief of the Los Angeles/Oxnard/Ventura Division; Judy Chen-Lee, Pacific Gateway Workforce Investment Board; and Geneva Robinson, Chief of Southern Workforce Services Division.

Importance of Collaboration with Partners

BY PHIL DWYER, STATE TREASURER AND PUERTO DEL SOL MEMBER

On April 29, 2010 Disability Insurance (DI) Deputy Director Sandra Poole moderated a panel on "Collaboration through Integration with Partners."

The first partnership group that spoke included Diane Ferrari, who is the Chief of Northern Workforce Services Division, which covers the area from Oregon to the Bay Area and the Central Valley, and Sylvia Garibay, of the Alameda County Workforce Investment Board.

Together they worked on a project when the New United Motor Manufacturing Incorporated (NUMMI) announced that the Fremont plant that was the last car-building factory in California would close and 5,000 employees would be laid off.

Since this announcement would make a big impact on both the Unemployment Insurance and Workforce Services Division employees in the area, they collaborated on how to plan for the upcoming layoffs. The partners identified and centralized the determinations interviews for these employees so that the claims would be handled consistently. The Alameda County Workforce Investment Board developed a DVD entitled "Starting Over," a survival guide for laid off workers and their families. This guide includes how to apply for UI and TAA benefits and also gives valuable information on dealing with change, credit, health care coverage, and counseling. The group also developed a brochure on how to apply for UI and TAA benefits with the specific address of where to apply set up for just NUMMI employees. Due to the planning and collaboration, the UI office processed 3,725 claims and the specially trained workers scheduled 2,834 determination interviews. The claims were handled quickly and accurately.

The Department of Labor and the United Auto Workers union complimented EDD on how the NUMMI claims were handled-the high level of ser-

vice, partnership and cooperation.

The second partnership group included Geneva Robinson, Chief of Southern Workforce Service Division, which covers the area from Madera to Imperial counties, Michael Dolphin, Division Chief of the Los Angeles/Oxnard/Ventura Workforce Division and Judy Chen-Lee of the Pacific Gateway Workforce Investment Board.

Michael Dolphin emphasized that collaboration allowed each partner to borrow each other's brains to provide better customer service and provide a better menu of services. This helps the partners to provide a better rapid response to dislocated workers.

Judy Chen-Lee spoke of the challenges facing the Workforce Investment Boards. One challenge is to sustain the funding beyond the ARRA money from the federal government and diversify the various funding streams. The partnership involves each part contributing generously and equitably and must involve the managers, supervisors, staff, and customers in order to be successful.

Geneva Robinson stated that the future of the partnerships depend on staying relevant. The customers have to choose to seek us out for the value added services that we provide. We need to look at our current tools and services and see how we can deliver to the future customers, who communicate via Facebook and Twitter. The organization needs to change from a hierarchical to collaborative structure. EDD needs to leverage partnerships with other organizations such as community colleges and look to online education. In order to succeed in the future, we need to assess the current tools, and develop new tools to stay relevant in today's quickly evolving world.

Both groups emphasized the importance of how collaboration with partners can create better services to our customers. The synergy of the partnership can create a win-win situation for each partner and for the external customer.

Inspirational Keynote Address

BY ROCIO LOPEZ AND YVETTE QUEVEDO, SAN GABRIEL VALLEY CHAPTER MEMBERS

The 2010 California Chapter Educational Conference and Convention took place on Friday, April 30, 2010 at the Crowne Plaza Hotel in Los Angeles. The theme of the event was "Stairway to Success" and the conference was very inspirational as well as informative.

The Conference was dedicated to Geneva Robinson for her many years of commitment and great service given to the International Association of Workforce Professionals (IAWP).

The Keynote speaker, Dennis Petrie, Deputy Director of Workforce Services, spoke on "Success for Staff in Personal/

See Keunote on page 8

Communication Awards for 2009

BY PAT THORNTON
EXECUTIVE OFFICE MANAGER

This year there was a wonderful variety of flyers published by the local chapters to invite members and non-members to attend dinners with great speakers or meetings of the local chapter boards to plan activities for the chapter. There were flyers to announce community service activities and a wide variety of training sessions conducted by the chapters. Some were simple and some were elaborate but all were announcements of opportunities created to entice people to participate in the activities of a local chapter. 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 for 2009** category:

- January: Orange Empire, President Ioana Toma
- February: Orange Empire, President Ioana Toma
- March: Silicon Valley, President Elizabeth Martinez
- April: Sacramento, President Paula Snipes
- May: Orange Empire, President, Ioana Toma
- June: Inland Empire, President Sonya Hardimon
- July: Orange Empire, Pres-



Winners of the Flyer of the Month share their honors with the Flyer of the Year winner, the Los Tres Condados chapter."

ident Ioana Toma

- August: Los Tres Condados, President Ana Maria Kilpatrick
- September: Imperial Valley, President Richard Partridge
- October: Los Compadres, President Sylvia Altamirano
- November: Imperial Valley, President Richard Partridge
- December: Los Tres Condados, President Ana Maria Kilpatrick

Congratulations to all of the winners!

It was indeed difficult to pick one outstanding **Flyer of the Year for 2009** but that honor goes to the **Los Tres Condados Chapter** for their December flyer. Copies of these outstanding flyers will be given to the chapter presidents at their training session in August.

In the year 2009 six chapters

published newsletters: Orange Empire, Los Compadres, Los Tres Condados, Inland Empire, Los Angeles, and Sacramento. Each was interesting and full of news and I am pleased to announce the following awards for **Newsletter of the Year for 2009** and I ask that both the chapter president and the editor come forward for each of the winning chapters.

The Second Place Award goes to the Sacramento Chapter for "Capitol Ideas," Chapter President Paula Snipes and Editor Anita Lowe.

The 2009 Newsletter of the Year Award goes to the much improved publication Orange Empire Chapter the "Orange Peal News," Chapter President Ioana Toma and Editors Nanette Bowman and Melisa Mejia. Congratulations to all.

Communication Between Generations

BY VERLETTA (VAL) MOELLER
INTERNATIONAL DISTRICT XV
DIRECTOR

“Communicating Between the Generations” was presented by Jill Kimble, Manager of the Santa Ana State Disability Insurance Office and Kevin Haygood, Disability Insurance Southern Area Regional Manager. Their presentation identified the differences and drivers of each generation and how they interact. We gained a basic understanding of the four generations and how they blend in the workplace.

The Four Generations

	TRADITIONALISTS	BABY BOOMERS	GEN X	GEN Y
Born	1900-1945	1946-1964	1965-1980	1981-1999
#s born during generation	31 million	80 million	46 million	76 million
#s in US workforce today	6 million	54 million	54 million	38 million
#s in CA workforce today	732,000	6 million	6 million	4 million

Traditionalists Ages 65 and Above are influenced by:

- The Great Depression
 - World War II
 - The Korean War
 - The New Deal/FDR
 - The GI Bill
 - Black & White TV
 - Big Band Music
 - Betty Crocker
- ### Characteristics & Values
- Loyalty
 - Hard Work
 - Dedication and Sacrifice
 - Respect for Rules
 - Duty before pleasure
 - Patriotic
 - ‘Chain of Command’
 - Stay with an organization through thick and thin
 - Demonstrate extreme loyalty to those in leadership positions
 - Believe in hard work and fiscal responsibility
 - Are generally most comfortable with face to face communication

Traditionalists worked longer than any other generation. All have reached retirement age, yet those who have retired left legacies and continue to influence how we can communicate and interact because they mentored and coached many existing leaders and team members and followed strict standards and possessed good grammatical and verbal communication skills.

Baby Boomers Ages 46-64 are influenced by:

- The Civil Rights Movement
- The Vietnam War
- The Cuban Missile Crisis
- President Kennedy
- President Nixon/Watergate



Val Moeller thanks Kevin Haygood, Disability Insurance Southern Area Regional Administrator, for the excellent presentation he and Jill Kimble, Manager of the Santa Ana Disability Insurance office made at the conference.

- Color TV
- Man on the Moon
- Woodstock
- The Hippie Movement
- The Beatles

Characteristics and Values

- Optimism
- Team orientation
- Personal gratification
- Involvement
- Personal growth
- The “ME” generation
- ‘Change in Command’
- Are influenced by multiple leadership and administrative changes
 - Have likely worked with each generation
 - Have worked through automation and technological advances

Many boomers have reached retirement age. Yet the number of boomers equals the number of Generation Xers in the work force. Boomers in the work place influence how we communicate and interact because they feel compelled to change the system and challenge the status quo. As a result, they are responsible for many of the rights and opportunities now taken for granted. Boomers believe that long hours and hard work is a good way to get ahead. Their sense of who they are is deeply connected to their career achievements. Boomers also prefer verbal over written communication; call them on the phone rather than sending an email.

This presentation will be reported in two parts. The remainder will appear in the July-August of the Cal-Liope.

Stairway

Continued from page 1

until the opening ceremonies began.

Workforce Services Branch (WSB) Deputy Director Dennis Petrie, the keynote speaker, passionately and philosophically spoke about “Success for Staff in Personal/Professional and Delivery of Services to Clients.” He said, “The key to our success is to find that purpose and meaning in life; and don’t get distracted by environmental circumstances.” His PowerPoint presentation failed to work as he insightfully pointed out how “we will always find a way out personally and professionally, and with challenges... always comes the opportunity to pursue different avenues of doing business, or continuing to move forward.” He surmised that most of us attending the conference started work with EDD by going to file Unemployment Insurance (UI) claims, and/or offered employment opportunities through a Job Service employee, a friend, or a family member who worked for EDD. He openly suggested that we continue this tradition in order to keep replacing ourselves. He acknowledged our current 15% salary reduction, the governor’s newest proposal, praised our collective efforts to assist the UI Branch, and challenged us that in spite of our present conditions... to “reach out to help others succeed, just as we always did in the past, and WE will continue to succeed.” He reminded us that “we bring a voice to the voiceless, so continue to speak to bureaucratic components!” “Aspiring others to aspire” was his final charge, and in closing, he encouraged us to “have faith, trust, and confidence in ourselves.”

Disability Insurance (DI) Southern Area Regional Manager Kevin Haygood, and Disability Insurance Santa Ana Office Manager Jill Kimble, gave a stimulating PowerPoint leadership presentation on “Communication Between the Generations.” For the first time, we have four generations in the workplace: Tradi-

tionals (ages 65 and above); Baby Boomers (ages 46-64); Generation X (ages 30-45); and Generation Y (ages 11-29); also... the Cuspers – those that fall at the end or beginning of a new generation. We were shown how “influence and experience impacts our communication styles, communication impacts team dynamics, and generational requirements differ.” In the US today, there are equally 54 million Boomers and Gen Xers in the work force together and there are equally six million Boomers and Gen Xers in the California work force. They challenged us “to come to understand how to work with each other in the workplace.” In summary, we discovered that all generations agree, “Communication strategies are entirely about balance.”

The Awards Luncheon was outstanding and very impressive. As our tasty lunch disappeared, the notable 2010 Awards consisted of approximately 12 Advancing Workforce Development Awards presented to individuals and groups who were veterans, retirees, WS, DI, and UI employees. The IAWP California Chapter Awards seemed to bring the most enthusiastic cheers, and an air of friendly competition they were for: Education; Media and Communication: Flyer of the Month, Flyer and Newsletter of the Year; Membership: Chapter Recruitment Recognition, Individual Recruitment Recognition; and the Large, Medium, and Small Chapter Activity Awards. I was amazed at how many members had to stand-in for the awardees that were not present to receive their Employee Performance Awards for DI, UI, and WS. Lastly, there was also a President’s Discretionary Award.

There were two Division Chief Panels. Panel I: Workforce Services discussed “Collaboration through Integration with Partners” and emphasized how collaborative efforts between the EDD Branches have been the best solution for EDD’s success in serving the people of Califor-

nia during the current recession. Panel II: Unemployment and Disability Insurance discussed “Successful External/Internal Customer Services” and disclosed “how to successfully engage our external customers and “what to do/what not to do” as internal customers when applying for promotional opportunities.

This year’s IAWP theme and new logo THE STAIRWAY TO SUCCESS totally resonates with me, and is actually what the IAWP has stood for throughout the years. It has been a viable organization for my personal success. From Unemployment Insurance I promoted to (formerly) Job Services, transferred into Disability Insurance retaining my promotional salary, promoted a second time to (currently) Workforce Services via the Division Chief’s administrative office, and I just recently promoted to Tax Branch. Thus IAWP has been instrumental in my career path towards upward mobility through sometimes very concentrated instructions, i.e., written exam preparation training, mock interview preparations/sample questions, statement of qualifications, promotional readiness reports completion tips, understanding recent evolutions in the civil service exam process, and my role/expectations as a leader. I applaud the IAWP for its efficient and valuable work.

Appeal to the Tax Branch: I enjoyed the keynote speaker, listened to the Division Chiefs, and was delighted to hear so much enthusiasm as I watched the members receive their awards from WS, UI, DI, but I kept wondering.... where was the Tax Branch in all of this?

It would be so awesome to see Tax Branch employees begin to participate in all the upward mobility training and preparations sponsored by the IAWP. It would be even more rewarding to see Tax employees proudly walk away with the exemplary awards they too deserve.

Inventing Your Life: Success

Continued from page 4

lesson a long time ago about being thankful everyday and not just when things were going right. This has since become part of my daily credo in life. One of the hardest things for someone to do is to have a grateful attitude during a time when they are going through a difficult period. Yet, it is this attitude that saves each of those tough days and allows us to be able to move into acceptance with a grateful heart. None of these lessons have been easy; however, I can honestly say they moved me many steps forward to my own version of how I define success in my own life. For the many people who have success on their minds, however you choose to define it, I ask you to begin counting the little steps along your path as you continue on your journey. Also, don’t forget to celebrate your mile-

stones once you begin to achieve them. I believe that sometimes we celebrate those key moments for too short a period, when in actuality our celebrations could last a lot longer. I found a great illustration of all of this in reading John C. Maxwell’s short book titled, “Success One Day At A Time.” In it, he writes “My friend Zig Ziglar once told me that he visited the Washington Monument on a trip to Washington, DC. As he arrived with some friends he heard a guide announce, “ladies and gentlemen, there is currently a two hour wait to ride the elevator to the top of the monument.” The guide paused a moment, smiled and added, “However, there is no wait should you desire to take the stairs.” The illustration provided here speaks to the truth of there not being elevators in life that take you straight to the top. Getting there takes a series of steps,

some longer and some shorter than others. John ends his example by asking us, “How many steps are you willing to take – and how long are you willing to keep climbing – this eventually determines how high you will go.” My wish is that you continue climbing and achieving the success you envision for yourself. Just don’t forget to count the many steps you have already taken and celebrate the milestones when you achieve them.

Finally, to all the many great friends who will be embarking on retirement shortly, I wish them all much happiness, continued success and lots of laughter as they enter into this much deserved period of their life.

You have reached the pinnacle of success as soon as you become uninterested in money, compliments or publicity.

– O.A. Battista

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 MONIES. 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, Jan Cedano
10523 Moorpark St., Spring Valley, CA 91978

Goings On Around the State

Fresno Chapter Activities

Recognizing Local Board Member

BY SHELIA ARMSTRONG
FRESNO CHAPTER PRESIDENT

The Fresno Chapter is recognizing Board member Helen Christensen-Cipolla for the outstanding service and dedication she has shown in her position as Chapter Treasurer. Helen has been a member of IAWP for nearly four years and has worked tirelessly in several capacities. She has been faithful to our "Yearly Holiday Sock Drive." The sock drive through its many fundraising activities provides socks for our community-based organization as well as our troops in Iran and Afghanistan.



Helen Christensen-Cipolla is recognized by the Fresno Chapter for her outstanding work as chapter Treasurer.

I took this opportunity to make a little noise about someone who is doing everything right. I don't hesitate to complain if something is missing.

Please pass this on to the Fresno subchapter president.

Great job, Helen!

(She even returned my Quicken CD.)

Helen, the Fresno Chapter agrees with Mr. Woodford. Thanks for a great job!



Fresno Chapter members (from left): Enoch Snowden, Steven Taylor and Suzanna Merrick at the State of California's Honor A Hero Hire a Vet Job and Resource Fair in Hanford.

Honor a Hero Hire a Vet

BY SHELIA ARMSTRONG
FRESNO CHAPTER PRESIDENT

Fresno Chapter members, Enoch Snowden, Steven Taylor and Suzanna Merrick were at the State of California's "Honor A Hero Hire A Vet" Job and Resource Fair at the Kings County Fairgrounds in Hanford. The job and resource fair was intended for Veterans, National Guard and reservist returning from active duty. The three members partnered with the Employment Development Departments (EDD) State Disability Insurance Branch to give out information to job seekers attending the fair. The members handed out approximately 110 job applications to individuals who stopped by their booth and talked to the individuals about the benefits of working for EDD.

Leadership Series Training: Interpersonal Skills

BY SHELIA ARMSTRONG
FRESNO CHAPTER PRESIDENT

On March 25, 2010, The Fresno Chapter President, Shelia Armstrong, presented an overview of Interpersonal Skills Training as written by Marti Andrews with the CPS Human Resources Services Training Center to the membership.

This is normally a two day course that will help you improve your oral communication skills, and your ability to understand and to be understood. The training introduced ways to improve listening skills, assertive skills, and non-verbal communication skills.

Listening Skills – In the work place you need to learn to listen effectively to problem solve with customers and co-workers. In the training materials Marti talked about the Communication Process. In one cycle of the communication, we have up to eight possible outcomes/events that might be subject to confusion and or misinterpretation. These eight outcomes are:

- What you mean to say
- What you actually say
- What the other hears
- What the other thinks you mean
- What the other means to say
- What the other actually says
- What you think the other says
- What you think the other means

There may also be other components that come into play such as:

- Context: Background, cultures, diversity etc.
- External factors: time, place, agendas etc.

Handouts were given to provide discussion on examples to include all eight possibilities.

Discussion on paraphrasing. Repeating or restating what you understood the other to say and Roadblocks to listening and effective listening responses

Assertive skills. In the work place you need to improve your assertive skills to get the job done. Being assertive is an effective communication style. Assertiveness involves asking or saying what I need to get my job done. It is being honest about what is needed. It also involves being tactful which is displaying diplomacy with concern for the listeners feelings or dignity. Other communication styles such as being aggressive and passive are usually not the best approach in the work pace. You would preferably want to be assertive:

- Honesty and Tactful (assertive)
- Honest and not tactful (aggressive)
- Tactful and not honest (passive)

Non Verbal Communication. Again in the work place, non-verbal communication can become very powerful. Non-verbal communication can impact up to 93 % of a communication exchange. This is a form of feedback. Feedback means giving both the positive and the negative information to the person about their behavior.

eration of state workers and we must mentor them and prepare them for a strong future. Those who have worked with her in the past have seen the changes that the Employment Development Department has gone through. Ms. King worked not only with the Sacramento Chapter, but with all chapters in her district. As she looks to the future she knows that the IAWP

See Sacramento on page 8

Imperial Valley Chapter Activities



Imperial Valley Chapter President Rick Partridge on the left together with EDD Manager Norma Kastner-Jauregui and Imperial Valley Sargeant at Arms Joe Lucio at the Veterans Resource Fair and 2010 Roll Call event in Imperial Valley.



From left: Rick Partridge, Imperial Valley Chapter President presents Sylvia Ella Preciado, Imperial Valley American Red Cross Service Center Manager and Ramon Barron, Red Cross Volunteer a check for \$620 from IAWP.

Veterans Resource Fair and 2010

BY RICK PARTRIDGE, IMPERIAL VALLEY CHAPTER PRESIDENT

The picture that accompanies this article was taken during the Veterans Resource Fair and 2010 Roll Call Event in the Imperial Valley. The EDD El Centro office was provided a table to give out information to all veterans at this event.

EDD Manager Norma Kastner-Jauregui spoke about the new California Operation Welcome Home (COWH) and the new veteran representatives that were hired to assist in this new program during the day.

This is the first time that the veterans have teamed up with the US Census to promote services to veterans and to make sure that veterans are counted during this census.

Red Cross Efforts Assisted

BY RICK PARTRIDGE, IMPERIAL VALLEY CHAPTER PRESIDENT

I want to give a big "thank you" for all who donated to help the victims of the April 4, Easter Sunday earthquake in the Imperial Valley. The Imperial Valley Red Cross received \$620. I want to thank all that donated to assist the Imperial Valley IAWP to meet the goal set of \$500. This donation was made possible because of the IAWP State Chapter members. Thank you, Thank you, and Thank you. The Chapters and individuals who donated included, Paula Snipes, M. Faye King-Dawkins, Sherrill Longworth, Cabrillo Del Rio Chapter, East Bay Chapter, Fresno Chapter, Los Compadres, Mary Archer and Imperial Valley Chapter.

Orange Empire Chapter

Impressions from an EPR

BY MELISSA MEJIA
ORANGE EMPIRE ORANGE PEAL NEWS EDITOR

As a member of the EDD workforce, I am one of the few younger adults employed among an older generation of veterans. In the midst of the current status of our employment, I find myself asking do I want to continue working here until retirement.



Orange Empire Orange Peal News editor Melissa Mejia ready to "Educate, Activate and Participate."

Prior to becoming an EPR in the Orange County Adjudication Center, I was working for a FedEx Office after graduating from college. I was trying to think of ways to improve my skills in journalism and digital media in order for me to compete in a new era of digital mass media. When I was ready to make the change from retail to a career driven path, I saw EDD as a great opportunity to build my dormant skills that I had never been using. Once employed, opportunities started to be identified for improvement within EDD and my own professional and personal growth. With a background in journalism, I volunteered myself to create, edit, and publish the *Orange Peal News* for the Orange Empire Chapter and sought candidacy for an office in

the chapter. I recently had the opportunity to attend the IAWP California Chapter Educational Conference & Convention. The conference exceeded my expectations and the following is a reflection of my experience.

Dennis Petrie, Workforce Services Deputy Director, spoke about the "Stairway to Success" and shared some statistics with the audience that was startling. He shared that almost half of our EDD workforce, is at the age of 50 years and above, and thus becoming eligible to retire. The demand for new, young, and eager employees is highly needed. The department could be scared, but instead, we should see this as a great opportunity for the thousands of new hires starting out with EDD to climb the ladders and exceed personal prospects for advancement.

We have all heard the discussion of retirement among our journey level staff. They are ready to pass the torch, but is there anyone ready to carry their flame? As advocates of team collaboration, it should be our mission to seize the opportunity to learn all that we can from our journey level staff members. Mr. Petrie stated the phrase to the audience: "Educate, Activate, and Participate." To be successful for the future, the older generation should encourage the younger staff members to advance and to serve our state. This will push the younger staff to take charge of their own career which will thrust EDD

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Sacramento Chapter

A Changing of the Guard

BY PAULA SNIPES, SACRAMENTO CHAPTER PRESIDENT

During the 2010 Education Conference and Convention "Stairway to Success" held at the Crowne Plaza Hotel, in Los Angeles, California, a change took place. After several years, of strong leadership, Faye King stepped down as District I Director of the International Association

of Workforce Professionals (IAWP) California Chapter. For those who have worked with and for Ms. King they know her to be a pillar of strength. She mentors IAWP members and non-members alike, encouraging them to make a statement by joining and working in the chapter. She knows that the YEOP students are a good resource and they could likely play a vital role in our next gen-

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members will need to stay focused and work hard to maintain the integrity of this organization. Faye has and will continue to "Talk the Talk and Walk the Walk." On behalf of the Sacramento Chapter I want to say "Thank You" to Faye King for her dedication and service to our Sacramento Chapter. As Sacramento Chapter President, I encourage those who are not members to join and those who are members to become more active in this wonderful organization.

Welcome Home CalVET's

BY PAULA SNIPES, SACRAMENTO CHAPTER PRESIDENT

Over 300 Veterans were hired to work for the State of California under a limited term program. This came about when Governor Arnold Schwarzenegger went overseas visiting our military men and women serving in IRAQ. With so many troops returning home to California, the Governor asked his staff to find jobs for these military members. Working with the California Department of Veterans Affairs (CDVA) and other agencies this project began taking shape and Operation Welcome Home (COWH) was created. Veterans are assigned to the Employment

Development Department and Career Centers throughout the state.

The Mark Sanders Career Center has obtained additional staff under the California Operation Welcome Home (COWH) project. Lovingly called COWH, the CalVET staff was welcomed by the Management team and the Employment Program Representatives (EPR) staff. We also acquired 2 new Employment Program Manager I's for the sixteen EPR COWH staff. Welcome to Alice Bueno and Hector Silva. Welcome to Joey Bridger, Leon Davis, Jose Guerra, Kyle Hunt, Villa Lockett, Daniel Martinez, Alexis Mathews, Mark Newell, Arthur Plane, Stew Steiner, Andrew Sullivan, Jamie Sussdorf, Richard Thompson, Lebaron Williams, Raymond Williams, and Magdy Zakhary. These new COWH hit the ground running and are assigned to work out of several career centers in Sacramento and Yolo County. The Mark Sanders Center staff welcomed and started training the COWH as soon as they came on board. They worked hand in hand with the EPR's in the career center. With these jobs being limited term the COWHs are giving a hundred percent in their positions. We greatly appreciate the service of all the veterans who have served. Welcome Home.

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into the 21st century.

We, the younger generation coming into EDD, should seize the opportunity to educate ourselves to proficiency in our policies and procedures by reading and asking the journey level staff for advice. As we learn from those who came before us, we can activate new methods of delivering our services to our customers in the face of a changing California. A turnover is happening within the department and we must be able to carry and renew the legacy of EDD.

To the journey level staff, we the younger generation, full of hope and imagination, ask if you could volunteer your knowledge to us. Educate us new hires by mentoring, training, and taking steps into management. By you seeking a higher position, it will provide encouragement to us, the younger generation, in knowing that EDD does have more to offer. Until you become the next mentor, trainer, or manager, help us employees as we learn to swim. As you feed us knowledge, you will help to feed us for a lifetime if you impart wisdom and understanding into a growing mind.

We do this job for a bigger reason than a paycheck. We do it so the single mother with three children can have money for rent at the beginning of the month and food on the table. We do this for the veterans who have fought for our country and are now in need of someone to help them keep a roof over their head. We do this for the young

family who is struggling to start their lives in an upside down economy. It is easy to forget why we continue to work in the capacity that we do, but we should all remember the people who struggle everyday. We are here to serve, provide, and encourage those in need of help. We are the last line of defense before all financial hope goes out the window for the state of California.

In respect to job security, why would I want to continue working for the state when there are constant budget cuts, we receive negative criticism from the public, and have been working extra hours to get our job done? Despite the negativity with furloughs and public opinion, I choose to work for EDD because the opportunity is mine to help establish a new path that is better than yesterday. There is opportunity for advancement so that we can perform more efficiently. There is an opportunity to help train new hires better so that they do not turn over so quickly. I see hope in the future of the department.

The foundation is ready for restoration and believe it or not it is right around the corner. EDD is going to be launched into the 21st century. I know why I am here and I am running for the goal to achieve greatness while working for EDD, even if it is for the position of Deputy Director like Dennis Petrie. However, to whomever and where ever you are reading this, whether you are at your desk, in your car, or sitting in the break room. Are you ready to "Educate, Activate, and Participate?" I am.

San Gabriel Chapter: Groundhog Job Shadow Day

BY ROCIO LOPEZ, SAN GABRIEL VALLEY CHAPTER PRESIDENT

Job Shadow Day was a wonderful opportunity to help guide young adults with their career aspirations as they embark on their future. The San Gabriel Valley Chapter of IAWP assisted in this endeavor sponsoring the event along with the East San Gabriel Valley Regional Occupational Center and the San Gabriel Valley Employer Advisory Council. Job Shadowing is designed to inspire youths to be enthusiastic about their studies by showing them the correlation between what they learn in school and how it is projected in the workplace. The purpose is to help them excel in their future endeavors.

The San Gabriel Valley Workforce Services office in West Covina hosted this event in conjunction with the Youth Employment Opportunity Program (YEOP) Specialists Aurora Lomeli and Jesse Lopez. They



Young adults take time from their job shadowing at the San Gabriel Valley Workforce Services Office in West Covina to pose for this picture. Top row (from left) Sarah Watson, Nicole Lee, Sunaina Sharma, Christina Naveratte, Carolina Fernandez, Aurora Lomeli, Jesse Lopez, Pete Holquin, and Julius Ekeomodi. Bottom row Eddy Sumar, Norma Garcia, Elinai Pedroza, and Roxana Nadales.

selected students to visit EDD for most of the day in order to "shadow" employees and to participate in workplace activities. Our YEOP Specialists and EDD staff is committed to making a positive difference in the lives of others, especially with the youth.

The students were assigned to a group of employees whose duties closely match their interests. They received an orienta-

tion and an office tour, as well as an overview of programs and services that Workforce Services has to offer them. The event was educational, informative and exciting, creating an atmosphere for hands-on experience and exposure to a government workplace environment. In addition, the students received a continental breakfast and a lunch, provided by the YEOP specialists and mentors.

President's Message

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CALIFORNIA CHAPTER IAWP

PROPOSED TIMELINES FOR EXECUTIVE BOARD MEETINGS & TRAINING

Sponsored by	Date(s)/Time	Location	Type	Responsible Person
District IV	July 31, 2010 9am-12 Noon 1-4:00pm	Anaheim EDD 2450 East Lincoln Ave. Anaheim, CA 92806	Finance Committee Meeting	Rob Claudio Mary Navarro-Aldana
	August 1, 2010 9am – until budget is finished			
District IV	August 21, 2010 9 a.m.-5 p.m. August 22, 2010 8am-5pm	Orange County Anaheim EDD 2450 East Lincoln Ave. Anaheim, CA 92806	New Presidents' Training Committee Chairs Training Local Chapter Treasurer Trng Board Meeting	Nan Bowman Val Moeller Bob Woodford James Thomas
	Sept. 18-19, 2010	Burbank	Finance Committee Meeting	Mary Navarro-Aldana
District III	Oct. 22, 2010 8am-5pm October 10-23, 2010 8am-5pm Oct.-24, 2010 8am-1pm	Los Angeles Crowne Plaza Hotel Reservations: 800 227-6963	District VIII Conference Executive Board	Ray Cabrera James Thomas Jean Berry
	Nov. 13-14, 2010	San Fernando Valley	Finance Committee Meeting	Mary Navarro-Aldana
District II	*Feb. 5, 2011 9am-5 pm *Feb. 6, 2011 9am-1pm April 10, 2011	San Jose, Milpitas or Oakland Teleconference	Board Meeting Awards Preparation Finance Committee Meeting	James Thomas Mary Archer Mary Navarro-Aldana
District I	*April 28, 2011 8am-5pm *April 29, 2011 8am-5pm	Sacramento or Fresno	Board Meeting State Conference	James Thomas Pattie Espinosa Fred Ruibal

* These dates are estimates and a specific site for the events has not been determined at this time. The IAWP California State Chapter will continue on the road to excellence.

Keynote Address

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Professional Delivery of Services to Clients." His invigorating and inspiring speech really made being a part of IAWP more than worth our time and money. He noted that right now there are 1.7 million people collecting unemployment insurance benefits in California. He sees the benefits as making the difference between hopelessness and hopefulness toward the future for the unemployed. He also stated that, "We are not the problem – we are the solution!" and while our technology is a tool for our success, the Employment Development Department (EDD) really suc-

ceeds because of the people that make up the organization.

Some of his tips for success included the following:

- Avoid the instinct to re-trench by not thinking about yourself only
- Embrace challenges and look for the opportunities within them
- Avoid the feeling to not contribute and be quiet
- Speak respectfully to peers and supervisors and keep the conversation going
- Believe in yourself!

Mr. Petrie recognized that right now 46% of IAWP's membership is fifty and above, and within retiring age. So, there is a Workforce Planning Project

that is working towards planning our own recession within EDD due to employees retiring. The project is looking at the need to recruit and train a new, younger generation. One of the ways to market EDD is to emphasize that there is a meaningful and self-sustaining career with a life of purpose and meaning by working for EDD. He spoke about the need for a strong leadership program by using retired annuitants as repositories of information for training purposes. "We must continue to inspire people to aspire." Through organizations like IAWP, you can have a voice in the changes that need to be taken.