

# Cal-Liope

Chapter/International Association of Workforce Professionals

The MUSE with the NEWS

November / December 2011

Volume 56, Number 6

## State President's MESSAGE

**H**oliday Greetings to all! As you read this issue of the *Cal-Liope*, you will get a glimpse of what is happening in our industry of employment and training, the local chapters throughout the state, and at the legislative level which affects all of us. You will also see that our local chapters have been very fruitful in their efforts. There have been activities throughout the summer and fall to help children get back to school with needed supplies, increase our membership, educate and train our members, and to employ and honor our veterans.



**MARY T. NAVARRO-ALDANA**  
State Chapter President

May 4 and 5, 2012, at the DoubleTree Hotel in Ontario, CA. If you would like to learn more about the Board, plan on being a guest at an upcoming Board meeting. The calendar of Events is in this *Cal-Liope* and on the California IAWP website [www.iapes-ca.org](http://www.iapes-ca.org), and you can work with your local chapter President on the specifics of any of the upcoming meetings.

All California IAWP individual geographical Districts (I, II, III and IV) will be holding a caucus during the month of January, to choose delegates who will represent California at the 99th International Educational Conference from June 10-13, 2012, in Spokane, Washington. For those of you who love to travel and would like to meet workforce professionals from other states and countries, I recommend you plan now to attend this conference. Begin by becoming a delegate! You can find the specifics for your district caucus in this *Cal-Liope*, along with a delegate application. You can find information on the 99th International Educational Conference by going to the International website at: [www.iawponline.org](http://www.iawponline.org) and there is a registration form for the Interantional conference in this issue.

In this issue of the *Cal-Liope*, you will see awards celebrations from various Chapters and Districts. See **President** on page 2

International District XV Director James Thomas chaired an Educational Conference in San Jose, CA, at the Radisson Hotel on October 14, 2011. The conference was well attended with all Divisions of the Employment Development Department being represented at different levels on an executive panel. Presenter Daniel Armstrong was outstanding. Attendees I spoke with found the day productive and relevant to their needs. Attendees have been submitting articles to Pat Thornton, Editor of the *Cal-Liope*, to be published in this issue. The writers will give you a taste of what was presented at the conference.

On Saturday, October 15, 2011, the State Board of Directors held the second meeting of the year. Association business is taken care of at each meeting, but in addition to that, this meeting is where plans for the next Annual Educational Conference and Convention are presented. I think you will be excited with what is being planned for next year. 2012 Conference Chairperson Catherine Caldera, Education Chair Willa Robinson, and EDD Liaison Dennis Petrie are working closely together to finalize the presenters, so that the entire Conference Committee can bring us a truly innovative conference on

## How to Live Your Dream by Keynote Speaker Daniel Armstrong

**BY PHIL DWYER**  
STATE TREASURER  
AND PUERTO DEL SOL MEMBER

Daniel Armstrong began the IAWP District XV Educational Conference in San Jose by inspiring the attendees to find their dream, develop an action plan, and then live their dream.

The speaker shared his background, which included leading the campaign at Columbia University to withdraw the school's large investment in apartheid South Africa. Later he founded the International Black MBA Student Association. While studying in Zimbabwe, he organized a national tour of the country by the Harlem Magicians basketball team. Mr. Armstrong later coached and instructed youth in Ghana on community development projects. This experience led him to develop his topic for the keynote address, how to live your dream.

While in Ghana, he gave advice to two teenagers who wanted to start a school but had no building. He told them to find a tree and get started. Although they did not have resources, they were able to succeed by starting with an idea and pursuing their dream.

Using their experience Daniel Armstrong started a program he calls Find a Tree, a pathway to your dreams.

The keynote speaker shared the following Find a Tree Principles:

- Identify what you are passionate about
- Determine your Dream
- Empower Yourself
- Value People

- Plan, prioritize and manage your time
- Distinguish yourself with excellence
- Understand the Process: from a seed to a tree
- Lead yourself

The Find a Tree program helped the attendees to begin to live their dreams by finding their tree.

See **Armstrong** on page 2

### San Jose City Councilmember Rose Herrera

**BY JAMES THOMAS,**  
INTERNATIONAL DISTRICT XV  
DIRECTOR AND SILICON VALLEY  
CHAPTER MEMBER



**Councilmember Rose Herrera**

Councilmember Rose Herrera delivered a powerful speech at the International Association of Workforce Professionals District XV 2011 Annual Educational Conference. The conference was held on October 14, 2011 at the Radisson Hotel in San Jose California. She informed the crowd that San Jose is the 10th largest city in the U.S.; San Jose is creating innovative ways to create jobs – retraining the unemployed, creating partnerships to build the workforce, and the development and implementation of a comprehensive workforce strategy. Councilmember Rose Herrera is advocating for the people of San Jose.

## Lunch With the Chief Deputy Director

**BY VAL MOELLER**  
DISTRICT III DIRECTOR

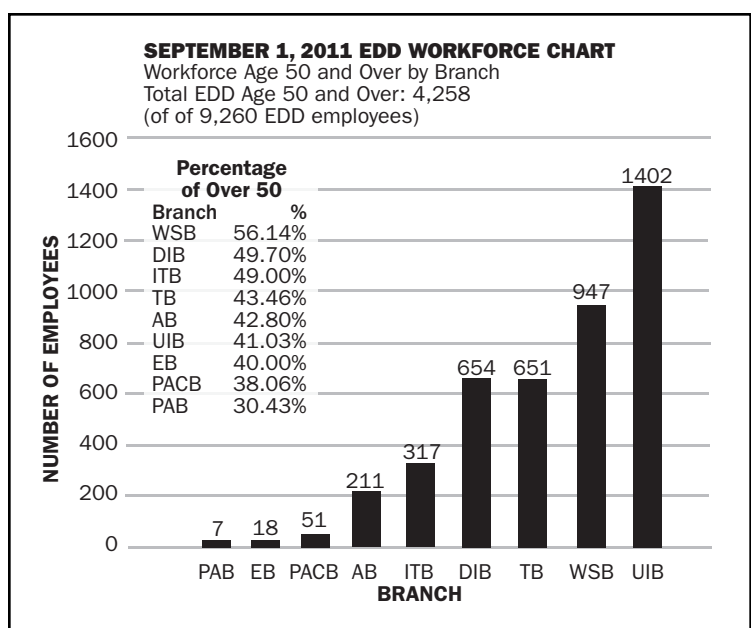
At the District XV Conference we were addressed during lunch by our Chief Deputy Director Pam Harris. Ms. Harris spoke about some of the challenges EDD is faced with and then addressed the theme of the conference "Kicking Down the Door to Success."

### Challenge # 1

There is and will be continued scrutiny over the budget and the expectation of Government in general and EDD to be more effective and efficient in our operations.

In September 2011, the Director's Office launched the "Improve EDD" process. Each EDD employee has the responsibility to participate in this process of looking for ways to be more effective and efficient. Often, those closest to the work have the best handle on how processes work and on process inefficiencies. Share ideas for improvement with your leadership team, and don't hesitate to send your ideas to the DO using [ImproveEDD@edd.ca.gov](mailto:ImproveEDD@edd.ca.gov).

The Hiring Freeze has been formally lifted by the Department of Finance, but EDD will



continue to manage resources very closely. However, the Labor and Workforce Development Agency (LWDA – our parent agency) will continue to monitor hiring by requiring EDD to get approval for all hiring from LWDA.

With the Unemployment Insurance (UI) workload decreasing, and no more Stimulus funds for Wagner-Peyser (Job Service) and Workforce Investment Act (WIA) activities, both

the UI and Workforce Services (WS) operations across the state will need to "right size" in order to live within the budget.

This process will open up opportunities for staff of the UI and WS branches to consider positions in other branches – such as Disability Insurance (DI) and Tax. This not only provides an opportunity for part time staff to move into full time

See **Pam Harris** on page 12

### Calendar of Events

December 24, 2011	Christmas Eve
December 25, 2011	Christmas Day
December 31, 2011	New Years Eve
January 1, 2012	New Years Day
January 5, 2012	International Delegate forms due
January 12, 2012	Award Nominations due
January 15, 2012	<i>Cal-Liope</i> articles due



**California Chapter**  
International Association of  
Workforce Professionals

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)

First 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)

Second Vice President  
**Shelia Armstrong**  
24762 Augusta Drive  
Moreno Valley CA 92551  
Home: 951-318-6293  
Work: 951-782-3248  
[SArmstr2@edd.ca.gov](mailto:SArmstr2@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 &  
International District XV  
Director  
**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)

Recording Secretary  
**Candida Lucy**  
7720 Hermosa St.  
Ventura CA 93004  
Home: 805-672-2994  
Work: 805-382-8601  
[bardelli@sbcglobal.net](mailto:bardelli@sbcglobal.net)

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 Vice President  
& District IV Director  
**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)

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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  
STATE RETIREE CHAIRPERSON  
*An open letter to long-time,  
recent and soon-to-be-retirees.*

### Dear Retirees,

The California Chapter of IAWP has long recognized and appreciated the exceptional knowledge and abilities that retirees continue to bring to and share with our members. To our many retirees that continue to renew your memberships and support local Chapters, THANK YOU, for your continuing service and dedication to our efforts.

Your local Chapter, their officers and members continue to need your assistance as a volunteer and mentor to assist in meeting their continuing efforts to train and make available to non-retiree members the necessary tools to enhance and advance their career goals, while also addressing the needs of retiree members, with relevant and timely information.

Many local Chapters are still in need of a local retiree chairperson. Why not volunteer to assist with or prepare their Chapter newsletters, record keeping, calling members or publicizing events, none of

which take more than a couple of hours per month.

Retiree renewal letters will be mailed to you within a few months. Please take a moment to complete and return your renewal information to Joseph Allen, our membership coordinator with your check for \$36.00. Retaining your membership will ensure that you will continue to receive Local, State and International levels of timely information and updated news articles that many times reflect legislative matters that may have an impact on all workforce professionals and retirees.

The Retiree Sub-Committee members this year are: District I Jan Thompkins, (Sacramento Chapter), District II Ben Takesh'ka and Myrtle Ballard (East Bay Chapter), District III Audrey Baker (Los Compadres Chapter) and District IV Jean Stefanik (Orange Empire Chapter). Please do not hesitate to contact any of us if you have any questions.

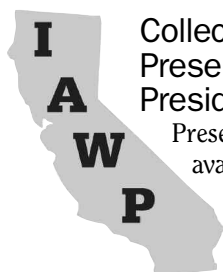
As always, congratulations to all of our 2011 retirees and Welcome to the Golden Circle.

Best wishes for a safe and happy holiday season.

## PIN ALERT – ORDER NOW

### 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**



## 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
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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



Grace with her handsome military escorts.



Grace standing next to a Congressional Gold Medal replica.

## Recognizing a Job Well Done!

BY CAMILLE MCCUISTION  
SACRAMENTO CHAPTER  
LEGISLATIVE CHAIR

On November 2, 2011 hundreds of former World War II Japanese-American soldiers gathered in Washington D.C. to earn one of the highest civilian honors one can receive in the United States, the Congressional Gold Medal. Those who were honored included the 442nd Regimental Combat Team, the 100th Infantry Battalion and the Military Intelligence Service. The three units together are said to be the most decorated units of World War II.

George Hinaga, father of EDD's Carol Keane, had served as part of the 442nd Regimental Combat Team during World War II and was among those who received this great honor. Keane, who works for the Workforce Services Branch, recently returned from witnessing Representative John Boehner award her mother, Grace Hinaga, with

a bronze replica of the medal on her father's behalf. George Hinaga, who is buried in the Punchbowl Memorial in Hawaii, passed away 5 years ago on December 1 and would have been 93 this year. He received this honor for the services he performed when he was approximately 23-years-old.

Following the attack on Pearl Harbor on Dec. 7, 1941, Japanese-Americans were forced to live in internment camps inside the United States. Despite the prejudice, thousands of Japanese-Americans petitioned the government to fight for their country. On November 2, George Hinaga and the units above were recognized for their dedication to their country. They truly deserve this great honor!

Please join me in congratulating Carol and her family for receiving the Congressional Gold Medal!

## Armstrong

Continued from page 1

Daniel Armstrong had each person list twenty talents and interests. By identifying your gifts, interests, and talents, we then started brainstorming our dreams. The speaker then shared how knowledge and action together equals your dream. After narrowing your list to one dream, a plan of action is developed with implementation steps. Participants were guided through the process of transforming their plan into a reality. Mr. Armstrong emphasized that each of us can begin today to start realizing our dream, rather than waiting.

A couple of audience members shared their interests, dream and then discussed with the speaker on how to implement and action plan and remove barriers to achieve their dream. One participant shared that her dream was to write the great American novel and stated that time, money, and energy

were barriers to start the journey to her dream. Mr. Armstrong spoke about the "I can't cancer" and how to overcome them. By setting short term goals and meeting them, you can then make your dreams a reality. Another IAWP member shared that her dream was to run for public office. By emphasizing that knowledge and action are both needed to achieve your dream, the speaker stated that the action plan to first research the district, then identify the community, and part three to assemble a vision for her campaign. With the action plan, one can then start the journey to the dream one step at a time.

Daniel Armstrong opened the educational conference by encouraging each attendee to look at their interests and talents and use these to develop a dream and create an action plan to achieve the dream. Once you find your tree, you can create the pathway to your dreams.

## President

Continued from page 1

As the holiday season arrives, many of us turn our thoughts and efforts to recognizing those that have worked diligently, and to celebrating the accomplishments for this year. As the year comes to an end, some of us give thanks for what was accomplished, and yes, in times of strife, we sometimes give thanks that it is over, looking forward to the New Year. As you go into gift-giving mode, I urge you to give the gift of recognition. Write an award nomination for someone you

work with, and recognize him or her through the IAWP Awards Process, for his or her actions throughout the 2011 calendar year. I assure you; they will remember this gift for years to come. Details on how to write up the award nomination, and where to mail it to, are included in this issue.

I wish you all a wonderful Holiday season, and that each and every one of you find good health, prosperity, and happiness now and throughout the coming year. I look forward to seeing you at the next IAWP meeting.

# EDD Unemployment Insurance (UI) Insolvency Issue Discussed

BY VERONICA CHAMPAYNE  
STATE LEGISLATIVE CHAIR

UI insolvency means the Unemployment Insurance (UI) trust account has depleted the funds to pay unemployment insurance claims. January 26, 2009, California started borrowing money from the federal government to pay UI claims.

This loan is not the result of the extended benefit payments. Federal extensions are wholly funded by the federal government.

## History

California unemployment rate has remained at over 12% for more than two years, creating a huge demand on the UI Trust Account.

The California UI Trust Account is funded by a tax on wages paid to employees known as the contribution rate. The contribution rate is supported by employers in the state of California. The tax is on the first \$7000.00 dollars of earnings paid to an employee. This is known as the taxable wage ceiling.

California's trust account became insolvent on January 26, 2009, thereby requiring California to borrow money from the federal government to pay regular unemployment claims.

States received a time-limited waiver of payments on these loans due to the passage of the American Recovery and Reinvestment Act (ARRA.). The time frame for usage of these funds runs from February 17, 2009 through September 30, 2011. The actual waiver on the interest payments to the federal government expired on December 2010.

As of January 2011, the interest rate once again began to accrue.

## California's Current Situation

Pursuant to the "UI Fund Forecaster" as of May 2011, estimates that the state must negotiate payments back to the federal government by September 2011. The approximate amount due for repayment is \$319.5M to cover the interest payment. As of September 2012, \$592.8M will be due.

## California's IAWP Position

Request that the federal government:

- Pass legislation to waive the interest for two more years
- Pass legislation that raises the minimum Taxable Wage Base
- Adopt a policy disallowing rebates from the UI trust fund
- Offer flexible contribution rates during prosperous years or a reduction to the taxable wage base.
- To enhance that effort, IAWP California chapter should submit a request to IAWP International to participate in a national call to action.

Date  
RE: California Unemployment Insurance Insolvency

Honorable (Legislator's Name)  
(Address)  
(City, State)

Dear (Legislator's Name),

As you know the issue of an insolvent Unemployment Insurance Trust Account is a critical problem for 33 states. The International Association of Workforce Professionals (IAWP) recommends changes to legislation to help states during this period of economic recovery and to mitigate future insolvency issues.

IAWP urges you to support legislation that would offer a two year waiver of interest payment on the loans made to 33 states. This would allow states time to build their local economy prior to accepting the burden of these large interest payments.

IAWP urges you to support legislation to raise the minimum Taxable Wage Base to increase UI revenue.

IAWP urges you to support legislation that would stop states from issuing employers a rebate from the UI trust account which allow those funds to continue to grow. In times of solvency allow states to offer employers a lower contribution rate based on the health of their UI Trust Account.

IAWP supports your efforts to keep America strong. Our organization represents 11,000 members of professionals, working to get Americans back to work. Please urge your fellow lawmakers to vote for legislation that will protect the economy against high unemployment.

Sincerely,  
IAWP Member

## Audience

This campaign is directed to federal and state legislators.

## Research

- US Department of Labor Office of Workforce Security Division of Fiscal and Actuarial Services October 2010
- EDD UI Fund Forecaster May 2011 and October 2010
- US department of Labor website
- Legislative Analyst Office publication – California's Other Budget Deficit: The UI Fund Insolvency
- Legislative Bills S. 386, H.R. 1745, AB 1298
- Labor Market Information website

## Editorial Commentary: UC Berkeley Report

BY MARY T. NAVARRO-ALDANA  
STATE CHAPTER PRESIDENT

In October 2011, the UC Berkeley Labor Center, Institute for Research on Labor and Employment, issued a policy brief entitled "The Wrong Target: Public Sector Unions and State Budget Deficits." Authors Sylvia A. Allegretto, Ken Jacobs and Laurel Lucia provided a summary and analysis on the inflammatory argument that some public officials in multiple states had made: that the economic crisis and state budget deficit fiscal gaps were due to government workers and their unions.

You can read the policy brief at:

<http://www.scribd.com/doc/68664713/The-Wrong-Target-Public-Sector-Unions-and-State-Budget-Deficits>

In the summary, the authors came up with the following four conclusions:

"Following the 2010 elections, multiple states took action to curtail collective bargaining rights arguing that public sector unions were a major cause of state budget deficits. A close examination of the available evidence finds that the claim that public sector unionization leads to greater deficits does not withstand scrutiny."

"The public sector workforce has not been growing relative to the population; this is true in union and non-union states alike. There is no correlation between the share of public workers in unions and the size of the public sector workforce. This belies the notion that public sector unions are increasing the demand for their product."

Compensation has fallen as a share of state expenditures over the last twenty years; this is true for both high and low-union states. Controlling for education, experience and other relevant factors, public sector workers are not more highly paid than their private sector counterparts. Public sector unions provide workers with a voice on the job and enable members to choose their form of compensation. This has generally led to a greater share of compensation paid in health and retirement benefits than in cash wages."

"Budget deficits were primarily caused by the housing crisis and subsequent economic downturn which resulted in a decline in revenues as the economy contracted. Finally, controlling for the decline in housing prices, we find no statistically significant correlation between union density, union strength and the size of state budget deficits."

When I read the report and reviewed the evidence that the authors had provided, I also came to the conclu-

sion that many states, including our own, are having budget deficits due to the imploding housing markets, the decline in housing prices, and the ensuing Great Recession. The budget deficit is not caused by public employee costs, and will not be solved by negative actions taken in the arena of public employee costs. The report takes a look at the relationship between public sector workers, their unions, and state budget deficits, and the researchers conclude that the share of state and local government jobs has remained relatively steady, and in some states, has fallen.

I urge you all to keep informed of what changes are occurring in our state and nation, and to look for the true causes. I believe you must inform yourself of the real cause/causes, so that you come up with an effective solution. I would like you to consider this: the loss of revenue being experienced at the Federal, State and local level is the result of the economic disaster caused by the private sector, mainly Wall Street, banks, and financial investors who, along with lax governmental regulators during the Bush Administration, allowed this to happen. The cause is NOT public employees, benefit packages, or pensions.

I am a public service employee, a link to those in need in my community. I chose to work for EDD because of my desire to give back to my community, and saw this as an opportunity to do so. My wonderful parents, who lived through the Great Depression, taught me to be kind, do the right thing, and give back to the community. It is because of the misfortune of others that I have a job helping my neighbors and their families to find employment, and I take this responsibility seriously. If I had been born independently wealthy, I hope that I would still have the heart and desire to give back to my community, and would gladly be able to do so without a paycheck. I know there are those heroes that do that, but there are not enough to handle it all. For those of you who recall why we now have Unemployment Insurance, there is the proof that there were not enough independently wealthy and socially conscious heroes in the 1930's to prevent the suffering of millions during the Great Depression, and know that is why we now have Wagner-Peyser programs, and still need them.

In my analysis, we as public service employees who work in the employment and training industry are the solution. Throughout our *See Berkeley on page 12*

## Call to Legislative Action!

BY VERONICA CHAMPAYNE  
STATE LEGISLATIVE CHAIR

Are You Walking Your Talk? I'm calling you out if you are not. Have you complained about the actions of the people in office? Are there decisions affecting your bottom line? Do you think we need better representation in Sacramento and Washington? If you answered yes to any of these, I want to know; what are YOU doing about it?

Whoever you support; Christian, Liberterion, Democrat, Green Peace, Republican, or Tea Party; Stand up for your candidate for President, Congress, Representative, County Sheriff, City Council or School Board. I'm challenging you to step up and take action in your future.

If you believe in your party or candidate, take the time to tell people why. Volunteer for your party. It isn't too early. If your candidate loses, will you be saying I should have helped? The time is now for our legislators to hear your voice. The time is now for you to speak.

I challenge each of you. I will commit three hours per month working for my legislative desires. I want to hear from YOU, share what you are doing. Each edition of the Cal-Liope I will post the list of those that have dedicated themselves to the race to election 2012. Just send me an email at [vchampayne@yahoo.com](mailto:vchampayne@yahoo.com) and let me know that you are in action.



My inspiration for this challenge is my friend and long time IAWP member Debbie Brown. She is pictured below with her team of Sacramento residents working for the Democratic ticket. Recently her husband Virgil Brown was honored for his volunteer work, with an invitation to a luncheon hosted by President Obama. Way to make your voice heard, Virgil!

My Challenge and My commitment:

*I, Veronica Champayne, commit three hours a month to my political party, candidate. I challenge each of you, my civic minded IAWP members, to stand up and devote 3 hours per month.*

Be a member of your team and may the best team win! Election 2012.

# Flying to an IAWP Meeting: A First Time Adventure

BY RICK PARTRIDGE, STATE VETERANS CHAIRPERSON AND FUNDRAISING CHAIRPERSON, IMPERIAL VALLEY CHAPTER

As everyone knows I always drive to the meetings as I take my family with me. Well this time I did not take my family as my wife is working and my 4-year-old is in pre-school.

My trip started out leaving El Centro from our 2nd Annual Veteran Job Fair at 2:30pm to go to fly out of San Diego. I arrived at the parking garage on Laurel Street as I am thinking to myself I will try this parking garage as the Airport Parking will charge me around \$40 plus for the three days. So, I park there and I find out it will only be \$36 for the three days. I am thinking this is great, I am saving money and I am saving IAWP money. I may do this all the time.

I finally arrive at the airport and I check in at Southwest Airlines. I look at the line for TSA and it is long so I go outside to wait for about 20 minutes. I go back in and very few people are in line now. I go through the TSA line and I automatically go to Secondary as I have an Artificial Left Hip. I go through the routine of being searched for the one hundredth time in my life. This usually takes about 10 to 20 extra minutes; depends on which airport. I finally get through this whole process around 6:15pm. I go eat at Quiznos, which as we all know, airport food is very expensive. I find a seat by my gate which is Gate 5. I sit down and I eat my meal. Then I notice at gate six a plane has landed and is at the gate. Then the Airport Police are running to the gate to go onto the plane. I am thinking 'what a way to start my trip with prob-

lems at the airport.' I am sitting in my seat and I look to my right and there is Phil Dwyer, IAWP State Treasurer. I walk over to Phil and he says I am surprised to see you here you always drive. "Where is your wife," Phil asks. I tell Phil that she is working and cannot make it this time. Phil was very surprised to see me flying. We talked until his flight was getting ready to leave.

I finally land at San Jose Airport at 9:30pm. I then get off the plane with my two carry-on bags. I looked down the gate area and I have a very long walk to the baggage claim area. It seemed like it was a mile to there. I am thinking ok not very disabled person friendly. So I get my bags, Southwest San Jose was very fast at delivering our bags. I then walked outside and I called the hotel for a ride. They tell me to go to number ten Courtesy Station and wait for them. I am at number two and I look down to where ten is and I say, "I have to walk all the way down there?" She said, "Yes." I waited there for over 10 minutes for the taxi to show up. I finally get to the hotel and I check in around 10:10pm. I am thinking ok strike one about flying.

My return trip did not start out any better. Past IAWP State President James Thomas gave me a ride to the airport. We get to the Southwest terminal (#2) and there is the San Jose Police and Fire Department outside the terminal and I noticed TSA personnel outside too. I am thinking great, they had a bomb threat and I am going to miss my plane. James dropped me off and I find out that they had an electrical fire at the terminal. Strike two against flying to the

meetings. I wait for about 20 minutes outside and then they let us in. I get into the Southwest line to check my bags and to my surprise it only takes about 15 minutes to check in. I go to the TSA line and it is a very, very, very, very long line. About 45 minutes later I finally get through the line. My hip at this point is really hurting. I am thinking this is a foul ball. It is not the airports fault they had an electrical fire.

I see Phil again in the long line and he is not far behind me, because of all the delays. I get to my gate and I sat down and then Southwest announces that our gate has changed to another gate. I'm thinking great they really are making me feel like an unhappy camper. I finally get on my flight to San Diego with Phil and Karl E. Bybee Chairperson Sherrill Longworth.

I go the baggage area in San Diego and I am waiting, waiting, waiting for our bags to arrive on the baggage carousel. They are slow in San Diego. I finally get my bag and I head for the Courtesy Vehicle area to wait for my ride to the parking garage this is at 8:15pm. I called and I told them I was at the Courtesy Area. I am waiting, waiting, and I am not getting any happier as I have a two hour drive. I called again at 8:30pm and told them again I have been waiting. I called again at 8:40pm and I told them I have a two-hour drive and I am not happy at this point. Ok strike three and flying is "out" to future meetings. At least for the next few meetings. Driving is so much better and I really enjoy driving more than flying, because I get to see more of the land and you can explore more with driving.

## Stay Connected: Subscribe to the "CWSN Insider"

BY NANCY CHA, SACRAMENTO CHAPTER

The California Workforce Services Network (CWSN) has an implementation date of July 2, 2012. The CWSN will replace both the current Job Training Automation (JTA) and CalJOBS systems. With this effort, the CWSN Insider, a biweekly electronic mailing was created to inform EDD field offices and local partners with the latest updates regarding project activities, implementation progress, future training efforts, organizational change management tools and frequently asked questions.

Stay informed by subscribing to the CWSN Insider. Go to [http://www.edd.ca.gov/Jobs\\_and\\_Training/California\\_Workforce\\_Services\\_Network\\_Insider.htm](http://www.edd.ca.gov/Jobs_and_Training/California_Workforce_Services_Network_Insider.htm) and confirm your subscription with the automated email.

Send your questions regarding the project to the [cwsn@edd.ca.gov](mailto:cwsn@edd.ca.gov). Your question may even be featured as an article in the next Insider Newsletter!

## Retirement, Are You Ready?

BY ALFONSO MURILLO, SAN FRANCISCO CHAPTER PRESIDENT

Retirement! Ah what a dream... the kids are out of the house... the house mortgage is almost paid and you and your loved one are planning that dream vacation to Africa. Ring... what's that... oh it's the alarm clock... up it's time to go to work.

District XV Educational Conference held October 14-15, 2011 at The Radisson, San Jose CA, proved to be most informative. The presentation entitled *Your Financial Future, Review, Revise, Restore* conducted by John A Marques, national marketing director, Innovative Marketing Strategies, Inc., was by all standards an attention getter.

John started out with several questions meant to catch the attention of the audience and they did; does the economic downturn have you worried? On a scale of 1 to 10 how financially secure are you? Lots of graphs, bullets, financial scenarios and examples were provided. In one segment John concluded with, "in fact, a person living a normal life expectancy will likely pay over 10 times the taxes on a qualified retirement plan during the retirement years that the taxes saved during the contribu-

tion years." Now, there is something to think about.

Do you have a 401(k)? Again John caught our undivided attention. "*Time Magazine*," John reads," said the ugly truth is that the 401(k) plan is a lousy idea, a financial flop, a rotten repository for our retirement reserves." Surprised? The article continues with, *CBS 60 Minutes* and Bloomberg News said," the 401(k) programs are ripping off billions off billions of dollars with hidden fees from the trusting American public and mutual funds are just far too risky." To read the magazine article and to view the *CBS 60 Minute & Bloomberg* videos, please go to [www.youtube.com](http://www.youtube.com) and type Hidden 401(k) fees.

We all know about life insurance. Right? Life insurance is there for your family should you die. What about a life insurance policy that can help with the cost in case of a heart attack, stroke or invasive cancer. Watch a short video at [www.quality-offlifeinsurance.com](http://www.quality-offlifeinsurance.com) for further explanation.

All in all, this presentation was one that you had to be there to appreciate. With that said, Mr. John Marques can be reached at 800-503-0056 x85 or cell phone 925-325-3685 or e-mail [safemoneyjm@gmail.com](mailto:safemoneyjm@gmail.com).

## The Path to Leadership

BY RICK PARTRIDGE, IMPERIAL VALLEY CHAPTER

The Path to Leadership was a presentation given by Rob Claudio, Deputy Division Chief, Southern Workforce Services Division, and Orange County Region. First of all I would like to say that this was an outstanding presentation and I wish more members who want to get promoted would come to these great workshops. This whole day of presentations was beyond outstanding.

The first slide talked about "Navigating the road in your pursuit to Leadership". You should lead where you stand, don't wait for a title to empower you to lead, find the passion in what you do, make good choices and when you make mistakes, make sure you learn the lesson. Give every assignment your absolute best effort on a daily basis and don't assume that you are better than the assignment, set personal and professional goals to illuminate

the road, find a mentor and be a mentor (build leadership muscle); develop your support structure and let people know you aspire to lead, seek to achieve beyond expectations, and remember leaders develop daily, not in a day.

Next was the Five Components of Emotional Intelligence at Work which are: Self Awareness (the ability to recognize and understand your moods, emotions and drives, as well as their effect on others), Self Regulation (the ability to control or redirect disruptive impulses or moods), Motivation (a passion for reasons that go beyond money or status), Empathy (the ability to understand the emotional makeup of other people), and last Social Skill (Proficiency in managing relationships and building networks).

We need to use SMART goals which stands for Specific or significant, Measurable or meaningful, Attainable or action-oriented, Relevant or rewarding and Time-bound or trackable.

When we achieve our goals we need to take the time to

enjoy the satisfaction of achieving our goals. Everyone has a role in leadership from the leader to support staff to the doer. What the three have in common is communication. Every leader should have effective communication. If they can't communicate then the task at hand would never get done. Characteristics of leadership include challenging the process, inspire a shared vision, enable others to act, model the way and encourage the heart. I hope someday that everyone can see this presentation. Rob is a very, very good speaker and he makes his presentations fun. I have only touched on a little of his presentation as your Local IAWP Chapter needs to have Rob come to your meeting sometime to do educational training. I will leave this article with a quote from Rob Claudio "Let the choices in your life make you proud of whom you are today and who you want to be tomorrow."

## Education – Get Informed

BY ROCIO LOPEZ, STATE MEMBERSHIP CHAIR

The U.S. Census Bureau defines baby boomers as people who were born between 1946 and 1964, a large demographic group formed during the post-war period when soldiers and others returning home married and started families. The oldest baby boomers turn 65 this year. Over the next 18 years, about 10,000 more will cross that threshold every day.

As you might expect, more and more baby boomers are beginning to retire. The average retirement age of a CalPERS member is 60, which means that baby boomer retirements began at CalPERS about five years ago. In 2010 about 30,000 CalPERS members retired, it is expected that the annual number of retirees will grow slightly over the next seven years, and then level off and gradually decline.

Unlike Social Security, which is pay-as-you-go, CalPERS pensions are prefunded. Employers and members make regular contributions throughout a member's working 20- or 30-year career, from the first day of employment until retirement.

Members of CalPERS at the Buena Park Multi-Functional Center wanted to understand their pension benefits and the process of retiring. IAWP had the privilege of offering a CalPERS presentation on November 9, 2011.

CalPERS Representative Connie Molloy gave attendees a delightful and informative presentation. We learned so much, and some of the responses to this presentation from 47 attendees were: "Wow I did not know all the options offered when I retire," "I didn't know what I would be facing when I retire; now I can make future plans not only for me but for my family."

# District III Annual Awards Dinner Honors Winners

BY VERLETTA MOELLER  
DISTRICT III DIRECTOR

District III hosted their annual Employee Recognition Awards Dinner on Friday, November 4, 2011, at Taix Restaurant, Los Angeles. The well-attended event honored employees in Disability Insurance, Workforce Services, and Unemployment Insurance for their outstanding contributions to serving customers of the Employment Development Department (EDD). State Chapter President Mary Navarro-Aldana and District IV Director Raymond Cabrera, who is also the International Vice-President, greeted and welcomed the attendees. Carolyn Anderson, Deputy Division Chief Region B served as Mistress of Ceremonies. IAWP thanks Carolyn. The Stars of Excellence are as follows:

## Disability Insurance (DI)

There were two nominees in Customer Service – Max Castillo and Shondale Banks both members of the Los Angeles (LA) IAWP Chapter. Honorable mention went to Max Castillo from the LA DI office. As an on-the-job trainer, he coaches new employees, completes quality reviews, and conducts in-house Block training. The winner was Shondale Banks also from the LA DI office. She displays consistent and solid leadership abilities, provides excellent service to internal and external customers, and completes time sensitive unpaid suspense items to assist with meeting First Pay Time Lapse.

There was one nominee and winner for Specialty Services – Angelia Judkins from the Long Beach DI office and a member of the Cabrillo Del Rio Chapter. As an on-the-job trainer, Angelia exhibits flexibility, teamwork, and a great attitude. As a representative of the appeals unit, she goes above and beyond to help expedite work to minimize backlogs. Thanks to Kevin Haygood, Acting Chief, Field Operations Division for the DI Branch, who presented the DI awards.

## Unemployment Insurance (UI)

Unemployment Insurance has nominees from both the LA and Orange County (OC) Primary Call Centers (PCC) and the LA Primary Adjudication Center (PAC) with individual and Group awards in each of these areas.

The Individual Award for the Primary Call Centers went to Mary Silva from the OCC with an Honorable Mention to Wanda Reid from the LACC. Mary's exceptional performance always demonstrates accountability, advances claim filing quality, and encourages purposeful change and improvement. Her flexibility to accept various assignments demonstrates her commitment to customer service. She is a member of the Cabrillo Del Rio Chapter. Honorable Mention went to Wanda Reid from the LACC and she is a member of the Los Compadres Chapter. Wanda has vast program knowledge and recognizes how important good



Prince James Reed-Williams, Cesar Valladares, Michael Dolphin.



Denise Cunningham-Reed (Los Compadres President), Dinah White (LA President), and Yvette Quevado (San Gabriel Valley President).

customer service is to the Department and provides it with a positive attitude.

The PCC Group Award went to the OCC Rapid Response Team comprised of: James Benson, Teresa Garcia, Maritza Cardenas, Phung Nguyen, and Rocio Lopez. This team goes beyond their duties of providing guidance on how UI works, answers claimant's questions, and files claims in English, Spanish, and Vietnamese. All are IAWP members.

The Individual Award winner from the LAPAC was Eva Gutierrez, member of the LA Chapter. Eva as the lead appeals specialist, processes, on average, 45 appeal transmittals per day, versus the unit's daily average of 30. Her continuous diligence has helped the LAPAC become one of the top offices in the state regarding appeals timeliness. The LAPAC Appeals Unit was the Group Award winner. The unit is comprised of: Tracie Ponds, Syuzanna Babayan, Christina Baca, Kevin Banh, Rina Carr, Erika Manzanares, Christina Navarra, Luz Vargas, Joannie Wang, Eva Gutierrez, Jamaal Jackson, Genevieve Verceles, Evelyn Anderson, and Waunetah Goins. They have done an exemplary job filing appeals in a timely manner. All months from January through September 2011, have been at 99.4% or better.

Unfortunately Ralph Robles, Chief, Claim Services Division, was unable to join us as he was suddenly taken ill, so I filled in for Ralph. Get well, Ralph!

## Workforce Services (WS)

Lillian Kirimidis, Deputy Division Chief Region C and Michael Dolphin, Los Angeles/Ventura Workforce Services Division Chief presented the awards to the Stars of Workforce Services. The first Group Award winner was the Torrance

Workforce Services Office. The staff continuously provides exceptional services in a stand-alone WS office. During the past year, the Torrance WS Team has experienced many challenging partner and premises issues including reduced staffing resources, but they have been able to maintain a high level of core services to customers. The Torrance Workforce Services Office is comprised of Andy Bruce, Carolyn Glover, Hernan Lavin, Ray Medina, Bernice Sanders, Noremas Taylor, Linda Teems, Rian Watts, Danny Wilson, Patt Kadrik, Marlina Chambers, Jose Sayula, Richard Wright, Charles Carter, Enrique Villegas, and Terry Rivers.

The next category was for Customer Service. There were a large number of nominees. Honorable mention went to: Peter Rosales, Eliana R. Alfaro, Cande Plascencia, Karl Murphy, Dorina Ganji, Stella Ahn, Sandra Shreve, Carrie Marks, and Yvonne Sotelo. In third place was Deborah Young from the Canoga Park office.

She personally takes on the organization and implementation of 11 workshops given monthly. In recent months she has successfully built capacity by mentoring and guiding five staff to become workshop leaders for the office and region. There was a tie for first place between Adrianna Rios and Danielle Dutsch. Adrianna is from the ELAWS office and is assigned to the HUB Cities WorkSource Center. She is a TAA Case Manager who averages over 1.5 services per client, which is one of the highest in the LA Area. Her caseload averages between 45-55 clients per month. Danielle is the assistant for the Capacity Building project in the LA/Ventura Division. The Duke and Duchess of Cambridge attended the highly

acclaimed Hire Our Heroes, Honor a Vet Job Fair.

There were a large number of group awards. Honorable Mention went to:

REA Team – Oxnard WS Office (Gisela Martinez, Andrea Sanchez, Peter Rosales, Rolando Morales, Jennifer Flores, Imelda Ramirez, Blanca Hernandez, and Candida Lucy)

Special Programs Unit – Oxnard WS Office (Ignacio Abeyta, Cathie Jimenez, Alma Nieto, Linda Phelps-Humphrey, Jackie Sandoval, Robert Shiverdecker, and Rocio Soto)

Veteran Refocus Team – LAVWSD Region B (Carl Frieron, Julie De La Mora, Clarence Hatcherson, Linda Tarver, Timothy Gomer, Rian Watts, James Wright, Robert Ruiz, and Alexis Carter)

TAA Program Specialists – Glendale Cluster (Stella Ahn, Teresa Hansen, Gloria Soderstedt, and Gloria Farahani)

First place Group Award winners were:

REA/JS4UI Team – Northeast San Fernando Valley WS Office (Katia Acosta, Denise Tsangarakis, Martin Badillo, Maria Nelson, and Linda Castro)

Business Employer Services Team (BEST) – LAVWSD Region C (Loris Allen, Anahit Yegiazaryan, TyAnne, Evans, Virina Garcia, Mary Nieto, and Yvette Quevado)

Long Beach WS Region D Veterans Unit (Deedra DeCoster, Roxana Gomez, LaTrice McBride, Carmen Odom, and Rene Ceballos)

Crenshaw/West LA YEOP Unit (Kelly Sanchez, Clinton Wager, Jessie Garcia, Darin Radcliff, Davi Dancy, Dinah White, and Marilyn Muse)

Go Green Team – LAVWSD (Virina Garcia, Francisco Avila, Wendy Mendoza, and Sandra Shreve)

Entertainment Industry Workshop Team – Crenshaw WS (Harriet Lewis, Tessa Adler, Roshod Hall, Ryan McLaughlin, Sade Washington, Lela Bluiitt, Sharon Guy, Davi Dancy, and Conney Thomas)

In the category of Employer Services the winner was John Sanchez from the Crenshaw/WLS WS Office. John is a member of the LA chapter. He is known for his high standard of performance. Rarely do the partners facilitate a positive recruitment without his assistance.

In the Labor Market Information (LMI) arena the winner was Gloria Soderstedt of the LA Chapter and she works in the Glendale WS Office. As a TAA specialist, Gloria diligently reviews LMI information from all resources to make sure that when her customers finish training they have optimum marketability in that occupation.

The individual award winner for Services to Veterans was Robert Ruiz from the Compton WS Office. Robert is a Disabled Veteran Outreach Program (DVOP) Representative who has a tremendous dedication and passion to provide services to veterans as well as other internal and external customers. He

recently ran in the LA Marathon as a representative of US Vets. He completed the 26.2 mile race in five hours. WOW! – Congratulations Robert! He is a member of the San Gabriel Valley (SGV) Chapter.

In the Management category, there were two Honorable Mentions: Prince James Reed-Williams from the Long Beach WS Office and Marie Sandoval – Canoga Park. The winner was Cesar Valladares – Pasadena. He is a member of the SGV IAWP Chapter. Cesar is the Site Manager for the Pasadena Workforce Services Office. He manages multiple programs while developing and promoting positive working relationships with the partnering staff of the Foothill Employment and Training Center. Recently, he was selected as a mentee for the Director's Office Leadership Development and Mentoring Program (LDMP).

## Other

The final award presentations were not unique to any one Branch of the Department. These awards were presented by Carolyn Anderson who by the way was celebrating her birthday that evening. We all sang Happy Birthday to her.

The first award was given to Pete Gonzalez – LAVWSD. Pete is the LAVWSD's Economic & Employment Enforcement Coalition (Triple E Coalition) Program Coordinator. The EEEEC takes a unique and collaborative approach in its enforcement efforts by using teams consisting of members from various state and local government entities to target employers who operate in the underground economy and have a blatant disregard for California and Federal labor laws.

The next award went to the Janitorial Support Duo of Cornelius Collins and Andy Newsome from the San Gabriel Valley Workforce Services Office.

The final award (although it was given earlier in the presentation) was given to a group from Business Services (BOPSD). The award winners were Robert Brown, Ramon Luciano, Robert Aviles, and James Antee from the Southern Facilities Management Group - Area 4.

All nominees received Certificates of Recognition. And, we certainly appreciated everyone's efforts that wrote and submitted nominations.

I presented Special Recognition to the Chapter Presidents of District III: Yvette Quevado - San Gabriel Valley; Dinah White – Los Angeles; and Denise Cunningham-Reed – Los Compadres who were present at the event for their efforts within their local chapters. Also recognized were Chapter Presidents Jean Berry – Cabrillo Del Rio and Andrea Sanchez – Los Tres Condados who were not able to attend. These IAWP leaders along with Audrey Baker, retiree and District III Secretary, and Willa Robinson, State Education Chair were the committee members who assisted with putting on this successful event. Thank You!

## 2011 California Chapter Awards Program Seeks Nominations

BY SHELIA ARMSTRONG  
STATE CHAPTER SECOND VICE  
PRESIDENT

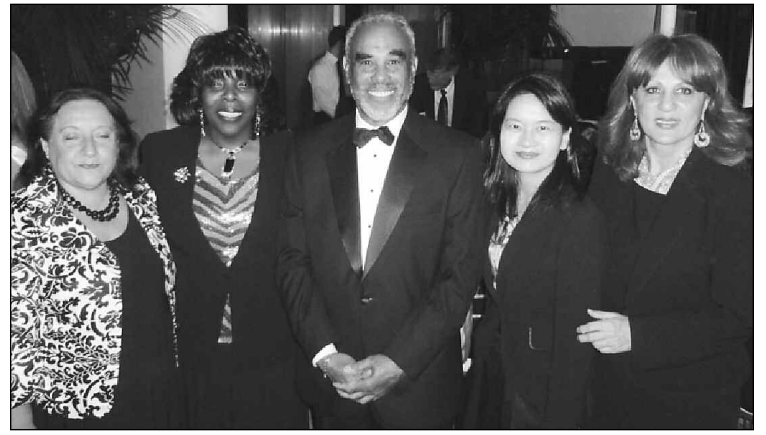
**We are all busy every day of our working lives, and more! You know a fellow employee who is doing an outstanding job** at the office, in their community or for the association (including yourself), yet we forget sometimes to take the time to acknowledge them. Each year at the International Association of Workforce Professionals (IAWP) Annual State-wide Conference the association recognizes the outstanding contributions of our members as well as non-members who contribute to the improvement of workforce programs. The state winners are submitted to the International association and winners for the International Awards are selected from the state nominations. The nominations that begin the process require the participation of many members who recognize the excellent work of their co-workers and nominate them for

their efforts. One of the most exciting and rewarding experiences for anyone is to have their peers, co-workers, managers, associates and friends take the time and make the effort to honor them with a nomination for an award. **ANYONE can write a nomination.**

**Everyone knows someone who is making a difference in the work place or in the community** and should be recognized for making that difference. It is relatively easy to nominate that special individual for an IAWP California Chapter Award. Write what they have done during the calendar year 2011 that makes them special. Jot those ideas down NOW. If you need assistance ask your local Chapter President, your District Director or call or e-mail Shelia Armstrong, Awards Chairperson, at 951-782-3248 or [sarmstr2@edd.ca.gov](mailto:sarmstr2@edd.ca.gov). Please refer to the California website at [www.iapes-ca.org](http://www.iapes-ca.org) and the Inter-

national website at [www.iawp.org](http://www.iawp.org) for specific award nomination guidelines and scoring information.

Please take this opportunity to recognize the excellent work that is done every day. The Awards Categories and Criteria and the Nomination Format requirements are included in this issue of the *Cal-Liope*. Go to the International website at [www.iawponline.org](http://www.iawponline.org), print and complete the appropriate Nomination Form or cut out and use the form included in this issue. Awards at the Statewide Conference will be based on accomplishments achieved in the calendar year 2011. **All nominations must be postmarked by January 12, 2012.** Most importantly, be sure to request your time off now for the conference, so you can see your award presented to the individual or group you nominated. See you at the California Statewide Conference in May 2012!



Los Angeles Ventura Division Chief Honored by Millennium Momentum Foundation" article Caption: Los Angeles Ventura Workforce Services Division Chief Michael Dolphin (center) joined by Deputy Division Chiefs (left to right), Lillian Kirimlidis, Carolyn Anderson, Connie Chan, and Lili Galoussian at the Millennium Momentum Foundation, Inc. Annual 'Opening Doors' Awards held at the LA Music Center.

## Los Angeles Ventura Division Chief Honored by Millennium Momentum Foundation

BY DINAH WHITE, LOS ANGELES  
CHAPTER PRESIDENT

In any community there exists a group of individuals dedicated to protecting the interest of its members. These individuals, public service professionals, are compelled by a higher moral calling to help establish public policy and ensure resources are equitably distributed to the members of that society. Michael Dolphin, Los Angeles-Ventura Workforce Services Division Chief, represents the executive management level responsible for creating policy within the California Employment Development Department at the local level. Millennium Momentum Foundation, Inc. is a nonprofit benefit corporation created in 2002 with the mission to increase the number of students and young professionals in public service. The task of creating systemic opportunities for leaders among the younger generations is far too great a burden for any one individual or organization. Yet, Michael Dolphin and Millennium Momentum Foundation, Inc. have accepted the challenge.

On November 3, 2011, Millennium Momentum Foundation, Inc. recognized Michael Dolphin for his tireless efforts and awarded him the distinguished "2011 President's Award". This award is bestowed upon an individual who serves as an inspiration to students and young professionals in public service. Mr. Dolphin has

served on the advisory and management boards of LA Youth at Work, Los Angeles County At-Risk Youth Project, the Los Angeles County Youth Development Partnership and a host of other prominent organizations. Although, Mr. Dolphin's leadership qualities could have easily rendered him more financially lucrative offers within the private sector, his commitment and love to public service has enriched his life in ways money could have never done.

In his nine year tenure as Division Chief for the Los Angeles-Ventura Workforce Services Division of EDD, Mr. Dolphin has accomplished numerous achievements in the workforce arena most importantly being the liaison for connecting the dots among partnerships that have resulted in increased employment and training opportunities for the unemployed and the underemployed. He is devoted to serving youth, veterans and the general population with the same level of commitment as he serves his community and the workforce professionals he encounters daily. Mr. Dolphin continues to be a viable asset for the community which he serves. He consistently provides the youth with leadership and a vision for the future. His dedication is testament to the loyalty displayed by those who truly love public service.

Also attending this 8th

See *Dolphin* on page 12

## Get Motivated; Get Involved

BY RAYMOND CABRERA  
DISTRICT IV DIRECTOR

When my local Inland Empire Chapter President suggested that the chapter coordinate and get as many members to attend a "Motivational" seminar, and it was free, I thought what was the gimmick? Most of these seminars are built around each of the presenters selling their books, CDs, classes or something else they are pushing. How else are they going to make any money?

I decided that I would go and boy was I glad that I did. The program was built around a "Get Motivated! Business seminar." It was held locally at the Citizens Business Bank Arena in Ontario, CA. We had to get there early as doors opened at 6:45 am and parking was limited at a cost of \$10, or you could park across the street at the Ontario Mills Mall and get bussed in for free. I decided I would take the bus. The ride was a very short distance and they took us straight to the front door. Once there we got in a long line that moved fast into the arena. Inside Sonya Hardimon was waiting with our "Get Motivated! Work-

book." It was jammed full of information on all kinds of seminars and stories about many of the presenters. Towards the end of the workbook they had outlines of many of the presenters so that you can fill out additional information or ideas that you might think up.

On that days presentation we heard from Rudy Giuliani, Bill Cosby, Mary Buffett, Joe Montana, Krish Dhanam, General Colin Powell, Lou Holtz, Rick Beluzzo and General Stanley McChrystal and Bob Adler. What a powerhouse of speakers. They were all present and in person. I had the luck to sit close to the stage courtesy of Liza Ogina who came from my office and saved me a seat.

It would take some time to tell you how great the day was, but I enjoyed all the speakers and their presentations. None of them were the same in any way other than they were all motivated and they got the crowd up and moving. There is nothing like a live presentation from presenters you respect. The overall best speaker for me was Krish Dhanam. He is a speaker

that I would recommend for IAWP to have at one of our Educational Conferences.

Some of the presentations covered "Steps to Becoming a Stronger, More Strategic Decision-Maker", "How to Master the Art of Effective Leadership", "How to Add Fun to the Workplace", and "The Time Management Secrets of High Achievers" just to mention a few.

Oh yea, they did sell seminars but only two of them did. They sold a bunch since they gave those that paid for the seminar red bags and they were later seen all over the place. I went in with \$40 and came out with \$36.50 after I purchased a pretzel for \$3.50. It was stale and over salted. I was glad when Liza offered me half of her lunch that she packed and sneaked in.

The day was packed but truly enjoyable. I came out very upbeat and motivated. I can truly say that I was very glad that I went and would recommend it to everyone. Thanks to my office manager, Abdul Binhi-maid for giving me the time off.

## Inventing Your Life: "Everyday Passion"

BY ROB CLAUDIO  
ORANGE EMPIRE CHAPTER

As I have been traveling to different areas speaking about one of my favorite topics related to leadership, the word passion came up several times when discussing goals. The ability to do something and feel like it is second nature to you and not consider it work, is one of the best ways to describe what passion feels like. Finding the passion in your everyday life can be an exercise at first; however, once you realize what it is, it should be the foundation for what you strive to achieve on a daily basis. Other signs that describe what passion feels like are:

- A burning desire or hunger

- A feeling in the pit of the stomach
- A feeling of inspiration
- A sense of excitement
- A clarity of vision
- A feeling of limitless energy
- A sense of caring deeply
- A feeling of contentment

So why is everyday passion important? I find that once you identify what this is for you, it brings you much more fulfillment in your everyday life. It is hard to imagine, getting up in the morning and not being very excited about what you will be doing the rest of the day. Going through the motions of living is not what you should opt for, rather getting as much out of a day as you possibly can. By say-

ing this, I don't mean filling your days with so many things to do that you barely get through the day because you are exhausted at the end. What it should look like, is a well balanced meal. A day filled with some: concentration, reflection, contribution, inspiration and laughter. A well balanced day should provide you with enough energy to keep your body satisfied and feeling good about what you have accomplished. If you find that you are out of balance and your passion for things has lost its way somehow, then take some time to reflect. Conduct some self inventory. Some of that self inventory may begin with some poignant questions

such as: Where am I with my life? Should I be setting goals? Should I check some goals off of my last list? What are the things that bring me the most joy and how can I continue to add those to my life on a daily basis? Also, make sure you document and write things down. A lot of the time we lose momentum when we think about things and they are left to our thoughts and not concrete enough as a written word. There is tremendous power in written words. Once you have made some assessments and perhaps set or reset some goals, then take action. Don't put things off until after the holidays or the next year, time is a lot shorter than what

we all realize, so make the most of it. My wish for everyone is that they find their everyday passion, so that adds to the quality of your life.

Finally, I leave you with the words of the best selling author Dr. Robert K. Cooper, who has a set of videos called "Priorities for Life", that I utilize quite often when I do training. At the end of each video he ends with the following; "It's your life. It's your time. If not now, when?"

**"And in the end, it's not the years in your life that count. It's the life in your years."**

— Abraham Lincoln

# IAWP members from Unemployment Insurance (UI) and Workforce Services (WS) Working as a Team

BY RICHARD PARTRIDGE, MARY ARCHER, AND VAL MOELLER

This story starts in El Centro, CA at the One-Stop West Office in mid-January 2011. Rick Partridge, Disabled Veteran Outreach Program (DVOP) and IAWP member, was assisting a veteran who had a daughter whose husband is a Staff Sergeant in the United States Marine Corps. The daughter, Andrea, was working at Marine Corps Base 29 Palms as a civilian employee. Her husband Michael received accompanied orders to Mainland, Japan. Accompanied orders mean that he gets to take his family with him.

Andrea initially came to the El Centro WS One Stop West office for help with filing her UI claim before she left for Japan. She was not available for her determination interview on January 31, because she had left for Japan. When the department was not able to reach her

regarding her separation (she quit), she was disqualified for quitting without good cause. She missed her phone interview because the mail arrived two days after the interview. In Japan it was already the next day, compared to California time. Sometimes it can take two to three weeks to receive mail from the United States.

When Andrea received the information that she had been disqualified, she wrote a letter of appeal. When one of the appeals specialists in the Los Angeles Primary Adjudication Center (LAPAC) got this appeal, a redetermination was completed based upon the appeal letter and documentation submitted. She did have good reason to quit her job to accompany her spouse. However, a new determination appointment was scheduled regarding her availability for work and seeking work since she relocated to Japan. She was

scheduled to call us since she no longer had a phone number for us to call her. Of course, she was not able to call us as she did not get the appointment information in time. Additionally, because of the time difference, she would not have called EDD during the window period anyway. Subsequently a disqualification was issued for not seeking work and not being available for work.

When the interview appointment information caught up to Andrea, she tried to make phone calls. She became frustrated and contacted Rick. Rick explained that she would need to be patient, but he would seek help from others. He did explain to her that she was seeking employment at the base overseas which have plenty of jobs for dependent spouses and the base is considered United States property. Rick contacted IAWP member Mary Archer, Employ-

ment Program Manager II of the Oakland Primary Call Center for assistance. Mary subsequently contacted Val Moeller in the LAPAC which was the Claim Holding Office (CHO).

Rather than go into the rest of the story detail by detail, suffice it to say that Mary and Val had to work out some issues for the customer. They worked out a schedule of time for Andrea to call so that we could get information on her availability for work and efforts to seek work. Val verified with Rick that there is a labor market and places for military spouses to work on base as they really are small cities (fast food eateries, schools, family services, the commissary, etc.). The determination of eligibility was completed with a positive result-eligible for UI benefits under Sections 1253 C&E. Hand written paper 4581s were issued with return envelopes to the LAPAC

so that she could mail the forms and not automatically be scheduled for a determination because the forms were received late.

Customer service was provided through the collaboration and partnering of the three individuals that wrote this article who work in UI and WS. IAWP is an excellent way to develop friendships and networking contacts.

And now for the BEST news! Andrea got a job with the Department of Defense McPerry School in May 2011. Even BETTER, she switched jobs in August and is now the Health Promotions Assistant Director for the base. She has a degree in Public Health – Health Promotions is a perfect fit for her. The couple is expecting their first child in January 2012. She gave us permission to write this article about her experiences with EDD.

## Achieving Your Personal Best

BY YVETTE QUEVEDO, SAN GABRIEL VALLEY CHAPTER PRESIDENT

The California State Educational Conference and Convention is coming up soon, so put in your request for leave now. It will be held in Ontario, California from May 3-5, 2012 at the DoubleTree Ontario Airport. This year's theme is Achieving Your Personal Best because IAWP believes in developing its members both personally and professionally. When you invest in yourself, the possibilities are endless!

This year's conference looks to be a very exciting one, and while I always look forward to it, this year I am honored to be a part of the Conference Planning Committee. The speakers look spectacular and will definitely be worth your time. You will enhance your knowledge, build your skill set, and have a good time while doing it. What may catch your attention the most is the Deputy Directors Panel, which will take place Friday morning – May 4. Each time this panel comes out to our conference, it is always an eye opener because there is so much going on that you may not have known about before. You can also meet most of the panel the night before at our Meet and Greet on May 3.

The flyer for the conference will continue to be updated as more information becomes available, and can be found on the website for your convenience. On it you will find more details about the hotel and registration fees.

I hope that you will consider attending, and I look forward to seeing you there!

## Social Network to Assist Job Seekers

BY MELISSA WILLIAMS  
EMPLOYMENT PROGRAM  
REPRESENTATIVE

On October 20, Facebook, the U.S. Department of Labor (DOL), the National Association of Colleges and Employers (NACE), DirectEmployers Association (DE), and the National Association of State Workforce Agencies (NASWA) announced a joint effort to create the Social Jobs Partnership. With the high unemployment rate, the partnership's goal is to facilitate employment for jobless Americans through the use of social networks.

Social networking has infiltrated many facets of the economy. Any website that is visited will more than likely have a button directing users to its social web pages. According to an independent survey by NACE, more than 70% of college career centers have a Facebook page. A poll conducted in 2010, by Jobvite, showed that 92% of respondents have recruited or plan to recruit via social networks.

The Social Jobs Partnership will launch a central page on Facebook that will link resources and content to help job seekers and employers (facebook.com/socialjobs). In addition, Facebook will post public service announcements on its site in the 10 states with the highest unemployment rates. According to statistics from the DOL, the unemployment rate in

California is 12.1% making it one of the highest in the U.S.

"Facebook is about connecting people so that they can share what's important to them," said Marne Levine, Facebook vice-president of Global Public Policy, "and that is the driving force behind the Social Jobs Partnership."

Research will also be conducted to analyze the ways in which job seekers, college career centers, and workforce recruiters are using the social web. The aim is to explore and develop systems where job postings can be delivered instantly through the Facebook site at no cost.

"Linking American job seekers with the resources they need to get back to work is a top priority of the Obama Administration and my department," said U.S. Secretary of Labor Hilda L. Solis. "By leveraging the power of the social web, this initiative will provide immediate, meaningful and ready-to-use information for job seekers, employers, and a modern platform to better connect them."

Several unemployed workers have made the decision to return back to school in order to obtain new job skills or train in a new occupation. "Given the current economy and its impact on the job market for college students, the National Association of Colleges and Employers (NACE) are pleased to be part of

the Social Jobs Partnership," said Marilyn Mackes, NACE Executive Director. "NACE's thoughts of college career center and employer members are at the center of the growing social media phenomenon as they interact directly with student and alumni users of social media.

"This new coalition will connect them with a great team of organizations in meeting a critical need for strengthening national employment resources with social media and we are excited to be apart of it," Mackes added.

In addition to CALJOBS, job seekers would be able to receive direct job postings in their areas through the partnership. "The National Association of State Workforce Agencies (NASWA) is enthusiastic about the prospect of joining Facebook and other organizations in the Social Jobs Partnership," Rich Hobbie, NASWA Executive Director said. "NASWA looks forward to helping employers and jobseekers use workforce services through social media."

This partnership will offer many advantages and utilizes one of the most popular social networking sites to announce real-time job opportunities. Employers will have another method to post job openings, and job seekers who use Facebook can view job opportunities while using the website.

## Star of Excellence Awards

BY RAY CABRERA, DISTRICT IV  
DIRECTOR, INTERNATIONAL  
VICE-PRESIDENT

I had the opportunity of being invited to attend the District III Annual Employee Recognition Awards Dinner on Friday, November 4, 2011. The awards celebration was held at the Taix French Restaurant on Sunset Boulevard in Los Angeles.

Apparently the restaurant has hosted many of the Los Angeles local IAWP Chapters awards dinners over the years and if the food was any indication I can see why. I arrived just as it started to rain and it was happy hour. I settled down and watched as Val Moeller, District III Director and Dina White, Los Angeles Chapter President, went about ensuring the reception table was properly set. Yvette Quevedo, San Gabriel Valley Chapter President, and her mother Rocio Lopez, State Chapter Membership Chair,

made sure that awards were set in presenting order. Then we all rested and waited for them to come, and they did.

Before long the room filled up with members from all over the District III area. Notably absent were Jean Berry, Cabrillo Del Rio Chapter President and Grand Dame of all IAWP functions. Also absent, due to a foot injury was our new Division Chief mRalph Robles. Rumors have it he would be back on his feet and fit as a fiddle real soon.

The show must go on and it did! It wasn't only a special night for all the nominees, but also for the Mistress of Ceremonies, Carolyn Anderson who celebrated her birthday with all of us. The food was good, the company was excellent and the awards ceremony was exciting. My congratulations to all the winners and thank you for the invite. Let's do this again next year.

## Veterans Job Fair Lands New Member for IAWP

BY MARY ARCHER, 1ST VP  
CALIFORNIA CHAPTER AND SAN  
FRANCISCO CHAPTER MEMBER

Unemployment Insurance welcomed the opportunity to attend the Honor a Hero, Hire a Vet Job Fair. EDD in partnership with the California Department of Veterans Affairs and several other organizations sponsored the job fair. Tracy Barry from the Oakland Primary Call Center was there to represent the Unemployment Branch

at the event held at Oakland's Crystal Cathedral, Tuesday, November 1, 2011. The event provided resources for Veterans, National Guard and Reservists returning from active duty. It included mini sessions on job searches, resume critique, and career information. It also provided an opportunity for job seekers to meet and interview with companies ranging from PG&E to CBS Radio and

Chevron Corporation. Although Tracy Barry is a new member of IAWP-East Bay Chapter, the San Francisco Chapter kindly sponsored refreshments and popular snacks for the EDD UI table. The job fair was well attended by about 500 people. It was rewarding for an Unemployment Insurance agent to have the opportunity to meet our customers and to be able to

See *Veterans* on page 12



**99th International Educational Conference  
Spokane, Washington • June 10-13, 2012**

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.)  
 \_\_\_\_\_  
 \_\_\_\_\_

**Do you want to be a workshop facilitator/moderator?**

If so, contact George Barthalow by March 15, 2012 at:  
[George.Barthalow@vr.fldoe.org](mailto:George.Barthalow@vr.fldoe.org)

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

Red Lion Hotel at the Park; W. 303 North River Drive; Spokane, WA 99201  
 Rates: \$129 single/double \$139 triple/quad  
 Cutoff Date: May 10, 2012



- 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 must be received within 90 days following the close of the conference. After May 10, 2012, cancellations will be reviewed individually for eligibility of refund. Written emergency documentation by physician, supervisor, and/or other authorized personnel will be required.
- All cancellations will be assessed a \$50 handling fee.

**Payment Policy:**

- All early registrations must be paid by the cut-off date of May 10, 2012 to receive the discounted rate.
- All registration received after May 10, 2012 must be accompanied with full payment or purchase order.

**REGISTRATION PACKAGES:**

- FULL CONFERENCE REGISTRATION FEE**
- Full Member in Host Hotel with payment by 5/10/2012, \$375 \$ \_\_\_\_\_
  - Full Member Offsite Hotel with payment by 5/10/2012, \$ \_\_\_\_\_
  - Full Member in Host Hotel after 5/10/2012, \$425 \$ \_\_\_\_\_
  - Full Member Offsite Hotel after 5/10/2012 \$475 \$ \_\_\_\_\_
  - Retired Member in Host Hotel by 5/10/2012, \$32 \$ \_\_\_\_\_
  - Retired Member Offsite Hotel by 5/10/2012 \$375 \$ \_\_\_\_\_
  - Retired Member in Host Hotel after 5/10/2012, \$375 \$ \_\_\_\_\_
  - Retired Member Offsite Hotel after 5/10/2012 \$400 \$ \_\_\_\_\_

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

I would like to donate toward the Retiree Breakfast expenses \_\_\_\_\_  
 Spouse/Guest One Only, \$325 \$ \_\_\_\_\_  
 Spouse/Guest Evening Events Only, \$250 \$ \_\_\_\_\_

(Early Bird Reception, Spokane 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 10.) Please supply the name of your Spouse/Guest for badge

Spouse/Guest Name \_\_\_\_\_  
 Non-Member, \$475 \$ \_\_\_\_\_  
 Name \_\_\_\_\_

- Program Only (Meal events not included)**
- Entire conference program only, \$290 \$ \_\_\_\_\_
  - One day program only, \$100 \$ \_\_\_\_\_
  - Past International Presidents' Luncheon, \$30 \$ \_\_\_\_\_

- 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 \$ \_\_\_\_\_

**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 U.S. 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)

# Achieving Your Personal Best

BY CATHERINE CALDERA  
 STATE CONFERENCE CHAIR

**"Doing the best at this moment puts you in the best place for the next moment."**

– Oprah Winfrey

**"As simple as it sounds, we all must try to be the best person we can by making the best choices, by making the most of the talents we've been given."**

– Mary Lou Retton

If queried, most would agree we want to do our best and achieve our personal best. But how do we define that? "Doing your best" or "achieving your personal best" means doing everything possible to make your personal and professional success more likely, as a whole person. You realize that expanding your professional knowledge, health and lifestyle are contributing to your health, wealth and happiness.

What about you and your career? Have you become comfortable – possibly complacent with what you have accomplished? Yet you may have a silent yearning to move from being good to becoming recog-

nized as great in your personal and professional life. What might prompt you to make that leap forward and upward?

To that end Achieving Your Personal Best is the theme for the 2012 IAWP State Conference, which will be held at the DoubleTree Hotel Ontario Airport. The conference will begin on May 3 with the IAWP State Board Meeting, open to all members, followed by a Directors Meet and Greet Thursday evening. The Educational Conference opens on Friday May 4 with speakers Phil Black "Change Your Thinking, Change Your Life" and Arvee Robinson, speaking about the BIGGEST mistakes most business people make when trying to give public presentations and how to instantly look like a seasoned speaking professional

Three magnetic ways you can command the attention of any audience in the first 10-15 seconds – even if you're not a booming presenter. The secrets of persuasive speaking and how to use it to promote yourself and stand out of the crowd How to gain credibility and position yourself as the expert in your field and become the "go-to"

person. A step-by-step system for crafting a presentation that leaves your audience wanting more.

Arvee will show how to use stories to captivate your audience and keep them on the edge of their seats, social networking, personal branding and presentation skills.

Increase your knowledge about Workforce innovations while viewing Art O'Neal's CSWN, the replacement for CalJOBS demo. There will be a Deputy Directors Panel with the latest in program innovations and many other new developments. Included with registration is the State Chapter Awards Banquet, "Go for the Gold" which recognizes achievement among our members, followed by the Presidents Reception Friday evening. Saturday May 5 includes breakfast, workshops and more exciting presentations.

Now is a good time to request time to attend the conference, and don't forget that you get an Administrative Day each year for personal development. We hope to see you at the conference.

International Association of Workforce Professionals

## CALIFORNIA CHAPTER

# "Achieving Your Personal Best"

### DoubleTree Ontario Airport

222 North Vineyard Avenue, Ontario, CA 91764  
 Call (800) 222-8733 to make your room reservation  
 "IAWP" rate for single/double: **\$84**

<b>Thursday, May 3, 2012</b>	Evening Meet and Greet with <b>Deputy Directors</b>	6:00 p.m.
	<i>Conference Registration Begins at 3 p.m.</i>	
<b>Friday, May 4, 2012</b>	<b>Deputy Directors Panel</b>	<i>Registration Begins at 7:30 a.m.</i>
	Keynote Speaker, Educational Conference, Awards Luncheon, <b>Retiree Reception</b> , President's Reception/Candidates Night, and Fundraiser	
<b>Saturday, May 5, 2012</b>	Educational Conference	8 a.m. - 12 noon

**Registration Fees\*\***

Postmarked by <b>March 31, 2012</b>	Members: \$55	Non-Members: \$60	Retirees: \$45
After March 31, 2012	Members: \$60	Non-Members: \$65	Retirees: \$45
On-Site Registration	Members: \$65	Non Members: \$70	Retirees: \$45

\*\*Awards Luncheon Only: \$35                      \*\*Saturday Program Only: \$25

Registration includes Educational Program (2 days), Thursday Evening Meet and Greet, Friday Lunch, President's Reception/Candidates Night and Saturday Breakfast.

**REFUND POLICY:** Conference Fee is non-refundable.

For further information, contact:

Program	or	Registration
Catherine Caldera: (714) 518-2341		Audrey Baker: (818) 833-9511

## Coming soon – Speakers, registration form, and more!

# Ready, Set, Write! Awards Criteria and Categories

## Merit Award

*Eligibility: Member – individual and group*

Recognizes outstanding service or achievement beyond normal expectations or job requirements that benefit IAWP and the workforce development field, e.g., increased use of public programs, improved internal operations or a workforce agency or an IAWP chapter. Nominees demonstrated individual initiative and creativity outside of their job responsibilities.

## Citation Award

*Eligibility: Non-member – individual and group*

Recognizes outstanding contributions to IAWP or to workforce development programs. The recipient(s) must be from the private sector or a non-governmental, non-profit organization (and not employed by a workforce development entity) that promoted legislation to improve workforce programs, performed outstanding services in vocational training, served the disabled, youth, and/or unemployment insurance or other workforce programs, improved working conditions, improved professional competency of staff in workforce programs through education or encouraged employers or customer groups to use workforce programs.

## Services to Special Clients Award

*Eligibility: Member or Non-member – individual and group*

Recognizes outstanding, innovative programs of awareness and furtherment of a specific segment of the workforce including but not limited to Vocational Rehabilitation, Welfare-to-Work, People with Disabilities, and Youth programs. Nominees should have promoted an awareness of workforce programs by encouraging employers or potential customer groups to use workforce programs; partnered and collaborated with organizations to take action on critical workforce issues; demonstrated exceptional customer service. Priority will be given to members.

## Unemployment Insurance Award

*Eligibility: Member or non-member – individual and group*

Recognizes an outstanding, innovative unemployment (UI) program that features creativity, improved operational efficiency and improved customer service. The program can be in any area of the UI including, but not limited to, claims, tax, benefits, audit, quality control, etc.

## Administrator Award

*Eligibility: Member or Non-member – individual*

Recognizes outstanding public

service in the support of workforce development. Nominee should have promoted workforce programs at the state and/or federal levels, influenced positive legislation at the state/federal levels thru letters, speeches, and bills introduced, promoted seamless workforce systems, demonstrated outstanding leadership in support of programs or initiated new programs, encouraged participation and promotion of IAWP by all workforce partners.

## Public Policy Award

*Eligibility: Member or Non-member – individual*

Recognizes an individual who performed outstanding public service in the support of workforce development programs and/or personnel. Nominee should have successfully sponsored enacted legislation to improve workforce development systems or legislation to benefit the welfare of workforce personnel. Or nominee should have developed or implemented statewide or national policies to improve workforce development systems or policies to benefit workforce development personnel.

## One Stop Award

*Eligibility: Member or Non-member – group*

Recognizes the provision of outstanding workforce develop-

ment services in a One Stop setting. Nominees should have demonstrate universal access which allows customers access to core services regardless of eligibility and demonstrated exceptional customer service that meets the customers needs and provides seamless service.

## Services to Veterans Award

*Eligibility: Member or Non-member – individual and group*

Recognizes an outstanding, innovative program of awareness and support of veterans' interests and rights in the workforce. Also, recognizes chapter activities in services to veterans, e.g., engaging audiences in examining issues relevant to veterans, including TAP training and employability workshops, encouraging employers or client groups to use workforce programs and demonstrating leadership on issues that impact improving work opportunities or conditions for veterans including the homeless and special disabled veterans. Priority will be given to members by providing additional judging points.

## Retiree Award

*Eligibility: Member – individual*

Recognizes continued outstanding commitment to the association's objectives following retirement. Nominees should have demonstrated exceptional accomplishments in advancing IAWP objectives, e.g. leadership on a board, committee or initiative group (not restricted to IAWP); participation in educational, membership, communication, fund-raising or legislative activities that further workforce or IAWP objectives; mentoring chapter leaders and/or participation that advances the member's local community.

## International Development Award

*Eligibility: Member – individual and group*

Recognizes and individual/group/chapter achievements in IAWP's international development by increasing educational opportunities for non-US mem-

bers or prospective members by increasing awareness of IAWP and/or increases growth in non-US chapter membership.

## Employee Performance

*Eligibility: Member – individual*

Recognizes an individual who has demonstrated sustained and outstanding service by excellent performance of assigned duties in a job that is subject to accepted methods of quantitative and qualitative evaluation. Nominee demonstrated outstanding achievement that contributed to the smooth performance of operations thru positive attitude, accuracy, relationships with co-workers, representing the agency with the public, handling workload under unusual conditions, adaptability, initiative and dependability.

## Award Categories

Workforce Services: Customer Service/Workshop Leader, Case Manager/Trainer, Employer Service Representative, Manager (any level).

Unemployment Insurance: Call Center Customer Service Representative, Adjudication Center Interviewer, Manager (any level).

Disability Insurance: Customer Service Representative, Determinations Interviewer, Special Programs Representative, Manager (any level).

Employment Tax: Field Audit and Compliance (includes Customer Service Program), Collection Division, Tax Support Division, Tax Processing and Insurance Accounting Division, Manager (any level).

Administrative Support (All Branches): Secretary/Clerical.

Information Technology: Support staff, Manager (any level)

Janitorial Support (All Branches)

Workforce Investment: Training Representative, Manager (any level)

Mail Award nominations for the following categories as follows:

Services to Veterans:  
*See Award on page 12*

## Bybee Grants and Scholarships Offers Financial Aid

BY IRMA E. KONG  
KARL E. BYBEE BOARD MEMBER

It is back-to-school month, you have the primary responsibility to pay for training expenses or college tuition? have insufficient funds? looking into other resources? IAWP offers full members several options:

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. Any training 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. *Grants are not to be used for institutes, conventions, books, or college matriculation purposes or to obtain a degree.*

The Freddy L. Jacobs Student Individual Scholarship is designed to provide financial assistance to IAWP Student Members or Dependents of IAWP. Members who wish to increase their knowledge, skills and abilities in the area of leadership or workforce development, who are pursuing an associate or undergraduate degree or other certification, or who are required to complete an extracurricular educational or training program to obtain a high school diploma.

The Logan S. Chambers Scholarship is designed to provide financial assistance to

IAWP 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.

All information and downloadable 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)

Financing the cost of an education and training may not have to be a daunting task. IAWP is here to assist. If you have additional questions, do not hesitate to contact either Irma E. Kong, Sherrill Longworth, or Mary Upp.

## Nominations Sought for Toll Trust Award

BY NANETTE BOWMAN, PAST PRESIDENTS ASSOCIATION CHAIR

The Toll Trust was established to present an annual award to a California member whose activities or accomplishments contribute most to the advancement of IAWP activities and are exclusive of job performance. Nominees must be members during the 2011 year and at the time the award is presented. Accomplishments may span a period before the calendar year but must be continuous into the 2011 calendar year. Some of the accomplishments considered include:

- Level of commitment
- Investment of time
- Years of service
- Association Pride
- Fundraising
- Legislative Action
- Sustained effort

- Promotion of membership
- Professionalism
- Volunteerism
- Local Chapter Mentoring
- Program planning and assistance

Write your nomination in the form of a narrative and mail, fax or email no later than January 12, 2012 to the Chair of the Past President Association.

Nanette Bowman  
2006 Port Albans Circle  
Newport Beach, CA 92660  
FAX 949-644-4402  
[NanetteBowman@cox.net](mailto:NanetteBowman@cox.net)

Following is a list of prior winners:

YEAR	WINNER
1973-74	Donald Page
1974-75	None
1975-76	Bill Appleby
1976-77	Delores Ellingson
1977-78	Dorothy Booker
1978-79	Jacqy Simonian
1979-80	Jeanne Barnett

1980-81	Fran Pushea
1981-82	Delores Ellingson
1982-83	Ben Taskesh'ta
1983-84	None
1984-85	Sydney Rogers
1985-86	Arnold Hamilton
1986-87	Pat Thornton
1987-88	Joanne Sherrill
1988-89	Sue Woodburn
1989-90	Bill McDaniel
1990-91	Jackie Walker
1991-92	Audrey Baker
1992-93	Gloria Grumet
1993-94	Evelyn Fleming
1994-95	LillianTeague JoanneSherrill

1995-96	Jean Berry
1996-97	Unknown
1997-98	Wanda Estevene
1998-99	M. Faye King
1999-00	Jan Thompkins
2000-01	Helen Davalos
2001-02	Marie Washington
2002-03	Bill Padgett
2003-04	B. J. Sims
2004-05	Nanette Bowman
2005-06	Verletta Moeller
2006-07	Robert Claudio
2007-08	Janice Cedano
2008-09	None
2009-10	Mary Navarro-Aldana
2010-11	Raymond Cabrera

## New Mexico State Conference 2011

BY FRED RUIBAL  
SILICON VALLEY CHAPTER

This year I was fortunate to again attend the New Mexico IAWP State Conference, which was held September 29 and 30 in Albuquerque, New Mexico. The conference started with a meet and greet at the Sandia Resort, which was held on the 29. This gave attendees a chance to network with one another and exchange information. This was followed by the actual conference, which was on September the 30.

The conference began with posting of the color's by Chris Zafra and Jeffreery Archuleta and then a short prayer given by Henry Perez, who is a past president of the New Mexico State Chapter. The current state chapter president, Gerri Jimenez, then gave the President's Message, in order to start things on a positive note. The day then proceeded with presentations from various speakers,

including California's own James Thomas, who is the Immediate Past President for the California Chapter and current District XV Director at the international level. He spoke on the virtues and advantages of being an IAWP member and how it has helped him in his professional endeavors. His presentation appeared to be very well received by his captivated audience! After a very delicious lunch, this was followed by presentations on topics such as "Life Roots," Internet Safety, Stress in the Workplace, and a presentation from NMWDS, an organization that helps folks with disabilities get back into the workforce. James Thomas then gave his report for International.

All in all, New Mexico's conference was very well put together and informative. I look forward to attending future conferences in the Land of Enchantment!



# Goings On Around the State

## Silicon Valley Chapter Lady of Distinction and Mystery



Diane Reeve is presented a resolution at her retirement luncheon from IAWP by Mattie Woodie.

BY JAMES THOMAS  
SILICON VALLEY CHAPTER

Rumor has it that the Lady of Distinction has left San Jose and relocated to Benicia. As the story goes she worked for the Employment Development Department for 21 years. The other mystery is she has been an IAWP member for over 20 years. Rumors have it she has worked in Sunnyvale, San Mateo, San Francisco, Oakland and San Jose. Let me add a little twist to this lady of distinction and mystery; some say she has retired from EDD. The wisdom she shared helped produce successful leaders and managers throughout the State of California. I was invited to a retirement luncheon and my eyes could not believe who arrived. Yes, the lady of mystery entered the room with a beautiful smile and a gleam in her eyes. Diane Reeve is the lady of distinction and mystery. She has been an advocate and a member of IAWP for many years. Look out Retiree Chair the lady of mystery has arrived and ready to work. Mattie Woodie presented Diane Reeve with a Resolution Certificate for the IAWP State Chapter.

## Walking for a Cure

BY JAMES THOMAS  
INTERNATIONAL DISTRICT XV  
DIRECTOR

The Silicon Valley members were walking for a cure for Diabetes on the brisk morning of October 9, 2011. The Annual Diabetes Walk was held at the Guadalupe River Park, in San Jose California. Dianna Ridge, Karen Taku, Fred Ruibal and I were the chapter team. Together we did our usual three-mile walk along with hundreds of runners and walkers. I was proud to accept one red for crossing the finish line as a Diabetic. We encourage everyone to walk for a cure, because we will help save a life.



Silicon Valley team at the Diabetes Walk in San Jose.

## A Kid in the Candy Store

BY JAMES THOMAS  
INTERNATIONAL DISTRICT XV  
DIRECTOR AND SILICON VALLEY  
CHAPTER MEMBER

I had the chance to attend the Annual Balloon Festival held in New Mexico this year.

I arrived at 4am to witness the spectacular event. I was like a kid in the candy store running from balloon to balloon not missing anything. It was amazing to see over 250-300 hot air balloons blown up and in the air within two hours.

I walked the length of three football fields and still missed a few of the balloons before they hit the air. You just stand in wonder as the balloons surround you with beauty. If you have been to the balloon festival make plans for next year; you will not be sorry.



Inflating balloons at the New Mexico Annual Balloon Festival.

## The Past Never Goes Away

JAMES THOMAS  
INTERNATIONAL DISTRICT XV  
DIRECTOR AND SILICON VALLEY  
CHAPTER MEMBER

I was privileged to receive a visit from the past. I am a Navy Veteran and always seeking historical data. On my visit to Hawaii, I had a glance of the past.

Many Americans have never heard of the USS Arizona, but a close up look at the actual memorial will give you a chill. The memorial for the USS Arizona and the ship's 1,177 crewmen who went down with that ship on December 7th is breath taking. The burial place is dedicated to the crewmen who lost their lives on December 7, 1941.

The landmark is 184-foot long Memorial structure that is built over the sunken ship and is alive with fish and vegetation. I wanted to give you a visit from the past.



The USS Arizona Memorial in Hawaii.

## San Francisco Chapter Members Attend NDEAM Seminar

BY REBECCA Z. WOOD  
EDD EMPLOYMENT PROGRAM  
REPRESENTATIVE

EDD marked its observance of National Disability Employment Awareness Month (NDEAM) by holding workshops in various locations in California on disability awareness.

IAWP members of the San Francisco Chapter attended the event in San Francisco at the Civic Center EDD office on October 20, 2011.

Facilitators for the event were Linda Fredericks and Frances Grisgood, DAC (Disability Advisory Committee) representatives from EDD. David Tam, Alternate Cluster Manager for San Francisco EDD delivered the welcome address. The cluster manager for this EDD office is Jorge Tapia.

Guest speakers were Cece Slater, EEO Chief Director of EDD, Elizabeth Miles, coordinator of the EDD LEAP (Limited Examination and Appointment Program), and Darlene Rutkowski, District Administrator of DOR (Department of Rehabilitation).



From left: Linda Fredericks, EDD DAC; Frances Grisgood, EDD DAC; Darlene Rutkowski, District Administrator of DOR; Cece Slater, EEO Chief Director of EDD; Elizabeth Miles, coordinator of the EDD LEAP.

Slater underscored the mission of the EEO office which is to ensure that EDD services in the areas of EEO and Affirmative Obligation are provided in an equitable manner.

Miles explained that LEAP is a tool designed for people with disabilities so they can compete for State Civil Service positions.

Rutkowski revealed that the company hiring the most number of individuals with disability in the Bay Area is Safeway, followed by the county of San Mateo, the city and county of San Francisco, and the Federal Government offices in San Francisco in that order.

## San Francisco Welcomes New Members

BY ALFONSO MURILLO, SAN  
FRANCISCO CHAPTER  
PRESIDENT

I am proud to present the following new members of the San Francisco chapter. Welcome to the state chapter!

- Arnel Junio (Aug. 12)
- Mark Robbins (Aug. 12)
- Rebecca Wood (Aug. 12)
- Jenny Carreno (Aug. 13)
- Anthony Sanchez (Sep. 25)
- James Kindred (Sep. 26)

## Orange Empire Chapter

BY NANETTE BOWMAN  
ORANGE EMPIRE SECRETARY

Over 30 members and guests attended the Orange Empire General Meeting on Tuesday, November 8 at the Inca Gourmet Restaurant in Huntington Beach. Guest speaker, Neal Schaffer, presented a two hour training and information workshop titled "Social Media, Tools for Work." He explained the do's and don'ts of the different options along with benefits and disadvantages. Neil Schaffer is a leader in helping businesses

and professionals strategically leverage the potential of social media as a business tool.

An author, speaker, and social media strategy consultant, Neal has appeared in the Wall Street Journal, Bloomberg Business Week, Yahoo!, and the American Express Open Forum. A graduate of Amherst College, he is also fluent in Chinese and Japanese and currently resides in Irvine, California, where he proudly serves on the marketing committee for the United Way of Orange County.

Neal has published two books on LinkedIn:

"Maximizing LinkedIn for Sales and Social Media Marketing" was published in July, 2011.

Neal's first book, "Windmill Networking: Maximizing LinkedIn," was a recipient of multiple industry awards and continues to be one of the best-selling books in its genre.

Neal is currently working on his third book, tentatively titled "Windmill Networking: Maximizing Twitter."

## San Gabriel Chapter Walk for Diabetes

BY YVETTE QUEVEDO  
SAN GABRIEL VALLEY CHAPTER  
PRESIDENT

On October 1, 2011, the American Diabetes Association held its signature fundraising walk, Step Out: Walk to Stop Diabetes in Buena Park, CA on the Knott's Berry Farm grounds. The money raised as a result of the walk is to be used towards community-based education, to defend the rights of those with diabetes, as well as to fund research for a cure for both Type I and Type II diabetes. The International Association of Workforce Professionals (IAWP)'s local San Gabriel Valley Chapter joined Team YzzyD and was able to raise \$130 towards the team's overall collection of \$1,250. The Team would like to thank all those who attended and donated to the cause.



San Gabriel Valley Diabetes Walk Team YzzyD, including Yvette Quevedo, pictured far left.

tion and as well as a complimentary bag and water bottle. There was also a free health screening, which each team member participated in to get tested for glucose levels. The one diabetic in the group felt happy that everyone would be able to experience what she goes through at least four times a day when checking her blood sugar. The San Gabriel Valley Chapter hopes to make this an annual event that they will participate in, and hopefully next year's contribution and attendance will be much larger.



Yvette Quevedo, San Gabriel Valley president, is giving Val Moeller the presents collected and readied for distribution.

## Project Love

BY ROCIO LOPEZ  
SAN GABRIEL VALLEY CHAPTER

EDD services the public as well as participates in many community projects and this year is not any different from prior years where Orange County Multi-Center and Los Angeles Pack got together and collected over 26 presents to be sent to the "Children on the Navajo and Hopi Reservations in Arizona. Our goal is to give happiness to a needed kid during the festi-

See *San Gabriel* on page 12

## Pam Harris

Continued from page 1

permanent positions, it also provides the opportunity for permanent full time staff to consider other positions that will broaden their experience and perspective.

### Challenge #2

We have an aging Workforce and on-going retirements of career staff. This creates a knowledge drain. Most retirees have 25-35 years of experience. It is a significant departmental challenge to capture the institutional knowledge from these career staff before they retire. We must keep the door open for new staff to replace retiring staff. This will mean a significant investment in recruiting and training these staff, and a challenge for both staff and leaders.

### The EDD Workforce "At a Glance"

In July 2011, the Department had 9,304 employees. The attrition of EDD staff and managers is increasing at a measurable rate. In 2010, we had the highest number of retirees of record at least over the past 25 years of 1,400 – most of which were retirements. These were big numbers and measurably greater than just a few years prior. In 2009, EDD lost about 984 people.

We predict that for 2011, we will lose nearly 900 staff (based on the first six months experience compared with 2010). Based on the average age of our employees, we can expect this exodus to continue for several more years.

Currently, 46% of all EDD employees are over the age of 50 and potentially eligible to retire, which translates to 4,270 employees. The situation is even more pressing in the leadership ranks, where 58% of EDD managers and supervisors are over the age of 50 and potentially eligible to retire, translating to a total of 742 new leaders out of a total of 1,278 total leaders. Workforce planning models say that if you can potentially lose 20% of your workforce you have a serious business issue you realize how serious EDD's situation is.

Branch workforce demographics are as follows:

56% of Workforce Services Branch is over age 50 and potentially eligible to retire (960)

## Awards

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Richard Partridge, 806 Kindig Ave., Brawley, CA 92227

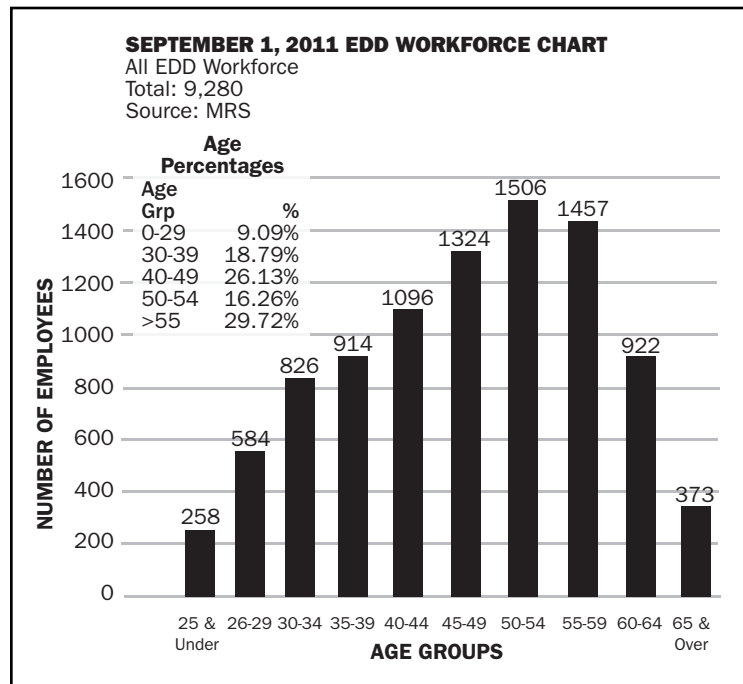
Retirees: Audrey Baker, 13421 Hubbard #116, Sylmar, CA 91342

International Development: Walter Ko, 17050 Via Arroyo, San Lorenzo, CA 94580

Specialized Customer Services: Fernando Roldan, 440 W. California, Glendale, CA 91203

Toll Trust: Nanette Bowman, 2006 Port Albans, Newport Beach, CA 92660

All Other Award Nominations: Shelia Armstrong, EDD, PO Box 59903, Riverside, CA 92517-1903



49% of Disability Insurance Branch is over age 50 and potentially eligible to retire (649)

44% of Tax Branch is over age 50 and potentially eligible to retire (654)

41% of UI Branch employees is over age 50 or over (1407)

All in all across the department, again, we're looking at potentially having to replace 4,270 staff and leaders over the next five years. That's a huge challenge.

The departure of the aging workforce will create multiple opportunities for promotions in all of EDD.

### Tips for Staff and Managers to "Kick Down the Door to Success"

- Take responsibility for your career, invest your own time, and set a course:
  - Know options – transfers, Training & Development (T&D) assignments, promotions, understand career paths, rotational assignments, mentoring
  - Weigh your aspirations
  - Set a course: work with your supervisor – complete a Career Development Plan
  - Believe in yourself
  - Get moving!
  - Get engaged – be aware of opportunities to broaden your knowledge and skills
  - Job openings
  - Training and growth opportunities (cross functional teams, special projects, etc.)
  - Be creative
  - Network with peers
- Be aware of the Workforce

All entries must be post-marked by January 12, 2012.

Good luck and happy writing!

Definition of Member: IAWP membership is required in both the year during which the activity occurred and the year in which the nomination was submitted.

**For definitive information on each award category** go to [www.iawponline.org](http://www.iawponline.org), select "Members only", under "IAWP Handbook" select "Chapter 5 – International Awards Program." The complete criteria for each award (except for State Employee Performance Awards) are described in detail.

Plan. Know the mission of all EDD programs. Communication skills both verbal and written will be essential to your growth and career development. ABOVE ALL – BE THERE TO MAKE A DIFFERENCE!

### Workforce Initiatives in the Plan:

- Formal Mentoring
- Knowledge Management – Knowledge transfer
- Leadership Development: Leadership competencies (completed) plus assessment tool (coming soon)
- Employee Recruitment (EDD as Employer of Choice)
- Work environment – flexibility balance work/life
- Career Development Opportunities – upward mobility etc.
- Creative training tools and strategies
- Employee Retention
- Staff Development

### Challenges to Leaders:

- Grow yourselves
- Get involved in the larger leadership process
- Find a mentor
- Network with peer leaders
- Mentor your staff to grow your replacement

## Veterans

Continued from page 7

observe first hand the interest and commitment provided through combined partnerships to assist our returning Veterans.

Tracy was so impressed by the quick response for support for her project out of the office, that when it was suggested that she too could be a member IAWP she immediately signed up and is looking forward to her first meeting with her East Bay colleagues.

## Dolphin

Continued from page 6

Annual 'Opening Doors' Awards ceremony was the legendary actress Cicely Tyson. Celebrated musical performer and noted humanitarian, Smokey Robinson was also honored. The event was held at the beautiful Los Angeles Music Center's Dorothy Chandler Pavilion. Mr. Dolphin was joined by family and friends along with the Los Angeles Ventura Workforce Services Deputy Division Chiefs.

## Berkeley

Continued from page 3

activities as IAWP members, we accept the challenge to resolve issues, and are very successful at it. In past issues of our *Cal-Liope*, there are documented results of the accomplishments of our employees in all arenas, employment, community, education, legislation, etc. The contributions and success of public employees both on and off the job is a sharp contrast against the recent ridicule and negative remarks targeted at state employees/public servants.

You will see some success stories in this issue of the *Cal-Liope*. Let's share those successes. I encourage you to send your articles in for our next *Cal-Liope*, showing your local successes, your economic contribution as a public employee in helping our community find employment via the individual or group processes we use, your involvement with the community and your activities

that strengthen our economy. You and a few people close to you may know all the great things that are done, but others don't. It is time to communicate and share best practices with a larger audience.

I encourage you to respond to my commentary; in the next issue of the *Cal-Liope*, I hope to have more information for you on this and other related topics.

Sources:

*The Wrong Target: Public Sector Unions and State Budget Deficits* <http://www.scribd.com/doc/68664713/The-Wrong-Target-Public-Sector-Unions-and-State-Budget-Deficits>

David Madland and Nick Bunker, "State Budget Deficits are Not and Employee Compensation Problem: The Great Recession is to Blame, Center for American Progress Action Fund, March 10, 2011, <http://www.americanprogressaction.org/issues/2011/03/pdf/state-budget-issuebrief.pdf>

Read more and view the charts and data tables:

[http://blogs.sacbee.com/the\\_state\\_worker/2011/10/berkeley-report-dont-blame-public-employees-for-budget-woes.html#ixzz1ahoxle50](http://blogs.sacbee.com/the_state_worker/2011/10/berkeley-report-dont-blame-public-employees-for-budget-woes.html#ixzz1ahoxle50)

## San Gabriel

Continued from page 11

ties and the response from my coworkers was amazing and they sure showed me that Love is in our Hearts.

### YEOP Appreciation

BY YVETTE QUEVEDO & PATRICIA MEDEL, SAN GABRIEL VALLEY CHAPTER

There are various events that the San Gabriel Valley (SGV) Chapter has sponsored in the past few months, but its major contribution this year was to the Youth Employment Opportunity Program (YEOP) Appreciation/Training Day on September 30, 2011. The Los Angeles-Ventura Workforce Services Division held this event for their YEOP specialists and mentors at the Los Angeles Trade Technical College. As a result of this coordinated effort, the day's agenda was filled with interesting and motivational speakers. Since the SGV Chapter had been instrumental in getting this event off the ground, IAWP was allowed a few minutes to speak to the youth about the organization. Yvette Quevedo, SGV Chapter President, discussed the many opportunities for professional growth as well as the financial assistance that is available to members by way of scholarships and grants. She also emphasized that by improving their own skills, the YEOP specialists are able to personally grow, but

on a professional level they are able to assist their clients in a way that they had not done before.

The afternoon started off with a wonderful lunch on the campus lawn followed by the presentation of certificates of appreciation to all the YEOP Specialists. Deputy Division Chiefs Lillian Kirimlidis, Carolyn Anderson, and Connie Chan were on hand to present and read a note written by the mentor to each specialist highlighting their accomplishments. The afternoon ended with success stories from former YEOP specialists. Cesar Valadares, a program manager at the Foothill Employment and Training Center in Pasadena, was recently selected as a mentee for the director's office leadership development and mentoring program and shared the story of how his humble beginnings coupled with perseverance paved the way for opportunity. Alex Pere, administrative assistant to Connie Chan, shared his recipe for successful mentoring which applied to the specialists and mentors in attendance. All former specialists engaged, encouraged and helped all of us to reflect positively on this adventure we are currently traveling on called the Youth Employment Opportunity Program.



YEOP Committee (from left) Julius Ekeomodi, Jesse Cuevas, Kelly Sanchez, Dinah White, Patricia Medel, Ellen Fishburn, Brenda Cohen, Pete Holguin, Susan Diaz.