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# Cal-Liope

The MUSE with the NEWS

Chapter/International Association of Workforce Professionals

July/August 2006

Volume 51, Number 4

## State President's MESSAGE

### "Turning Challenges into Solutions and Reinforcing Accountability"

BY RAY CABRERA  
STATE CHAPTER PRESIDENT

Hello, my name is Raymond Cabrera and I am your new State Chapter President.

Along with me you have a strong incoming Board of Directors to represent you and support me in accomplishing the many goals we have set for the membership this year. Some of our goals include more meaningful training, improved communication, and more Veteran success stories. As a professional organization, IAWP will continue to focus on providing its members with the best tools possible to meet the challenges in our workplace along with training, scholarships and grants.

The 2006/2007 Board of Directors has a very strong sense of commitment and responsibility. We are a volunteer organization and we do not get paid for the many hours we each put into doing this job. We each do it because we truly believe in IAWP, in what it stands for, and we work hard to make it better. If this sounds like we love it, you bet. It's a challenge at times, but what in life is not a challenge. If it's worth it you're going to have to meet the challenge and turn it around into a solution.

You are as much a part of this TEAM as the Board of Directors. Your commitment and dedication is what we are looking for to ensure our future and yours. Members

like you will replace us and take the organization on to even further heights. You have the same responsibility and accountability as does the Board of Directors; as a TEAM we can get things accomplished.

Your current responsibility is to speak up and keep us informed. What do you want your organization to do? Where do you want us to lead you in the future? You are each in charge of communications. Without good communication this organization can falter. Your Board will not fail, we will persevere until we get the job accomplished or give you a reasonable explanation as to why the goal was not obtainable. We are committed to "Turning Challenges into Solutions and Reinforcing Accountability."

The California State Educational Conference and the 93rd Annual International Association of Workforce Professionals (IAWP) International Conference in Louisville, Kentucky are now part of our history. They were two fully packed conferences that enlightened your State Delegates and gave them a new fresh approach to old issues. We will be highlighting a number of these events in this issue of the *Cal-Liope*. Look for the interesting articles written by your delegates.

I am really looking forward to working with the Board of  
*See President on page 11*

## California Wins Awards at International Educational Conference

BY VAL MOELLER  
DISTRICT XV DIRECTOR

Each year at the International Educational Conference there is an Awards function. This year the conference was held in Louisville, Kentucky. The Awards Dinner was held Wednesday evening, June 21. California, which is in the Large Chapter category at the International Chapter and our members were the recipients of some awards.

Membership, the lifeblood of our organization is always an important part of the awards recognition. California won the January Jumpstart, which reflects the most new members. We had a total of 177 new members. Along with a number of other states, we merited a certificate of accomplishment for retaining at least 75% of our previous year's membership. This is a great accomplishment considering the high

number of retirements from the Employment Development Department this past year. We also had six individuals recognized for their exceptional recruitment efforts by recruiting at least ten new members. Those individuals were: **Ray Cabrera**, Inland Empire Chapter-new State Chapter President effective July 1; **Alma Dreier**, Inland Empire Chapter-Past and Present Chapter President; **Marina Rojas**, Inland Empire Chapter 1st Vice-President; **James Thomas**, Silicon Valley Chapter President and California State Chapter 1st Vice-President; **Sheila Mitchell**, Los Angeles Chapter President; and **Val Moeller**, Cabrillo Del Rio Treasurer, District XV Director, and Past State Chapter President. These individuals are also recognized on the Interna-

tional President's Honor Roll for being active members of the organization and by serving in officer capacities.

The California Chapter was also recognized along with ten other states for Professional Practices. This award recognizes chapters for a wide variety of activities that demonstrate diverse and creative projects that includes chapter awards recognition functions, activities that promote membership and publicize the objectives of the organization, and community activities. California received a Certificate of Participation for Promoting Professional Recognition and also scored more than 200 points in the Chapter Achievement competition. Although we didn't win the top award, we were pleased to be recognized for our efforts.

*See Conference on page 11*

## Corrections to Administrators Panel Article

BY PAT THORNTON  
CAL-LIOPE EDITOR

The article "Administrators Panel Lively and Enlightening" on the front page of the May-June 2006 issue of the *Cal-Liope* contained several incorrect statements regarding the Unemployment Insurance (UI) Branch's current automation plans. The article should have stated:

The UI Modernization Project includes replacing all of the call center technology and expanding call answering capabilities to the adjudication centers, creating multifunction centers, and includes bringing the Insurance Accounting Division's existing call center into the UI Branch call center platform. UI Moderniza-

tion also includes a complete redesign of the continued claims processing system and telephone claim certification along with a database and new data analysis tools to help detect and prevent fraud in the UI system. The projects are underway now and UI expects the prime vendor will be on board in 2008. Updates on UI Modernization and other projects are available to EDD employees on the EDD intranet.

I apologize for the errors in the article and thank Talbott Smith for providing the correct information. In addition, I apologize to Talbott for the misspelling of his name in our chapter publication.

## Membership Chairperson Needed: Volunteer Opportunity

The IAWP State Chapter is seeking an energetic, friendly, self-motivated, enthusiastic, free thinking volunteer for the position of State Membership Chairperson.

This position is responsible for establishing, monitoring and maintaining the State of California IAWP annual membership drive criteria set forth in the IAWP Operating Procedures. Must be a member of IAWP and have good phone skills

All interested parties please e-mail Pat Thornton at: [thornton956@msn.com](mailto:thornton956@msn.com).

## Calendar of Events

July 1, 2006	New Administrative Year
August 19, 2006	Board of Directors Meeting
Fall 2006	District XV Conference
February, 2007	Board of Directors Meeting
May, 2007	State Conference
June 3-7, 2007	International Conference Boise, Idaho



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# Sen. Boxer, Feinstein Respond to California IAWP

BY ROB CLAUDIO  
STATE LEGISLATIVE CHAIRPERSON

As we ended the fiscal year 2005-2006, we were presented with challenges in the budget for our workforce development programs. In California, which has the largest amount of budget distribution for these programs, we are faced with potential cuts as the Congress re-convenes and begins to tackle the re-authorization of the Workforce Investment Act (WIA). This issue has been on the table for several years now and until recently didn't finally re-surface. There have been proposals submitted from the House that were changed in the Senate versions of this bill. The Senate versions were more optimistic with the budget and administration of WIA, as the bill was less inclined to give the state governors more authority of how to distribute dollars associated with this funding. The Employment Service, Unemployment Insurance and Labor Market Information programs were all slated for less funding as well. An action memo that was distributed nation-wide to the membership was sent to the California Board of Directors on May 4, 2006. On behalf of the California Chapter, I wrote to our state Senators and my own local elected Congressional representative asking for their support of our programs. I have to say that our current Senators, Boxer and Feinstein, have always been responsive to the needs of our association. It didn't surprise me to hear from them as quickly as I did and it reassured me that we have responsive elected Senators that look out for California's needs. The greater issue at this point, I believe, lies with the other states around the country whose elected officials do not give this topic large importance. We now must wait to see how our counterparts in various parts of the country do when they tackle the issue of getting their Congress people and Senators to focus on funding for these important programs.

For now, I can at least speak for our efforts around our state and how our grass roots approach to mobilizing the membership in these campaigns works with tremendous vitality. I am very proud of the work that continues to get accomplished by our state membership in this area and I am looking for improved activity in order for our association to have a greater impact where it is needed. We have also had great support from EDD's Executive Team: Rhonda

BARBARA BOXER  
CALIFORNIA

**United States Senate**  
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COMMITTEES:  
COMMERCE, SCIENCE,  
AND TRANSPORTATION  
EMPLOYMENT  
AND PUBLIC WORKS  
FOREIGN RELATIONS

June 6, 2006

Mr. Robert Claudio  
California Legislative Chair  
International Association of Workforce Professionals  
110 E. Fairhaven Avenue, #120  
Santa Ana, CA 92705

Dear Mr. Claudio:

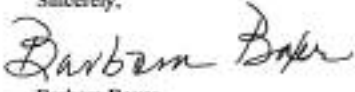
Thank you for writing to me regarding federal funding for Workforce Investment Act (WIA) and Wagner-Peyser Act programs. I appreciate hearing from you, and I share your support for these important and successful programs.

I was proud to co-sponsor the Specter-Harkin amendment to the fiscal year 2007 budget resolution, which the Senate approved on March 16, 2006. This bipartisan amendment would restore \$7 billion for an array of federal workforce development and job training programs that help foster research and innovation and provide health, education, and job opportunities to those who need it most.

In addition, I recently joined Senate colleagues from both parties in sending a letter to Senators Arlen Specter (R-PA) and Tom Harkin (D-IA), the Chairman and Ranking Member of the Senate Appropriations Subcommittee on Labor, Health and Human Services and Education. We urged the Subcommittee to restore funding to fiscal year 2005 levels for WIA and Employment Services programs in the fiscal year 2007 Labor, IHHS, Education Appropriations bill.

Restoring funding for workforce development and job training programs is an essential step in sustaining an American workforce that can fill highly skilled jobs and an economy that can compete successfully in the global marketplace. With strong bipartisan support, I am confident that we will restore this much-needed funding and reinvigorate these vital programs.

Again, thank you for writing to me. Please contact me again about this or other issues of concern to you.

Sincerely,  
  
Barbara Boxer  
United States Senator

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DIANNE FEINSTEIN  
CALIFORNIA

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COMMITTEE ON APPROPRIATIONS  
COMMITTEE ON ENERGY AND NATURAL RESOURCES  
COMMITTEE ON THE JUDICIARY  
COMMITTEE ON RULES AND ADMINISTRATION  
SELECT COMMITTEE ON INTELLIGENCE

May 31, 2006

Mr. Robert Claudio  
1100 Fairhaven Avenue, Apartment 120  
Santa Ana, California 92705

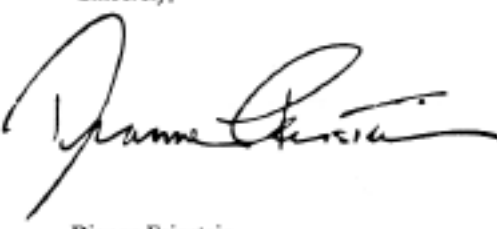
Dear Mr. Claudio:

Thank you for writing to me about your support for the amendment (S. Amdt. 3048) which Senators Arlen Specter (R-PA) and Tom Harkin (D-IA) offered to the Fiscal Year (FY) 2007 Budget Resolution. I appreciate hearing from you and welcome the opportunity to respond.

You will be pleased to know that I co-sponsored the Specter-Harkin Amendment to add \$7 billion in funding to health and education programs in the FY 2007 budget. This funding would restore cuts to vital programs, such as the National Institutes of Health (NIH), No Child Left Behind and Pell Grants.

On March 16, the Senate approved this amendment and passed the FY 2007 Budget Resolution by a vote of 51 to 49. As a member of the Senate Appropriations Committee, be assured I will keep your thoughts in mind as the Senate begins to consider appropriations levels for health and education programs in FY 2007.

Again, thank you for writing. Should you have any further questions or comments, please feel free to contact my Washington, D.C. staff at (202) 224-3841. Best regards.

Sincerely,  
  
Dianne Feinstein  
United States Senator

Further information about my position on issues of concern to California and the Nation is available at my website <http://feinstein.senate.gov>. You can also receive electronic e-mail updates by subscribing to my e-mail list at <http://feinstein.senate.gov/issue.html>.

DF:cp

93rd IAWP Educational Conference, Louisville, Kentucky, June 18-23

## International Panel Presentation Discusses Workforce Opportunities

M. FAYE KING  
DISTRICT I DIRECTOR

At the International Association of Workforce Professionals (IAWP) 93rd Educational Conference in Louisville, Kentucky, I attended the International Panel session which included delegates from Canada, the Republic of China-Taiwan, Colombia, Japan, Turks and Caicos Islands, the Ukraine and the United States. The session was titled "Women in the Workforce: A Progress Report." The objective was to provide information specific to each country's workforce.

In Canada, the women are doing okay but still not there yet. They are better educated and in federal public service over half of all women make less than \$50,000. The goal in Canada is to increase participation of women in all key jobs such as natural sciences, engineering and mathematics. They have made key successes in banking, scientific and professional.

In Japan, the women live longer and have healthier lives, better education and good purchasing power but are less empowered in terms of politics, decision making and income. The government implemented employment policies in 1985, 1992 and 2000 to assist female workers in keeping their jobs by helping them raise children, care for the elderly, and changing the willingness of male workers to bear more responsibilities related to family. Female workers in Japan are more successful than ever but less successful than those in other developed countries.

The Colombian women have entered the workforce to maintain a standard of living. There are more single-mother headed households as married women

**Women around the world have made an impact in the working environment even with disparities.**

enter the workforce, mainly to have more education. Colombian women earn 49% less than men and are threatened more by companies with dismissal and they have to put up with sexual harassment. Women over 70 years of age depend on their children for support. Although more women work today their unemployment is greater than men. They have had some successes with 11% of Parliament being female, 5 of 13 cabinet members are women and 38% of legislature, senior officials and managers are female, which is the highest rate in South America. They want to succeed to make a difference.

The unemployment rate is lower for females versus the men in Taiwan. The employment barriers that females face are education/skills because their main role is to take care of the elders. The females in the labor force total 48% versus 68% of men. In August 2002, a symposium on best practices for enhancing women's entrepreneurship and start-up companies was held in the country. It was to focus on women's issues with respect to education, social recognition, access to technology, financial support, and policy and legal infrastructure. By upgrading the employment skills they were able to fully subsidize the training fee to women who are the major family

income source and provide the just in time training program in cooperation with business. There are 349 One-stop Centers in every county or town in Taiwan. There is a woman's reemployment program and special programs for female workers who have been unemployed for over 12 weeks and also for other disadvantaged females. A Gender Equality Employment Law was implemented in March 2002 against employment discrimination and the gender discrimination. Female employment has played an increasingly important role in the development of Taiwan's economy.

The Turks and Caicos Islands presentation began with the women on the islands not being terribly disadvantaged. There is now an increase of males in the islands. (This drew a lot of laughter). They have had a female speaker in the legislature since the 1960's. They also have a female deputy governor and women have ruled the civil service for decades. There is not much to limit the women on the islands. In 2001, 43% of employed were females. There are 56% females employed as teachers and nurses and in managerial and administration, it is 38%. The newly formed Public Service Commission to begin August 2006 will have five members and the majority will be women.

Overall, the presentation was enlightening and very beneficial to all in attendance. It provided an understanding of the difference between wages of men versus women in other countries. Women around the world have made an impact in the working environment even with disparities.

## IAWP Business Meeting and Closing Ceremony

BY MICHAEL WALLER,  
SACRAMENTO CHAPTER

On the last day of the International conference, all delegates come back together for the International Association of Workforce Professionals (IAWP) annual Business Meeting and Closing Ceremonies.

President Thelma Hill delivered a stewardship report that focused on IAWP in transition. She identified our decreasing membership as a major problem that requires intervention and resolution. She also announced that the organization had no

current debt and that investments had risen to \$363,000.

Secretary-Treasurer Catherine Leapheart followed with a financial report and the 2005 Audit Report was accepted. Freddy Jacobs announced the election results. Laural Colburn of Virginia won the only contested race for Vice President of the International association. The Board announced resolutions praising various folks and organizations. There was no additional business to conduct by the membership.

The closing ceremony was

much simpler than in prior years. Virginia, the host state for the 2008 conference, gave a presentation about visiting Virginia, particularly Richmond, where the conference will be held. Idaho, the host state for the 2007 conference, gave a similar presentation. Both presentations contained some interesting things to do and places to see in these future host states.

"Kentucky Then and Now" was the finale and showed current scenes as well as scenes from the 1989 Kentucky conference.



Ron Cross, State Chapter President 2004-2006 carries the flag for the California Chapter



Verletta "Val" Moeller, International District XV Director, escorted by Ron Cross, California State President, to the International Banquet and Ball.



California delegates at the famous Church Hill Downs race track.



California delegates meet to caucus about International candidates and issues.



93rd IAWP Educational Conference, Louisville, Kentucky, June 18-23

# Communicating Using Publications and Web sites

BY MARY NAVARRO-ALDANA,  
BYBEE BOARD CHAIRPERSON,  
WEBSITE COORDINATOR

The International Association of Workforce Professionals (IAWP) 93rd International Educational Conference in Louisville, Kentucky was both informational and a delight. One of the conference sessions that I attended featured Wanda Watts, IAWP staff member, with assistance from Mary Riddell, IAWP staff member, Harley Schmydlapp, and Mike Fratto.

Wanda Watts, IAWP Communications Coordinator, elaborated on two publications that are done at the international office in Frankfort, Kentucky, the monthly Countdown and the bi-monthly Workforce Professional.

The Countdown is an online newsletter sent to the international officers and state chapter presidents which has many reminders the recipients should be passing on to their membership. It contains information on chapter events, retirements, a calendar of events, membership statistics, budget analysis, and more.

The other publication is the Workforce Professional, a printed newspaper sent to members and many partners. The regular columns include "From my Perspective," the "IAWP Washington Update," "Around the Association," "News Notes," and "International News." This newspaper is also sold on a subscription basis and is viewed by partners and other groups outside of IAWP. The Workforce Professional is a good tool to use for marketing and to get the word out on IAWP to newcomers and the general public. Wanda is always looking for ideas and articles. She reminded us all to send ideas to her at [wandawatts@iapes.org](mailto:wandawatts@iapes.org).

Harley Schmydlapp, IAWP Communications Sub-Committee Chairman, went over the aspects of the International Communications Award and how this package is reviewed. Harley talked about chapter newsletters, chapter web sites, and media coverage, explaining in detail what areas of communication are reviewed on a point basis.

Mike Fratto, International Web site Enhancement Chairman, had a marvelous PowerPoint presentation and very informative handouts on designing and creating web sites. Of course, I was extremely interested in this portion of the presentation, as I work on the California Web site! Mike covered everything, from the ten top mistakes in

web design to the best taglines to use. The best website looks good, does not have long download times or non-standard colors that users might see in a "different light" and helps users find what they need by emphasizing the site's priority tasks. Users should not get lost or stuck on a good website – good links to navigate easily are very necessary. Mike has provided his e-mail address, [mfratto@yahoo.com](mailto:mfratto@yahoo.com). If you want copies of the handouts material and the PowerPoint presentation, you can contact him via e-mail, and he will get right back to you with the information.

The group did an exceptional job of teaching us the best practices in communication. A large part of the Communication section of the IAWP Chapter Achievement Award is mainstream media.

Chapters need to show how IAWP was promoted through newspaper articles, radio or television spots, or videos. This helps promote our association to the general public and makes them aware of our mission and projects. The vast majority of chapters include articles published in newspapers. This is an easy and inexpensive way to fulfill this requirement. The only problem is how to get those articles published! The following are tips the group gave to us on how get articles published in the mainstream media:

**1)** Become familiar with local, weekly papers. Unless you have a personal connection to the editors of a large daily newspaper, concentrate on weekly papers from small towns. They are usually looking for news especially if it's about someone from that

community (see #4 below). Also, because it is a weekly newspaper, it isn't under an incredibly tight deadline like the large daily papers.

**2)** Get to know the editors. Check with your chapter leadership and see if they have any connections at local newspapers. You're almost sure to get something printed if a personal friend asks an editor of a small paper to publish something.

**3)** Learn how to write a good press release. You can get a journalism degree to learn how to do this, but you don't need to! Press releases are just announcements that are formatted so newspaper staff can get to the important information as quickly as possible. There are several different formats to use, but the most important part is to include the five Ws in the first paragraph: who, what, when,

where, and why. The other important thing is to include a name and phone number for follow-up. If you want to see some samples of press releases, visit these web sites: [www.pressflash.com/anatomy.html](http://www.pressflash.com/anatomy.html), [www.pertinent.com/articles/publicity/index.asp](http://www.pertinent.com/articles/publicity/index.asp).

**4)** Add a local spin to press releases. Weekly papers need a way to tie in your article to a local resident or event. You may need to write several versions of the same press release that highlight a different person or event.

**5)** Distribute press releases in a timely manner. Information that is two weeks old is not news. Make sure your press releases are distributed quickly—you can even write them ahead of time so they are ready immediately after the event. Also, check with the local paper to see how it prefers to receive press releases (e-mail, fax, or snail-mail).

**6)** Follow-up. Call the paper to ask if they intend to publish the article or check on possible publication dates. If the article is not included in the next edition, call to see what happened.

**7)** Make sure you get a copy of the published article. All this work will not be counted if you don't prove an article was published! Make sure you get a hard-copy of the article from the paper and include the dated front page to prove which paper and when. As an alternative, if you cannot get a hard-copy version, you can submit the article from the newspaper's web site. Many keep an archive so the article could still be available for a few weeks after it is published.

Harley really made us think – you might question whether your chapter actually has any real news to report – of course it does! You can distribute press releases for annual elections, community service events, chapter conferences, seminars, job promotions of IAWP members, meeting or attendance at an International Conference.

For those of you who are great at flyers and received recognition for Flyer of the Month, well, here is a challenge to you – for every flyer you do, also do the press release at the same time! Don't forget that there are other printed outlets for IAWP promotion. What about newsletters of charities that your chapter has helped, college alumni newsletters of chapter officers, or professional/business journals? Send out enough press releases and, sooner or later, they will get published!

## "Communications"

BY RAYMOND CABRERA,  
STATE CHAPTER PRESIDENT

Several of us attended the "Communicating Using Publications and Websites" workshop given by Mike Fratto and Harley Schmydlapp at the International Association of Workforce Professionals (IAWP) 93rd International Educational Conference in Louisville, Kentucky. Harley was up first and covered the aspects of how you get information out to your membership. He suggested that each chapter and sub-chapter put out a regular publication for his or her membership. Many templates are available on the Internet, MSN Publisher, and the like that can be used. It doesn't have to be as sophisticated as a real publication, just so that you get the vital information out to the membership on some regular basis. The publication can be monthly, bi-monthly, quarterly or semi-annual. "Just get one out." Another means of communication is via e-mails. He suggested that each of the chapters and sub-chapters create a distribution list for e-mails and communicate on a regular basis what is happening and what is currently important. The good aspect of e-mail is that you do not need to wait for the next publication to put one out. International has a Countdown publication that they do via e-mail. Harvey suggests that this be sent out

to all of the sub-chapters to keep them informed of what is happening at International and chapters throughout the world. Lastly, he suggested that each of the chapters create a website of their own and publish the address. Members throughout the world can access it and get to read what's working in your area and see if they can apply the same or similar tactics in their home state.

Mike took it from there and illustrated with a power point presentation how to create and maintain a good and productive web site. Mike handed out the "Six Steps to Creative Web Design."

- 1.** Gather your information
- 2.** Determine the intended audience
- 3.** Create a storyboard
- 4.** Plan your navigational tools
- 5.** Create an aesthetically appealing web page
- 6.** Establish credibility.

He suggested that you start by explaining who you are and what you do. Include a one-sentence tagline. Make the site user friendly and helpful to users in finding what they need. Users want to search and a search input box is what they are looking for, so include one. Another important feature is the use of a visual design to enhance, not define. Always use meaningful graphics,

or none at all. Mike also has a "Top Ten Mistakes in Web Design". I will only mention three that I found most important. Tip #5 Orphan pages; These are pages that offer no way back to the Home page and get the user "stuck." Tip #9 Outdated information; If the information is not updated on a regular basis what use is the information being provided. Tip #10 Overly long download times; Download time is one of the most important factors in a web design. Most people will not wait for more than 10-15 seconds for your page to load before they move on.

This is a short synopsis of Harvey and Mike's presentation. I can send you a copy of their full presentation upon request.

Those of us in attendance were very interested in better communications between the Chapter level and the sub-chapters. Listening to Harvey speak about the printed communication I was happy to know that we are doing pretty darn good with our California *Cal-Liope* publication. Harvey was very familiar with our chapter's newspaper and only added that we should try and get some of the articles picked up by the local major newspapers. He offered some ideas of starting small and getting the articles published in the throwaway

See *Communications* on page 8







## Education Corner

JEAN BERRY  
EDUCATION CHAIRPERSON 2005-2006

### Committee Members 2005-2006 District Directors:

- Faye King, District I
- Mary Archer, District II
- Marie Washington, District III
- IdaLee Bencomo, District IV

### Annual Education Report

Congratulations to all districts for the excellent education and training activities presented in their respective areas during the administrative year 2005-2006.

In their pursuit to lead, the following training was provided:

#### Training for IAWP Officers and Local Chapter Presidents

- Officers' Training
- President
- 1st & 2nd Vice Presidents
- District Directors
- Local Chapter President Training
- Local Chapter Treasurer Training

#### To assist members and non-members in their promotional goals, the following training was provided:

- Promotional Readiness Training
- Employment Program Manager I Training (JS & UI)
- Employment Program Manager I Training (Disability Insurance)
- Employment Program Manager I Training – Mock Orals
- Interviewing Techniques
- Program Updates
- Promotional Writing Techniques
- Leadership Training
- Application Process

#### Sample Topics

- Writing the Promotional Readiness Report (PRR)
- Oral Presentations
- Leadership Behaviors
- Your Role as a Leader
- The Interview Process
- Career Enhancement Training
- Customer Service
- Telephone Techniques
- Presentation Skills
- Computer Skills
- Introduction to Windows XP
  - Outlook
  - Excel
  - PowerPoint
  - Word
  - Access
- Listening Skills
- Communication Skills
- LMID

#### Excellence Training

- Strategies to help you achieve your Personal and Professional Life Goals

#### Training 4 Trainers

- EDDU trained IAWP members – two day session

This training has been conducted

throughout the state in order to provide training

#### Personal Training

- Financial Planning (*repeated sessions on semi-quarterly basis*)
- Crime Prevention
- Retirement Planning (*repeated sessions on semi-quarterly basis*)
- Spanish Classes
- Business Writing

#### Mini-Training

These sessions are held during lunch time and have been extremely popular and repeatedly requested by employees.

- Gung Ho – Excellence in the workplace
- World is Flat – a look at the 21st century and the global playing field
- The Fish
- A New Attitude – (How to develop a positive mental attitude)
- Verbal Communication (How to communicate effectively)

#### Training for First Time Supervisors or those who wish to become supervisors

- Front of the Class
- How to Reward Employees
- How to Increase Productivity
  - Fostering excellent morale in the workplace
  - Teambuilding
  - Motivating staff
  - How to properly teach staff
  - How to allow TGM – allowing staff to show their thoughts in work assignments
- Cultural Differences
- Dress for Success (proper attire for the workplace)

### Educational Grants

A total of 13 educational grants were issued to individual members and local chapters by Karl Bybee.

#### Other Education Activities

Preparations to hold Training 4 Trainers in:

- PDP – Professional Development Program
- Journey into Excellence
- Violence in the Workplace
- Customer Service for Internal/External Customers

As a professional organization, we will provide Certificates of Completion to those who attend training sessions hosted by our various local chapters and Certificates of Attendance for those who attend our educational conferences. Every effort will be made to spell attendee's name accurately, however, sometimes errors are made. If, you have received a certificate and your name was misspelled, please contact me at [berry\\_gemini@aol.com](mailto:berry_gemini@aol.com), along with your address and a corrected certificate will be mailed to you.

## Legislative Update

BY LEE FOLEY & CHRIS CRAWFOR, TEXAS CHAPTER

Lee Foley says Congress is moving slowly regarding appropriations because this is an election year. They did not pass this year's appropriations bill until February 2006 because it contained big budget cuts. This year's bill promises more large cuts and will be more difficult because the cuts are to popular human services and education programs in this election year.

Another factor slowing action is changes to the makeup of Congressional leadership. Foley says the leadership changes are to our advantage. DeLay's replacement as Majority Leader, John Boehner (Ohio), was chair of the House Education and Workforce Committee and knows our programs. Howard McKeon (CA), the new committee chair, is a longtime advocate of workforce development.

The prognosis for the workforce budget is not good. The President's budget features big cuts to discretionary programs, including workforce, and this President has gotten the dollar amount of monetary cuts he has requested in each of the last five years (though not exactly as he has requested them). The House bill reflects the President's budget. In the Senate, the Specter-Harkins amendment restores the \$7 million cut in workforce spending, but this is not expected to get past the conference committee. Foley expects both houses to pass bills and send them to a conference committee to be put on hold until after the November elections, when incumbents will not be dealing with reelection campaigns where cuts to popular human services programs can be used against them.

The administration wants cuts in discretionary human service programs. These programs are popular with the American public. Legislators vying for reelection do not want to risk having support for cuts used against them in the election. Foley gave us the formula to accomplish such cuts used by David Stockman, Reagan's budget director. Stockman said support for these programs would create fiscal deficits, so he initiated tax cuts that would create deficits so programs had to be cut. This formula worked for Reagan to some extent and has been very successful for the current administration.

Foley noted that the US economy looks good: we are about four years into the recovery from a recession. We have huge corporate profits, high gross national product and a growing population. However, we have a very low wage growth and only one-third of the expected job recovery. Our average family income is down; we have a 20 percent increase in families in poverty and personal bankruptcy is up 50 percent.

Foley paraphrased Dr. Alan Greenspan by saying capital leaves national boundaries very quickly, manufacturing leaves quickly, but our people stay. We as a nation should invest in our people: the education and training of our people and the health of our people. Foley notes we are not following Greenspan's admonition. Our population is growing but we are not educating our people and we are not providing adequate health care.

As IAWP members, Foley encourages us to help by educating people about our programs, not just legislators but people we meet in all areas of our lives. They cannot support programs that they know nothing about. Particularly tell them about successes; people remember success stories. He says to continue our involvement in IAWP. This is the only organization that promotes our particular programs: ES, WIA, UI, and LMI. Lastly, do a great job with your program. Keep up the good work and success.

*Editor's Note: This article is from the FLASH which is a daily newsletter produced at each International Conference. The writer, Chris Crawford is a retiree from the state of Texas. Lee Foley is the International Association of Workforce Professionals paid legislative representative in Washington, D.C.*

## Work Connection

Continued from page 6

of school youth usually do not come to us to sign up for services. More often than not we need to go to them physically, emotionally and repeatedly. Part of the goal is to teach young people they CAN and MUST reach out and advocate for themselves. The support young people value most is from the person who got to know them and who challenged them.

What Doesn't Work for Out-Of-School Youth? Don't

put young people right back into the same setting or structure where they struggled or failed in the first place.

Be careful about the messages your program or services convey. "If you don't do this, you'll be a failure all your life" or "This is your last chance." A more appropriate message is that chances don't run out, youth just needs to deal with the consequences of their choices and actions.

Youth do not usually drop out of services, here one day,

gone the next. Instead they "fade out." Disillusionment creeps in, issues arise or relationships fray. Look for signs 1-2 months into services. A change in season, from spring to summer, summer to fall or the new year often bring about changes in behavior. Perfect time for you to meet with your program participants, recommit to goals and troubleshoot issues.

Achievement and Celebration aren't always about rewards. The use of incen-

tives is still debated in the youth field, so don't be afraid to celebrate achievements by putting young people to the test. An example of this would be to have them present a project of work they did for other youth, or take people on a tour of their worksite. Anything that allows them to demonstrate what they have done, or what they know.

This program has several great information briefs: Youth Offenders and Collateral Sanctions, Foster Youth,

Recruiting and Retaining Out-Of-School Youth, Alternatives for At-Risk and Out-Of-School Youth, Youth and One-Stops, Career Pathways, and Leveraging Recourses

Learning Work Connection has volumes of information on how to support positive outcomes for youth. Their website is [www.learningworkconnection.org](http://www.learningworkconnection.org), log on to see what they have to say and order some of their handouts.

## Goings On Around the State



### Orange Empire Installs New Officers

BY NANETTE BOWMAN  
ORANGE EMPIRE

Orange Empire Chapter met for the quarterly general membership and installation dinner on June 15, 2006, at the Jägerhaus Restaurant in Anaheim. How to Win the Money Game was the theme of speaker Kelly Goodman. Kelly has been in the Financial Industry for over 5 years as a Broker with World Financial Group. She has helped over 250 families in the Orange County, Los Angeles and Riverside Counties. She specialized in teaching and educating middle-income families on how to win the money game so they can make more money, save more money and never have to worry about money again. She specializes in putting together a Financial Roadmap for families to meet all their goals and dreams in every area of their financial life. The Financial Roadmap is a six step process including increasing cash flow, managing debt, saving for emergencies, ensuring proper protection, saving for retirement and managing your estate. Kelly demonstrated her passion for helping individuals of all walks of life during her one hour presentation to the 27 EDD employees and fami-

ly members attending the dinner. Each one received a packet jammed with financial planning information.

Jorge summarized the accomplishments of the last term and expressed appreciation for serving as President. Awards received at the Annual State Convention were on display. Jorge presented Edith Ramirez with the California Chapter 2005 Employee Performance Award in the Disability Insurance category. He presented past officers with gift cards to Diedrich Coffee. Nanette Bowman installed the Orange Empire Officers for 2006-2007: President, Jorge Perez; First Vice-President, Catherine Caldera; Second Vice President, Maria Chuayusio; and Treasurer Carol Gaves. Jim Nilsen of Anaheim Job Service won the 50-50 raffle.

#### Excellence Training

On Saturday, June 24, Rob Claudio presented his outstanding version of Excellence, Strategies to help you achieve your personal & professional life goals. The program included three hours of basic common sense fundamentals to make the world a better place. For instance, before speaking, ask three questions: "is it necessary to

say what you are about to say, is it the truth, and is it kind". The evaluations verified the value of this kind of training. One comment really sums it up: "I am so glad that I attended!"

#### Planning for Retirement

On June 27, Orange Empire and San Gabriel Valley Chapters hosted a speaker from the State of California Savings Plus program at the Anaheim JS Office. Mark Hinte graciously spoke for two hours to provide a summary of benefits of the 401K and 457 savings plans. Mark's explanation of the difference in the investment options was a particularly valuable component.

#### Plans for New Administrative Year

On July 12 the Executive Board met and set up the calendar. Holding three education seminars in June set the pace for the rest of this calendar year. The team is committed to a program to enhance education, legislation, membership, communication, awards, and community service. We extend sincere condolences to Carol Gaves, who lost her mother on July 3.

### Los Compadres Chapter Hosts Job Fair

BY NORMA GALLEGOS

The Los Compadres Chapter of the International Association of Workforce Professionals (IAWP) hosted a continental breakfast for 65 employers at the Foundations for Success Summer Job Fair on June 22, 2006. The event sponsored by the Pacoima Employment Development Department (EDD) and Los Angeles City Councilmember Alex Padilla, in partnership with 17 commu-

nity organizations, was a great success! Despite the triple digit temperatures over 250 job seekers attended the outdoor event. Employers, including Lowe's Home Improvement, Southern California Edison, Los Angeles Police Department, Advanced Bionics and many others, were on hand to promote their jobs and accept applications. Los Compadres President, Bettye Hicks, was on

hand to greet and thank the employers for participating. Los Compadres members Melody Gillingham, Cecilia Reyes, Maria Serrano, Stewart Treiling, Employment Program Manager I Diana Hernandez-Concepcion and Norma Gallegos spent several weeks preparing and coordinating the event. It was a great opportunity for employers to connect with job seekers.

### Silicon Valley Chapter Puts on the Ritz

BY TERRELE SCHUMAKE  
SILICON VALLEY

In the words of the late Ed Sullivan Silicon Valley Chapter put on a "Really big shew" (Ed's New York pronunciation of show), when it sponsored its Back Bone Awards/Installation dinner on June 29, 2006.

The event was held at the

Omega Family Restaurant in Milpitas and was well attended. Chuck Steligo, Job Service District I Regional Manager, and Susan LaForge, Regional Director, National Council on Aging, gave a lively presentation about "The New Older Worker." As the "Baby Boomers" reach the

former "senior citizen" years, the ground rules have changed. The "Boomers" often retire from long standing jobs and continue to work at something totally different from their original occupations. They do not want to be called elderly,

See *Silicon* on page 11

### Cabrillo Del Rio Chapter

BY ELAINE CARRAWAY  
CHAPTER PRESIDENT

The State Conference is More Than Just a Day off Work!

It's an avenue to a better understanding of what's going on with our workforce. It's learning what tools are out there to help us perform our jobs more effectively. It's being recognized for our accomplishments. Its training, community service and dynamic motivational speakers. It's networking with folks from all over California. It's Unemployment Insurance, Disability Insurance, Job Services, Employment Tax and Worksource partners. It's Deputy Directors, Division Chiefs, line staff, management and dignitaries. It's Empowering!

I would like to take this time to thank the officers and members of the Cabrillo Del Rio chapter for all of their diligent work in 2005-2006. The hard work paid off at the State Conference Awards Luncheon held at

the Ontario Hilton May 19 in Ontario, CA. We came away with three California Chapter Awards: Education Award for a Medium Chapter – 2nd Place, Flyer of the Month for November, and Chapter Activity Award for a Medium Chapter – 1st Place. I am proud to have accepted these awards on behalf of the Cabrillo Del Rio chapter!

In addition we had members who were individual award winners. In the Employee Performance category we had winners: Viki Wrigley from the Long Beach Career Transition Center for Job Services Case Management; James Antee representing Business Services; and Ellen Greer for Job Services-Management.

Our own Verletta (VAL) Moeller, Cabrillo del Rio Treasurer, received Membership awards for being the top recruiter and the Toll Trust Award which is the highest award that a member can receive for services to the association.

### Puerto del Sol Chapter

BY CHERYL SPROLES  
CHAPTER PRESIDENT

Puerto Del Sol held its Installation of Officers on June 29 at the Sizzler Restaurant. The evening was hosted by Phil Dwyer, outgoing chapter President. Phil gave Awards of Excellent Service for Puerto del Sol Chapter 2005-2006 to the following individuals: Jan Cedano, First Vice President; Monica Gutierrez Education Chairperson; Edna Derringer, Treasurer; Norma Vazquez, Sherrill Longworth, Olga Briggs and Alex Araujo for his tireless efforts as the Chef Extraordinaire of the Puerto del Sol Picnic.

Stacey Baron-Blank administered the new officers the oath of office. The new President is Cheryl Sproles. Cheryl has worked with EDD since 1998 and is an Employment Program Representative. The majority of that time she has worked at the San Diego Call Center. Cheryl also worked at the San Diego Disability Office. She served as Puerto Del Sol Treasurer 2001-2002. Prior to working with EDD Cheryl worked in the Commercial Property Casualty Insurance Industry. Cheryl states "We are looking at a number of different new ideas for training and expect a great year!" The 4th annual picnic is already scheduled for Saturday, June 2, 2007 at Mission Bay. Mark your calendar.

First Vice President, Bernice Jenkins, is the Transi-

tion Assistance Program (TAP) Manager for Southern California. While serving in the United States Navy as a Chief Petty Officer (Surface Warfare), Ms. Jenkins decided her next career would utilize her passion for helping others. Bernice left her position as the Community Development Block Grant Job Developer for Southwestern College in Chula Vista to take a position at the San Diego Call Center which added to her knowledge of the customers' perspective regarding EDD's services.

Bernice has been provided a myriad of opportunities working in various positions such as Disabled Veterans Outreach Program Specialist (DVOP), Veterans Liaison with the Department of Veterans Affairs Regional Office in San Diego, as well as working under contract as the Exit Program Specialist to the San Diego Career Opportunities Partners at Metro Career Center. She plans to utilize her position as First Vice President of Puerto Del Sol to raise awareness of the IAWP mission and foster great relationships with members and non-members.

Second Vice President Barbara Byrd-Blake has been with EDD since 2000. During that time she has worked as an Employment Program Representative at the San Diego Call Center. Barbara

See *Puerto del Sol* on page 11

## Conference

Continued from page 1

In the Specialized Customer Services category, California won the 1st place award with their nomination for the Media Access Offices (MAO). This award recognizes innovative programs of awareness, and furthers a specialized segment of the workforce including, but not limited to, vocational rehabilitation, welfare-to-work, people with disabilities, and youth. MAO is manned by EDD staff **Gloria Castaneda** in the Southern Office and **Dr. Douglas Gordy** in the Northern Office. The MAO actively promotes the employment and accurate portrayal of persons with disabilities in all areas of the media and entertainment industry, insuring that the industry recognizes people with disabilities as part of cultural diversity.

The MAO works to eliminate the discrimination facing people with disabilities caused by society's lack of understanding of the experiences of disability. Increasing the number of media roles

accurately portraying people with disabilities increases public awareness. Some of the services that MAO provides are: acting classes, screenwriting classes, resume writing assistance, low cost headshot clinics, script consulting on disability themes, casting liaison service, and an awards recognition program. Congratulations to Gloria and Douglas!

International President **Thelma Hill** recognized all of the states who provided timely and outstanding Unemployment Services to those individuals affected by the 2005 Katrina Disaster. California received a Certificate of Merit for the services provided in California.

Our sister International Calafia Chapter (Mexico) was recognized with the Ealton Nelson Award. This award recognizes an individual/group and chapter's outstanding commitments to and achievement in IAWP's international development for a non-US individual/group or chapter.

Congratulations to Calafia from the California Chapter!

## President

Continued from page 1

Directors and all the individual members in the upcoming year. I want you each to know that you can submit any question, idea, suggestion or constructive criticism to me, or any officer on the Board. My e-mail address is: [onthegoray@aol.com](mailto:onthegoray@aol.com). I will forward your comment to the

proper Board member and you will have a response within five working days of receipt of your e-mail.

I want to specially thank Ron Cross, Immediate Past President, for his one-on-one leadership and training these last few years. Without him and his friendship I would have been lost.

## Puerto del Dol Chapter

Continued from page 10

has been involved in organizing a number of events at the Call Center. This year as part of Black History Month she arranged for the Historic Buffalo Soldiers to provide a presentation for an All Staff Meeting.

Ana Cotto is the Puerto Del Sol Chapter Secretary. She is employed at the San Diego Primary Call Center

FO 186. She has 12 years experience in Unemployment Insurance Benefits and two-and-half years experience in Job Services. She enjoys her job with EDD. Ana likes helping co-workers with questions and helping to organize birthday celebrations. She has a daughter and a son both over twenty. She was born in the Island of Puerto Rico and moved to United States with her parents when

she was fourteen years old. She has worked for the State of Illinois as a case manager for the Social Services Department and moved to California and worked for the Los Angeles County Social Services Department. After working for the Social Services Department for several years, she decided to move to San Diego County. That is when she applied to work for the State of California Em-

ployment Development Department in 1992. She enjoys her work and the opportunities that the Department gives her to grow with the agency. She is looking forward to her position with the IAWP, participating in the activities and training available

Edna Derringer has been with EDD since 1988 when she was hired as an Office Assistant. She promoted to

Office Technician in 1989. In 1993 Edna requested a training and development assignment to EPR. Edna learned Unemployment and Job Service procedures and worked in both arenas until she was promoted to Employment Program Manager in 2005. Edna is currently serving her second year as Treasurer for the Puerto Del Sol Chapter of IAWP.

## Silicon Chapter

Continued from page 10

seniors or old. They are intrepid, stylish and energetic. There is also the traditional "older worker" who needs to or wants to work for financial reasons or to remain socially, intellectually or financially connected. Both sets of "older workers" present a challenge to workforce professionals. Traditional older workers can be classified as

such as age forty.

There were twelve winners of the "Back Bone" Award, which is presented in recognition to those who work quietly behind the scenes to ensure good customer service, internal and external, and expect no accolades for their dedication and efforts. They were nominated by their fellow employees, an honor within itself.

The Back Bone Award win-

ners were: Disability Insurance Office 214 - Paul Mbonu, Disability Insurance Representative (DIPR), Irene Pacleb, DIPR and Marissa Zuliotta, DIPR; Campbell One-stop- Carl Begay, Linh Vo, and Robert Rambeau; San Jose Primary Adjudication Center 145- Jackie Falkowski, Employment Program Manager, Bill Rodden, Services Technician and Terrele Schumake, Employ-

ment Program Representative (EPR); EDD Connect, Sunnyvale- Pauline Gee, Myrna Shiraev and Ron Peters, EPR.

Other nominees included Shirley Church, Frieda Webster, Rose Vargas, Delores Vargas, Jeff Walther, Victoria Huynh and Mel Matos.

To conclude the evening, Mary Archer, California IAWP District II Rep installed the

chapter officers for 2006-2007. She began by having them read the IAWP standard of Ethics. Silicon Valley Chapter officers are: James Thomas, President; Fred Ruibal, First Vice-President; Diane Reeve, Second Vice-President and Sia Smith, Treasurer.

The chapter theme is: "Stepping up to the Challenge."

## EDD Automation Reunion Set Oct. 19

BY JANICE WALKER

Over the last 20 or 30 years hundreds of the Employment Development Department (EDD) employees have worked together to create and maintain automation systems that support the EDD mission - CASP, ETSL, PCF, DI Automation, BAS, UI Automation, TOP and iNER, to name just a few. This coming October is the 20th anniversary of the Tax Accounting System (TAS) system. That's as good reason as we need to get together, renew our friendships and share our new adventures. So let's do it!

**Thursday October 19  
Dante Club**

(Fair Oaks Blvd near Howe Ave., Sacramento)

**Doors open at 12 noon  
Lunch buffet at 1 p.m.**

(Chicken, Beef, Pasta, Salads, Ice Cream)  
**\$18 for the Buffet**

We hope that everyone who participated in these and other projects can attend. Customers, testers, reviewers, requirements builders, programmers, managers, FSR reviewers, BOPSD folks, Y2K folks, data techs, vendors from wherever—please come!

Please share this information with anyone you

can, especially retirees, customers and contractors, since we don't have addresses for everyone. If you'd like to see someone, invite them, please!

We are looking for a preliminary count by mid-July, and payment by October 10.

If you plan/hope to attend, please respond by e-mail to Stephanie Brown at [sabrownedd@mail.com](mailto:sabrownedd@mail.com), as soon as you can.

Payment details will follow. We hope to see you there.

Please let Stephanie Brown know whether you will be attending.

## Letters

Continued from page 2

English, Program Review Branch, Dennis Petrie, Job Service Branch and Debra Bronow, Unemployment Insurance Branch. I thank all of them along with our Director Pat Henning who publicly acknowledges the work that we do on a continuous basis. Finally, I want to thank all of our members who have participated in our activities to date. You are what makes our association great and I challenge the new Board of Directors to exceed the work that was done within the last administrative year. Collectively, I believe we can make a significant impact as a leading organization in workforce development.

## New Limited Edition Chapter Pin Available for Purchase; Order Now

Our new chapter pin designed by members Mary Archer and Emma Etheart is now available. This pin is the first of a series of pins that will be made available to the California membership. There are 560 of the 1000 limited editions of this pin left after the pin was first presented at the May 2006 conference.

The pin may be purchased for \$3 from the chapter office.

Send your money with your request for purchase to:

Pat Thornton  
Executive Office  
Manager  
11410 Gold Hill Court  
Gold River, CA 95670



## Reports from Around the Nation

### Get Ready for Boise Idaho: June 3-7, 2007

#### Idaho's Past

BY NANCY UPCHURCH  
IDAHO CHAPTER

When you attend the 94th annual IAWP Educational Conference in Boise in 2007, we will highlight aspects of Idaho's past, present and future. To kick things off, we are starting a series of articles in the FLASH, beginning with a little history of Idaho's past.

Did you know that the Louisiana Purchase, in 1803, included the Idaho territory? That momentous event was soon followed by the Lewis and Clark Expedition, which traversed Central Idaho in a quest for a navigable route to the Pacific Ocean. Lewis and Clark entered what is now Idaho at Lemhi Pass near Salmon.

In 1830, Captain Bonneville escorted the first wagon train across southern Idaho and in 1834 Fort Hall and Fort Boise were established. By 1843, the Oregon Trail migration had begun but most emigrants bypassed Idaho for milder climates in Oregon. That would change soon, however, as French Canadians discovered gold

on the Pend Oreille River in 1852. Idaho officially became a U.S. territory in 1863 with Lewiston serving briefly as its capital. By 1864, the capital was moved to Boise.

By 1870, Idaho's population was all of 17,000. Electricity came to Idaho in 1882 (yes we have electricity) when the first electric light was turned on near the mining town of Ketchum. Telephone service soon followed in 1883 in nearby Hailey. In 1884, silver was discovered in the Coeur d'Alene area, which would prove to be the nation's richest deposit. In 1889, a constitutional convention was held and Idaho became the nation's 43rd state by 1890.

#### Idaho's Future

BY NANCY UPCHURCH  
IDAHO CHAPTER

The final article in our series asks the question... what does the future hold for Idaho? As the 21st century progresses, it is likely that Idaho's economy, which was once based primarily on natural resource industries, will shift more to science and technology. Idaho is

already home to the world's second-largest memory chip maker Micron Technology Inc., with annual revenues of more than \$4 billion. Someday we will be more famous for our micro-chips than for our potato-chips!

One fact we know for sure about the future, less than one year from now, Idaho will host the 94th annual IAWP Educational Conference. Idaho IAWP members have been working hard to plan conference activities, just for you. The Local Arrangements Committee is very excited about providing you a fun and educational visit while in Idaho. Our event coordinators have already planned activities highlighting Idaho's past, present and future, and the program chair has started outlining the educational portion of the conference.

There's also plenty to see and lots to do in Idaho, before or after the conference. Cast a line. Hike a trail. Raft a river. You'll get away from it all yet still feel at home. Mark your calendar for June 3-7, 2007, we will see you then!

### The First Day at Louisville, Kentucky

BY ROCIO LOPEZ, PRESIDENT  
SAN GABRIEL VALLEY CHAPTER

This was a truly an International Conference!! The Opening Ceremonies on Monday morning in Louisville, Kentucky were impressive. In addition to the states' colors, we saw Canada, Colombia, Japan, Korea, Latvia, Lithuania, Mexico, Nigeria, Poland, Romania, Russia, Taiwan ROC, Turks & Caicos Islands, and Ukraine flags grace the stage.

After a wonderful welcome from Deputy Secretary Laura Owens, Kentucky Education Cabinet Commissioner, Department of Workforce Investment, we heard about how the Kentucky workforce system is moving forward and making a difference. They have combined workforce development programs within their Education Cabinet, they are positioned to provide all the services residents require to move forward in their work lives and become productive citizens. She advised us to tell others the wonderful things that are going on in the workforce system and to share our passion and desire to help people. Let's show how we are making a difference, "THIS WILL HELP TO GET FUNDING"

Mr. Roosevelt Halley, Executive Director of the South Carolina Employment Security Commission and President Elect of the National Association of State Workforce Agencies (NASWA) talked about the challenges facing NASWA, how a national organization representing all states can take a singular position on reauthorization of the Workforce Investment Act (WIA) when states are structured differently. NASWA's final recommendation: States should have options on

how to distribute WIA funding, including labor exchange (Wagner-Peyser) funding. Mr. Halley remarked how even with tight budgets, our country needs adequate staff to maintain the valuable workforce system we have. He was the second to say we needed to take our story to Congress, which he did this spring, and ask that they restore the budget to 2005 levels.

Dr. Helen Parker, USDOL ETA Regional Administrator for the Atlanta Region talked about how much education is the key to innovation. She recommends that we read "THE WORLD IS FLAT" by Tom Friedman. The Council of Competitiveness produced a report "Innovate America" which you can read at [www.compete.org](http://www.compete.org) which talks about the three things needed to optimize for innovation: Infrastructure, Investment and Talent. The United States can't compete on cost or technology any longer, but no other country can compete with us in these three areas.

Now LEGISLATIVE UPDATE BY LEE FOLEY:

Mr. Lee Foley says congress is moving slowly regarding appropriations because this is an election year. They did not pass this year's appropriations bill until February 2006 because it contained big budget cuts. This year's bill promises more large cuts and will be difficult because the cuts are to popular human services and education programs in this election year. Another factor slowing action is changes to the makeup of Congressional leadership; Foley says that changes are to our advantage. DeLay's replacement as Majority Leader, John Boehner (OHIO), was chairman of

the House Education and Workforce Committee and knows our programs. Howard McKeon (CA), the new committee chairman, is a longtime advocate of workforce development.

The prognosis for the workforce budget is not good. The President's budget features big cuts to discretionary programs, including workforce, and the President has gotten the dollar amount of monetary cuts he has requested in each of the last five years. In the Senate, The Specter-Harkins amendment restores the \$7 million cut in workforce spending, but this is not expected to get past the committee. Foley expects both houses to pass bills and send them to a conference committee to be put on hold until the November elections, when incumbents will not be dealing with reelection campaigns, where cuts to popular human services programs can be used against them.

As IAWP members, Foley encourages us to help by educating people about our programs, not just legislators, but people we meet in all the areas of our lives. People cannot support programs that they know nothing about, particularly tell them about successes; people remember success stories. He says to continue our involvement in IAWP since this is the only organization that promotes our particular programs: ES, WIA, UI, and LMI. Mr. Foley encouraged us to "DO A GREAT JOB WITH YOUR PROGRAM, KEEP UP THE GOOD WORK AND SUCCESSES."

This was day only DAY ONE! You can you imagine all the information received at the workshops.

### SUTA Dumping Schemes Uncovered

JUDY JOHNSON  
WASHINGTON CHAPTER

State Unemployment Tax Act (SUTA) Dumping? That's when an employer 'dumps' a high unemployment insurance (UI) tax rate by buying a new business with a low rate and transferring their employers to the business with the lower rate. Or when an employer closes their business that has a high tax rate, and then opens a new business the next day/week/month and gets the lower "new employer" tax rate. There are as many schemes for SUTA Dumping as there are devious people trying to cheat the system.

Debbie Axt, Ohio's Chief of Compliance in Unemployment Compensation Tax, described how Ohio has taken on these scheming employers, and then opened up her forum to allow all the states to share how they are tackling this problem. At least 43 states have passed the federally-mandated legislation to catch SUTA dumpers. New state laws will have stiffer penalties, including criminal sentences, for employers or business advisors who attempt to dump a high UI tax rate.

We found out what innovations states are using to discover these SUTA dumpers. Many recommend hiring an in-house attorney to tackle the court cases that result from appeals of these decisions. Others find that marketing, or just issuing the threat of prosecution, is a sufficient deterrent and makes employers compliant. Several states are setting up special auditing units for SUTA dumping. All states lamented the lack of federal or state funding to support staffing needed to prevent, detect, and collect from SUTA dumpers.

### Catching the Bad Guys

BY THE FLASH STAFF

More than 30 people were entertained by Kathy Moore, Washington State's Chief of Special Investigations, as she explained how some very large interstate fraud schemes have been detected, investigated, and BUSTED in recent years. The Million Dollar "California Gold Rush" scam of 2001-02 was dissected as well as the "Pretext" scheme which is hitting so many of our offices right now. Attendees were able to listen to actual recordings of fraudulent phone calls, and see photos of convicts with their ill-gotten gains.

Kathy also explained some of the newer technology solutions that Washington is using to detect, and even better, PREVENT these kinds of identity theft and other frauds. Access to more data from employers, federal agencies, and even our own UI systems enables investigators to find the bad stuff faster. Kathy emphasized the benefits of Washington's investment in its agency data mall, and pointed out an emerging technology available from a private vendor.

All in all, Bad Guys beware: Kathy and her folks are gonna getcha!