

## CHARTING THE COURSE: SETTING THE DESTINATION

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## 2008 AWIB CONFERENCE SESSION



Joseph Carbone

### Innovative Funding Tactics

Workforce Investment Boards are increasingly faced with less predictable funding sources, while at the same time they are challenged to respond to greater needs. The WorkPlace, Inc. has been successful in expanding services and programs by generating funds from foundation, government and private sources.

This presentation will provide multiple strategies and options for developing new funding sources, with specific examples that can be replicated locally.

Presented by Joe Carbone, President & CEO of The WorkPlace, Inc., Southwestern Connecticut's Workforce Development Board.



## 2008 AWIB CONFERENCE SESSION



**Phyllis Dickerson**  
City of Little Rock

**“Mix It Up In the Workplace”**  
**Learn How to Recruit and Retain Baby Boomers**

Today’s workforce is facing challenging economic and employment issues. Mature workers are more important to our work base now more than ever. In this workshop Ms. Dickerson will explore with conference participants:

- Why employers should recruit and retain baby boomers
- What employer must know about mature workers
- Baby Boomer recruitment strategies
- Generation-friendly recruitment strategies
- Non-monetary recruitment & retention tools
- Transitional retirement options

## 2008 AWIB CONFERENCE SESSION

### Dr. Beverly Ford

Beverly Ford's training sessions utilize an interactive approach to create an environment of trust among participants resulting in an honest exchange of ideas and concepts through open dialogue, small group discussions and role plays.

#### Marketing Employers

Case Managers are still getting used to the "work first" way of doing business. They have found themselves in a new role that includes working with employers to get their clients jobs as quickly as possible.

This workshop will introduce Case Managers to practical, easy to implement strategies for marketing their program and customers to prospective employers. Workshop participants will learn how to:

- Target employers most likely to hire their customers
- Sell employers on how using their program can benefit them
- Overcome employer objections to participating in a government program
- Identify both the objective and subjective qualifications employers are seeking for
- Identify and sell the strengths that make customers employable
- Overcome employer objections to hiring customers with significant barriers
- Sell follow up services as a benefit to employers



## 2008 AWIB CONFERENCE SESSION



Dr. Beverly Ford—Continued

### Counseling Skills For the Employment Counselor

Master the basic counseling skills you need to provide supportive counseling in an employment focused setting. Learn how to:

- Use your listening skills to build relationships with clients
- Ask questions that encourage participants to think for themselves
- Use self disclosure appropriately so that participants can feel supported by you
- Confront participants' self defeating behavior so they can make a plan to change
- Summarize participants' ideas so they can better organize for planning



## 2008 AWIB CONFERENCE SESSION



**Kimberly Friedman**  
Department of Workforce Services

### **Mature Worker Initiative**

Arkansas and the rest of the country will soon face a shortage of qualified workers as the Baby Boomers begin to retire. Because the impact here in Arkansas will be significant, the state has begun addressing this issue. This workshop will include information about the following:

- The Mature Worker Friendly Award (as part of the Governor's Work-Life Balance Awards)
- Benefits of retaining mature workers
- Health benefits of keeping older adults engaged in work and volunteer activities
- How Workforce Center staff can better assist mature workers and engage employers

## 2008 AWIB CONFERENCE SESSION

**Ann Higdon**  
ISUS

### **The Secret**

Learn *How to Develop a Successful Model for Hard to Serve Youth*

Picture this:

- A \$ 14B company recruits workers for jobs starting at \$30,000 per year from your trainees;
- A businessman personally guarantees a loan of \$1.5 M to upgrade your building;
- A suburban medical college recruits your trainees and offers tuition free instruction;
- A hospital provides a building for you, on their campus, free of charge;
- A service club builds employment connections for your graduates;
- A local family delivers you a \$1M check the day before Thanksgiving;
- A division of the largest corporation in the country seeks you out as a partner;
- A foundation funds the purchase of your state-of-the-art training equipment

If you can't picture this yet - you will. Enjoy an eye opening session with the founder of the award winning ISUS organizations. She will share ***The Secret***.  
**You don't want to miss this one!**



## 2008 AWIB CONFERENCE SESSION



**Toyce Newton**  
Phoenix Youth Services

### **Rural Youth Offender Initiative**

Toyce Newton, President and CEO of Phoenix Youth and Family Services Inc. (located in Crossett, Arkansas) and servicing the southeastern counties (Ashley, Bradley, Chicot, Desha, and Drew) of Arkansas, will give a comprehensive overview of the Rural Youth Offender Initiative established as a comprehensive re-entry program to develop a creditable workforce, and populate a workforce supply pipeline, consisting of 14-21 year old offenders who are by happenstance, or personal circumstance, marginally equipped to be productive in the workplace. Targeted specifically were offenders pending release from secured facilities. The community reintegration program sets forth a process for offenders to re-enter their communities with the appropriate service support systems in place. Mrs. Newton will give highlights and best practices of this initiative for the attendees

## 2008 AWIB CONFERENCE SESSION

Norma Noble

### WIA Collaborations

THE TRAIN HAS LEFT THE STATION: ARE WE THE FUEL, THE ENGINE, THE ENGINEER OR THE PASSENGERS OF THE TRAIN?

- What collaborative roles are required or desired?
- Are we sufficiently connected to our competitive industries to effectively “grow our own” workforce?
- If we’re doing better than ever before to align workforce initiatives with economic development priorities, who cares and what are the rewards for collaborative workforce stakeholders at the state and local levels?
- If we are the engineers, are we driving the train where our industries tell us we have competitive strengths and are we driving where Arkansas has the capacity to grow?
- Do we have the right data, connections and collaborations to get it done?
- Should we be talking about space flights instead of trains?

## 2008 AWIB CONFERENCE SESSION

Paul Vitale



### *It's Your Business, It's Your Name*

Everyone talks a lot about providing quality customer service, but Paul Vitale shows you and your team how to make this precept the beating heart of your daily interaction with your customers. Every team member who is on the front line of your business will learn the necessary skills and attitudes to make providing quality customer service more than a slogan. (1) Why customers don't return; (2) the service model; (3) understanding your customer's needs; (4) realizing the importance of your customer; (5) customer courtesy rules; (6) consistently satisfying your customer; (7) effective communication with your customer; and (8) the benefits of quality customer service are all discussed during this interactive presentation. Customers expect value for the money they spend with us. Paul encourages the participants to focus on key aspects of quality customer service that help ensure strong business relationships, as well as the longevity of financial success.

### *Community Support & Partnerships*

The infancy of successful programs, social movements and partnerships begins with a shared vision that over time has the potential to breed greatness within the confines of a community, as well as beyond. For many, what begins as challenging the process is turned into a vision that develops into a greater idea, fueled by those who are encouraged to take ownership in the cause. Keeping the community excited, involved and supportive will all take center stage as you: (1) understand the specifics of your program; (2) research your target audience; (3) maximize all the tools at your disposal; (4) think smart when dealing with the parameters of your budget; (5) allow the power of networking to overcome obstacles; and (6) share your news with the world. It is critical that the most effective strategic plan is put in place at the beginning of any project, knowing the limitations on both manpower and dollar power. With this in mind, each participant will be challenged to focus on the small things that may help those leading the charge achieve the larger things down the road.



## 2008 AWIB CONFERENCE SESSION



**Charlie Watts**  
Department of Labor  
Region IV—Dallas, TX

### Accrual Reporting

This workshop will provide a better understanding of the uniform administrative requirements for accrual reporting. Topics to be discussed will include obligations, accrued expenditures and techniques for reporting on an accrual basis.

## 2008 AWIB CONFERENCE SESSION

### **Maria Remboulis Weidmark**

U.S. Department of Labor (USDOL) – ETA/Dallas Regional Office

#### General Session

##### **Proposed Title/Description:**

*Making the Connection Between Case Management and Performance Management*

The same way you can't separate the race from the finish line, you can't separate case management from performance management. This session will present an overview of case management through the lens of performance management, including program reporting, data quality and general accountability principles, and will also highlight the critical distinction between performance *measurement* and performance *management*.

#### Workshop

##### **Proposed Title/Description:**

*Local Implications of Federal Data Validation Requirements*

*Data Validation* in the context of USDOL policy has specific meaning for states that administer federally funded workforce development programs, but there are clear and compelling implications relative to local service delivery and accountability. This workshop will describe and discuss the Department's *Data Validation Initiative* with a focus on local implications and opportunities, including policies, procedures and practices that can support and otherwise facilitate data quality and data integrity, and will also share pertinent information from USDOL's recent data validation compliance review of Arkansas' core workforce programs.

## 2008 AWIB CONFERENCE PRESENTER

### **Joseph Carbone**

President and Chief Executive Officer

The WorkPlace, Inc.

Southwestern Connecticut's Workforce Development Board

Mr. Joe Carbone leads The WorkPlace, Inc., an innovative workforce development board which helps people prepare for careers and develops the workforce for employers in Southwestern Connecticut. The WorkPlace, Inc. serves more than 22,000 people and 200 businesses a year in a 20-town region bridging Fairfield and New Haven counties.

With his leadership, The WorkPlace, Inc. has combined the passion of a private not-for-profit with the accountability, innovation, and competitive spirit of a business in order to design and fund expanded services. This drive has resulted in new "value-added" revenue streams (from competitive federal grants, private contributions, and a fee-for-service division) and has led to numerous research and development initiatives (national demonstration projects and pilots), expanding the state of the art in workforce development.

Carbone is a champion for regional workforce and economic development initiatives (such as WIRED). He emphasizes creating value-added through broader collaboration, ensuring that the system invests its resources to serve new constituencies (such as low-wage workers, immigrants, youth, and older workers) and to create an enduring impact.

Carbone's unique perspective grows from his experience working in the private sector (Manager of Government Relations for both Textron and the Allied Signal Corporation), government (Assistant to the Mayor of New Haven during a decade of major urban redevelopment), and non-profits (The WorkPlace, Inc. since 1996, including its network of partners).

Carbone has a B.S. in Economics from Quinnipiac University and lives in New Haven, CT.

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## 2008 AWIB CONFERENCE PRESENTER

### **Phyllis Dickerson**

Little Rock Racial and Cultural Diversity Commission (RCDC)

Phyllis Dickerson was recently appointed Interim Executive Director of the Little Rock Racial and Cultural Diversity Commission (RCDC) where she is responsible for developing and implementing the goals and objectives of RCDC toward the promotion of racial harmony and cultural interaction among the citizens of the City of Little Rock. Prior to this position, she was the Special Events Coordinator for the City of Little Rock, and one of her primary responsibilities was the planning of the Central High Integration 50<sup>th</sup> Anniversary. She also facilitated the planning process for the 2006 Omega Psi Phi Fraternity, Inc. Conclave, and the National Forum for Black Public Administrators 2008 Forum. Phyllis has served in a variety of capacities as a consultant for the Arkansas Black Hall of Fame, 100 Black Men of Greater Little Rock, Philander Smith College, Clinton Foundation, and many other organizations.

In 2001, Phyllis received a Master of Arts degree in Human Resource Development from Webster University, and she has a Bachelor of Business Administration degree in Business Management from the University of Central Arkansas. She is also a 1982 graduate of Little Rock Central High. She serves on the Strategic Planning Committee, and the Conference Planning and Evaluation Committee for the National Forum for Black Public Administrators (NFBPA), and is currently a member of the National Association for the Advancement of Colored People (NAACP), Little Rock Alumnae Chapter of Delta Sigma Theta Sorority, Inc., Board of Directors for Central High Alumnae Association, and she was recently appointed by Governor Beebe to serve on the Daisy Gaston Bates Holiday Committee. In her spare time, she enjoys traveling and reading.



## 2008 AWIB CONFERENCE PRESENTER



### **Kajuana Donahue**

U.S. Department of Labor  
Employment and Training Administration

Ms. Kajuana Donahue started working for the Department of Labor/ETA in August 1997. She began in the Department as a Grant Officer Technical Representative for several Welfare-to-Work competitive grants. She was also the Region's Job Training Partnership Act Summer Youth Coordinator. She later became the Region's Trade Adjustment Assistance Coordinator. Currently, she is the State Liaison/Federal Project Officer for the State of Arkansas. Before coming to the Department of Labor, Ms. Donahue began her Federal career with the Department of Defense and now has 23 years of service.

Ms. Donahue will give a brief summary of the vision and direction of the Department along with a description of a few of its new initiatives.



## 2008 AWIB CONFERENCE PRESENTER



### Kimberly Friedman

Department of Workforce Services

Kimberly Friedman is the Communications Director for the Department of Workforce Services and Arkansas Workforce Investment Board.

As Communications Director, Friedman responds to media inquiries, writes and distributes press releases, and prepares agency newsletters and reports. She also serves on many agency committees and works on several projects including the Arkansas Career Readiness Certificate Program and the Arkansas Mature Worker Initiative. Friedman recently participated in a panel discussion at a National Governors Association Policy Academy meeting in Maryland. Friedman discussed Arkansas' best practices for keeping mature adults (age 50+) in the workforce or engaged in meaningful volunteer activities.

Friedman is a graduate of the University of Central Arkansas at Conway and previously worked for the *Pine Bluff Commercial*, *Arkansas Democrat-Gazette* and St. Vincent Medical Center. She has been in her current position for seven years.

## 2008 AWIB CONFERENCE PRESENTER

**Ann Higdon**  
ISUS

Ms. Ann Higdon is President and Founder of ISUS - four (4) Improved Solutions of Urban Systems companies. ISUS began in 1992 to develop more effective approaches to educating and training troubled youth and has created highly effective programs that connect youth development, workforce development and economic development to rebuild lives and communities.

In 1999, the first of three ISUS Career Institutes was chartered. The idea is *high school plus*. For an ISUS student, the *plus* means industry certification, apprenticeship, college credits, real work experience and a life changing perspective. Programs like ISUS that are designing and redesigning themselves to address the challenges of troubled youth and deprived communities are hard to find but sorely needed.

Prior to ISUS, Ms. Higdon managed large demonstration projects - supervising a staff of two thousand in twenty-three cities. Under contract with National City Bank, she created the project in Ohio that replaced food stamps with a smart card. Her newspaper column, *Color Me Human*, was published in the U.S., South America, Africa and Russia. She was also the co-host of *The Hidden Face of Reality*, a popular Ohio radio talk show.

Both Higdon and her ISUS organizations are recipients of numerous honors, including the *Dayton Daily News* Top Ten Women Award, the Woman of Influence Award, the HUD Secretary's Award for Excellence, the *Dayton Business Journal* Not for Profit Business of the Year Award and a Rotary International Award as one of the top six projects supported by Rotary worldwide.

Ann Higdon was born in Virginia, grew up New York and is the mother of four adult children.



## 2008 AWIB CONFERENCE PRESENTER



**Sandy Monaco**  
Department of Workforce Services

Management Project Analyst II, Arkansas Department of Workforce Services.

Sandy has worked for the Arkansas Department of Workforce Services nineteen years. She is responsible for WIA performance, reporting, MIS and data element validation.

During this session she will highlight common AJL errors regarding regular data entry, performance data entry and points to remember regarding data element validation.



## 2008 AWIB CONFERENCE PRESENTER



### **Toyce Newton**

Phoenix Youth Services

Toyce Newton is the Executive Director and founder of Phoenix Youth and Family Services, Inc. In 1995, Newton established Phoenix to create economic, social, and community development opportunities in rural and impoverished counties in Southeast Arkansas. Motivated by social responsibility, Newton has spent her career facing the challenge of creating a viable program to serve often forgotten youth in rural Arkansas.

Newton is committed to bringing people together to create new programs and improve access to services. She reaches past boundaries and works on a wide range of community initiatives that transcend geography, class, race, ideas, and values. The result has been the formation of unconventional partnerships between individuals, agencies, and small and medium-sized companies. The effectiveness of these partnerships is evidenced by the success of the Phoenix Youth Opportunity Movement, which is funded by the United States Department of Labor. The agency has recognized Phoenix Youth Opportunity Movement as one of the most innovative youth service delivery programs in the country.

Newton has presented to the National Association of Workforce Boards, West Virginia Investment Board, and the National Youth Employment Coalition (NYEC) New Leaders Academy regarding effective youth partnerships and programming in America – especially rural America. Newton holds a B.A. and M.A. in Sociology from Henderson State University. She and her husband live in Crossett, Arkansas and are the proud parents of three sons.



## 2008 AWIB CONFERENCE PRESENTER



### **Norma Noble**

Workforce Solutions

Ms. Norma Noble has been Deputy Secretary of Commerce for Workforce Development since 2003. She leads the Commerce Division of Workforce Solutions and the multi-agency Workforce Solutions Staff Team (WSST) in supporting the Governor's Council for Workforce and Economic Development. These initiatives are transforming Oklahoma's workforce preparation systems to align their resources and objectives with the economic priorities of the state. Reducing Oklahoma's worker shortages and skill shortages in order to increase the quantity and quality of jobs is the prevailing strategy.

A long-time champion of collaborative partnerships and system building in the workforce development community, Noble led employment and training initiatives for the City of Oklahoma City and Oklahoma County before joining the Department of Commerce. Her efforts have been recognized regionally and nationally for innovation and performance excellence.

## 2008 AWIB CONFERENCE PRESENTER

### **J. Michael Norton**

Northwest Arkansas Economic Development District, Inc. (NWAEDD)

Mr. Mike Norton is the Executive Director of the Northwest Arkansas Economic Development District, Inc. (NWAEDD) located in Harrison, AR. He graduated from Harrison High School and from Arkansas State University, Jonesboro, AR with a Bachelor of Science with a Major in Arts.

Prior to becoming the Executive Director of NWAEDD, he served one year as the Director of Community and Economic Development with this same agency. He served as Senior Planner of the Environmental Planning Division with Western Arkansas Economic Development District.

Community Involvement includes: National Association of Development Organizations (NADO) Board of Directors, 1995 to present, Currently – Second Vice President

Southeast Regional Directors Institute (SERDI), Chairman, Council of Peers  
Arkansas Workforce Investment Board, Governors Appointment 1999 to present  
Arkansas Association of Development Organizations (AADO), Past Chairman  
Northwest Arkansas Rural Conservation and Development, Secretary/Treasurer  
Board of Directors  
Harrison Planning Commission, Chairman

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## 2008 AWIB CONFERENCE PRESENTER

### **E'van Steele**

Advantage Communications, Inc. (ACI)

Ms. E'van Steele is responsible for Human Resources, Training and Development for Advantage Communications, Inc., also known as ACI. She has been with the full service marketing, advertising and public relations agency for the past eight years. Prior to her current role as Executive Vice President, she held management positions in Public Relations and Operations.

For several years E'van has held key management positions with progressive responsibility that have enabled her to gain the experience to effectively manage the resources and duties in her current role.

A key position with Kentucky Fried Chicken Corporation in Louisville, KY began a chain of progressive responsibilities in brand marketing, employee relations and training.

Marketing and public relations were key responsibilities with Unisys, Concerned Healthcare and HomeBanc. As Director of Operations and Training with HomeBanc, E'van led their Real Estate Institute to profitability. She continues to feed her passion for training that grew with professional development training for college students, real estate agents, corporate management, and non-profit organizations. E'van has provided image development, diversity training professional presence, business etiquette, employee relations and a range of development training for a range of clients from the east coast to the mid-west.

As part of the ACI management team, she finds her experience and multiple talents are put to use extensively while wearing several hats in the company. Throughout the daily challenges, she is responsible for making certain ACI continues to deliver world class service. For ACI, she is an indispensable ingredient to their team.

She received a B.S. in Mass Communications from the University of Toledo and Certification for Human Resource Management —Her Corporate Training Certification from the Professional Training Institute - Atlanta, GA, as well as other training (only she considered necessary!)

Currently she serves as an Officer and Board Member of the Arkansas Advocates for Children and Families and Board President for Arkansas Foundation for Sickle Cell Support. She is married with two sons.

## 2008 AWIB CONFERENCE PRESENTER

### **Paul Vitale** **Founder of Vital Communications**

By following his dream of helping others find their niche in life, Paul Vitale has become one of America's most sought-out motivational speakers and trainers.

Since founding Vital Communications in 1996 Paul has authored two books, developed several curriculums based on his principles and proven concepts and has delivered his message of affirmation to thousands of people throughout America. His stress on the importance of a positive attitude, a strong work ethic and other vital concepts, coupled with his energetic and enjoyable presentation style have made him one of the most popular keynote speakers at hundreds of universities, meetings, conventions, seminars, and training conferences across the country.

Some of his clients include ESPN Outdoors, the United States Postal Service, Dillard's Department Stores, Southwest Airlines, the Washington Redskins, ALLTEL Communications, Tyson Foods, Parke-Davis Pharmaceuticals, the Antiques Roadshow, and Dole-Hong Kong Ltd.

As Director of the Convention and Visitors Bureau (CVB) in Hot Springs, Arkansas, Paul headed the successful sales team responsible for bringing visitors, meetings, conventions, and trade shows to the city's 340,000 square foot convention facility. He was responsible for managing the CVB's \$1.4 million advertising and marketing campaign that helped attract over 3 million visitors annually. Prior to this, Paul worked for the largest advertising and marketing firm in the State of Arkansas, Cranford Johnson Robinson Woods. His team was responsible for all of the tourism promotion for the State.

Paul has written the best-selling book, *Are You Puzzled by the Puzzle of Life?*, which is a consistent seller on amazon.com and in bookstores across America, as well as, *Pass It On*, a collection of inspirational and motivating quotes from a variety of individuals. *DreamChasers*, his latest book, is scheduled for publication in the very near future. Regularly, Paul is a guest on television talk shows sharing the lessons found in his books.

In his spare time, Paul enjoys volunteering with Pulaski County Big Brothers/Big Sisters, Children's Hospital ~ *Kampaign for Kids*, and the Cystic Fibrosis Foundation. He is a graduate of the Leadership Greater Little Rock Program and was named one of the "40 under 40" by *Arkansas Business*. He currently serves on the Board of Directors of the Arkansas Travel Council, Inc.

Paul is a native of Russellville, Arkansas. He graduated from the University of Central Arkansas in 1995 with a degree in Mass Communications & Journalism.



## 2008 AWIB CONFERENCE PRESENTER



### **Charles Watts**

U.S. Department of Labor

Employment and Training Administration

Accountant

Division of Financial Management and Administrative Services

Charles T. Watts has a Bachelor's degree in accounting from Regis University in Denver, CO. He worked eight years as an unemployment insurance program specialist with the USDOL Office of Employment and Training Administration. For the past two years, he has been working as a systems accountant with USDOL. During this time, he has been providing oversight and technical assistance to formula and discretionary grantees on programmatic, financial and administrative issues.

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## 2008 AWIB CONFERENCE PRESENTER

### **Maria Remboulis Weidmark**

Ms. Maria Remboulis Weidmark is a Performance Management and Reporting Specialist with the U.S. Department of Labor, Employment & Training Administration (ETA). Ms. Weidmark transferred to ETA's Dallas Regional Office in early 2008, after having served in a similar capacity for 10 years in the San Francisco Office. She is well-known nationally as a developer of user-friendly training and curricula and as an energetic presenter.

Prior to joining the San Francisco Office, she served as a policy analyst and research associate for Social Policy Research Associates, specializing in the design and implementation of evaluation research, with a focus on federally-funded employment and training programs. She has co-authored numerous studies related to economically disadvantaged youth, adults, and dislocated workers and, in fact, was one of two principal architects for the technical design specifications related to the initial "One-Stop Evaluation" that took place in 1995.

Ms. Weidmark began her federal career in the New York Office of ETA, she has participated on several performance-related task forces and workgroups, outlined numerous policy documents on the subject including Federal Register Notices, and she also authored a guide on performance measurement that was published and disseminated throughout the workforce system in 1993. Ms. Weidmark is a certified trainer and facilitator and, prior to her government career, worked as a private sector consultant on issues/challenges related to organizational change. She received a B.S. *summa cum laude* in both Business Management and Psychology from St. John's University, and a M.A. in Organizational Psychology from Columbia University with a concentration on process consultation. Ms. Weidmark is a "first generation American." Both of her parents emigrated from other countries and neither finished high school. She considers it a privilege to be in public service.

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