

NASWA 73rd Annual Conference

Monday, September 21, 2009

4:00 p.m. – 6:00 p.m.	Registration	Main Entrance
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Tuesday, September 22, 2009

8:00 a.m. – 5:00 p.m.	Registration	Main Entrance
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8:00 a.m. – 9:00 a.m.	Breakfast	Conference Dining Area
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9:00 a.m. – 12:00 p.m.	Board of Directors' Meeting	Cascades II
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10:00 a.m. – 10:15 a.m.	Break	Cascades II
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12:00 p.m. – 1:00 p.m.	Board Luncheon	Conference Dining Area
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1:00 p.m. – 5:00 p.m.	Board of Directors' Meeting	Cascades II
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2:30 p.m. -2:45 p.m.	Break	Cascades II
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11:00 a.m. – 4:00 p.m.	Exhibits (set-up)	Exhibit Center
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6:00 p.m. – 8:00 p.m.	Welcome Reception	Exhibit Center
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Wednesday, September 23, 2009

7:00 a.m. – 8:15 a.m.	Breakfast	Conference Dining Area
7:30 a.m. – 5:00 p.m.	Registration	Main Entrance
7:30 a.m. – 5:00 p.m.	Exhibits	Exhibit Center
8:30 a.m. – 9:00 a.m.	OPENING SESSION (Call to Post)	Cascades Ballroom

*Presided by Tom Whitaker, NASWA President and
Deputy Chairman, North Carolina Employment Security Commission*

Posting of Colors

Niagara Falls Air Force Base Honor Guard

Singing of the National Anthem

Technical Sergeant Joel Laureano

Welcome to New York

*The Honorable David A. Paterson, Governor, New York State
(via video)*

The Honorable Paul A. Dyster, Mayor, Niagara Falls, New York

9:00 a.m. – 9:40: a.m.	OPENING PLENARY	Cascades Ballroom
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Helping Americans Build Skills to Compete for the Jobs of the Future

*The Honorable Jane Oates, Assistant Secretary
Employment and Training Administration, U.S. Department of Labor*

Since her confirmation as Assistant Secretary earlier this summer, Jane Oates has been working feverishly toward Secretary of Labor Solis' ultimate goal of "A good job for everyone." Integral to this effort is the reauthorization of the Workforce Investment Act. She strongly believes the workforce system should take a "dual customer approach," one that meets the needs of workers and employers alike. NASWA has been leading this effort in the past two-and-a-half years through its alliance with DirectEmployers Association to create the JobCentral National Labor Exchange. NASWA looks forward to working with her as she strives to achieve her goals.

9:40 a.m. - 10:20 a.m.	PLENARY SESSION (continued)	Cascades Ballroom
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Are We Facing Another Jobless Recovery? What Should We Do?

*William D. Rodgers, III, Ph.D., Professor and Chief Economist
John J. Heldrich Center for Workforce Development, Rutgers University*

1:30 p.m. – 3:00 p.m. **Workshops (concurrent)**

- **WIA, SY, ES, RES, ARRA: What's in that Alphabet Soup of the Workforce System?**

Porter

What recipes are States using to create an effective use of the additional monies received from the American Recovery and Reinvestment Act of 2009 (ARRA)? A dash of this, a dab of that, and a whole lot of alphabet soup! Come to this workshop to find out some of the promising practices states have implemented with Recovery Act funds, plus regular program allotments.

A special focus will be on the new programs included in the Recovery Act - Reemployment Services and Summer Youth Programs.

Moderator: *Elisabeth Buck*, Director
Iowa Workforce Development

Panelists: *Roberta Gassman*, Secretary
Wisconsin Department of Workforce Development
Teresa Voors, Commissioner and
Gina DelSanto, Deputy Commissioner, Agency Policy & Performance
Indiana Department of Workforce Development
Catherine Lang, Commissioner of Labor
Nebraska Workforce Development – Department of Labor

- **Getting More Real Jobs in the Hands of American Jobseekers:
NLX at the Service of State Workforce Agencies**

Red Jacket

Established in early 2007, the *JobCentral National Labor Exchange (NLX)* is a sophisticated employment network operated through a unique public/private partnership between DirectEmployers Association (DEA), a non-profit organization of more than 480 *Fortune 500* companies and NASWA's state workforce agency members. Join this session to learn how state job banks are connecting with the nation's largest employers to received thousands of unduplicated and currently available job opportunities.

The session will describe the basics of the NLX initiative and outline all available and upcoming cost-free services to the states. Learn how you can increase the number of job orders in your job-bank, realize substantial cost savings, receive valuable LMI data, provide targeted services to your veterans, enhance your job bank's market share, and much more.

Moderator: *Larry Temple*, Executive Director
Texas Workforce Commission

Panelists: *Pam Gerassimides*, NLX Director
NASWA
Chad Sowash, Vice President of Business Development
DirectEmployers Association

- **Real Time Labor Demand**

Olmstead

Moderator: *Roosevelt "Ted" Halley*, Executive Director
South Carolina Employment Security Commission

Panelists: *June Shelp*, Vice President and
George Werking, Senior Advisor
The Conference Board
John Dorrer, Division Director, CWRI
Maine Department of Labor
George Putnam, Assistant Manager, Economic Information & Analysis
Illinois Department of Employment Security
Rebecca Rust, Director, Labor Market Statistics
Florida Agency for Workforce Information
Greg Weeks, Director, Labor Market and Economic Analysis
Washington Employment Security Department.

Employment and unemployment statistics have long been closely followed for their importance in interpreting the health of the economy; however, missing from analysis has been accurate statistics on the current occupational labor demand of employers. Recently, the Conference Board, a recognized leader in the publication of major national and international economic indicators, has been publishing a new economic time-series on occupational labor demand at the national, state and local level that has been attracting the attention of state Labor Market Information (LMI) Directors for its labor market analysis potential and for its potential to address current re-employment and training issues.

Attendees at this workshop will learn why LMI Directors in several states are excited about making use of these "real time" job demand data and the prospective power it lends to reemployment programs and decision-making in states. Panelists will explain how relevant these data are and how some states have been using this information to understand their local economies and support the reemployment programs in their states.

- **Unemployment Insurance Information Technology Modernization**

Deveaux

As your state continues to invest millions of dollars in Unemployment Insurance (UI) Information Technology (IT) modernization projects, have you asked yourself these questions? What technology changes are being proposed and how will they impact your state? What is the rollout plan for the changes to the network and applications? What does your state need to do to be ready for these changes?

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The primary goal behind states UI IT modernization efforts has been to improve customer service. In an atmosphere of diminishing financial and human resources, state agencies are accomplishing their goals by designing, writing or developing new tax or benefits systems, with some states doing both simultaneously. In today's world of technology, more and more states are moving to web-based applications to promote customer service and efficiency. This workshop will address the challenges, successes, and potential opportunities for collaboration with business and other states. Attendees will learn about the successful state efforts undertaken by Minnesota and Mississippi, and learn about the key differences between successful, and not so successful, UI IT modernization plans.

Moderator: *Bonnie Elsey*, Senior Administrative Officer-Operations Director
Minnesota Department of Employment & Economic Development

Panelists: *Jimmy Giles*, Director, Office of Customer Operations Support
Mississippi Department of Employment Security
Joe Vitale, Director
NASWA/Information Technology Support Center (ITSC)
Louis Ansaldi, Director of Technology
NASWA/Information Technology Support Center (ITSC)
Katrina Gulstad, Unemployment Insurance Supervisor
Minnesota Department of Employment and Economic Development

3:00 p.m. – 3:30 p.m. Break Exhibit Center

3:30 p.m. – 5:00 p.m. **Workshops (continued)**

- **Recession and Recovery Strategies: Early Warning and Layoff Aversion** Porter

The recent economic recession has elevated the need for states to be prepared to face an economic downturn and quickly implement an economic response plan. Early warning and layoff aversion strategies are an important part of such a broad economic response plan. The program will discuss the importance of integrating lay-off aversion in a state's rapid response strategy. It also will offer a nuts-and-bolts background primer with practical information on how to establish a successful early warning and layoff aversion program. Finally, the workshop will offer state workforce agency perspectives on the related activities and lessons-learned.

Moderator: *Bruce Herman*, Deputy Commissioner, Workforce Development
New York Department of Labor

Panelists: *Lynn Minick*, Workforce Development Specialist
National Employment Law Project (NELP)
Thomas Croft, Executive Director

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Ken Messina, Rapid Response Coordinator, Division of Career Services
Massachusetts Department of Workforce Development

- **Unemployment Insurance (UI) and Identity Theft: The Case of “Pretexting”**

Red Jacket

Pretexting is the act of creating and using a fictional scenario to obtain confidential information. It exploits the weakest link in the security chain - your staff. This workshop will explain what Pretexting is, how it works, why it is used, and why it is an enormous risk to your agency. Pretexting calls to state agencies are included in the presentation. Most important, you will hear how team work among state agencies, the Social Security Administration, the Internal Revenue Service and the U.S. Department of Justice yielded indictments of 12,000 counts of identity theft and a host of other multi-state federal indictments. This internal security workshop provides important information on security requirements and useful strategies and tools for enhancing security within the UI Program.

Moderator: *Rochelle Webb*, Administrator, Employment Administration
Arizona Department of Economic Security

Panelists: *Nancy Dunphy*, Deputy Commissioner
New York Department of Labor
Bill Lafferty, Labor & Employment Specialist IV
Colorado Department of Labor & Employment

- **The Recovery Act Data Quality Initiative (DQI)**

Olmstead

This panel will share the challenges and implications of bringing workforce and education data together to help attendees understand how this may support research, policy development and program operations in the 21st century.

Moderator: *Don Ingram*, Administrator, Employment Security
Tennessee Department of Labor and Workforce Development

Panelists: *The Honorable Jane Oates*, Assistant Secretary - Invited
Employment and Training Administration, U.S. Department of Labor
David Stevens, Executive Director
Jacob France Center, University of Baltimore
Rosa Hayes, Assistant Commissioner, Workforce Information and Analysis
Georgia Department of Labor
Bi Vuong, Senior Associate

Wednesday, September 23, 2009

- **NASWA Business Session Orientation**

Adams

During the NASWA Business session on Thursday morning at 8:30 a.m., NASWA will elect officers, elect Board Members from each NASWA region, and pass new resolutions and set its policies for the year. Attend this workshop to hear what NASWA will be doing during this important session.

Moderator: *Rich Hobbie*, Executive Director
NASWA

5:00 p.m.

Adjourn

6:00 p.m. – 8:00 p.m.

Reception (*Heavy Hors' d oeuvres*)

Top of the Falls Restaurant

8:00 a.m. – 5:00 p.m.	Registration	Main Entrance
7:30 a.m. – 5:00 p.m.	Exhibits	Exhibit Center
7:00 a.m. – 8:15 a.m.	Breakfast	Conference Dining Area
8:30 a.m. – 10:00 a.m.	NASWA Business Session	Cascades Ballroom
10:00 a.m. – 10:30 a.m.	Break	Exhibit Center
10:30 a.m. – 11:15 a.m.	PLENARY SESSION	Cascades Ballroom

Employment and Training Administration Reemployment Conference and Regional Forums: Lessons Learned

Timothy Martin, Director, Office of Special Initiatives and Demonstrations
Boston Regional Office, Employment and Training Administration

Last year, the Employment and Training Administration embarked on a technical assistance and training effort to re-focus on reemployment in a changing global economy; better connect and align multiple reemployment programs; understand what works and identify areas of opportunity for innovation; and engage the workforce system in the effort. This session will cover what has been learned to date, including innovative practices related to reemployment from across the country and the planned next steps for the coming year.

11:15 a.m. – 12:00 noon	PLENARY SESSION (Continued)	Cascades Ballroom
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Creating Green Jobs and a Cleaner Economy

Greg Weeks, Ph.D., Director, Labor Market & Economic Analysis
Washington Employment Security Department

Policy discussions concerning green jobs are rarely based on an operational definition of what constitutes a green job. Therefore, discussing a goal of the growth of green jobs before we know the definition of green jobs may be putting the cart before the horse. This session will share the challenges, best practices, and results of survey work aimed at defining green jobs, industries, and skills

Three states, Washington, Michigan, and Oregon, have published reports on studies that define green jobs and estimate the number of green jobs in those states. This presentation will describe the three similar but not identical definitions used by these states, their findings, and progress to date in the area of green jobs employment statistics on the national level.

Thursday, September 24, 2009

12:00 p.m. – 1:15 p.m. Luncheon Conference Dining Area

1:30 p.m. – 3:00 p.m. **Workshops (continued)**

- **The New Trade Adjustment Assistance – More Important than Ever** Porter

The Trade Adjustment Assistance (TAA) program has always been a major workforce program in most states; however, the program has been expanded, making it even more a substantial component of the workforce system.

This workshop will provide a briefing regarding the major changes in TAA, information regarding the current TAA workload, expectations for the future, status reports from a few states, and recommendations on promising practices. Panelists include State Administrators, a representative of the USDOL Employment and Training Administration, and a representative for the Health Care Tax Credit program.

Moderator: *Suzanne Bump*, Secretary
Massachusetts Executive Office of Labor and Workforce Development

Panelists: *Timothy Theberge*, Regional Trade Coordinator
USDOL/Employment and Training Service/ Region I (Boston)
Laura Fortman, Commissioner
Maine Department of Labor
Susanne Sehnalek, Stakeholder Engagement Liaison
Health Care Tax Credit (HCTC)

- **Leveraging Resources: National Labor Exchange Special Initiatives on Veterans and Rapid Reemployment** Red Jacket

Established in early 2007, the *JobCentral National Labor Exchange (NLX)* is a sophisticated employment network operated through a unique public/private partnership between DirectEmployers Association (DEA), a non-profit organization of more than 480 *Fortune 500* companies and NASWA's state workforce agency members. Join this session to learn how the NLX partnership has leveraged resources while implementing two very distinct initiatives both aiming to assist jobseekers become economically independent.

The first initiative involves the development of an on-line tool, titled Rapid Reemployment Initiative (RRI). Implemented in New Jersey and Connecticut, this tool aims to offer an automated solution connecting available downsized labor pools with interested employers within and across state boundaries. The second initiative involves a growing partnership with the US Army Reserve to bring real opportunities and services to soldiers before and after their separations from service.

Thursday, September 24, 2009

Moderator: *Maren L. Daley*, Executive Director
Job Service North Dakota

Panelists: *Jolene Jefferies*, Vice President of Strategic Partnerships
DirectEmployers Association
Deborah Beaudoin, Operational Support Manager, Employment Services Operations
Connecticut Department of Labor (invited)
Russell R. Rice, CW5, Director of Global Operations, Employer Partnership
Office of the Chief, Army Reserve

• **Unemployment Insurance Trust Fund Solvency** Olmstead

Nearly 20 states are currently borrowing more than \$13 billion from the federal government in advances to their unemployment trust funds. By the end of 2010, these states will be expected to pay interest against the outstanding balance of these loans. This workshop will explain proven methods used by states to maintain trust fund solvency and avoid borrowing from the federal government, the consequences states face if they borrow from the federal government and the options available to insolvent states to regain their financial footing. It will examine present and future financing issues with regard to state unemployment trust fund solvency, comparing the borrowing in the current recession to that of past recessions.

Panelists will discuss the different options available to states to maintain trust fund solvency including bonding, cash-flow loans, tax increases and benefit cuts. Attendees will learn the effectiveness of these options, and the plausibility of using them in the future. Come to this workshop to hear the federal perspective on different state financing models, and future policy initiatives by the federal government to assist states.

Moderator: *Guy Bell*, Assistant Commissioner
Alaska Department of Labor & Workforce Development

Panelists: *Nancy Dunphy*, Deputy Commissioner
New York Department of Labor
Rob Pavosevich, Division of Actuarial Services, Office of Workforce Security,
Employment and Training Administration, U.S. Department of Labor
Wayne Vroman, PhD, Economist
Urban Institute
George Wentworth, National Employment Law Project (NELP)

• **Serving Customers with Limited English Proficiency (LEP)** Deveaux

Moderator: *Patricia Smith*, Commissioner
New York State Department of Labor

Panelists: *Maritere Arce*, Esq., Director, Bureau of Immigrant Workers' Rights
New York State Department of Labor

Elba Colón, Equal Opportunity Specialist,
Civil Rights Center, U.S. Department of Labor
Molly Matubang, Section Chief, Unemployment Insurance Division,
California Employment Development Department
Rick Marino, Director, Unemployment Insurance Division
New York State Department of Labor

3:00 p.m. – 3:30 p.m. Break Exhibit Center

3:30 p.m. – 5:00 p.m. **Workshops (continued)**

- **America's Heroes at Work** Porter

Traumatic Brain Injury (TBI) and Post-Traumatic Stress Disorder (PTSD) have been called the "signature injuries" of the conflicts in Iraq and Afghanistan. With hundreds of thousands of brave men and women expected to be coping with the challenges of these conditions as they reenter civilian life, employers are recognizing a need to educate themselves and respond to the workplace needs of the TBI and PTSD populations. America's Heroes at Work is a U.S. Department of Labor (DOL) project that aims to help returning service members affected by TBI or PTSD succeed in the workplace. The initiative is a targeted anti-stigma campaign designed to increase awareness of TBI and PTSD issues among the workforce system, and to educate employers on workplace accommodations and employment supports they can implement for these employees.

Attendees of this workshop will: (1) Hear about the America's Heroes at Work initiative and the Employment Pilot Project; (2) Learn the facts about TBI and PTSD, including common symptoms and research that dispels myths; (3) Learn promising practices and specific workplace accommodations that can help employees with TBI and PTSD succeed (from job coaching and mentoring, to lighting adjustments and schedule reminders); and (4) A demonstration of the America's Heroes at Work Web site and the educational materials it houses.

Moderator: *Keith Kelly*, Commissioner
Montana Department of Labor & Industry

Panelists: *Ron Drach*, Director, Governmental and Legislative Affairs
Veterans' Employment and Training Services (VETS), U.S. Department of Labor
Anne Hirsch, Co-Director
Job Accommodation Network (JAN)

- **Worker Misclassification by Employers** Red Jacket

"Worker Misclassification" is a festering problem in the States. Often under the guise of "independent contractors," "covered employees" are working for businesses across all industries and occupations. When worker misclassification occurs, everyone loses. In this workshop, you will learn

about illegal employer practices as well as tips to help you detect worker misclassification in your state.

With the growing use of misclassified or non-classified workers, what are the implications and challenges for the UI program? Who should be covered? How are the federal government and states addressing this issue? This session provides a description of the independent contractor (IC) issues from the federal perspective, including tax gap issues, employer motivation and current examples of IC detection and enforcement initiatives. Approaches to worker misclassification, independent contractor determinations, new audit and investigative models also will be discussed.

Moderator: *Karen Lee*, NASWA President and Commissioner
Washington Employment Security Department

Panelists: *Tom Crowley*, Office of Workforce Security
Employment and Training Administration, U.S. Department of Labor
Jennifer Brand, New York Department of Labor
Tom Byerley, Unemployment Insurance Director
Oregon Employment Department

- **Effective Unemployment Insurance Technology Contingency Planning** Olmstead

Information Technology (IT) Contingency Planning for the Unemployment Insurance program serves as an essential element to the operations of state workforce agencies in times of crisis. Planning is so essential that the U.S. Department of Labor Office of Inspector General identified 17 components that were used to conduct two audits this year on state IT Contingency plans, one of which was completed in April 2009. The results from the audit revealed that states are still looking to develop, improve upon, and implement several of the components that were reviewed.

With September being recognized as National Preparedness Month, this workshop will review the technology contingency measures that some states currently have in place and how they have incorporated technology contingency planning into the modernization of their Unemployment Insurance IT systems. It will also explore the use of the Interstate Connection (ICON) system and how it may serve as a useful tool to assist states during contingent events.

Moderator: *Cynthia Lorenzo*, Director
Florida Agency for Workforce Innovation

Panelists: *Jimmy Giles*, Unemployment Insurance Director
Mississippi Department of Workforce Development
Amanda Gohl, Unemployment Insurance -ICON Manager
Affiliated Computer Systems

- **Meeting Federal Requirements to Spend Recovery Act Funds Quickly and Effectively**

Deveaux

With the infusion of more than \$4 billion of Recovery Act funds into the workforce system, Congress and the Administration have strongly urged these funds be spent quickly and effectively, and within the first year of availability. Workforce Investment Act (WIA) funds for Adults, Dislocated Workers, and Youth are considered to be Program Year (PY) 2008 funds and must be spent by the end of PY 2010 (June 30, 2011). Wagner-Peyser funds are available for obligation by the states through September 30, 2010, and also must be spent by the end of PY 2010 (June 30, 2011). In addition, states must ensure they are spending their "regular" funding streams within the WIA statutory timeframes. The issue of obligations vs. expenditures has been the subject of sharp disagreement among USDOL, Congress and states and has led to the problematic \$250 million recession in FY 2008. The debate is not likely to end soon. Attendees will hear from state administrators on approaches states can use to ensure Recovery Act funds are spent quickly and effectively.

Moderator: *Tom Whitaker*, NASWA Past-President and Deputy Chairman
North Carolina Employment Security Commission

Panelists: *Reagan Miller*, Deputy Division Director
Workforce Policy and Service Delivery
Texas Workforce Commission
Bonnie Elsey, Senior Administrative Officer-Operations Director
Minnesota Department of Employment & Economic Development
Rochelle Webb, Administrator, Employment Administration
Arizona Department of Economic Security

5:00 p.m.

Adjourn

Dinner on Your Own

7:30 a.m. – 12:00 p.m.	Exhibits	Exhibit Center
7:00 a.m. – 8:15 a.m.	Breakfast	Conference Dining Area
8:30 a.m. – 11:00 a.m.	CLOSING PLENARY	Cascades Ballroom

Presided by *Karen Lee*, NASWA President and Commissioner
Washington Department of Employment Security

Panel Discussion: The Economy, The Recovery Act and Challenges for States Workforce Agencies

Are you curious how the recession and recent Federal legislation affected other states' UI and workforce programs? Want to know what their state policy responses have been? Hear a panel of state administrators discuss what issues, problems and successes they have experienced implementing the American Recovery and Reinvestment Act (ARRA) of 2009 in the context of high unemployment and unprecedented workloads.

This discussion will help inform an ETA-sponsored study NASWA is directing with partners at Johns Hopkins University, the Urban Institute, Capital Research Associates and the University of Texas. The NASWA study, which will include state surveys and site visits, will provide critical information to federal policymakers, such as implementation hurdles and major successes, and the potential need for additional federal and state action. This study is co-directed by Rich Hobbie, Executive Director, NASWA, and Burt Barnow, a professor at Johns Hopkins University. Dr. Barnow will moderate the discussion.

Moderator: *Burt Barnow, Ph.D.*, Associate Director for Research, Institute for Policy Studies, Johns Hopkins University and Co-Director, of the NASWA/CESER Study of the Implementation of the Workforce Provisions in the Recovery Act

Background: The Economy and Challenges for State Workforce Agencies

Lawrence Chimerine, Ph.D., Managing Director and Chief Economist at the Economic Strategy Institute

Despite recent positive signs and speculation the recession that began in December 2007 might be over, economists project the unemployment rate to peak above 10 percent next year. In July 2009, the unemployment rate was little changed from June at 9.4 percent, but the economy still lost 331,000 jobs. Recently, the Conference Board reported online job demand in August was up by 169,000 to nearly 3.5 million job openings. But, with over 14 million workers unemployed, over 9 million workers on unemployment compensation, and a huge influx of unemployed workers wanting and needing services, state

workforce agencies face big challenges filling existing job openings and helping workers who cannot find jobs quickly. Dr. Chimerine will lead off with an overview of the economic climate and the challenges states face in the coming months.

Discussion: States Meeting the Challenges

Wisconsin:

Roberta Gassman, Secretary
Wisconsin Department of Workforce Development

Florida:

Cynthia Lorenzo, Director
Florida Agency for Workforce Innovation

Iowa:

Elisabeth Buck, Director
Iowa Workforce Development

New York:

Bruce Herman, Deputy Commissioner, Workforce Development
New York State Department of Labor

Texas:

Reagan Miller, Deputy Division Director
Workforce Policy and Service Delivery
Texas Workforce Commission

Washington:

Karen Lee, NASWA President and Commissioner
Washington Department of Employment Security

Six state administrators from around the country will discuss their state economies and the challenges their agencies face over the next year. The Employment and Training Administration stressed states must spend Recovery Act funds fast and well. The state administrators will address such questions as: How rapidly are states spending these funds? How well are states spending these funds? Are states permanently adding to capacity? Are they innovating with these funds? Are they targeting services on workers most in need? Are they emphasizing long-term returns on investments? Are they integrating reemployment services with the unemployment insurance program?

11:00 a.m.

Adjourn