



Workshop Rounds:

Wednesday, June 2

Round I 10:15- 11:45pm

Round II 2:15– 3:45pm

Thursday, June 3

Round III 7:45- 9:15am

Round IV 11:15 – 12:45

Track Key:

(LR) LAYOFF RESPONSE: Policy and practice from around the nation in rapid response to layoffs, dislocated worker services, averting layoffs, and saving jobs.

(JC) JOB CREATION & GREEN TRANSITION: Policy and practice that focus on job creation, or a net gain of jobs.

(WT) WORKER TRAINING STRATEGIES & POLICY: Policy and practice that focus on effective workforce training, including worker transition supports.

Round I

Wednesday, June 2 -- 10:15- 11:45pm

(LR) TAA and TGAAA – Sharing the Love with the 2009 Trade Act

Room

Moderator: **Robert Huber**, CA Employment Development Department

Tiffany Davis, EDD Capacity Building Unit

Bill Messenger, Washington State Labor Council, AFL-CIO

Rob Mills, Washington State Labor Council, AFL-CIO

In 2009, there were substantial changes to the Trade Act Assistance legislation at a time when economic downturn resulted in both a large upswing in TAA petitions and a decrease in staff resources to process them. New provisions and prioritization under the Obama Administration aim to further increase TAA uptake. Come hear about best practices from Washington State, a national leader in successful TAA petitions, and from the California Employment Development Department about new training resources and troubleshooting to help you get the best results with this important resource for dislocated workers.

(LR) Reinvigorating Rapid Response

Room

Patti Catsro, Alameda County Workforce Investment Board

Ken Messina, U.S. Department of Labor, Office of National Response

Economic recovery requires engagement of all resources for job creation and worker retention. For rapid response, it demands shifting from reactive to proactive approaches to the needs workers and businesses in competitive markets. Successful planning entails demographic data and analysis, strong systems, and meaningful partnerships. Ken Messina is on special leave from his post in Massachusetts to help the DOL reinvigorate the national rapid response system. Patti Castro is co-chair of the Greater Bay Area Rapid Response Roundtable. Both are members of the National Dislocated Worker Workgroup. Come discuss best practices and get 'ground floor' information about the DOL's new perspectives on this very important system.

(LR) First Response: Save the Jobs

Room

Dan Swinney, Chicago Renaissance Council

Joel Yudken, Principal and Founder, High Road Strategies LLC

Melissa Hoover, US Federation of Worker Cooperatives

Tom Croft, Steel Valley Authority (INVITED)

A common response to the job impacts of globalization, climate change policy, technology shifts and changing markets is to hope for “new” jobs to offset any job loss. This is no consolation for workers with families to support and who stand to lose health insurance, pensions, and homes. The fact is...we don't always have to lose the jobs. This session is teach-in on approaches (even radical ones like those practiced in Chicago) to stopping layoff or closure. Bring your best thinking on the various economic development, PR or political tools available to workers, business, unions, communities, and government to avoid or stop job loss.

(WT) Work for Women: Democratizing Data for Gender-Focused Sector Initiatives

Room

Tarecq Amer, The Insight Center for Community Economic Development

Sector strategies are effective in moving lower-skilled workers into high growth, high wage jobs with career pathways. Very little, however, has been done to focus sector strategies to address the underutilization of women in quality jobs. Through data-driven strategies, sector initiatives can support opportunities for women in ways that resonate with funders, employers, and unions and that are in line with funding directions from the US Department of Labor. This presentation highlights research tools, policies, and programs that work to address workforce disparities and offers hands-on tools for organizations.

(WT) National Policy Perspective on Workforce Development and Training

(REPEAT)

Room

Moderator: **Bruce Herman**

Jane Oates, Assistant Secretary, US Department of Labor

Louis Soares, Center for American Progress

Daniel Marschall, AFL-CIO

The US Senate is expected this year to introduce a reauthorized Workforce Investment Act (WIA), the nation's main commitment to workforce development and job training. Labor, state officials, public policy groups, community organizations, and business have been formulating their positions on WIA in the context of the economic downturn and the need for a cohesive national system. The new WIA is expected to draw from best practice in states. Join these experts to learn about the federal government's vision of an employment and training system, the pressing need to serve "working learners," innovative programs at the state and local levels, and the major segments of a comprehensive, public skill development system.

(WT) Gauging Your WIB – Local WIA Accountability

Room

Blake Konczal, Fresno Regional Workforce Investment Board

Chuck Riojas, IBEW Local 100

Bill Camp, Sacramento Central Labor Council, AFL-CIO

Is labor taking full advantage of its mandated partnership with the local Workforce Investment Boards? This presentation outlines all the questions that labor leaders should be asking of their local WIB. The all-inclusive panel will provide both the local WIB and labor leader perspective on local workforce development. An honest and frank discussion, this session will frame the dialogue to ensure that labor is fairly and justly representative in workforce development issues such as wage policies, training set asides and transparency.

(JC) On the Waterfront: A Regional Workforce Development Strategy for the Maritime and Goods Movement Sector

Room

Moderator: **Berit Eriksson**, Andrew Furuseth School of Seamanship/Sailors Union of the Pacific

Dennis Petrie, California Employment Development Department

Lori Provence, Washington State Labor Council, AFL-CIO

In January of this year, the Department of Transportation awarded a grant of \$30 million to establish a "Green Trade Corridor" between the Ports of Oakland, Stockton, and West Sacramento. Funding will provide for increased container capacity at the ports, increased use of cold-ironing at the ports to decrease energy used, and increased use of barges as an alternative to truck transportation. Come listen to labor and workforce development experts discuss the workforce and job training opportunities related to this expansion.

(JC) SMART Meters & Google Apps: Implications for Renewable Energy, Job Training, and Jobs

Room

Moderator: **Jerry Butkiewicz**, Sempra Utilities

Lisa Hoyos, UC Berkeley Labor Center/ Apollo Alliance

Van Ton-Quinlivan, Pacific Gas & Electric

Risa Baron, San Diego Gas & Electric, Smart Meter

In the face of recession and limited funding, there is increased focus on leveraging investments in renewable energy to save money and create jobs. Just as Google apps have changed the way we see information, SMART meters, which measure electrical usage and transmit information back to a network, are transforming the way we see and understand electrical use patterns. This workshop

provides basic background on SMART meters, including a hands-on demonstration, and discusses the broader economic implications of SMART meters for reducing energy consumption, worker training, partnering with the IT sector, and job creation.

Round II

Wednesday, June 2 -- 2:15- 3:45pm

(LR) Taking Advantage of the Health Coverage Tax Credit

Room

Moderator: **Lynn Minick**, National Employment Law Project

Michael Gavin, Health Coverage Tax Credit, Accenture (IRS)

Doria MacKenzie, Health Coverage Tax Credit, Accenture (IRS)

These are the toughest of times. Sadly, many workers are losing their jobs due to foreign trade -- and they're losing employer-based health insurance coverage. The Trade Adjustment Assistance (TAA) provides U.S. workers adversely affected by trade with the opportunity to obtain the skills, resources, and support needed to become reemployed. The TAA program also offers the Health Coverage Tax Credit (HCTC), which covers 80% of the worker's monthly premium for qualified health insurance. This workshop provides an overview of the HCTC, including how the program works, a detailed description of who is eligible, as well as the types of health coverage that qualify.

(WT) Youth Pathways to Middle-Skill Infrastructure Jobs

Room

Ruben Lizardo, PolicyLink

Jason Weiner, CA EDGE Campaign: Education, Diversity, & Growth in the Economy

Karim Bouris, MAAC Project San Diego

Millions of 18 to 24 year-olds without high school diplomas need skills training to secure middle-skill jobs in the diverse infrastructure sector. These jobs, which can be attained with 1-2 years of training, average \$42,000 annual wages and are an early rung on the ladder to long-term careers in union jobs. In this session, hear from community organizations, unions, and training providers working in partnership to prepare vulnerable Californians for work in the infrastructure sector. The session also includes an overview of opportunities in the five infrastructure subsectors and a discussion of policy and system changes needed to take workforce training to scale.

(WT) Sharing the Sandbox – Case Study in WIB, College, Union Collaboration

Room

Bill Camp, Sacramento Central Labor Council, AFL-CIO

Cris McCullough, American River College

Bill Walker, Sacramento Employment & Training Agency

All workforce development is regional. Federal and state policies can help guide investments and even require partnership, but the effectiveness of programs often boils down to strong collaboration, vision, leadership, and relationships among key regional partners. This panel highlights Sacramento's work among labor, WIB, community colleges, and industry to model how effective collaboration can lead to more resources for a regions' high road economic development and clean energy job creation.

(WT) Reaching Beyond Boundaries: Improving Workforce Investment Returns through Strategic Partnerships

Room

Luther Jackson, NOVA Workforce Investment Board

Javier Vanga, San Jose Workforce Investment Board/ work2future

Two local WIBs are proving the adage that there is "strength in numbers" by partnering with each other and adopting a regional approach for addressing common workforce issues and meeting shared goals. These two boards pool workforce intelligence, use innovative tools, resources, staff, partnerships, influence and ideas that are having effective results as they mount sector training strategies, deploy youth initiatives and enhance the professionalism of their One-Stops. The presentation will focus on how North Valley Workforce Board (NOVA) and work2future, two of Silicon Valley's local WIBs, are using a regional innovations grant and a regional clusters of opportunity grant to move their regional "focused" sector strategies forward.

(LR) Unemployment Insurance/ Training Benefits/ Work Sharing

Room

Moderator: **Tim Rainey**, California Labor Federation, WED Program

Bruce Herman

Talbott Smith, Unemployment Insurance Branch, EDD

Blake Konczal, Fresno Regional Workforce Investment Board

Unemployment Insurance provides the most basic safety net for dislocated workers, providing an immediate lifeline to help pay bills and keep food on the table while a worker gets back on his or her feet. Thanks to new guidance from the federal government and expanded Work Sharing and UI training benefits programs, that net has been given extra strength. Get an in-depth understanding from these experts of the status, challenges, creative solutions and pending legislation of these critical labor market systems, including how to effectively serve both business and workers through the downturn.

(JC) LA City Retrofit: Fighting to Move Forward in a Down Economy

Room

Moderator: **Dave Sickler**, CA State Building & Construction Trades Council

Daniel Villao, CA Construction Academy, UCLA Labor Center

Teresa Sanchez, LA City Green Building Retrofit & Workforce Program

Elsa Barbosa, Strategic Concepts in Organizing and Policy Education (SCOPE LA)

Alex Paxton, Community Redevelopment Agency, City of Los Angeles

In Los Angeles, a long-term grassroots campaign resulted in the City of Los Angeles passing the Los Angeles Green Retrofit Ordinance, an innovative program aimed at tying the City's retrofit of public building with creating good jobs, local hiring, and achieving equity goals. Come listen to some of the key activists who built an incredible coalition and who were successful in passing this unique ordinance. They will explain how it was structured and how they are coping with the recent economic downturn.

(JC) Where's Waldo? Tracking Green Recovery Funds to Further Economic Justice

Room

Moderator: **Kim McCoy Wade**

Ian Kim, Ella Baker Center for Human Rights

Murtaza Baxamusa, Center for Policy Initiatives

Jermey Smith, CA State Building & Construction Trades Council

The Federal Recovery Act (ARRA) promised to create thousands of jobs and clean up the environment. So where are the jobs and where did the money go? Come listen to members of the California Green Stimulus Coalition discuss their yearlong collaborative effort to track and influence spending of ARRA funds. Join a discussion about what lessons have been learned about targeting spending and what can be done better the next time.

Round III

Thursday, June 3 -- 7:45- 9:15am

(LR) Decompression Session – Dealing with Stress as a Frontline Worker

Room

Moderator: **Veronica Lopez**, San Mateo County Workforce Investment Board

Lee Schore, Center for Working Life

Sandy McMullan, Kaiser Permanente

Feeling overwhelmed? The dislocated worker system has had some grueling years. Facing workers during moments of crisis is tough at any time. Add to that an avalanche of layoffs, confusing funding challenges and internal layoffs involving peers, and you have a recipe for burnout and serious stress. Come and learn different ways that you can take care of yourself during difficult times, including models for peer counseling and support from Lee Schore of the Center for Working Life. Learn practices and resources you can use to help you de-stress so that you can be more relaxed, focused and stay strong for the important work you do.

(WT) Chicago Manufacturing Renaissance Council

Room

Moderator: **Martha Bader**, California Labor Federation, WED Program

Dan Swinney, Chicago Manufacturing Renaissance Council

Mike Egan, California Teacher's Association

The Chicago Manufacturing Renaissance Council (CMRC) is an unusual partnership of labor, business, government, education and community leaders established to develop Chicago's manufacturing sector as the global leader in advanced, high value-added manufacturing. Since its founding in July 2005, the CMRC has been a game-changer, influencing key leaders, organizations and institutions about the social and economic viability and vitality of the modern manufacturing economy. CMRC has been praised as a national model for sectoral economic development and education reform by President Obama. Learn about the inspiring and successful programs of the CMRC, including two schools currently training the next generation of manufacturing professionals in Chicago. Also hear about efforts to bring this model to California.

(WT) National Policy Perspective on Workforce Development and Training

(REPEAT)

Room

Moderator: **Mark Cafferty**, San Diego Workforce Partnership (INVITED)

Andrew Levin, Chief Workforce Officer, State of Michigan

Louis Soares, Center for American Progress

Daniel Marschall, AFL-CIO

The US Senate is expected this year to introduce a reauthorized Workforce Investment Act (WIA), the nation's main commitment to workforce development and job training. Labor, state officials, public policy groups, community organizations, and business have been formulating their positions on WIA in the context of the economic downturn and the need for a cohesive national system. The new WIA is expected to draw from best practice in states. Join these experts to learn about the federal government's vision of an employment and training system, the pressing need to serve "working learners," innovative programs at the state and local levels, and the major segments of a comprehensive, public skill development system.

(LR) Proactive Rapid Response and Layoff Aversion

Room

Moderator, **Jim Tusler**, Workforce Advocates

Rob Gamble, Innovation Foundry

Bill Messenger, Washington State Labor Council, AFL-CIO

Ken Messina, U.S. Department of Labor, Office of National Response

Rapid response is at the heart of the promise we make to working families and the nation's employers: "When you need us, we will be there." In keeping that promise, rapid response plays an invaluable role in a flexible, responsive, fully functioning workforce system. By integrating layoff aversion strategies into your service model, you're positioned to play an even more effective role in your communities' economic recovery. Layoff aversion aims to prevent or limit job loss through the use of techniques readily available to rapid responders. Find out how States, local WIBs, and the DOL are meeting the promise of our workforce investment system through layoff aversion.

(JC) Climate Policy, Sustainable Economic Development & Strategic Partnerships: AB 32 and Jobs

Room

Moderator: **Lisa Hoyos**, UC Berkeley Labor Center/ CA Apollo Alliance

Jen Badgley, IBEW Local 569

Brendan Reed, City of Chula Vista Environmental Services Department

Evan McLaughlin, San Diego & Imperial Counties Central Labor Council

Bill Magavern, Sierra Club

The economic and ecological impacts of climate change pose a serious threat to Californians. Yet the economic downturn presents new challenges to statewide efforts to reduce greenhouse gas emissions. Come participate in a discussion about how AB 32 can be leveraged to create jobs and promote sustainable economic development, and also to discuss how labor can improve upon AB 32 in the implementation stage to ensure that workers' needs are addressed as California's clean energy economy grows. We will also highlight regional collaborative efforts between environmental, government, community, and labor allies to address climate change even during these challenging economic times.

(JC) Aligning Green Workforce Credentials and Standards to Drive Competitiveness

Room

Moderator, **Jeff Rickert**, AFL-CIO Center for Green Jobs

Carol Zabin, UC Berkeley Labor Center

Panama Bartholomy, California Energy Commission

How can the current excitement about the new energy economy and concern about national competitiveness be leveraged to reform our fractured education and training system? How can we create a

system that greens existing credentials rather than creating new green job programs that are redundant? Come hear a panel of experts talk about their efforts to develop skill-credentialing systems that are aligned with energy efficiency standards and industry demands.

Round IV

Thursday, June 3 -- 11:15- 12:45pm

(LR) NUMMI: Back to the Future – The Last California Auto Plant & the Future of Rapid Response

Room

Tony Castillo, NUMMI Project Manager, Alameda County Workforce Investment Board

Karen Ledoux, Office of Economic Development, San Jose

Darlene Smith, Stanislaus Alliance Worknet

In September 2009, Toyota announced it would close the NUMMI auto plant in Fremont which had risen from the ashes of a GM closure 28 years ago. The news kicked into gear two simultaneous yet disconnected efforts: to save the plant and to make sure that workers dislocated from these very good jobs got the best possible service. The affected workers and businesses are located statewide, requiring intense coordination among agencies and local workforce areas to deliver services. Discuss with members of the NUMMI “Blue Team” the particular challenges, successful practices, and current status of the efforts to cast a very broad safety net in the most high profile rapid response event in recent California memory.

(WT) Union Sea Change: Navigating the New Economy

Room

Chris Benner, Center for Regional Change, University of California, Davis

Luther Jackson, NOVA Workforce Investment Board

Most unions were built to be in alignment with large and hierarchical manufacturing industries. But what happens when hierarchical, stable employment models implode, and workers find themselves in a dynamic economy featuring frequent job and career shifts and contract employment? This workshop uses the newspaper industry meltdown and a San Francisco- based union’s response as starting points for a dialogue about the labor movement’s value proposition in the new economy. Questions include: How can unions respond pro-actively in the face of radical restructuring and economic crisis in their industry? What value-added do unions provide to economic competitiveness, and how can we leverage this? What kinds of new services -- including training, professional networking, and associate membership programs -- are effective in leveraging our power and improving long-term employment?

(WT) Peer Mentors Rock! Job Training at its Best

Room

Moderators: **Deborah Moy** and **Daniel Johnson**, Balance.point Strategic Services

Ron Doctolero, Peer mentor, VTA (Chaboya)

Anita Jacobson, Peer mentor, VTA (North)

Rhonda Knox, Peer mentor, VTA (Cerone)

Lynn Roscoe, Peer mentor, VTA (Guadalupe)

Tom Fink, Amalgamated Transit Union Local 265

Bill Capps, Santa Clara Valley Transportation Authority (VTA)

Learn some new techniques with us! Join four inspiring peer mentors as they share their success in training new and experienced bus operators at the Santa Clara Valley Transportation Authority (VTA). Most new trainees are former low- and no-income residents who now enjoy living wages, benefits and career ladders. Mentors also train experienced operators to ensure long-term health and wellness in an extremely stressful job. VTA's top leadership fully supports this program, part of the Joint Workforce Investment (JWI) partnership with ATU Local 265.

(WT) Green Skills = Green Jobs

Room

Moderator, **Kelly Greer**, Strategy Workplace Communications

Rich Mata, Utility Workers Union of America

Jami Simon, Utility Workers Union of America

Ken Smokoska, San Luis Obispo LMCC/IBEW-NECA

The U.S. Department of Labor awarded its Energy Training Partnership Grants in early 2010. As part of the Recovery Act, this program provides funding in green industry sectors that include manufacturing, building operations and maintenance, energy efficiency building and retrofits, transportation, wind, and solar. This workshop highlights two partnerships that were each awarded approximately \$5 million for green training for high wage jobs with career pathways in two very distinct but related industries: The Utility Workers Union of America (UWUA) with its multi-state training program in CA, MA and NJ and the International Brotherhood of Electrical Workers/National Electrical Contractors Association (IBEW/NECA) Advanced Lighting program in California.

(JC) Moving Together & Making it Here: Transportation Manufacturing Supply Chains

Room

Moderator: **Matt Mayri**, Apollo Alliance

Jamie Hall, CalSTART

Kathrin Philips, Environmental Defense Fund

Joan Fitzgerald, Northeastern University

Congress has an opportunity to re-shape national transportation policy priorities and create millions of new jobs as it considers the reauthorization of the federal transportation bill. This investment presents an enormous opportunity to reduce the nearly 30 percent of greenhouse gas emissions caused by the transportation sector, while also delivering significant economic benefits, including millions of new construction, operations and manufacturing jobs. This panel will explore the nature of supply chains and how investments in transportation support the creation of good jobs manufacturing advanced transit vehicles, supporting equipment and component parts.

(JC) The Emerald Cities Collaborative: Oakland and San Francisco

Room

Moderator: **Rubén Lizardo**, PolicyLink & ECC National

Andreas Cluver, Alameda Building & Construction Trades Council, Oakland ECC Affiliate

Antonio Diaz, PODER San Francisco ECC Affiliate

Junious Williams, Urban Strategies Council, Oakland ECC Affiliate

The Emerald Cities Collaborative (ECC), a partnership among unions, community organizations, social justice advocates, development intermediaries, business and political leadership was formed to provide a framework and support to local community/labor alliances that are working to ensure that the energy

efficiency building retrofit strategy in their cities will result in the creation union jobs, new pathways into construction and building trades for disadvantaged youth and adults, energy savings in low income and communities of color, and new business opportunities for women minority contractors. This workshop will feature an overview of the ECC's framework and strategy and discussion of ongoing efforts in Oakland and San Francisco.

(JC) American Made: State and Local Policy to Promote Manufacturing

Room

Moderator: **Elena Foshay**, Apollo Alliance

Amy Hanauer, Policy Matters Ohio

Eileen Marxen, California State Treasurers Office

Peter Cooper, California Labor Federation, WED Program

Our nation's manufacturing sector has suffered steep decline in the past decade, especially since the recession began. But clean energy investment offers an opportunity to rebuild our domestic manufacturing capacity. The greatest innovation in clean energy manufacturing investment is occurring at the state level, particularly in those states hardest hit by the economic downturn. This workshop brings together a panel of experts to talk about what California and other states are doing to revitalize American manufacturing.