



**workforce and economic development**

a Program of California Labor Federation AFL-CIO

**building  
workforce  
partnerships  
CONFERENCE**

May 9-11, 2007

San Jose Hilton

**The  
Road  
to Good  
Jobs**



California  
Labor  
Federation  
AFL-CIO

# ACKNOWLEDGEMENTS

**W**e want to first thank our Building Workforce Partnerships advisors for their time, input, and dedication to making this event a success: Roy Bertuccelli, Bill Camp, Patti Castro, Ed Chiera, Tom Croft, Ken DeBey, Diane Factor, Randy Ghan, Bruce Herman, Karen LeDoux, Rayna Lehman, Nancy Mills, Lynn Minick, Deb Moy, Gina Perez, Patricia Roach, Joel Rogers, Tom Ryan, Roger Schmitt, Lee Schore, June Sekera, Myung-Soo Seok, Bruce Stenslie, Tamico Thomas, Brian Turner, Jim Tusler, Jason Walsh, and Goetz Wolff. For all these folks, we sincerely appreciate your valuable and learned advice and guidance throughout the planning of this conference...and beyond.

Thanks to the *American Prospect* and Bob Kuttner for allowing us to steal the conference title *The Road to Good Jobs*. It was this special series in the *Prospect* that inspired the content of the program, and we're honored that Bob Kuttner and Joan Fitzgerald could join us in San Jose. We hope we were able to capture the spirit of the series.

Special thanks to Barbara Baran and Suzi Teegarden of Workforce Learning Strategies for taking on *The Road to Good Jobs*, bringing together the best national practices, practitioners, and leaders and for helping to take this program to the next level. Thanks for going the extra mile...y'all rock!

We also want to thank our friends and partners of the Rapid Response Roundtables for building the rapid response track, with the sage guidance of brother Ken DeBey. We especially thank these folks for their front-line assistance on behalf of workers facing the most difficult times of their lives...the event of dislocation and layoff.

This important annual training event receives support from the California Employment Development Department. We would like to extend our appreciation to EDD for its continued partnership with the WED and for its leadership in building a more effective workforce investment system in California.

We want to also acknowledge Jeff Ruster and work2future, San Jose's workforce investment board, for supporting this unique event and for their dedication to building stronger workforce alliances with organized labor in the Silicon Valley.

We finally want to recognize the hard and smart work of the WED staff in building the partnerships necessary for the Building Workforce Partnerships conference to live up to its title, and for having the stamina necessary for making an event like this work.

WED congratulates brother Verle Steele on his retirement and wishes him the best. May you enjoy many great rides on your Harley-Davidson.



# Building Workforce Partnerships 2007

## The Road to Good Jobs

May 9-11, 2007  
San Jose Hilton

A partnership of the California Labor Federation AFL-CIO, Workforce and Economic Development Program (WED); the California Employment Development Department; work2future; and California's Rapid Response Roundtables





## ABOUT THE EVENT

Sponsored by the California Labor Federation AFL-CIO, Building Workforce Partnerships is an annual collaboration of the Federation's Workforce and Economic Development Program (WED), the CA Rapid Response Roundtable, and the State of California. The event is ultimately about partnership -- no one union, organization, or government entity alone can bridge the economic needs of working families and the competitive challenges facing industry and business. This event draws a diverse group of practitioners, experts, policy makers, labor and industry leaders from around the nation to debate the critical issues of the economy, workforce, community, and the future of our society.

The theme of this year's event is *The Road to Good Jobs*. Inspired by a recent series in the *American Prospect*, *The Road to Good Jobs* tackles the systemic disconnect between education & training, too often viewed as a silver bullet, and the subject of "good jobs." The latter incorporates issues around economic & community development; investment in infrastructure and emerging (including green) technologies; growth and retention key industry-sectors; development of career ladders and access to career opportunity; and labor-market restructuring to ensure that the economy adequately rewards skills.

The subject of how education and training effectively rendezvous with good jobs is both fertile and exceedingly complex ground for debate in California and nationally. This debate is the focus of Building Workforce Partnerships 2007.

## Workshop Track Key:

- **HRP – High Road Partnerships**  
The most successful sector-based programs are the fruit of collaboration among unions and employers, and supported through collaboration of community colleges, workforce boards, school districts, and other public and private entities. This track profiles successful initiatives from around the nation, focusing on how to form, deepen, and sustain sectoral labor-management partnerships.
- **RR – Rapid Response/Layoff Aversion**  
This track covers best practices and approaches from around the nation in rapid response -- sector strategies to strengthen high wage industries; alternatives to plant closings and layoffs; developing early warning systems; addressing the psychological impact of job loss; and using public and private funds for training incumbent and dislocated workers. Sessions will also explore active labor market policies that discourage downsizing and outsourcing of good jobs.
- **RGJ – The Road to Good Jobs**  
This track explores a variety of strategies that increase the supply of jobs with decent wages, benefits, and career prospects. The Road to Good Jobs track tackles head on hotly debated issues around economic development; global competitiveness; community building; green development and green jobs; and labor market restructuring. Importantly, this track includes policy focus as well a focus on practice.







1:00 – 1:30pm

ALMADEN BALLROOM

## Event Opening

*Phaedra Ellis-Lamkins*, Executive Officer, South Bay Labor Council

*Art Pulaski*, Executive Secretary-Treasurer, California Labor Federation AFL-CIO

1:30 – 3:15pm

## Opening Plenary

### *The Right Material for Building the High Road*

*Introductions: Phaedra Ellis-Lamkins*

*Joel Rogers*, Center on Wisconsin Strategy, COWS

*Sandi Vito*, Deputy Secretary, Workforce Development, Labor and Industry Department, PA

*William George*, President, Pennsylvania AFL-CIO

Missing from the current economic and workforce development conversation is a coherent policy framework that clarifies roles, reflects labor-market realities, and engages the range of options in aligning economic growth with shared prosperity and environmental sustainability. The purpose of this session is visioning -- challenging the consensus that drives current policy and outcomes; confronting the “dictatorship of no alternatives;” and exploring alternative modes of thinking and acting. This distinguished panel will engage the audience in a discussion of how states, leading organizations, and key constituencies can take on building a High Road economy. The panel will address state and national policy, organized labor’s role in confronting today’s challenges, and the potential for partnership among labor, community, government, and leading industries.

*Americans are sick to death of “business as usual,” and desperate for an alternative that works. And our working class wants more of government than death and taxes, more of life than their irrelevance, more of their “leaders” than fake empathy and real contempt. A role in constructing a better economy, and a society fit to live in, is what paving the high road provides.*

*– Joel Rogers*

## 3:30 – 4:45 Round I Workshops

### **(HRP) The Art of Building Partnerships: Be Inspired!**

SANTA CLARA II

*Deb Moy*, Balance.point Strategic Services

Learn effective, tested principles that can be used in all industry sectors to keep partnerships centered on their goals. This interactive workshop gives seasoned and new practitioners the opportunity to share what is really at the heart of a successful high road partnership. Learn from a facilitator with more than 20 years experience in building labor/management relationships who currently guides high road partnerships in the Silicon Valley hospitality and transportation industries.

### **(RGJ) The Moral Challenge of Global Warming**

SANTA CLARA I

*Carl Zichella*, Sierra Club, CA Apollo Alliance Steering Committee

“The Moral Challenge of Global Warming” is a slide presentation based upon the slideshow crafted by Vice President Al Gore and featured in the Academy Award-winning documentary, “An Inconvenient Truth.” Carl Zichella is one of 1,000 people trained by Mr. Gore and the Climate Project to present this material. “Global Warming is not just an Inconvenient Truth,” Zichella says, it is a moral challenge and one of the great economic opportunities in human history.” Zichella says that meeting the challenge of global warming will result in new jobs, new industries and new economics that can help lift the economy into the future.

**(RGJ) Strategies to Transform “Bad” Jobs into “Good” Jobs**

## PLAZA ROOM

*Moderator: Joan Fitzgerald, Northeastern University*  
*Carol Zabin, U.C. Berkeley Labor Center*  
*Doug Bloch, Change to Win*  
*Saru Jayaraman, Restaurant Opportunities Center of New York, ROC*  
*Jeff Eichler, RWDSU/UFCW*

Workforce development can be one component of a broader strategy to transform low-paid jobs into jobs that offer decent wages, benefits, and working conditions. Over the past two decades, unions and their allies around the U.S. have been experimenting with innovative new approaches to improving the quality of jobs in a wide range of industry sectors, particularly the growing service industries. This session will engage experienced activists and organizers working in industries ranging from ports, to building security, to restaurants, to home care – and many more – in a conversation about their successes and failures. The focus will be on what they’ve learned about what works, what doesn’t, and why.

**(RGJ) Creating Pathways to Good Jobs: Career Ladders, Lattices, and Career Paths**

## UNIVERSITY ROOM

*Moderator, Laura Dresser, Center on Wisconsin Strategy*  
*Diane Factor, Los Angeles Health Care Workforce Development Program*  
*Pam Egan, Nevada Partners*  
*David Villarino, Farm Worker Institute for Education and Leadership Development, FIELD*

One reason many workers get trapped in low wage jobs is that there are no visible pathways up the career ladder. In industry after industry, work has been organized in ways that has restricted career mobility. Often in order to advance to a job that pays a family-sustaining wages, workers must get additional education and training. But the training institutions, such as community colleges, frequently are not set up to accommodate the needs of working adults. This session will take a hard look at what we’ve learned from dozens of efforts to build new career ladders or lattices within or across industries and efforts to make the training institutions more effective in upgrading the skills of low wage workers. One question the session will address is when this strategy is likely to be effective and what are the levers of system change.

**(HRP) The New Landscape of Criminal Background Checks in Union Jobs**

## SAN CARLOS I

*Moderator: Maurice Emsellem, National Employment Law Project*  
*Laura Moskowitz, National Employment Law Project*  
*Shane Gusman, Law Offices of Barry Broad*  
*Eleanor Morton, Esq., Leonard Carder, LLP*  
*Dorsey Nunn, All of Us or None*

This workshop will explore the growing role that criminal background checks play in the employment of workers in union jobs. This includes everything from the new federal background checks required of millions of unionized transportation workers employed in the ports, in trucking, and the railroads to the many state laws limiting employment of people with criminal records in growing industries like health care and private security. The discussion will feature a presentation on the rights of workers to protect against abuses of criminal background checks required by federal and California occupational laws and by private employers who contract with private screening firms, like Choicepoint, for their criminal background checks.

**(RR) Preparing for – and Challenging – Dislocations and Mass Layoffs**

## SAN CARLOS II

*Moderator: Karen LeDoux, work2future, City of San Jose*  
*Bruce Herman, National Employment Law Project*  
*Lynn Minick, National Employment Law Project*

Layoffs should be a last resort, not a first resort. Unfortunately, employers engage in the practice of layoff as the first line of defense against hard times, and workers and communities have come to accept it as rational practice. Even our government’s powers and competence seems to be limited to cleaning up the mess after job losses occur – in the form of unemployment compensation, education support and job search assistance. But shouldn’t we all, especially our government, challenge dislocations and mass layoffs? This workshop explores strategies that state and local communities should take to prepare for long-term displacements and also to encourage a stronger voice against acceptance of dislocations and mass layoffs.







## 10:30 – noon **Mini Plenary Sessions**

### **(RGJ) Building Multiple Pathways to Good Jobs**

#### SANTA CLARA

*Moderator: Linda Collins, Career Ladders Project*  
*Jack Stewart, CA Manufacturing & Technology Association, CMTA*  
*Neil Struthers, Santa Clara/San Benito Building & Construction Trades Council*  
*Debra Chapman, Building California Construction Careers, BC3*  
*Gary Hoachlander, ConnectEd, California Center for College and Career*

Over the past two decades, the emphasis on four year college degrees and concerns over what was seen as class and race-based “tracking” has gradually narrowed support and funding for pathways to good jobs other than the bachelor’s degree. Today, however, there is renewed discussion about the importance of providing Californians with a wider set of high quality post-secondary training options. Partially this is because the baby boom generation is beginning to retire, leaving employers with potential shortages of skilled labor in industry after industry. But also there is recognition that the emphasis on the B.A. has obscured the fact that other kinds of skills training can provide high wage career opportunities. This panel will argue for the importance of a “multiple pathways” approach and will examine a range of promising practices, including those based on union apprenticeships.

### **(HRP) When States Step Up**

#### PLAZA ROOM

*Moderator: Larry Good, Corporation for a Skilled Workforce*  
*Steve Herzenberg, The Keystone Policy Center*  
*Lori Province, Washington State Labor Council AFL-CIO*  
*Dexter Ligot-Gordon, National Network of Sector Partners, NEDLC*

Several states have begun to adopt industry sector-based approaches to workforce and economic development more seriously than ever before. These efforts build on years of work by unions and community-based organizations to build high road labor-management partnerships and programs that provide low-wage workers access to high wage, high skill jobs. Presenters in this workshop have all been in the trenches, working to move the high road partnership model to scale. They will talk about the differences and commonalities among the states as they try to reinvent their workforce and economic development systems.

### **(RR) Protecting and Creating Good Jobs**

#### SAN CARLOS

*Bruce Herman, National Employment Law Project*  
*Lynn Minick, National Employment Law Project*  
*Tom Croft, Steel Valley Authority*

Today’s economy presents a challenging dynamic for America’s workers - while the unemployment rate seems low, the U.S. economy is losing too many good jobs and creating too many jobs that do not provide family sustaining wages and benefits. Tens of thousands of well-paid jobs in the auto, aerospace, machinery and equipment and the IT industries are being lost in communities due to bad trade deals. Protecting and creating good jobs requires tax and trade policies and a jobs agenda that encourages companies to keep and create good jobs here at home.

Working people need government to focus on building the industries of the future. Taking global warming seriously is a tremendous opportunity to create new jobs – the construction of public transit systems; the development of highly fuel-efficient cars and trucks; the development and commercialization of renewable energy sources; and retro-fitting our houses, buildings and industries so they use less energy.

This mini-plenary session will present strategies that ensure that good jobs are protected and created by raising and enforcing the minimum wage, by improving employment standards and protecting workers’ rights, by expanding access to worker education and training and by the public sector taking the lead in driving economic development that is as focused on the quality of jobs as the quantity.





## 2:00-3:15 Round II Workshops

### **(RGJ) Building Training Gateways to High Wage Industries**

#### UNIVERSITY ROOM

*Moderator: Nancy Mills, AFL-CIO*  
*Neil Struthers, Santa Clara/San Benito Building and Construction Trades Council*  
*Bill George, President, Pennsylvania Labor Federation AFL-CIO*  
*Pam Eagan, Nevada Partners*  
*Judy Turner, California Space Authority*

Workforce and economic development experts universally recognize the industry sector initiative as a valuable strategy for strengthening critical industries while altering labor-market practices and providing career opportunities to new and employed workers. The apprenticeship is possibly the oldest form of industry sector training initiative. Join this roundtable of advocates and experts for a lively discussion of the apprenticeship model and its transferability beyond the trades.

### **(RGJ) Growing Green Jobs: Environmental Economic Development**

#### PLAZA ROOM

*Moderator: Joan Fitzgerald, Northeastern University*  
*Gloria Walton, AGENDA, LA Apollo*  
*Tom Croft, Steel Valley Authority*  
*Ian Kim, Ella Baker Center for Human Rights, Oakland Apollo*

Communities, states, and nations across the globe are heeding the threat of climate change – establishing bold new policy and building broad partnerships among government, industry, labor, and community to affect cleaner, healthier environments. These efforts and the emerging political and social climate are also ushering in a new “green economy,” one that offers vast opportunities for good jobs across the emerging economic landscape. This highly interactive and informative session will discuss existing industry partnerships around green energy and economic development and discuss current Apollo projects in Los Angeles and Oakland.

### **(RR) The Trade Act: Winning and Losing Petitions, and How to Improve the Odds**

#### SANTA CLARA II

*Moderator: Bob Huber, Southern Workforce Services Division*  
*Lori Province, Washington State Labor Council AFL-CIO*  
*Verle Steele, Oregon AFL-CIO*

Trade Act counselors cannot serve participants unless there is a successful Trade Act petition. Learn how to file a better petition and the resources and decision points necessary to determine who files, when, and for whom. Learn who to consult and what questions to consider to improve the success rate of favorable Trade Act determinations.

### **(HRP) Going for the Gold: Scaling Up and Sustaining High Road Partnerships**

#### SANTA CLARA I

*Moderator: Laura Dresser, Center on Wisconsin Strategy*  
*Larry Good, Corporation for a Skilled Workforce*  
*Steve Herzenberg, Keystone Research Center*  
*Brian Turner, Community Transportation Development Center*

To make a real difference, high road partnerships must go to scale – within an industry, a region, and/or a state. They also have to last! Come hear a group of veteran practitioners talk with one another and with you about what they’ve learned about how to build industry-wide partnerships, how to build multiple intersecting partnerships within a city or region, and how to begin influence practice within an entire state. They’ll also address the difficult task of sustaining labor-management partnerships over the long haul, given the many forces working to undermine them.

### **(HRP) Pride, Insight, Energy: More than Just Hospitality!**

#### SAN CARLOS I

*Moderator: Deb Moy, Balance.point Strategic Services*  
*Enrique Fernandez, International Vice President, UNITE/HERE Local 19*  
*John Southwell, General Manager, Hilton San Jose*

H360 is an award-winning labor/management partnership process which was pioneered by UNITE/HERE Local 19, the Hilton San Jose and Towers, in partnership with work2future (San Jose Workforce Investment Board). The business manager of Local 19 and the general manager of the Hilton San Jose will discuss how H360 gave this diverse workforce expanded voice on the job, new career ladder opportunities, and a total evolution in how work is done at the Hilton.

### **(RR) Early Warning Systems: From Lay-off Assistance to a Foundation for Community Development**

#### SAN CARLOS II

*Moderator: Gina Perez, City of Long Beach*  
*Jim Tusler, Workforce Advocates*  
*Bill Messenger, Washington State Labor Council AFL-CIO*  
*Dan Swinney, Center for Labor and Community Research, Chicago*

Labor and their partners in rapid response usually react to corporate decisions to close a plant when it’s too late to do anything. Early Warning Systems allow us to identify a problem before it’s a crisis, launch a campaign when we can win, and target services when our members most need them. Learn from the experience in Chicago and Washington State, where labor, in coalition with its allies, resisted plant closures while protecting its members.

**3:30-5:00 Round III Workshops****(HRP) Public Transit: Making Good Jobs with Career Ladders Even Better**

## PLAZA ROOM

*Moderator: June Sekera, Community Transportation Center*  
*Deb Moy, Balance.point Strategic Services*  
*Brian Turner, Community Transportation Center*  
*Michael Hursh, Santa Clara Transportation Authority*  
*Ed Dolores, ATU Local 265*  
*Tom Fink, ATU Local 265*  
*Darryl Norris, IBEW Local 1245*  
*Z. Wayne Johnson, Sacramento Regional Transit*

Public transit is growing and so are job and career opportunities. Using *labor-management partnership* as the founding principle, transit agencies and unions representing their workers are building, expanding and improving workforce training programs. Participants will learn about how the partnership approach works in San Jose, Sacramento and across the state of Pennsylvania. Speakers from unions and transit management will talk about the nuts and bolts of their work including hesitations and barriers as well as successes. This is a workshop for those who know little or nothing about career opportunities in public transit and those who have worked in public transit for decades. Come to learn about how a labor-management training partnership might work in your public transit system.

**(RR) The Psychological Impact of Mass Layoff: How Using Peer Support can be a Solution**

## SAN CARLOS I

*Moderator: Tamico Thomas, Fresno County WIB*  
*Lee Schore, Center for Working Life*  
*Mike Goldman, Minnesota AFL-CIO*

Though the demographics of dislocated workers continue to shift, one constant is the psychological effect of job loss. This session examines the underlying cause of the stress accompanying job loss and the effects on individual workers and their families. The workshop presents a Peer Support Model used at the Ford Motor Plant in St Paul, MN to help workers affected by dislocation. The model is designed to destigmatize the psychological impact of mass layoffs and help workers move through denial and resistance to utilize available services in a timely and effective manner.

**(RGJ) Reauthorization of the Workforce Investment Act and the Trade Adjustment Act: Issues and Opportunities at the National and State Levels**

## UNIVERSITY ROOM

*Moderator: Bruce Stenslie, California Workforce Association*  
*Jason Walsh, The Workforce Alliance*  
*Jane McDonald-Pines, AFL-CIO*  
*Rona Sherriff, Senate Office of Research*

Both the Workforce Investment Act and the Trade Adjustment Act are up for reauthorization before Congress. The change in Congressional leadership provides new opportunities to expand and improve these programs, but also new risks from policy proposals that could move them in the wrong direction. At the same time, states are implementing WIA and TAA in different ways, with correspondingly varied consequences for the workers and communities. Learn about the key debates in Washington and innovative implementation models in the states from state and national experts.

**(HRP) Funding High Road Partnerships: How to Access Public and Private Training Dollars in California**

## SANTA CLARA I

*Moderator: Ed Chiera, Edward Chiera Associates*  
*Kelly Greer, Strategy Workplace Communications*  
*Jack Mills, National Economic Development Law Center*

Labor-management partnerships, especially young partnerships, struggle to find the funding they need to establish themselves, particularly in an era of cuts to federal programs. This workshop will explore options for accessing both public and private funding streams (including philanthropic monies) to address the training needs of both incumbent and dislocated workers in California. The panelists will provide information on potential new sources of training dollars and updated information on policies, procedures, and priorities of existing ones.

6:00 pm

**High Road Reception  
Sponsored by work2future**

RESTAURANT PATIO

(TO GET TO THE PATIO, GO THROUGH THE HOTEL'S CITY BAR AND GRILL)



## 6:30 am Early Morning Pilates

PLAZA ROOM

Joe Pilates put together a series of exercises designed to balance your body and mind, to get you breathing, and to get you flexible. Join Diane Walton in the Pilates mat series; your flexibility of body and consequently of mind will lead to a better world... and you'll start the day ready for another brain stretch. Beginners, aficionados and curiosity-seekers all welcome!

## 7:30 am Continental Breakfast

SANTA CLARA FOYER

## 8:30 – 9:45 Round IV Workshops

### (HRP) Great Jobs in Energy and Advance Manufacturing

SAN CARLOS II

- Bob Lanter*, Contra Costa WIB
- Dennis Petrie*, EDD, Workforce Services Branch
- Jeff Clark*, United Steel Workers Local 5
- Peter Garcia*, President, Los Mendes College
- Rulon McKay*, Shell Oil

This workshop will showcase the success of Contra Costa County's Advanced Energy and Manufacturing Grant. Participants will share how their sector initiative came about, the challenges identified within the industry, and how partnerships were forged with business, education, labor and civic leaders that developed and implemented solutions to meet the challenges. The panel will give an update on the Grant activities to date, share their successes and lessons learned, and discuss next steps for manufacturing sector work within the region.

### (HRP) The Future of Healthcare and Emerging Workforce Issues

UNIVERSITY ROOM

- Moderator: Ed Chiera*, Edward Chiera Associates
- Dr. Edward O'Neil*, Director of the Center for the Health Professions, UC San Francisco

Think we're solving the nursing shortage? Think again! As workforce investment professionals grapple with how to meet the shortage of nurses and allied health workers, a whole new world of change is emerging in healthcare. As organized labor pushes for reform to a costly healthcare system and workforce investment boards see healthcare as a generator for local economic development, this world is changing. In California who will take care of us in the next 20 years hence?

### (RGJ) Fresno's Return on Community Investment (ROCI) Model

SANTA CLARA I

- Blake Konczal*, Fresno County Workforce Investment Board
- Randy Ghan*, Fresno-Madera-Tulare-Kings Central Labor Council

Traditional WIA "return on investment" models have almost exclusively focused on judging program effectiveness through aggregated client outcomes. The Fresno County WIB implemented its own Return on Community Investment ROCI model that utilizes the Fresno Employer Ranking matrix (ERM). The ERM ranks participating businesses based on hard data; e.g., wage, provision on benefits, quality of work environment, and other objective "equity" criteria. Fresno funding is restricted to businesses that make the ROCI grade on the ERM.

### (RGJ) Building Coalitions to Advocate for Change

SANTA CLARA II

- Moderator: Jason Walsh*, The Workforce Alliance
- Willie Washington*, California Manufacturers and Technology Association, CMTA
- Sue Parsons*, Massachusetts AFL-CIO

Across the country, labor has teamed up with business, community-based organizations, Workforce Boards, education and training providers, economic development organizations, environmental activists, and others to build effective coalitions to advocate for changes in public policy that will a) increase the supply of good jobs and b) provide young people and working adults the skills they need to access those jobs. Come hear about some exciting new coalitions that have recently been formed in other states and in California from folks who are deeply involved in these efforts. We'll be talking about the challenges campaigns like these face, some specific tactics they've engaged in, the policy proposals being developed, and more – including how you can become involved.

### (RR) Rapid Response Systems: TAA, 25% funds, NEGs, WARN Requirements, and More

SAN CARLOS I

- Moderator: Roger Schmitt*, Employment Development Department
- Jeff Upperton*, Wisconsin AFL-CIO LETC
- Tom Campbell*, Employment Development Department
- Denise Miller*, Employment Development Department

While resources for layoff aversion and dislocated worker services have diminished due to federal cuts, in many states these resources are underutilized despite the need. This session will review primary rapid response funding sources and how workforce agencies and advocates can more effectively access and utilize these funds.



# Event At-A-Glance

WEDNESDAY, MAY 9

*1:00 pm* **Opening Plenary**  
**The Right Material for Building the High Road**  
ALMADEN BALLROOM

*3:30-4:45 pm* **Round I Workshops**  
Strategies to Transform “Bad” Jobs into “Good” Jobs  
PLAZA ROOM  
Creating Pathways to Good Jobs: Career Ladders, Lattices, and Career Paths  
UNIVERSITY ROOM  
The Moral Challenge of Global Warming  
SANTA CLARA I  
The Art of Building Partnerships: Be Inspired!  
SANTA CLARA II  
The New Landscape of Criminal Background Checks in Union Jobs  
SAN CARLOS I  
Preparing for – and Challenging – Dislocations and Mass Layoffs  
SAN CARLOS II

*5:00 pm* **Special meeting:**  
**CA Statewide Rapid Response Roundtable**  
WORK2FUTURE ONE-STOP SAN JOSE CENTER

*6:00 pm* **Tour and Reception**  
**work<sup>2</sup>future One-Stop San Jose Center**

THURSDAY, MAY 10

*8:30 am* **General Session**  
**The Road to Good Jobs**  
ALMADEN BALLROOM

*10:30-noon* **Mini Plenary Sessions**  
Building Multiple Pathways to Good Jobs  
SANTA CLARA  
When States Step Up  
PLAZA ROOM  
Protecting and Creating Good Jobs  
SAN CARLOS

*12:00 noon* **Luncheon Plenary**  
**The American Dream vs. The Gospel of Wealth**  
Almaden Ballroom

*2:00-3:15* **Round II Workshops**  
Building Training Gateways to High Wage Industries  
UNIVERSITY ROOM  
Growing Green Jobs: Environmental Economic Development  
PLAZA ROOM  
Going for the Gold: Scaling Up and Sustaining High Road Partnerships  
SANTA CLARA I  
The Trade Act: Winning and Losing Petitions, and How to Improve the Odds  
SANTA CLARA II  
Pride, Insight, Energy: More than Just Hospitality!  
SAN CARLOS I  
Early Warning Systems: From Lay-off Assistance to a Foundation for Community Development  
SAN CARLOS II

*3:30-5:00* **Round III Workshops**  
Reauthorization of the Workforce Investment Act and the Trade Adjustment Act: Issues and Opportunities at the National and State Levels  
UNIVERSITY ROOM  
Public Transit: Making Good Jobs with Career Ladders Even Better  
PLAZA ROOM  
Funding High Road Partnerships: How to Access Public and Private Training Dollars in California  
SANTA CLARA I  
The Psychological Impact of Mass Layoff: How Using Peer Support can be a Solution  
SAN CARLOS I

*6:00 pm* **High Road Reception**  
**Sponsored by work<sup>2</sup>future**  
RESTAURANT PATIO

FRIDAY, MAY 11

*8:30 – 9:45* **Round IV Workshops**  
Great Jobs in Energy and Advance Manufacturing  
SAN CARLOS II  
The Future of Healthcare and Emerging Workforce Issues  
UNIVERSITY ROOM  
Fresno’s Return on Community Investment (ROI) Model  
SANTA CLARA I  
Building Coalitions to Advocate for Change  
SANTA CLARA II  
Rapid Response Systems: TAA, 25% funds, NEGs, WARN Requirements, and More  
SAN CARLOS I

*10:00 am* **Closing Plenary Session**  
**Tough Choices or Tough Times**  
ALMADEN BALLROOM

*12:00 Noon* **Building Workforce Partnerships**  
**Adjourns**

