



## 68<sup>th</sup> ANNUAL CONFERENCE

### Tuesday, September 14, 2004

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7:00 a.m. – 7:00 p.m.	Registration	<i>Top of Escalators</i>
7:30 a.m. – 8:30 a.m.	Continental Breakfast	<i>Regency Foyer</i>
8:30 a.m. – 12:00 p.m.	BOARD OF DIRECTORS' MEETING	<i>Regency North</i>
12:00 p.m. – 1:00 p.m.	Board Luncheon	<i>Spire</i>
1:00 p.m. – 5:00 p.m.	BOARD OF DIRECTORS' MEETING	<i>Regency North</i>
5:30 p.m. – 7:30 p.m.	Welcome Reception	<i>Regency Center</i>
6:30 p.m. – 8:30 p.m.	Exhibits (set-up)	<i>Regency Foyer</i>

### Wednesday, September 15, 2004

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7:00 a.m. – 5:00 p.m.	Registration	<i>Top of Escalators</i>
7:00 a.m. – 5:30 p.m.	Cyber Cafe	<i>Churchill Downs</i>
7:30 a.m. – 8:30 a.m.	Breakfast Buffet	<i>Regency South</i>
8:00 a.m. – 5:00 p.m.	Exhibits	<i>Regency Foyer</i>
8:30 a.m. – 9:00 a.m.	OPENING SESSION (Call to Post)	<i>Regency North</i>

*Presided by Catherine Leapheart, NASWA President and Executive Director,  
Missouri Department of Labor and Industrial Relations*

#### **Presentation of Colors**

Military Entrance Processing Station – Louisville (MEPS – Louisville)  
*Provided by the military recruiting center*

#### **Welcome to Kentucky**

“My Old Kentucky Home”  
“National Anthem”  
*Performed by Brad Mann*

*Laura Owens, Commissioner, Office of the Secretary,  
Kentucky Department of Workforce Investment*

*Honorable Jerry Abramson, Mayor of Louisville, Kentucky*

## Wednesday, September 15, 2004 (continued)

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9:00 a.m. – 9:45 a.m.                      OPENING PLENARY                      *Regency North*

### **Labor Market Puzzles in the Current Economic Recovery**

The last recession was particularly painful for manufacturers, and consequently employment losses were large in many Midwestern states. These losses continued through much of 2003 and the recovery to date has left employment levels still far below what they were in 2000. Apart from the impact of the recession, these employment declines also appear to reflect industrial restructuring and an associated realignment of the workforce. Unusually, unemployment rates have remained relatively low despite the apparent lack of jobs. What underlies these divergent patterns and what does that suggest about possible patterns for labor market growth looking forward.

*Mark Schweitzer, Ph.D., Economist, Federal Reserve Bank of Cleveland*

9:45 a.m. – 10:00 a.m.                      Break                      *Regency Foyer*  
10:00 a.m. – 10:40 a.m.                      PLENARY SESSION (continued)                      *Regency North*

### **The Demand Driven Workforce: An Industry and Occupational Perspective**

This presentation will address the measurement challenges that are faced in attempting to respond to the Employment and Training Administration's vision of a workforce information and delivery system that reflects the demands of employers for a skilled workforce. The list of high-growth industries from the Business Relations Group will be examined in terms of the NAICS industry classification system. The sensitivity of the list of high-growth industries to alternative definitions will also be explored. This presentation also will explore the relationship between high growth industries and occupations. Do shortages of skilled workers always occur in high growth industries or should a wider net be cast for identifying employer needs? And given the difficulties in measuring labor market shortages, are there practical and useful alternative methods that can be used at the national, state, and local levels to identify occupations in which employers are having or will have significant difficulties in hiring workers?

*Michael W. Horrigan, Ph.D., Assistant Commissioner, Office of Occupational Statistics  
Employment Projections, Bureau of Labor Statistics*

10:40 a.m. – 11:40 a.m.                      NASWA *Salute to Leadership Awards* Presentation  
*Presided by Catherine Leapheart, NASWA President and Executive  
Director, Missouri Department of Labor and Industrial Relations*

11:40 a.m. – 12:00 p.m.                      “Two Minute Drill” – Exhibitors and Sponsors introductions

12:00 p.m. – 1:30 p.m.                      Luncheon                      *Regency South*  
(12:50 p.m. – 1:00 p.m.)                      **NASWA Annual Conference 2005 Presentation**  
*Rapid City, South Dakota*

(1:00 p.m. – 1:30 p.m.)                      **Honorable Mason Bishop, Deputy Assistant Secretary,**  
*Employment and Training Administration, U.S. Department of Labor*

## Wednesday, September 15, 2004 (continued)

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1:30 p.m. – 3:00 p.m.

WORKSHOPS (concurrent)

### **Rate of Return on Workforce Investment Services**

*Park Suite*

We are all familiar with performance measures attached to each program administered through the workforce system. However, in today's economy a more important measure of the value of individual programs is to show a return on investments. It is important to demonstrate that every dollar invested in a program has a higher rate of return. Some states have taken positive steps to produce quantitative and qualitative data demonstrating that funds invested in a program are returned to the economy multiple times. Panelists in this workshop will describe their efforts to show "Rate of Return" for programs within their state. You will be provided with information on how to begin a "Rate of Return" or "Return on Investment" measurement system in your state.

**Moderator:** *Bonnie Elsey, Director, Workforce Services, Minnesota Department of Employment & Economic Development*

**Panelists:** *Chris Thompson, Ph.D., Senior Research Associate, Institute for Policy Study, Johns Hopkins University*  
*Chris O'Leary, Ph.D., Upjohn Institute*

### **Meeting your Business Needs: Enterprise Architecture in Action**

*Keeneland Suite*

State workforce agencies have increasingly been under pressure to deliver electronic services, meet the requirements of integration and information sharing, and implement new technologies. To achieve improved efficiency and greater customer focus states have engaged in business re-engineering and the integration of legacy systems into new e-applications. And all this, occurring at a time of thinning budgets, tight timelines, and retiring staff!

Join this workshop to learn how various states have faced such issues through the enterprise architecture process. Following this systematic solution, states have defined their main components (e.g., staff, processes, IT, and other resources) and the ways in which these components should work together to achieve desired business objectives -- while avoiding duplication of effort, poor coordination and control; and inefficiencies in operation.

Furthermore, this process enables senior management to be reasonably certain that decisions made about IT will enable the organization to use its IT, now and in the future, without risk of inflexibility and getting locked into a standard that may have been arbitrarily imposed.

Panelists will outline the various steps in the enterprise architecture process, what it entails (costs, staff-time), discuss lessons-learned, and offer any outcomes.

**Moderator:** *Jim Garner, Secretary, Kansas Department of Labor*

**Panelists:** *Thomas Bynum, Assistant Commissioner, Information Technology Services Division, Washington Employment Security Department*  
*Cheri Giesen, Information Technology Manager, North Dakota Job Service*  
*Robert Shanahan, Executive Director, Office of Information Technology, Nebraska Workforce Development – Department of Labor*

3:00 p.m. – 3:30 p.m.

Break

*Regency Foyer*

3:30 p.m. – 5:00 p.m.

WORKSHOPS (continued)

**Focus on Returning Military Members**

*Park Suite*

Military activities have increased the number of deployments significantly in the last year and a half. Many of those deployed are National Guard members or reservists, including youth who have not been attached to the labor market. All of these soldiers return to their homes as VETERANS, deserving special attention in appreciation for devoted service to our country and our freedom.

This workshop will focus on services and programs designed to help the transition from military life to civilian life, provide information on rights of the returning veteran, and efforts to promote hiring of veterans.

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

**Panelists:** *Brenda Ely, Acting Director, Employment Service Agency,  
Michigan Department of Labor & Economic Growth  
Chick Ciccolella, Deputy Assistant Secretary,  
U.S. Department of Labor/VETS  
Steven Bullard, Kentucky, Employer Support of the Guard and Reserve (ESGR)  
Bill Offutt, Executive Director, President’s National Hire Veterans Committee  
(PNHVC)*

**Stopping Employers from Illegally Getting a Lower  
State Unemployment Tax Rate**

*Keeneland Suite*

July 2004 saw Congress pass legislation to address the practice known as "SUTA Dumping." The bill was approved unanimously by both the House and Senate under a suspension of the rules and signed into law on August 9, 2004 by President Bush. SUTA dumping occurs when an employer forms a new company and transfers employees to the new company with lower tax rates for the purpose of avoiding unemployment taxes.

Kelly Services, a fortune 500 company, will speak about their efforts with SUTA dumping. Attendees also will hear from North Carolina, California, and USDOL concerning state and federal perspectives. USDOL will discuss the detection software on which they are collaborating with states to identify possible employer abuses.

**Moderator:** *Tom Whitaker, Deputy Chairman for Administration,  
North Carolina Employment Security Commission*

**Panelists:** *Carl Camden, President and Chief Operating Officer, Kelly Services, Inc.  
Fred Gamin, Senior Trial Attorney, Legal Division, North Carolina  
Employment Security Commission  
Don Kirkpatrick, UI Rate Manipulation Team Manager,  
California Employment Development Department  
Cheryl Atkinson, Director, Office of Workforce Security,  
U.S. Department of Labor*

## Wednesday, September 15, 2004 (continued)

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### Visit to Kentuckiana Works Comprehensive One-Stop Center

*Front Hotel Entrance*

The Louisville Office of Employment and Training (OET) became a Comprehensive One-Stop Center on July 1, 2003. In addition to providing employers and job seekers assistance with screening, job referrals, on-line job registration and unemployment insurance services, the 6<sup>th</sup> & Cedar location now offers additional services. The services include: Adult and Continuing Education counseling and classes, Dislocated Workers Program and Adult Training Program and the Trade Adjustment Assistance/TRA Program, the Kentucky Transitional Assistance Program, Incarcerated Veterans Program (in partnership with the Volunteers of America), AARP Senior Community Service Employment Program and the Louisville Asset Building Coalition which offers free financial counseling and free tax return preparation. More detailed information on the One-Stop Center's services can be obtained by visiting OET's web site at [www.oet.ky.gov](http://www.oet.ky.gov).

5:00 p.m.	Adjourn	
5:30 p.m.	Bus loading for Kentucky Derby Museum	<i>Front Hotel Entrance</i>
6:00 p.m. – 10:00 p.m.	Dinner <i>Kentucky Derby Museum</i> <i>Tours, Reception, Photo Ops, Gift Shop, Dinner,</i> <i>Racing Games and Prizes</i>	<i>Kentucky Derby Museum</i>

## Thursday, September 16, 2004

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7:00 a.m. – 5:00 p.m.	Registration	<i>Top of Escalators</i>
7:00 a.m. – 5:30 p.m.	Cyber Cafe	<i>Churchill Downs</i>
7:30 a.m. – 8:30 a.m.	Continental Breakfast	<i>Regency North</i>
8:00 a.m. – 5:00 p.m.	Exhibits	<i>Regency Foyer</i>
8:30 a.m. – 10:00 a.m.	NASWA BUSINESS SESSION	<i>Regency North</i>
10:00 a.m. – 10:30 a.m.	Break	<i>Regency Foyer</i>
10:30 a.m. – 12:00 p.m.	WORKSHOPS (concurrent)	

### Program and Service Integration – Updates on TAA, NEG, and HCTC

*Park Suite*

A broadly-integrated service delivery system is one of the main pillars of a demand-driven workforce system as outlined in ETA's "Expectations of a Demand-Driven Workforce Investment System." This workshop focuses on the policy changes that have taken place around the Trade Adjustment Assistance (TAA) program to assist in achieving integration. Panelists will offers updates on activities around TAA and the National Emergency Grants (NEG) and Health Care Tax Credit (HCTC) programs, and speak about possible future directions. Discussion will address issues such as co-enrollment and performance, annualized funding, capped entitlement, recently-released guidance on prerequisite conditions for applying for an NEG, available e-NEG tools, and HCTC gap filler grants. The workshop will also outline planned technical assistance efforts – primarily on-line training and tools.

**Moderator:** *Brenda Russell, Director, Illinois Department of Employment Security*

**Panelists:** *Helen Parker, Regional Administrator, Employment and Training Administration, U. S. Department of Labor*

*Dennis Lieberman, Division of Adult and Dislocated Workers,  
Employment and Training Administration, U.S. Department of Labor  
Rick Maher, NASWA/CESER Consultant, Maher & Maher, Inc.*

**Labor Market Information:**

**Caught Between a Rock and a Hard Place?**

*Keeneland Suite*

The vision of a demand-driven workforce has become the paramount issue for the Employment and Training Administration (ETA). It is a powerful and dynamic change that has many ramifications for the states. Traditional partnerships between workforce, education and economic development will be ratcheted up to a new level of cooperation and collaboration. Innovation, on the one hand, and empirical evidence of results on the other, has become the watchwords as ETA considers its resource allocations to state partners. Central to the success of these changes, re-alignments, and increased levels of accountability is the information and analysis provided by our Labor Market Information (LMI) departments. What is their role in the demand-driven vision--what are the practical implications of ETA's new business model for LMI? What are the implications for states of the Bureau of Labor Statistics' (BLS) efforts with the Workforce Information Council (WIC)? How can state administrators help LMI Directors work with the WIC and the LMI Committee to recognize the risk of cooptation? What do state administrators need to know in this formative, but high-stakes period of change and adjustment?

**Moderator:** *Raylene Ireland, Executive Director,  
Utah Department of Workforce Services*

**Panelists:** *Dolores Esser, Commissioner, Virginia Employment Commission  
Maren Daley, Executive Director, Job Service of North Dakota*

12:00 p.m. – 1:30 p.m.

Luncheon

*Regency South*

1:30 p.m. – 3:00 p.m.

WORKSHOPS (continued)

**Performance Measures/EMILE/WRIS**

*Park Suite*

Attending this workshop will give insight into the demands states are facing for employment performance requirements. Panelists will discuss the current and future reporting structures including efforts to maximize the use of WRIS without compromising system integrity. State representatives along with USDOL and NASWA will talk about common measures, ETA's Management Information and Longitudinal Evaluation (EMILE) reporting system, Wage Record Interchange System (WRIS) and future actions.

**Moderator:** *JoAnn Hammill, Assistant Commissioner, Workforce New Jersey, New Jersey  
Department of Labor and Workforce Development*

**Panelists:** *Maria Colavito, NASWA/CESER Consultant, Attorney-at-Law  
Esther Johnson, Administrator, Office of Performance & Technology,  
U.S. Department of Labor  
Brian Pasternak, Office of Performance and Results, Employment and Training  
Administration, U.S. Department of Labor  
Duane Whitfield, Agency for Workforce Innovation (AWI)*

**Federal Advocacy and State Workforce Agencies**

*Keeneland Suite*

In conjunction with NASWA, state workforce agencies monitor Administration and Congressional policy, and regulatory and legislative activities while advocating positions in the best interests of their state and the nation’s publicly-funded workforce system. Many state workforce agencies have become effective advocates at the federal level due in part to their relationships with their Governor’s office, the Congress and stakeholder groups. Over the past year, NASWA has increasingly engaged the Administration on a wide range of issues at the regulatory and administrative policy making level. Additionally, NASWA has worked to advance a proposal in support of a \$9 billion Reed Act distribution and participated in advancing the newly enacted SUTA Dumping Prevention Act of 2004. This session highlights recent federal advocacy activity at a variety of levels by NASWA and a number of states.

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

**Panelists:** *Phyllis Kennedy, Director, Alabama Department of Industrial Relations*  
*Deborah Lincoln, Director, Oregon Employment Department*  
*Jeffrey M. Wells, Executive Director,*  
*Colorado Department of Labor and Employment*

3:00 p.m. – 3:30 p.m.

Break

*Regency Foyer*

3:30 p.m. – 5:00 p.m.

WORKSHOPS (continued)

**Landmark Civil Rights Legislation: An Anniversary to Celebrate!**

*Park Suite*

Forty years ago, President Lyndon B. Johnson signed the Civil Rights Act of 1964. The bill opened all public accommodations and ended legal discrimination in employment on the basis of race or sex. Hear vintage sound bites of speeches and behind the scenes White House telephone conversations of President Johnson urging Congressional members to sign the landmark legislation.

This “historical tour” provides a backdrop for the changes yet to come in our nation’s labor force. The Civil Rights Act made employment discrimination based on sex illegal. By 2012 women’s share of the labor force is projected to be 47.5 percent. The labor force in 2012 is expected to be older and more diverse. The projected median age of 41.4 for 2012 would exceed the highest level ever recorded. By 2012, Hispanics are anticipated to become the largest minority group in the labor force.

Take a short refresher course by watching a video reviewing the expectations under the law. Understanding and abiding by its provisions are an obligation for federal funds.

And, as we work to serve an increasingly diverse workforce, it becomes important to recruit, develop and retain staff with non-English language skills and broader cultural knowledge. A resource to take home will be shared with suggestions to enhance your efforts in recruiting and retaining staff with the skills to serve your changing customers, including those with limited English proficiency.

**Presenters:** *Dr. Sylvia Mundy, Commissioner,  
Washington Employment Security Department  
Evelyn Rodriguez, Human Resources Administrator,  
Washington Employment Security Department*

**New Ideas in Unemployment Insurance**

*Keeneland Suite*

The Federal-State Unemployment Insurance Program provides unemployment benefits to eligible workers who have lost their jobs and are meeting other eligibility requirements under their state law. Filing and drawing benefits is only one aspect of the UI program. New initiatives and efforts will be discussed by federal and state officials. Attendees will hear Georgia, Texas, Wisconsin, and Virginia discuss what they are doing in their state to connect claimants to reemployment services.

**Moderator:** *Richard Running, Director, Iowa Workforce Development*

**Panelists:** *Michael Thurmond, Commissioner, Georgia Department of Labor  
Larry Temple, Executive Director, Texas Workforce Commission  
Carol Laudenbach, Benefits Operations Director,  
Wisconsin Department of Workforce Development  
Rick Slusher, Northern Region Marketing Manager,  
Virginia Employment Commission*

**Visit to Kentuckiana Works Comprehensive One-Stop Center**

*Front Hotel Entrance*

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5:00 p.m.	Adjourn	
5:00 p.m. – 7:00 p.m.	Exhibits (tear-down)	<i>Regency Foyer</i>
6:00 p.m.	Trolley Loading for Louisville Slugger Museum	<i>Front Hotel Entrance</i>
6:30 p.m. – 8:30 p.m.	Reception <i>Louisville Slugger Museum Reception, Photo Ops, Gift Shop, Factory Bat Hand Turning Exhibition and Door Prizes</i>	<i>Louisville Slugger Museum</i>

## Friday, September 17, 2004

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7:00 a.m. – 12:00 p.m.	Registration	<i>Top of Escalators</i>
7:00 a.m. – 12:00 p.m.	Cyber Café	<i>Churchill Downs</i>
7:30 a.m. – 8:30 a.m.	Breakfast Buffet	<i>Regency Center</i>
8:30 a.m. – 10:00 a.m.	PLENARY SESSION	<i>Regency North</i>

### **The Demand – Driven Workforce Investment System**

The term “globalization” has been used to describe how countries have modified their cultural or societal business practices to “fit” into the world. The result has been the emergence of a profoundly competitive global economy. This global economy points to the need for the nation’s public workforce system to become demand-driven at the national, state and local levels. This session highlights the “demand-driven” philosophy and provides valuable information on the characteristics and strategies of a demand-driven public workforce investment system.

**Moderator:** *Butch Lecuona, Commissioner of Labor, Nebraska Department of Labor*

**Panelists:** *Gay Gilbert, Administrator, Office of Workforce Investment, U.S. Department of Labor*  
*Rick Maher, NASWA/CESER Consultant, Maher & Maher, Inc.*

### **State and Local Demand-Driven Incubators**

The Employment and Training Administration (ETA) has funded a variety of system capacity building projects in collaboration with the National Association of State Workforce Agencies (NASWA) and the National Association of Workforce Boards (NAWB) to advance the goal of creating a demand driven workforce investment system. The Demand-Driven Incubator Site project was launched to maximize peer-to-peer learning and information sharing while demonstrating the demand driven principles of the ETA. The project participants are two state workforce agencies and seven local Workforce Investment Boards. This session will feature short presentations on demand-driven activities undertaken by some of the Incubator Sites.

Hear first-hand how these sites have been able to foster effective economic development, employment and education partnerships to address their workforce needs and challenges.

**Moderator:** *Dr. Sylvia Mundy, Commissioner, Washington Employment Security Department*

**Panelists:** *Ali Cleveland, Executive Policy Specialist, Pennsylvania Department of Labor and Industry*  
*Jamie Krause, Regional Training Coordinator, Pacific Mountain Workforce Development Council, Washington State*  
*Lu Jewell, Program Manager, Pacific Mountain Workforce Development Council, Washington State*  
*Janet Bloom, Interim Assistant Commissioner, Washington Employment Security Department*

## Friday, September 17, 2004 (continued)

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10:00 a.m. – 10:30a.m. Break *Regency Foyer*  
10:30 a.m. – 11:30 a.m. CLOSING PLENARY *Regency North*  
*Presided by **Butch Lecuona**, NASWA President-Elect and  
Commissioner of Labor, Nebraska Department of Labor*

### **How Is Kentucky Becoming More Demand-Driven?**

This session will feature a presentation on changes that are taking place with Kentucky's workforce and the related implications; information on Kentucky workforce trends will be provided, along with thought-provoking discussions on aging, diversity and retirement in the Bluegrass State. Then, given the State's current workforce landscape, suggestions for how Kentucky can become more demand-driven will be offered.

Also, UPS and Metropolitan College will present information on how these two entities collaborated to come up with an effective remedy for what was a significant industry challenge.

**Moderator:** *Susan Craft, Director, Office of Employment and Training,  
Department of Workforce Investment, Education Cabinet*

**Panelists:** *Ron Crouch, Director, Kentucky State Data Center, University of Louisville  
Patrick Murphy, Workforce Planning Manager, UPS  
Dan Ash, Executive Director, Metropolitan College*

12:00 p.m. ADJOURN