

2009 Workforce and Economic Development Conference
 Spokane, Washington
 October 27-29, 2009

Tuesday, October 27	
9 a.m. to 5 p.m. <i>Pennington Grand Ballroom</i>	Registration desk open
10 a.m. to 3 p.m. <i>Pennington Grand Ballroom</i>	Pre-conference tours and sessions
1 p.m. to 4 p.m. <i>Pennington Grand Ballroom</i>	Learn how to make the most of your conference experience and Spokane visit. Drop-in orientation sessions.
5 p.m. <i>Fox Theater, 1001 W. Sprague Ave.</i>	Host city reception: Join us for a welcome party at the elegantly restored Fox Theater.
Wednesday, October 28	
7 a.m. <i>Pennington Grand Ballroom</i>	Registration desk opens
7:30 a.m. <i>Pennington Grand Ballroom/ Hall of the Doges Foyer</i>	Continental breakfast
8:30 a.m. to 10 a.m. <i>Pennington Grand Ballroom</i>	Opening ceremonies Welcome: Robert Duron, Spokane Area Workforce Development Council chair; Tom Quigley, Greater Spokane Inc. chair Keynote speaker: Eric Liu Seattle author, former White House staffer for President Clinton, member of the Washington State Board of Education and founder of Guiding Lights Network talks about the power of imagination and innovation.
10 a.m. to 10:15 a.m.	Break
10:15 a.m. to 11:45 a.m.	Breakout Session #1
<i>Marie Antoinette Ballroom</i>	Innovation/Adaptations in Products the World Wants What does it take for a manufacturer to survive in the global marketplace? Three industry leaders talk about innovation, adaptation and how state and local government can play a role in their success. Moderator: Larry Williams, Department of Commerce Panel: Mike Marzetta, Altek Manufacturing; Marsha Royer, Schweitzer Laboratories; Lisa Janicki, Janicki Industries
<i>Isabella Room</i>	Community Engagement in Career Paths: The SOURCE A partnership of 16 Grand Rapids, Michigan employers created The SOURCE to serve employers through employee assessments and referrals, training, career and educational planning, casework and more. Moderator: Marty Brown, Governor's Office Panel: Andrew Brower, The Source; Mark Peters, Butterball Farms

<p><i>Early Bird Room</i></p>	<p>Leaning of WorkSource: How to improve productivity and integration Learn how the tools of Lean Manufacturing improved Southwest Workforce Development Council’s productivity, helping it to eliminate waste and create a functionally integrated staffing model within WorkSource. Moderator: Lynnae Rutledge, Division of Vocational Rehabilitation Panel: Lisa Nisenfeld and Jordana Barclay, Southwest Washington Workforce Development Council</p>
<p><i>Elizabethan Room</i></p>	<p>A Tale of Tri-Cities: Partnership of workforce/economic development What makes a successful community economic and workforce development partnership work? These Tri-Cities professionals will tell you about the successes and challenges of partnering. Moderator: Dan McConnon, Department of Commerce Panel: Gary Ballew, City of Richland; Candice Bluechel, Benton Franklin Workforce Development Council; Diahann Howard, Port of Benton; Traci Jao, Tri-City Development Council (TRIDEC)</p>
<p><i>Flowerfield Room</i></p>	<p>Arts, Culture and Creativity as Strategies for Economic Development and Community Vitality How and why arts and culture are keys to attracting workers, building community and sustaining quality of life in Washington communities. Moderator: Creigh H. Agnew, Workforce Board member--business Panel: Kris Tucker, Washington State Arts Commission; Lanie McMullin, City of Everett; Brenda Nienhouse, Spokane Symphony, Fox Theater</p>
<p><i>Greater Spokane Inc. (across the street)</i></p>	<p>E-Learning: Expanding access online How can we improve the way we use technology to expand educational access in Washington? What is the potential of open courseware, and online and hybrid learning spaces? Speaker: Cable Green, State Board for Community & Technical Colleges</p>
<p><i>Lincoln Room</i></p>	<p>Innovation High Schools How can “Technical Innovation High Schools” prepare students for careers in high-demand fields? Includes recommendations of the Technical High School Feasibility Study. Moderator: Kathleen Lopp, Office of the Superintendent of Public Instruction Panel: Mike Hickman, Educational Service District 113; Kim Infinger, Lake Washington Technical High School; Reba Gilman, Aviation High School</p>
<p>Noon to 1:30 p.m. <i>Pennington Grand Ballroom</i></p>	<p>Lunch Keynote speaker: Arun Raha, Executive Director, Washington State Economic and Revenue Forecast Council Will recovery be a “V,” “U,” or “W”? Which sectors will recover first? Dr. Raha, our state’s revenue forecaster, might not have all the answers but we expect him to try.</p>

1:45 p.m. to 3 p.m.	Breakout Session #2
<i>Marie Antoinette Ballroom</i>	<p>Media & Innovation: Economic weather forecasters of the future This experienced panel will provide insight on how the changing media will report on future economic development and workforce issues. Learn about the technology changes affecting media and how media can be a partner in developing economic development and workforce strategy. Moderator: Egils Milbergs, WA Economic Development Commission Panel: Robert Buder, Xconomy.com; Stacey Cowles, Spokane Spokesman-Review; Lisa Cohen, Washington Global Health Alliance</p>
<i>Early Bird Room</i>	<p>Principles of Sector Partnerships What does aligning education, workforce and economic development resources to target industry clusters look like? Where are the opportunities--and obstacles? This panel identifies principles honed from years of practical experience in their respective fields. Moderator: Marlena Sessions, Workforce Development Council of Seattle-King County Panel: Alex Kosmides, Northwest Workforce Development Council; Ann Avary, Northwest Center of Excellence for Marine Manufacturing & Technology; Curtis Takahashi, Workforce Development Council Snohomish County; Mary Kaye Bredeson, Center of Excellence for Aerospace and Advanced Materials Manufacturing</p>
<i>Isabella Room</i>	<p>Future of Aerospace Over 80,000 Washington residents are employed in the aerospace industry, at over 650 companies. What are this industry's needs? What will the industry look like in Washington in the future? How can we ensure Washington continues to lead the world in providing a skilled aerospace workforce? Moderator: Bill McSherry, Puget Sound Regional Council Panel: Laura Hopkins, Aerospace Joint Apprenticeship Council; Todd Woodard, Spokane International Airport; Jerilee Mosier, Edmonds Community College; Mike Mires, Spokane Community College</p>
<i>Flowerfield Room</i>	<p>Innovations in Hiring Innovative approaches for placing ex-offenders, homeless, those with disabilities, and older workers into employment. Discussion on unique, systemic strategies used by four featured employment re-entry programs. Moderator: Karen Lee, Employment Security Department Panel: Joanne Murcar, Spokane Community College's Institute for Extended Learning; Mark Putnam, Building Changes; Terry Weber, Employment Security Department's Offender Employment Services; John Evans, Division of Vocational Rehabilitation (DSHS).</p>
<i>Greater Spokane Inc. (across the street)</i>	<p>Educated, Highly Skilled, and Competitive: Capacity building The Higher Education Coordinating Board, State Board for Community and Technical Colleges and the Workforce Board present findings and recommendations from major reports on how and where to expand postsecondary educational access and capacity. Moderator: Beth Thew, Washington State Labor Council Panel: Bryan Wilson, Workforce Board; Jan Yoshiwara, State Board for Community and Technical Colleges; John Gardner, Washington State University</p>

<i>Lincoln Room</i>	<p>STEM-Related Courses and Schools Check in on how science, technology, engineering and math (STEM) skills are becoming the focus of middle school coursework and restructured high schools. Moderator: Dennis Milliken, Office of the Superintendent of Public Instruction Panel: Marjorie Milligan, Cleveland High School, Seattle; Lisa White, Spokane School District ;Jim Hendricks, Delta High School teacher, Richland; Chad Hanus, Delta High School student</p>
<i>Worthy Room</i>	<p>Skills2Compete Washington <i>Discussion Group:</i> Draft policy agenda to address middle skills challenge Agnes Balassa, The Workforce Alliance; Mark Mattke, Spokane Area Workforce Development Council; Lisa Nisenfeld, Southwest Washington Workforce Development Council; State Representative Tim Probst</p>
<i>Elizabethan Room</i>	<p>Networking Session: Meet Program Experts Fellow conferees showcase their programming in this informal drop-in setting.</p>
3 p.m. to 3:15 p.m.	Afternoon break
3:15 p.m. to 4:30 p.m.	Breakout Session #3
<i>Marie Antoinette Ballroom</i>	<p>Higher Education Legislative Panel Sneak preview of the 2010 legislative session in the area of higher education and workforce development. Moderator: Rick Bender, Washington State Labor Council Panel: Sen. Derek Kilmer, 26th Leg. Dist.; Sen. Fred Jarrett, 41st Leg. Dist.; Rep. John Driscoll, 6th Leg. Dist.</p>
<i>Isabella Room</i>	<p>The Green Economy How can communities meet the labor demand of green and clean energy employers? Review the data on current and projected employment in the green sector and look at the best models for delivering a trained workforce to the clean energy sector. The panel will include a dialog with private employers on strengths and areas for improvement as they work with local economic development and training providers to help meet their workforce needs. Moderator: Daniel Malarkey, Department of Commerce Panel: Barbara Hins-Turner, Center of Excellence for Energy Technology; Greg Weeks, Labor Market & Economic Analysis; Alan Hardcastle, Washington State University; David Allen, McKinstry</p>
<i>Greater Spokane Inc. (across the street)</i>	<p>Technology Transfer: The Entrepreneurial University Discover what Washington is doing to get technology out of its universities and research institutions and into the hands of companies and entrepreneurs seeking technology for new products and services -- from the Washington STARS program, to Entrepreneurs-in-Residence to support for applied research and technology. Moderator: Rogers Weed, Department of Commerce Panel: John Gardner, Washington State University; Fred B. Holt, University of Washington; Gary Spanner, Pacific Northwest National Laboratory; Kim Zentz, Sirti</p>

<i>Elizabethan Room</i>	<p>Economic Gardening: Where the job growth is and where we need to put our attention. Observe economic data that illustrates how important it is to focus on second-phase companies. Learn how you can easily access this economic data and talk about what it means to your community or region. Introductions: Bryan Wilson, Workforce Board Tom Dorr, Western Washington University's Center for Economic Vitality</p>
<i>Early Bird Room</i>	<p>Wealth of Prior Learning: Adults, immigrants and veterans A wealth of experience and skills goes untapped because of glitches in our ability to recognize prior learning. This panel focuses on strategies to tap the wealth of skills and knowledge of veterans, immigrants and other populations. Moderator: Mike Hudson, Association of Washington Business Institute Panel: Kristina Mason, Welcome Back Center; Todd Mitchell, Helmets to Hard Hats</p>
<i>Worthy Room</i>	<p>Building Bridges: School community partnerships for at-risk kids Discussion will focus on draft recommendations of the Building Bridges Collaboration Committee. Moderating discussion: Wes Pruitt, Workforce Board</p>
<i>Lincoln Room</i>	<p>High Touch: Promoting postsecondary success In our world of information explosion there is wide agreement that a "high touch" approach improves success. How can we change what we do as ground-level practitioners? And what kinds of policies should we put in place to create system changes that lead to success for low-income adults in postsecondary education? Moderator: Diana Dollar, Burst for Prosperity Panel: Kao Saechao, Welcome Back Center, Highline Community College; Helena Haas, SkillUp Washington; David Kaz, Seattle Jobs Initiative</p>
<i>Roosevelt Room</i>	<p>Summer Youth Employment Program Debrief Celebration of success and discussion of summer youth delivery methods that can be effectively applied to the year-round youth program. Input for Workforce Investment Act reauthorization. Dan Vogel, Northwest Workforce Development Council and Lisa Romine, North Central Workforce Development Council lead a discussion on WIA Youth programs and Summer Youth Employment Program policy.</p>
<i>Flowerfield Room</i>	<p>Social Networking and Other Web 2.0 Tools Is Twitter a fad or the future? This primer on various social networking techniques by a workforce development professional can help you decide. Speaker: Bronwyn Mauldin, blogger: www.workforcedev.typepad.com/</p>
<p>4:30 p.m. to 6:30 p.m. <i>Pennington Grand Ballroom</i></p>	<p>Conference Reception: Enjoy tasty hors d'oeuvres and networking before you head out on the town.</p>

Thursday, October 29	
7:30 a.m. <i>Hall of the Doges Foyer</i>	Continental breakfast
8:30 a.m. to 9:45 a.m. <i>Pennington Grand Ballroom</i>	National Policy Panel Where is Congress, the President and the nation headed in the areas of economic and workforce development and career and technical education? This panel provides you with the latest news from our nation's capital. Moderator: David Harrison, Daniel J. Evans School of Public Policy (UW) Panel: Jeff Finkle, International Economic Development Council; Linda Lawson, National Governors Association; Kimberly Green, National Association of State Directors of Career Technical Education Consortium
9:45 a.m. to 10 a.m.	Morning break
10 a.m. to 11 a.m.	Breakout Session #4
<i>Isabella Room</i>	Economic Development Legislative Panel What's on the agenda in Olympia for economic and workforce development? Moderator: Marty Brown, Governor's Office Panel: Sen. Jim Kastama, 25 th Leg. Dist.; Rep. Phyllis Gutierrez Kenney, 46 th Leg. Dist.; Rep. Norma Smith, 10 th Leg. Dist.
<i>Marie Antoinette Ballroom</i>	Entrepreneurial Training If Washington is going to continue to grow its own jobs, it needs to be growing its own entrepreneurs as well. Moderator: Tom Dorr, Western Washington University Center for Economic Vitality Panel: Corey Hansen, Smith Barney; Robin Toth, Greater Spokane Inc.
<i>Flowerfield Room</i>	Health Care: Solid jobs in tough times Despite declines in 2009, the health care industry still has the highest vacancy rates of any industry. Come hear about long-term demand for health care jobs, and how employers, labor organizations and education providers are involved in changing education delivery. Moderator: Janet McCann, Allied Health Center of Excellence, Yakima Valley Community College Panel: Clytie Causing, SEIU 1199; Dodie Ruzicki, Providence Hospitals; Steve Miller, North Seattle Community College
<i>Greater Spokane Inc. (across the street)</i>	Feeding the Pipeline: Techniques for engaging community in high-demand fields Teaching the Teachers and Pizza, Pop and Power Tools are innovative programs that engage the business community with the K-12 system to entice students into their fields. Learn about the success and application of these models. Panel: Amy Johnson, Greater Spokane Inc.; Mark Mattke, Spokane Area Workforce Development Council

<p><i>Early Bird Room</i></p>	<p>Top 10 New Things to Love About Apprenticeship This is not your parent’s apprenticeship program. We’re talking 21st Century, cutting-edge fields. Learn how to access resources and initiatives promoting apprenticeship in key sectors of Washington’s economy. Newly developed products and system connections designed to help workforce professionals understand and access apprenticeship will also be spotlighted. Panel: Heather Winfrey, Workforce and Education Contractor; Liz Smith, Washington Department of Labor and Industries; Anne Wetmore, U.S. Department of Labor</p>
<p><i>Porter Room</i></p>	<p>Flying High: Insitu, Inc. and veterans in the New Economy From its entrepreneurial beginnings, Insitu has become a leading global provider of Unmanned Aircraft Systems. Learn how this wholly-owned subsidiary of Boeing is capitalizing on the skills and experience of veterans and find out how your company or community can benefit from veterans transitioning to the civilian economy. Moderator: Ken Kelnhofner, Employment Security Department Panel: Kit Silver, Insitu, Inc.; Chip Kormas, Employment Security Department</p>
<p><i>Lincoln Room</i></p>	<p>Soft Skills Assessment: Certificate of effective workplace behaviors (Association of Washington Business) Learn about this systematic approach to measuring and developing soft skill competencies of current and future workers. Panel: Al Lesure, Learning Resources Inc.; Mike Hudson, Association of Washington Business Institute</p>
<p>11 a.m. to noon Breakout Session #5</p>	
<p><i>Marie Antoinette Ballroom</i></p>	<p>Learning in the Workplace This session explores the need for a dramatic shift to expand learning at the workplace, particularly for low-income adults. What must we do to make our workers more competitive and support economic growth? Experts will discuss the strengths and challenges of programs such as the Job Skills Program, Lifelong Learning Accounts, employer-developed programs, foundation support and possibilities for further innovations. Moderator: Eleni Papadakis, Workforce Board Panel: David Wertheimer, Gates Foundation; Dennis McGreevy and Tammy Baldwin, Schweitzer Engineering Laboratories</p>
<p><i>Porter Room</i></p>	<p>The Military Cluster: Defense spending in the regional economy Army, Navy, Air Force, Marines, Coast Guard and other military provide positive impacts on the communities that surround their facilities. Gain detailed information from current studies on the importance of Washington’s Military Cluster to our communities and our state. Moderator: Joe Tortorelli, Economic Development Northwest Panel: Jeff Severs, Greater Spokane Inc.; Gary Brackett, Tacoma-Pierce County Chamber</p>
<p><i>Early Bird Room</i></p>	<p>Economic Development Tools Learn about best practices, success stories and lessons learned from seasoned economic development professionals. Panel: Debbie Baker, Valley Vision; Robin Toth, Greater Spokane, Inc.; Linda Rotmark, Clallam Economic Development Council</p>

<p><i>Greater Spokane Inc. (across the street)</i></p>	<p>Pre-apprenticeship – Building a foundation for success Spokane built a comprehensive partnership to address the needs of the construction industry and created tools that help young people connect to careers and transition to postsecondary education. Panel: Mark Mattke, Spokane Area Workforce Development Council; Lisa White, Spokane School District</p>
<p><i>Flowerfield Room</i></p>	<p>Governor Update on Recovery Act activities Hear from Heather Moss, the Governor’s lead staff on the state’s activities related to the American Recovery and Reinvestment Act. Speaker: Heather Moss, Office of Financial Management</p>
<p><i>Worthy Room</i></p>	<p>WUD? TCB & choose this session 4 ICT T (Translation: What are you doing? Take care of business and choose this session for Information and Communication Technology talk.) This discussion will focus on technology and communication. What ICT skills are needed for life - from employment to home to social engagement? What resources are available? What gaps exist? Discussion Facilitators: Yvonne Thomas, Microsoft Beth Blanchard, Workforce Development Council Seattle-King County</p>
<p><i>Lincoln Room</i></p>	<p>Soft Skills Assessment Certificate of effective workplace behaviors – repeat session (Association of Washington Business) Learn about this systematic approach to measuring and developing soft skill competencies of current and future workers. Speaker: Al Lesure, Learning Resources Inc.; Mike Hudson, Association of Washington Business Institute</p>
<p>12:15 p.m. to 2 p.m. <i>Pennington Grand Ballroom</i></p>	<p>Governor’s Best Practices Awards Ceremony & Lunch Presenters: Eleni Papadakis, Workforce Board Rogers Weed, Department of Commerce David Harrison, University of Washington Marty Brown, Office of the Governor Mary Selecky, Washington Department of Health Rick Bender, Washington State Labor Council Mike Hudson, Association of Washington Business Institute</p>
<p>2 p.m.</p>	<p>Conference closes</p>