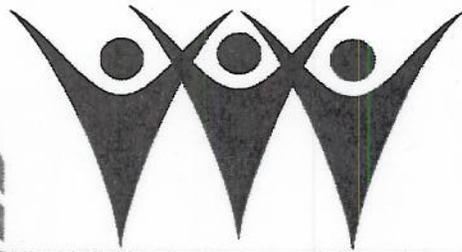


Taking Care of Business 2



**Hyatt Regency
Downtown Atlanta**

265 Peachtree Street
Atlanta, Georgia 30303



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MAY
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BUSINESS SERVICES SUMMIT

WEDNESDAY - May 8, 2013

Schedule

8:00 a.m. - 5:00 p.m.	Registration				
8:00 a.m. - Noon	<p>Pre-Conference Session: Business Services Training <i>Learning Center</i></p> <p>Megan E. Lizik U.S. Department of Labor</p> <p>Melanie Arthur Melanie Arthur Associates</p>				
1:00 p.m. - 3:15 p.m.	<p>Opening Remarks <i>International Ballroom</i></p> <p>Eugene A. Caso Acting Regional Administrator U.S. Department of Labor</p> <p>Dr. Helen N. Parker (former Regional Administrator)</p> <p>Opening Plenary: "Energy - A Growth Sector in the Southeast"</p> <p>Ronnie Bryant President and CEO Charlotte Regional Partnership International Economic Development Council</p> <p>Energy and Healthcare Industry Panels</p> <table border="0"> <tr> <td>Roger Tadajewski Executive Director National Coalition of Certification Centers</td> <td>David Hartnett Vice President Bioscience-Health IT Industry Development Atlanta Chamber of Commerce</td> </tr> <tr> <td>Wendell Dallas Vice President, Operations Atlanta Gas Light and Chattanooga Gas Light</td> <td>Steve Rushing Enterprise Innovation Institute Georgia Institute of Technology</td> </tr> </table>	Roger Tadajewski Executive Director National Coalition of Certification Centers	David Hartnett Vice President Bioscience-Health IT Industry Development Atlanta Chamber of Commerce	Wendell Dallas Vice President, Operations Atlanta Gas Light and Chattanooga Gas Light	Steve Rushing Enterprise Innovation Institute Georgia Institute of Technology
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3:15 p.m. - 3:45 p.m.	Networking Break				

Day One Activities

Feature Session and Breakout Sessions

Economic Development-Bridging Relationships to Prosperity

Learning Center

Feature

H. Philip Paradice, Jr.
Director, U.S. Department of Commerce
Economic Development Administration

Session Description: The workshop will discuss EDA's role in 21st Century economic development with emphasis on talent development investments. EDA programs, multi-agency initiatives, trends in manufacturing and challenges to competitiveness will be areas of topical presentation and discussion.

1 Model for a Business and Education Skills Partnership

Embassy CD

Dan Ramirez
Director of Strategic Marketing and Dev.
National Coalition of Certification Ctrs.

Greg Josefchuk
Strategic Initiatives Leader
Trane Corporation

Session Description: Session attendees will be introduced to the NC3 business/education partnership model employed at over 100 educational institutions across the nation. The presenters will discuss the challenges facing industry and education as it pertains to a skilled workforce while introducing the NC3 Training Partnership model. NC3's Trane Partnership will be used to highlight the goals, processes and successes from a business perspective.

2 Toyota and the Mississippi Department of Employment Security (MDES): Strategies for Winning Industry Over

Embassy EF

Stan McMorris
Exec. Director, MDES

James Williams
Vice President of Economic and Community Services
Itawamba Community College

Session Description: The Toyota model for hiring employees at its new Mississippi automotive production facility is a prime example of a successful public/private partnership developed to ensure that qualified workers were available to meet the hiring needs of Toyota. Learn how MDES won over Toyota with innovative ideas for recruiting and screening processes, as well as training to deliver a quality workforce.

3 Staffing Agencies: Forging Necessary Partnerships

Hanover DE

Beth Herman
Regional Vice President, Manpower

Session Description: This workshop will discuss the evolving value of working with and through/collaborating with staffing agencies as the world of work evolves. We will discuss the evolution and transformation of staffing agencies, trends in the market and why and how businesses are turning to staffing firms for more than just talent...we will discuss employment trends, global economic outlook and regional results.

4 Strategies for Engaging the Business Community

Hanover C

Timothy A. Boettcher
President, Realityworks, Inc.
(Chair, Industry Workforce Needs Co.)

Session Description: How do you get businesses to understand the value of engaging education, program development, and youth in your region? Why do business leaders get engaged? What's in it for them and what can we help them see to get buy-in? Learn proven business engagement practices to connect the business community to education to institute programs to solidify a future workforce pipeline.

3:45 p.m. - 5:00 p.m.

Day One Activities

8:30 a.m. - 5:00 p.m.	Registration						
8:30 a.m.-10:00 a.m.	<p>Plenary Session: Entering a New Age! <i>International Ballroom</i></p> <p>Six years has passed since the Great Recession began in 2007. Uncertainty and insecurity remain the constants in a changing world. Within this context, how do we determine the direction and future of jobs, business and the requirements of workforce training?</p> <p>Michael Gallis Michael Gallis and Associates, Inc.</p>						
10:00a.m. -10:30 a.m.	Networking Break						
10:30 a.m. - 12 Noon	Feature Session and Breakout Sessions						
	<p>Small Business Administration and USDA - "We're Here for You" <i>Learning Center</i></p> <table border="0"> <tr> <td data-bbox="386 737 435 863" rowspan="2" style="vertical-align: middle;">Feature</td> <td data-bbox="435 674 992 779"> <p>Terri Denison Georgia District Director U.S. Small Business Administration</p> </td> <td data-bbox="992 674 1518 800"> <p>Dean Lewis Farm Loan Specialist U.S. Department of Agriculture (USDA) Farm Service Agency</p> </td> </tr> <tr> <td colspan="2" data-bbox="435 800 1518 1010"> <p>Session Description: This session will provide valuable information on federal programs and resources to support self-employment, small business, and rural/farm enterprises. Also, USDA will discuss an innovative strategy for supporting entrepreneurs through a micro-loan offer to startups in agri-business and paring business startups with mentors to help both rural and urban entrepreneurs succeed. Business services representatives will learn how the micro-loan initiative can be used as a strategy both to help startup clients, as well as help unemployed jobseekers in starting their own business.</p> </td> </tr> </table>		Feature	<p>Terri Denison Georgia District Director U.S. Small Business Administration</p>	<p>Dean Lewis Farm Loan Specialist U.S. Department of Agriculture (USDA) Farm Service Agency</p>	<p>Session Description: This session will provide valuable information on federal programs and resources to support self-employment, small business, and rural/farm enterprises. Also, USDA will discuss an innovative strategy for supporting entrepreneurs through a micro-loan offer to startups in agri-business and paring business startups with mentors to help both rural and urban entrepreneurs succeed. Business services representatives will learn how the micro-loan initiative can be used as a strategy both to help startup clients, as well as help unemployed jobseekers in starting their own business.</p>	
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<p>5 One Team, One Purpose - Integrating Business Services! <i>Embassy CD</i></p> <p>Ann Angermier Executive Director Upstate Workforce Investment Board</p> <p>Warren Sneed Human Resources Director Cooper Standard Automotive</p> <p>Johnnie-Lynn Crosby Regional Business Services Manager</p> <p>Session Description: This workshop focuses on the dynamics of an account executive business services approach. Learn how this model has been successful in fostering partner collaboration and creating positive results. If organizing the different partners in the One-stop to fit into a unique business services team and how all can work together under one umbrella and avoid multiple business calls to employers is a priority. Come join us to learn how this model is working.</p>	<p>6 Developing Skills Based on Business Requirements <i>Hanover C</i></p> <p>Deborah Miller Roane State Community College</p> <p>Dan Miller Oak Ridge National Laboratories</p> <p>Jesse Smith Veteran, U.S. Marine Corps</p> <p>Tom Ballard Pershing Yoakley & Associates</p> <p>Michelle Love True-Design</p> <p>Andy Pokelwaldt Advanced Composite</p> <p>TBob Gatton National STEM Consortium Program</p> <p>Session Description: Presenters will share their stories on an initiative that focuses on the growth in the composite materials industry. The initiative includes the development of strong partnerships, leveraging resources, and ensuring workforce training is developed and provided based on business requirements. You will learn their <i>successes, barriers, and the challenges.</i></p>						

Day Two Activities

10:30 a.m.-Noon	<p>7 Aerospace Workforce Transition: Turning Rapid Response Into a Solution-Based Strategy for Employers of High-Skill, High-Wage Workers! <i>Hanover DE</i></p> <p>Judy Blanchard Director of Industry Relations Brevard Workforce Investment Board</p> <p>Session Description: With the retirement of the Shuttle Program and 9,000 workers soon to be dislocated, Brevard Workforce developed a transition program that turned massive layoffs into skills solution for regional business and industry. Attend this workshop and learn how one program design utilized research on the current knowledge, skills, and abilities of impacted workers to solve skills mix-match, retrained for high skills, high-wage, and find solutions to companies wanting to hire. We will discuss the importance of building industry and stakeholder partnership and how we mapped the region's economy to identify new employment opportunities with emerging industries.</p>	<p>8 "Jumping the Unemployment Line" & "Sky is the Limit: Entrepreneurship as Employment" (Two in One!) <i>Embassy EF</i></p> <p>Chanda Bell The Elf on the Shelf</p> <p>Jan McKeel Exec. Director, South Central TN Workforce Alliance (SCTWA)</p> <p>Stephen Webb Business Manager, SCTWA</p> <p>Session Description: The first workshop will discuss the journey of an entrepreneur and give strategies on meeting business needs. The second workshop on entrepreneurship but from different angle. SCTWA first offered Entrepreneurial Workshops in 2007 following a major manufacturer closure, affecting 2,000 employees in a six county region. This workshop will discuss how an unfortunate economic circumstance grew into a workforce, community college, and early-stage venture capital partnership that are now providing entrepreneurial opportunities for many.</p>
Noon - 1:30 p.m.	Lunch on Your Own	
1:30 p.m.-3:00 p.m.	<p>Plenary Session: Keeping America Competitive Through Manufacturing <i>International Ballroom</i></p> <p>Gardner A. Carrick Vice President, Strategic Initiatives The Manufacturing Institute</p> <p>Kevin Johnson, CEcD Senior Advisor for Economic Development InvestAtlanta</p>	
3:00 p.m. - 3:30 p.m.	Networking Break	
3:30 p.m. - 5:00 p.m.	Day Two Activities	<p>Feature Session and Breakout Sessions</p> <p>Focusing on High Quality, Certified Talent for Manufacturing <i>Learning Center</i></p> <p>Gardner A. Carrick Vice President, Strategic Initiatives The Manufacturing Institute</p> <p>Feature</p> <p>Session Description: This session will focus on partnership between the education system and the manufacturing sector to deliver high quality, certified talent. It will detail the NAM-Endorsed Manufacturing Skills Certification System and its integration into community college, technical schools, and high schools in region across the Southeast and around the country. It will also review the strategies to engage manufacturers in these efforts including strategies and approaches for partnering with companies on education and training activities.</p>

3:30 p.m. - 5:00 p.m

9 Making UI Work for Business

Hanover C

Dianna Milhollin (former ETA Regional Director)

Dale Smith
MDES Chief Financial Officer

Session Description: Come hear state and federal officials discuss the basics of UI, strategies for improving employer UI tax rates. More importantly, we will discuss strategies on utilizing the skills of UI claimants in filling your employer vacancies. The workshop will also discuss the tools available to employers to control their taxes and strategies you can suggest to your business clients to help them contain their taxes (one of the primary concerns of the business community).

10 Making Business Services More Effective by Strengthening Business Involvement

Embassy CD

Jack Mills
Director
National Network of Sector Partners
Insight Center for Community
Economic Development

Session Description: This session will provide a new approach to business services. Business Services Reps must build and deepen relationships with businesses, understand their needs, provide solutions, and ensure their organizations meet job seekers needs. From the experience of sector-focused workforce development, the Strong Business Involvement approach provides tools to help you be more intentional and strategic, determine next step in your work with businesses, and analyze what services provide the best return on your investment of time.

Day Two Activities

3:30 p.m. -5:00 p.m.

11 OJT as an Economic Development Tool

Embassy EF

Bill Renick and Gary Golden
Three Rivers Planning and Development District

Session Description: Successful economic dev. projects include workforce training ideas and programs. Learn how the Mississippi Partnership LWIA engages local and state economic developers to maximize the impact of OJT on existing business expansion and recruitment of new business. Hear a discussion on new and innovative ideas about future use of OJT funds and how flexibility and team approaches produce positive results even with declining revenues.

12 Filling the Skills Gap: Meeting Business Needs in Post-Recession Economy

Hanover DE

Andrew Egbert
Partner
Reynolda Manufacturing Solutions, Inc.

Session Description: What are the challenges in manufacturing today with the aging population and a declining workforce? How can small and medium employers work with local, state and federal agencies to encourage today's high school students to enroll in programs that provide lifelong employment? With the need for key skills set, can there be such thing as zero unemployment in manufacturing? Come and hear intriguing discussions about the manufacturing sector, and use strategies learned to improve industry services.

Feature Session and Breakout Sessions

Trends Impacting Workforce Development in Health IT

Learning Center

Steve Rushing and Marla Gorges
Enterprise Innovation Institute
Georgia Institute of Technology

Monty Green
Founding Partner
MVG Education Foundation

Feature

Session Description: This workshop will be delivered in a lively, interactive discussion format on (1) How to best define what the healthcare industry is and will be seeking in terms of core skill sets in potential employees; (2) What forces are combining and converging to create existing and projected need for a new Health IT Workforce, and (3) How to best connect well-qualified trainees with potential, engaged employers, offering rewarding career pathways. Key focus will include: Context on an industry in transition; what a health IT workforce training program needs to succeed; and recommendations for workforce development agencies & facilitators.

13 **Entrepreneurs as Business Customers - Helping Small Businesses Start, Grow & Thrive**
Hanover C

Jan Conrad
Community Resources Coordinator
Brevard Workforce Investment Board

Session Description: This workshop will provide an overview of services provided to job seekers who aspire to "owning their own business." As job seekers discover limited possibilities in the job market, many are pursuing their passion or hobby and are learning how to monetize that endeavor. They join a growing movement of job creation across the nation. Hear about Biz Launch and how the program has grown to include hundreds of customers. Find out how to leverage your community partnerships and build a unique program within the walls of workforce that can successfully deliver results.

14 **OJT as a Business Engagement Strategy**
Embassy CD

Jennifer Lasser
Lead Business Liaison
Brevard Workforce Investment Board

Session Description: Learn how OJT is used to enhance and develop new business relationships and how the OJT program can increase engagement in workforce services by your employers. The workshop will also discuss the importance of communication, compliance and creating an OJT program process that is employer friendly. The workshop will also outline lessons learned and recommendations that have helped more than double the workforce area's business engagement performance.

15 **Connecting TANF Population with Business Needs: Strategies That Work**
Hanover DE

Natalie McLimore
Manager WorkFirst Tennessee
Workforce Essentials

Tara Quirion
Reliant Reality

Session Description: Have you ever wondered how to market the employability of individuals on welfare? We will give you strategies that are proven to work in creating business and community partnerships to enhance your job development outcomes in a tough economy. Our partnership based approach works in both urban and rural locations. From employment to community service needs we can meet them all using employer connections. As an employer, we want to show the many advantages to hiring TANF participants.

8:30 a.m. - 10:00 a.m.

Day Three Activities

10:00 a.m. - 10:30 a.m.

Networking Break

10:15 a.m. - Noon

Day Three Activities

Closing Plenary: Building a Workforce Pipeline to Create Competitive Advantage

International Ballroom

The engagement of our youth to develop a solid workforce pipeline in alignment with the future needs of industry is critical. What can you do to get involved? Why do you need to get involved? Attend the session for powerful examples and strategies for how to do so.

Timothy A. Boettcher
President
Realityworks, Inc.
(Chair of Industry Workforce Needs Council)

Jakub Prokuyp
Hillsborough School District

Robin Kroyer-Kubicek
Director of Youth Apprenticeship Programs
Wisconsin Department of Workforce Development

Noon

Adjourn