



## Welcome to Costa Mesa

By: Terri Pasternik

### Greetings IAWP Friends!

Welcome to beautiful Costa Mesa. I am confident that you will have an amazing week filled with educational opportunities, great networking and fun. The committee has done an outstanding job and will be presenting an awesome experience.

I have mixed feelings about being here this week. I love conference time, but it is slightly bittersweet because it means it is the end of my year as President. I have had such a crazy year as your President. So many things have happened that we never expected. But here we are. We can say with all certainty that despite the bumps and bruises the association is in a better place, with a solid foundation and many plans for future improvements. We encourage you to become

connected to your chapters and be part of the change and forward movement.

When I started this journey, I was committed to making a difference. I think that we have. Some may say good, others may say not so good. That's okay. I think we made a difference for the good of the association and I can become Immediate Past President knowing we were successful in what we thought needed to be done.

I look forward to meeting and talking with all of you this week. Take advantage of every moment. Meet new people, learn new things and have fun! Our jobs are so important to us, but sometimes we need to recharge and refresh. If you do that this week, I know you will head back home with a new attitude.

## IN THIS ISSUE

### **Working Wardrobes** .....Page 2

Each year, Working Wardrobes serves over 4,000 clients from a diverse spectrum of backgrounds such as veterans, alcohol and substance abuse, domestic violence, transitional homelessness and human trafficking.

### **Board Update**.....Page 2

Update on what the board has accomplished over the last year.

### **Going Way Beyond**.....Page 3

It takes a person with a special skill set and drive to sign-up not ten, not twenty, not fifty, but over seventy new members.

### **Daily "Terri"ism** .....Page 3

Watch each day for words of wisdom from our President.

### **Around Town**.....Page 4

### **Historical Reflections**.....Page 5

Are you the King or Queen of IAWP history?

### **Be Our Guest**.....Page 6

### **Daily Puzzle**.....Page 8

### **Daily Schedule**.....Page 8

## Costa Mesa Welcomes You

By: Raymond Cabrera

Yes here we are the 2017 Annual International Conference of Workforce Professionals! From all over the world and across the nation. Absolutely nothing is preventing you from having fun and learning lots from the highly anticipated conference program that has been put together.

From the hotel you can take a short walk and stroll across "Unity Bridge" to South Coast Plaza. If you rather, you can ask the hotel shuttle to take you. It's a "shopping resort" with two carousels, 30 restaurants, a world-class palm collection, in addition - *Continued on page 7*

# Conference Charity - Working Wardrobes

By: Steve Bent, Executive Director

Each year the President of the International Association of Workforce Professionals (IAWP) selects a local charity to support as a part of its annual Workforce Development Conference. For the 104th conference in Costa Mesa, California, June 18-21, IAWP President, Terri Pasternik selected Working Wardrobes of Irvine, California stating that "It is fitting that those of us in workforce entity that so closely relates to what we do."

Working Wardrobes is a nonprofit organization that empowers men, women, veterans and young adults overcoming difficult challenges to confidently enter the workforce and achieve success. Working Wardrobes helps clients become workforce ready by participating in career training, job placement assistance and wardrobe services, in an environment of dignity and respect.

They also facilitate job readiness workshops year-round and "Career Success Graduation" events, which

include motivational seminars, grooming services, wardrobe selection and career fairs that are provided to adults in residential shelters/programs throughout Orange County. In addition, their Career Center staff work daily with clients on resumes, career success assessments, workshops, skills training and professional wardrobes.

Each year, Working Wardrobes serves over 4,000 clients from a diverse spectrum of backgrounds such as veterans, alcohol and substance abuse, domestic violence, transitional homelessness and human trafficking. Working Wardrobes is also an advocate of social enterprise, operating The Hanger resale boutiques in Tustin and Laguna Niguel, three Outlet shops in Laguna Hills, Huntington Beach,



and Garden Grove, and two thrift shops in Costa Mesa and Anaheim.

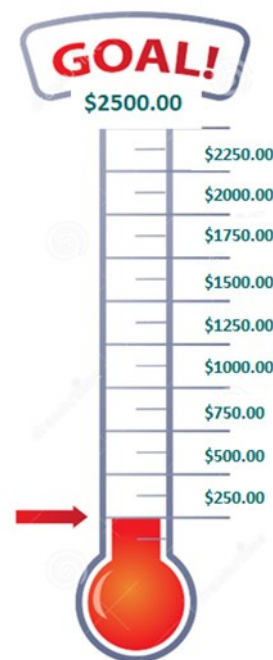
**During the conference donations can be dropped off near the Registration area.**

## Conference Goal for Working Wardrobes - \$2500 donation

**Sunday** – make a \$150+ donation and receive a bottle of wine for your table at the Banquet

**Monday** – make a \$30+ donation and receive a drink ticket for Banquet

**Tuesday** – make a \$100+ donation and receive an invite the President's Reception on Wednesday



## The Board

By: Stephanie Stevens, OR

The 2016 2017 Board under the guidance of President Terri Pasternik has been very busy making a lot of positive changes that should carry the association into the future.

Long term staff was terminated effective November 30, 2016. The decision to terminate was difficult but there were



issues that caused this action. The board has a responsibility to bring forward issues so they can be resolved. We currently remain incorporated in Kentucky however we are doing

business as foreign entity in Texas.

After a number of years of discussion, a motion was made for the association to sell the property located in Frankfort, Kentucky. Thanks to the hard work of all involved and prior discussions, the motion carried without opposition. This is a huge step forward for us. -

*continued on page 3*

## Going Way Beyond

By: Grant Axtell, OR

It takes a person with a special skill set and drive to sign-up not ten, not twenty, not fifty, but over seventy new members. Erika Motzko (OR) did just that over the past year leading the Oregon Chapter to nearly double in size.

Erika worked to make sure every colleague in her unit became a member. When she went to one of the unemployment insurance contact (call) centers she immediately saw untapped members and went to work bringing people into our organization. Erika single handedly planned multiple chili feeds for the Oregon Employment Department Central Office with a simple premise: become a member, get free lunch!

A member since 2013, Erika quietly got involved with her local sub-chapter. In 2014, Erika received a scholarship from the Oregon Chapter to attend the international conference in Portland. It was then, like many of us, that she realized how special this organization is and knew she wanted to get more involved. Erika became the Capital Sub-Chapter President and works diligently to organize events for members and non-members. She currently serves on the Oregon Chapter Board as Fundraising Chair organizing revenue generating events such as a winter and spring bazaar, wreath sales during the holidays, and berry sales in the summer. Between all this, she still

finds time and sees it as her responsibility to grow our membership base.



Photo by: Stephanie Stevens, OR

## Daily "Terri"ism



Really???

There's no  
more time to prepare  
today's the day...



Photo by: David Slimp, OK

## The Board

-continued from page 2

As the association is shifting into a new realm it was a prime time to look at Association Rebranding. A new logo and color scheme was developed with the hope of brand recognition.

Each year the annual conference will have its own logo to help brand the conference as a "Workforce Development Conference". The opportunity to save money and purchase new marketing materials in bulk is also in the works.

We now have multiple ways for people to pay for membership including credit card, by phone, and by monthly bank deduction. There is a new structure for dues being developed based on age to include young professional and retiree levels with discounted fees.

WPDP and CWP programs have had updates. Look for opportunities on cost

savings during the conference.

With losses the last few years at the annual conference changes were made to the process. Progress has been made in renegotiating the contracts for both Costa Mesa in 2017 and Cincinnati in 2018 (including lower room block requirements). With the changes to how we do business in that we only choose a conference city three years out. Thus, allowing time to research the best hotel options available with more current information on recent attendees. We are close to having a dates for the 2019 conference in San Antonio.



# CONFERENCE LOGISTICS



**Drop your unused extra toiletries in the box located by the Flash office!**

## LOCAL ATTRACTIONS

### Within Walking Distance:

South Coast Plaza "Ultimate Shopping Resort"  
Separate Stadium Style Movie Theaters  
Numerous Restaurants & Night Clubs  
Orange County Performing Arts Center  
VIP Lounge Passes @ South Coast Plaza  
Segerstrom Concert Hall

### Within a 5 mile radius:

Championship Golf Courses  
Newport Beach and Huntington Beach  
Irvine Spectrum Shopping and Entertainment District  
Boat Cruises  
Fashion Island Shopping Center

### Within a 12 mile radius:

Disneyland  
Wild Rivers Water Park  
Knott's Berry Farm  
Anaheim Stadium & Honda Center

## WORKFORCE CONFERENCE

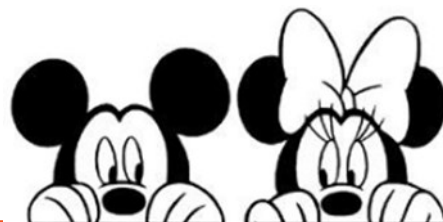
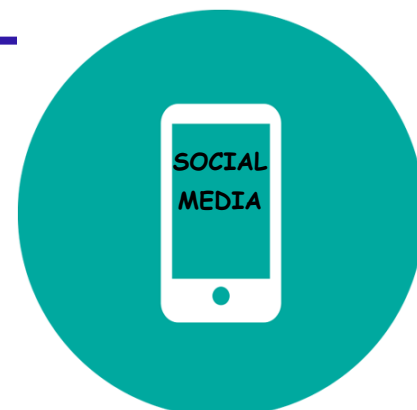
### APP & TWITTER

Stay in the know with the official 2017 Workforce Development Conference App, Events XD.

Search for and download the Events XD app from iTunes or Google Play. Once installed, search for 2017 Workforce Development Conference. From the app you can see and create your own schedule, learn more about the speakers, and even complete the evaluation on each session.

And, while at the conference use #workforceconference to share your learning with the world on Twitter.

Need help with the app or Twitter?  
Visit the Conference Information Booth in the Pacific Alcove!



## News "FLASH"

See what is happening at the 2017 Workforce Development Conference with the official conference newsletter, **The FLASH!**

Access The FLASH! each day on the mobile app or at:

[www.workforceconference.org/flash](http://www.workforceconference.org/flash).

Limited printed copies are available each day as well.

Want to contribute to the newsletter? Visit The FLASH! office in Avalon Bay.

The office is open each day of the conference from 8:00 AM — 5:00 PM.



## Historical Reflections

By: Stephanie Stevens, OR

In preparing to tackle the monumental production of the "Flash" for the first time, I needed a little historical perspective. Diving back into my files, I found programs and newsletters that were distributed from conferences that I previously attended. Listed below are brief descriptions from past presentations, how many hosting states and/or years can you identify from the workshop excerpts below?

***Are you the King or Queen of IAWP history? Bring your guesses to the Flash office and the one with the most correct will win a prize...***

1 - "Good Ethics in the Workplace Equals Career Survival – One point to ponder is "The foundation of a highly respected organization. 1. Strong value systems are shared. 2. High ethical standards are embraced. and 3. Integrity and professionalism abounds. Ethics are standards or rules of conduct by which we live. The six pillars of Character are: 1. Trustworthiness, 2. Respect, 3. Responsibility, 4. Justice and Fairness, 5. Caring, and 6. Civic Virtue and Citizenship."

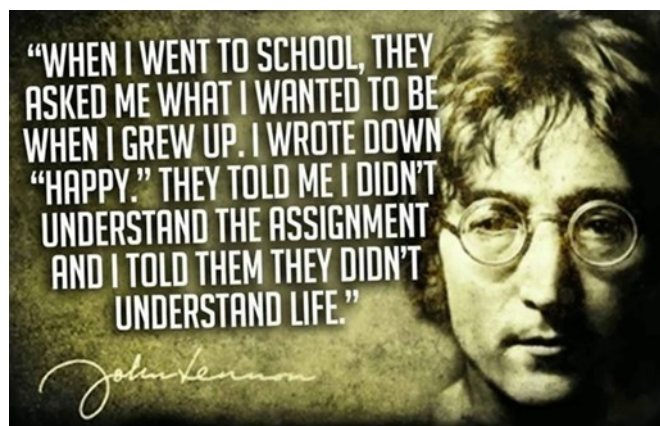
2 - "The Dance: Bringing More Fun and Enthusiasm in Your Life and Work – Laughter truly is good medicine and can have a positive impact on the morale and motivation of professionals in the workplace. During this lively and entertaining keynote address, you will learn how to approach life and work with a more positive attitude and a sense of humor. Humor not only improves office dynamics, but is the most powerful antidote to stress. Laugh! Even your customers will thank you for it!"

3 - "Being Your Own Best Leader – You are your own first and foremost leader, so what are you doing to be your own BEST leader? With so much change and challenge in our workplaces, it's a question we all need to ask."

4 - "There's a great truth in leadership that says 'Everything Rises and Falls

on Leadership'. The see of leadership is within every one of us and our challenge is to nurture, grow, develop and Unleash it!" \_\_\_\_\_

5 - "Are You Pushing Yourself to Be the Best You Can Be? – Personal and professional success and satisfaction are driven by one person... YOU! Are you living life to the fullest? Have you identified your passions and do you have a plan to pursue them? Are you a person of influence and effectiveness? This session will cover how to motivate yourself to be the best you can be!" \_\_\_\_\_



## WPDP or CWP Discount!

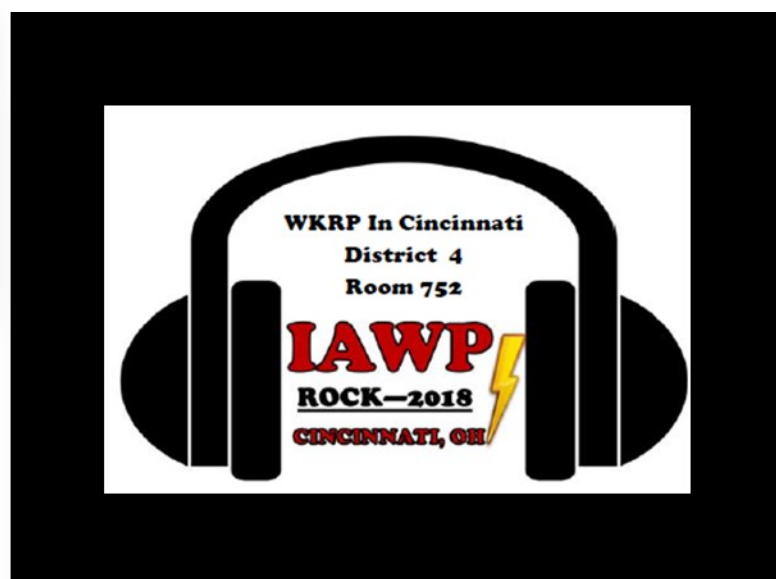
IAWP offers the, Workforce Professional Development Program (WPDP) and the opportunity to earn the Certified Workforce Professional (CWP) designation.



WPDP is a series of study guides and examinations designed to measure and recognize an individual's knowledge of workforce development programs.

**Register for WPDP or CWP (Certified Workforce Professional) onsite during the conference and receive a 25% discount (WPDP Regular \$160 members/ \$260 nonmembers, CWP \$75/\$125)**







## Costa Mesa Welcomes You

- Continued from page 1

to more than 250 retail stores. In 2017, South Coast Plaza turns 50 years old.

For those in need of sophistication there is the South Coast Repertory complex which includes the Segerstrom Center for the Arts and the Segerstrom Concert Hall.

Looking for something younger and trendier, The Lab is a strip mall just down a few blocks from the hotel that caters to



the "in-crowd". There are a number of boutiques, specialty little nooks in the wall shops that include the Crew Salon if you need a quick haircut, Habana a culinary riches of Cuban food, Buffalo Exchange is a unique environment of recycling of fashion and for those of you love doughnuts there is Goodtown Doughnuts freshly baked hand-crafted Brioche Doughnuts every day.

For Monday's Chapter Night, we are looking forward to boarding Endless Dreams a 140 foot yacht. It has three levels for plenty of entertainment or spacious eating. There is also a Sky Deck

for you to enjoy the stars and the beautiful harbor sights. So bring your appetite, dancing shoes, sunglasses, sunscreen, binoculars and a good camera. You will experience a night to remember and "Endless Dreams"!

Costa Mesa is truly a magnificent area of Orange County in Southern California. We hope you enjoy your stay!



# FLASH Staff

Editor in Chief:

Stephanie Stevens

Reporters:

Terri Pasternik

Grant Axtell

Steve Bent

Ray Cabrera

Photos:

David Slimp

Stephanie Stevens

Distribution:

The FLASH is published during the Workforce Development Conference under the guidance and director of the International Association of Workforce Professionals Executive Director. Items in this publication may not reflect any official position of the Association or its members.



Watch for "IAWP Idol" to be held during the Welcome Reception! Sign up with the DJ!

## IAWP DAY Schedule

9:00 – 12:00 IAWP: Boot Camp

12:00 – 1:00 Lunch on Own

1:00 – 1:30 IAWP Today and Tomorrow

1:30 – 2:30 Volunteers

2:30 – 2:40 Break

2:40 – 3:30 Recruitment

3:30 – 3:40 Break

3:40 – 4:40 General Session

4:40 – 5:00 Afternoon Brain Boost

7:00 – 11:00 Welcome Reception



## SATURDAY, JUNE 17 SCHEDULE

Instructions: Do you have what it takes? Do you have the skills? The technique? The patience? If so, here is one fiendish word search puzzle for you. Presenting:

The World's Hardest Word Search Puzzle – with just one word.

Word: CATAMARAN

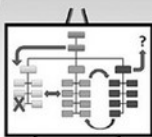
ACACCNRCANTCRNNCANCRCATACA  
AAATACATAATACAAAACATACATA  
MTARATACCRNTTTRRATTCCNCNCT  
CCARACCATATACAAARACATAAAAA  
ATACMTCTRACARCATMTTTTTRTC  
TNATACAATATACNANARAAAAAAM  
NARAARTCTCNC CATARCCCCCTCA  
ARRCATAACNARAACATACAAAANNR  
TACRAACNCTTTTACANATACCATATA  
NNACCRCMCCATACTRCAACATARC  
ANTCAAAAACATACAAACRTTNARAAA  
ATAAATTTTTRTANCTAAAAATACTT  
ATACTTAANARAAAATRTRCATAAAA  
ACACCAACCNACRTCAAAAACCATAC  
CATACACCCATAMAAATACCNAAACAT  
ATACACRRATACNACATATMATCTA  
TANTTTACATACCATARANTATACA  
ACACATATANAMATACCNARACCCC  
CCNATACCCACACARANACATAATAC  
ATACACATATATARNAAARANTATTA  
NTCCTTAAANATANATACCATARAT  
AAARANTRAAACACRNTACARCRAA  
RTRCCRAAARTRATACTARTAAAN  
AAAAANCNAAAAAATACATACTNTN  
NARANCATANCNCATARANCNARAA



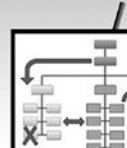
## Fedz

By J. Richard Kiper, Ph.D.

These colorful bubbles tell you everything you need to know about our new reorganization.



The rest of the details will be "worked out" during implementation.



Does this "work out" plan include undefined processes, conflicting missions, and mass confusion?

Of course. You bet.



FLICKr