



## IAWP Advances Education, Training and Certification Programs

By: *Steve Bent*

Last year the International Association of Workforce Professionals (IAWP) embarked on an initiative to enhance and expand our educational programs, which are intended to:

1. Support the growth, career development and recognition of individual Workforce Professionals, with special emphasis on IAWP members.
2. Support workforce agency administrators and others who employ workforce professionals in the furtherance of their organizational goals.
3. Enhance the quality and scope of services provided by Workforce Professionals to aid job seekers, the unemployed and others who benefit from workforce services.

Each of IAWP's educational components has undergone review



and changes have been made to enhance the benefits provided to members and the workforce

community as a whole. In short, our mission has been a great success.

### Workforce Development Conference

The annual conference now has its own identity, brand, logo and more. We have a separate conference website

[www.workforceconference.org](http://www.workforceconference.org) and the scope, quality and content of the conference's educational programming has greatly expanded.

The 2107 Workforce Development Conference features more than 20 hours of educational programming along with ample opportunities to share information and exchange ideas that can serve workforce professionals as well as the organizations and citizens they serve.

Our goal is to continue to expand the conference to reach workforce professionals that operate beyond our traditional membership. We strive to involve workforce partners, other workforce associations, and workforce boards, those involved with the Workforce Investment and Opportunity Act (WIOA) and others.

Thanks to Stephanie Stevens and her team, the daily conference newsletter

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**IAWPS  
Foundation, Inc.**

**Meets at 5:30  
Room: Seal Beach**

## Meet the International Delegates

By: Chris Crawford, TX

DeYu (Patrick) Hsu is a Specialist in the Department of Human Resources Development with the National Development Council in Taipei, Taiwan. Patrick received his Masters Degree from the Institute of Labour Research at National Chengchi University in 2003. Patrick worked for the Labor Affairs Department in the New Taipei City Government from 2006 to 2009. He was

responsible for settling 500 labor disputes. Since 2009, he has worked for the National Development Council in areas of youth employment and entrepreneurship, women's employment and entrepreneurship, the promotion of women's digital information capacity, strategies raise pay, and civil service leave regulations.



Hazel (Yen-Ching) Chen is the Section Chief of the Innovation Center of the Workforce Development Agency, Ministry of Labor. Hazel is in charge of related affairs of micro Start-up business and Maker development. She is a PhD candidate of the Adult and Continuing Education Department of National Taiwan Normal University. Hazel also earned her Masters Degree in Social Work Department of National Taiwan University. She has 23 years' experience

as a public servant. Prior to her current position, she was the executive officer in charge of people with disability recruitment affairs, which helps those with disabilities get jobs in the public and private sectors. Hazel was the Taiwan representative and a speaker at the APEC Forum on Human Resources Development in 2013 - Vocational Training for People with Disabilities, which was held in Nara, Japan.

- Article to be continued in tomorrow's Flash

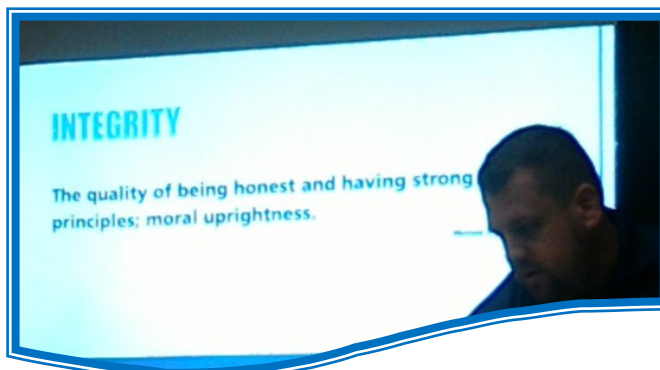
## Boot Camp What Every IAWP Leader Needs to Know

By: Steve Corwin, OR

Chapter Leaders from across the nation got the benefit of Cheryl Brown and Grant Axtell's knowledge of the organization's guiding documents. Bylaws set the rules, Policies and Procedures Manual describe the "what" of how IAWP operates, and the Handbook gives all of the "how" to do it info. Any changes to the bylaws requires a vote of the membership, manual changes require a two thirds majority of the board, and changes to the handbook require a simple majority vote of the board.

This might seem like pretty dry material, but Cheryl and Grant kept the audience engaged. For new State Chapter leaders, this discussion helped set the landscape they can operate in. Having this kind of

structure keeps us on track with the mission and values championed by IAWP, but allows for continual improvement in how we accomplish our goals.



# IAWP Today and Tomorrow

By: Steve Corwin, OR

Steve Bent, Executive Director explained how we have been in existence for 104 years. From humble beginnings as an association of municipal and state job service agencies with an inaugural conference with a dozen directors of such programs, to an organization with well over 20,000 members and thousands of people attending conferences.

We created a lot of structure over the years to deal with thousands of people and vastly different workforce systems. We stuck with all of that way of doing business even when recent years have seen a decline to just over 4,000 members. Today's challenges require the

organization to be nimble, so the board has been working hard to reduce burdensome rules and structure. They have accomplished a lot, but always are adding new items to the modernization list.

The board has been diligently building towards the future, to put in place needed innovations, like a professional membership management system, cutting costs for publications and communications with the membership, yet increasing the professionalism of them. Our website has undergone tremendous change to make it modern and appealing.

Steve will be attending the NASWA (National Association of State Workforce Agencies) of IAWP's revamped professional development programs (WPDP and CWP). These programs can

help many state directors who have had to slash employee training programs under dire budget situations. This is a way to get the state agency directors to recognize the value of supporting membership and participation in IAWP.

Along with all the change comes a fair amount of complaints, since people are naturally averse to accepting change. It is important that Steve and the board welcome criticism and have an open-door policy to accept and discuss concerns and issues brought forward by members. This is what Steve calls building a "culture of trust." Helping members to see and trust that leadership is making changes to ensure the survival of IAWP, and it is taking the concerns of all members seriously. This is also "servant leadership," meaning that focusing on the needs of members is a key part of moving IAWP forward.

## Daily "Terri"ism

Whatever!!  
Let's get this ball rolling...



Photo by: David Slimp, OK

## FRIAR TUX SHOP

Fitting you for life's celebrations

Monday, June 19, 2017

11 AM to 1:00 PM

Friar Tux Shop at Costa Mesa

Will be at the hotel

to take tuxedo orders and measurements

# IAWP Advances Education, Training and Certification Programs

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the “Flash” plays an important role by decimating educational information amongst attendees as well as some who could not attend.

## Chapters

Chapters continue to play a vital role in the growth and expansion of IAWP education, training and certification programs. In the last year alone, chapters provided hundreds of hours of educational training and personal development opportunities.

Some chapters have begun inviting workforce partners, employers and others to present information and attend local meetings. This not only expands educational offerings but also helps to grow the chapter by increasing its relevance as a community leader in terms of education, networking and economic development.

To aid chapters in their programs and initiatives, an online discussion forum has been implemented to allow chapter leaders to share and exchange information about their chapters. We’re

already witnessing chapter leaders sharing their successes in terms of educational offerings. Conference calls were also initiated to allow chapter leaders to discuss educational programs, best practices and more.

Thanks to all our chapter leaders and volunteers for your dedication to developing and managing IAWP’s local chapters.

## Certification

IAWP’s certification programs-the Workforce Development Professional Program (WPDP) and the Certified Workforce Specialist (CWS)-have continued to see improvement and substantial growth.

The WPDP consists of a series of study guides and examinations designed to measure and recognize an individual’s knowledge of workforce development systems and programs. The oldest workforce learning program of its kind, the WPDP gives workforce professionals the opportunity to enhance their knowledge for career growth.

Thanks to the efforts of IAWP President Terri Pasternik, the WPDP program has undergone substantial improvement.

The CWS designation shows current and potential employers your initiative in developing, maintaining, and improving your career skills within the workforce field. Achieving the CWS shows you are part of an outstanding group of workforce professionals who have extensive knowledge in and experience with workforce issues

IAWP has working with several state workforce agencies to offer the CWS to state workforce employees.

One change to our IAWP certification programs involves the provision of “digital badges” to those who complete a program. Digital badges can be used on social media profiles, electronic signatures, websites and more to increase recognition of workforce professionals who have completed our certification programs, which in turn enhances overall career development.

## What’s In It For Me: Recruiting New Members

By: Steve Corwin, OR

Steve Bent talked about the imperative of reaching out to new generations of workforce professionals, to millennials and gen X’ers. They are motivated by career development goals and can be engaged by offering education and networking

opportunities for them. Cost is not the overriding factor for them. Yes, they want value for their membership dollars, but that value is not improvements to their agency, but in their own resume. They think in terms of what they can offer the organization personally.



# How to Find and Keep Great Volunteers

By: Steve Corwin, OR

Grant Axtell laid out the challenges of attracting volunteers and how we can meet them. Due to changes in leadership of state agencies and cuts to staff, our membership has declined. Though we have some chapters that are finally seeing great growth year over year in membership, on a national basis, we have still lost membership.

Members are where we get our volunteers, so to get more of both, participants in this workshop noted the importance of focusing on the big vision and valuing the suggestions of new members. It is also important to match up the interests of members with tasks suited to them. Making it fun and having activities to participate in are a must.

Grant explained about the dynamics of

motivating people in the ways they want recognition. Some people seek to attain certificates or titles to show their value to the organization. Others will be more engaged with social connection and networking activities, so they can feel that sense of bonding and belonging that is dear to them. Yet others will want learning events, fixing problems, acquiring new skills. Some people are very passionate about their work and this organization that supports them in that work. For them, promoting IAWP and its credibility on workforce issues the key to

getting them involved.

Other suggestions by Grant were to be flexible, get rid of confining structure, and



simplify things as much as possible. Volunteering has to be fun and engaging. When you get new members, ask them what they are interested in, and get their names to the relevant committee chairs. Those chairs can then welcome them to help, reward and thank them for participating—rather than just “being” a member.

**Banquet Reservations will be available at the following times:**

**Monday June 19**

8:30 am to 9:30 am and 12:00 pm to 1:00 pm  
or

**Tuesday June 20**

1:00 pm to 2:00 pm

Table will be set up in Pacific Alcove or Pacific 1 Bring your banquet name card to the table during these times to choose your seating.

"It is literally true that you can succeed best and quickest by helping others to succeed."

Napoleon Hill



## Little Known Fact:

Did you know that at Disneyland in 1953 when the construction of the Matterhorn was being done, none other than our very own George Strait was an employee working to help built it?



## Behind the Scene's

By: Sylvia Carlson, WA

Getting the flags ready was a new challenge. There was a learning curve as to what to do to get the flags ready. All of the flags had to be ironed before we

could do anything. There were three of us doing this job. We were able to whip them out in no time.



While the ironers were working, there were several others hanging the flags on poles to get them ready to go on the stage or be carried in.

There was a lot of team work to pull it all together. There was laughing and joking

the whole time. It was a lot of work but still a lot of fun. It was a new learning experience and I really did enjoy it.



## Japan Chapter

By: Ben Takesh'ta, CA

Welcome you-all to the 104th IAWP conference here in Costa Mesa, California. When you all look through the program booklet, I'm sure you are going to find many interesting and educational programs that will benefit your status as an employee and as an IAWP member.

Normally, I write this article to introduce



Akiro Yoshida, who is the Economic and Labor Attaché currently assigned to the Japanese Embassy in Washington, D.C.

However, this year, because of his busy work schedule, Mr. Yoshida will not be

able to reacquaint you to the District Ten Director, who is Mr.

able to attend this year's conference and represent the Japan Chapter. But in his absence, as a fifty year supporter of the "I" in IAWP, and the past Japanese interpreter for the Past delegates from Japan for over 32 years, I welcome all of you to this International conference. Please enjoy and learn a lot!

## Introducing the ALL NEW IAWP Awards Program

By: Steve Corwin, OR

Sharon Mike and Linda Demore previewed the 2017 awards program that will determine the winners at the 2018 conference. The number of awards will be greatly reduced to increase the value of the remaining ones. The emphasis has changed from creating really great nominations to honoring innovative and outstanding ideas. Where before we had complex and detailed instructions that scored the nominations,

we will move to simple online submissions. There will be one standard form for each of the two major categories: individual and group awards. There will be no more cumbersome preparing and scoring of

chapter notebooks. Participants expressed thanks to Sharon and Linda for bringing these much needed changes.



## Early Bird

By: Stephanie Stevens, OR

Good friends, good times and many memories are abound on this balmy June evening. The weather was perfect for sitting outside and catching up with old

friends and making new ones. As we start the 104th IAWP Conference off with a Disney themed evening to remember.

Even had Mickey stop by and dance a little. Can't wait to see what else is in store for us this week!



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**8:30—10:00 IAWP Board Meeting**

**10:30—11:30 Opening Ceremonies**

**11:30—12:30 Opening Keynote Speaker**

**12:30—1:30 Lunch On Own**

**1:30—4:30 Extended Concurrent Sessions**

**4:30—5:00 Afternoon Brain Boost**

**5:00—5:30 International Cultural Displays**

**5:30—6:30 IAPES Foundation Meeting**

**7:00—10:00 Hospitality Suites**



## SUNDAY, JUNE 18 SCHEDULE

E W R Q U J S C L T F V C G E  
D E E C G W W O R K F O R C E  
O P Y I N A V S L E P J V J Y  
X Y O Z H D U S J E L I O Q T  
S J L L F J O L W Y R N Q B N  
E A P B J U A E O O G T O G S  
J N M Z A D U G H L G E U D M  
U P E O D I M I R P Q R Y T P  
X X S H S C I S X M M S K Q D  
U X K M I A D L P E L T W X J  
M P D E C T X A C D U A H X Y  
O V I N U I Q T I P T T Q C B  
V U J K I O B I C P Y E A Y G  
K C T V F N V V Z P I U G S N  
Z U W O C J N E R P W E K J D

## Words

1. workforce
2. adjudication
3. Employer
4. employee
5. interstate
6. legislative
7. jobs



**District 8 Room 740**

Please note the above room correction for District 8 for Hospitality Night!

## Fedz

By J. Richard Kiper, Ph.D.

