

IAWP MINI-NEWS INSERT

July 2018

Volume 20 Issue 2

Introduction To 105th Workforce Development Conference

By Patsy Fox

The 105th International IAWP Workforce Development Conference convened at the Hilton Netherlands Plaza Hotel in Cincinnati, Ohio on Sunday, June 17th. It was preceded on the 16th by a day of developmental activities for International and State Chapter leaders.

An International Executive Board meeting took place prior to Opening Ceremonies on Sunday, the 17th. An article on Opening Ceremonies follows. After Opening Ceremonies, there was a keynote speaker followed by concurrent workshop sessions, free time for lunch, and then more concurrent sessions. These were followed by an Afternoon "Brain Break" of a half hour with refreshments allowing networking and discussion of that days educational sessions. On Sunday, the Brain Break was followed by International Cultural Exhibits staffed by attendees from other countries.

The pattern for each day was basically a general session featuring a Keynote Speaker and concurrent workshop sessions for a total of four Keynotes and twenty workshops followed by the Brain Break. An example of keynotes is "7 Secrets to Become the Leader You Never Thought You Could Be" presented by Josh Davies of the Center for Work Ethic Development. Several examples of workshops are "Creating Connections with Customers" presented by Amber Drake from the Oregon Employment Department; "Motivation in the Workplace" presented by Candy Sebert of the University of Central Oklahoma; and, "Making Smart Decisions about Payroll Deductions" presented by Mary Jerverre Shultz of the National Endowment for Financial Information. As with previous Educational Conferences, arrangements were made with a local university for academic credits. This year it was Ashland University in Ashland Ohio.

Each day also had some unique activities. Saturday was an evening Welcome Reception with entertainment. Sunday was the International Cultural Exhibits. The Senior Workforce Professionals (otherwise known as retirees) Lunch was held on Monday. Tuesday was the Awards Luncheon and Tuesday night was "Experience Cincinnati" involving a choice between a Cincinnati Reds baseball game, the Jack Casino, or dinner at a local brew pub. Wednesday, after morning concurrent sessions and the closing keynote speaker, the Annual Business Meeting and Closing Ceremonies took place in the afternoon. The Banquet and Ball followed that night including an address by the newly elected International President.

Many members chose to arrive early or remain afterward to take advantage of local attractions. In this case, the Netherlands Plaza Hotel itself is an attraction opening in 1931 and being placed on the National Historic Register in 1985. Famous guests were Winston Churchill, Eleanor Roosevelt, Elvis Presley, Bing Crosby, and John and Jackie Kennedy. One of Cincinnati's most prominent museums is the National Underground Railroad Freedom Center opened in 2004 based on the history of the Underground Railroad and also dealing with current issues of human enslavement worldwide and in our own country. I found it captivating and disturbing at the same time. The Cincinnati Zoo is world renowned.

The Conference was an enjoyable mix of educational and social activities providing extensive learning opportunities mixed with networking, reconnecting with friends seen once a year, and cultural experiences. More detailed information about it is available at iaawponline.org and in the following articles written by New Jersey members who attended and chose one activity on which to report.

Opening Ceremonies at 105th International Conference

By Maryann Baykal

Amber Drake from Oregon was the emcee for the Opening Ceremonies. She opened the session by asking the Board of Directors, Committee Chairs and Coordinator to please stand and be recognized for their work this year.

Audience was then asked to stand for presentation of United States flag.

The presentation of the state flags followed with Mike Mrvichin representing NJ. Republic of China and Japan attendees represented International Chapters. Only states with a representative at the conference carried in their flags. The others were already on stage.

Amber read the Code of Ethics.

Amber recognized the 5 Past International Presidents in attendance including Suzanne Guibert and myself.

All first-time attendees were asked to stand and the audience warmly welcomed them. This year had a higher percentage of first time attendees which was good to see. Senior Workforce Professionals, a smaller group than normal, were also recognized.

Those attending 10 or more conferences were asked to stand. If attended more than 20 remain standing, more than 30, more than 40, more than 45, more than 50. Two individuals who have attended more than 50 conferences were the last standing. Suzanne Guibert has attended 50 and Ben Takesh'ta (from California) attended 51. Suzanne was recognized for this outstanding record of attending 50 consecutive conferences by the International and the New Jersey chapter. International President Brown presented Suzanne with a certificate and gift. On behalf to the NJ Chapter, I read prepared remarks to ensure we made this a very special event. The chapter presented her with an engraved frame and thanked her for her years of service to the chapter and the International. Suzanne was very surprised and touched by this recognition.

Terri Pasternik, International Immediate Past President and Conference Coordinator, welcomed us to the conference and gave an overview. Mary Rodgers, International Vice President introduced the key note speaker.

Seven Secrets To Become The Leader You Never Thought You Could Be

By Victor Baykal

Mr. Josh Davies, CEO of the Center for Work Ethic Development was the keynote speaker at the 105th annual educational conference of the International Association of Workforce Professionals held in Cincinnati, Ohio, June 17 – 20, 2018.

Mr. Davies started his keynote address by suggesting that we have to focus on the qualities of leadership which will be necessary in the future.

Based on future trends, 80% of the jobs in the year 2030 have not been invented yet. Mr. Davies indicated that there is a high probability that robots will take over our jobs in the next 20 years. This changing technology is rapidly transforming the nature of business. He pointed out the rise and demise of Blockbuster Video as an example. Mr. Davies recalled that when he was a young teenager he would go physically to the Blockbuster store to rent movies, bring them home and after watching them return them back to the store. In 2004, Blockbuster had 60,000 employees with 8,000 stores worldwide. Then, came Netflix which provided movies instantly whenever you wanted them on your television. As a result of Blockbuster's inability to adapt to the changing technology and refusal of its leadership to understand its rapidity caused Blockbuster's \$6 billion revenue in 2004 to fall to 0 in 2010 followed by bankruptcy.

Same analogy can be applied to Kodak Corporation. Because Kodak did not adapt to the new digital technology, even though it avoided bankruptcy, it lost its market leadership

What are the required qualities of leadership in such a fast-changing world? He pointed out that there are 3.89 books on leadership added to the inventory of books on this subject every hour. Some of these books want you to emulate the leadership qualities of others. They dwell upon the leadership skills of successful individuals. A problem with this approach is the fact that you are not those individuals. You must be a leader with who you are.

After a few interactive examples with the audience, Mr. Davies emphasized the significance of our own leadership qualities and the need to enhance our own leadership abilities.

At this juncture in his presentation Mr. Davies defined leadership as follows:

“Leadership is the journey each person takes to better provide vision and inspiration to others.”

According to Mr. Davies, strategy to become a better visionary involves seven leadership secrets:

1. Raise your expectations

Quoting from Michelangelo, Mr. Davies asserted that the greater danger to most of us lies not in setting our aim too high but setting it too low. For example, statistically attending a gas station is one of the most dangerous jobs in the United States. A gas station is not a good place to work.

Pay is very low. In most cases the work involves no back up. There are no promotional opportunities and no benefits. If you find yourself in such a job, you need to aim higher to work in a better place. Such a place is a convenience store named Quick Trip. Quick Trip provides everything the gas station does not. As a result, it has the highest employee loyalty rate in the United States. At Quick Trip 92% of employees say that they are satisfied with their jobs.

2. Practice Authenticity

After surveying the audience's response to perception of their own leadership abilities, Mr. Davies concluded that we are not authentic enough to assess our own leadership qualities. Successful leadership requires that we strive for authenticity.

3. Mono tasking

Great leaders are not multitaskers. They are monotaskers doing one thing extraordinarily great.

4. Embrace Failure

Learn from your mistakes and improve upon each failure to achieve the ultimate success.

5. Change Your Context

After conducting an exercise with the audience by having people partner and push each other standing up until one partner moved (connoting a loss for the partner who moved) Mr. Davies suggested that we ought to find a way so that we do not have to push each other resulting in a win for both parties. Just because someone wins, does not mean the rest of us have to lose. Instead of choosing to avoid losing, we should try to share the winning outcomes.

6. Trade Screens for Faces

Electronic communications now predominate our lives. In 1970 we were communicating electronically 1000 times per year. In 2010 the number was 30,000. We cannot develop leadership position by not having time to communicate face to face.

7. Focus on What Matters

Raise your head-up and focus on important things to you and others.

Finally, Mr. Davies concluded his presentation by advising us that we should try to be the best leaders we can be. In a fast-moving world, we have an obligation to do so.

Family Self-Sufficiency Program - Missoula Montana Housing Authority

By Michael Mrvichin

Missoula Housing Authority (MHA) administers the Family Self Sufficiency (FSS) Program in Missoula, Montana. The FSS Program is a grant funded program offered through HUD. If the individual has an MHA Housing Choice Voucher or lives in Public Housing and is interested in

gaining employment, going to school, cleaning up credit issues, becoming a homeowner and creating a saving account. This program can help.

How it works. The head of household completes the FSS enrollment form and then identifies personal goals like: find employment, repair credit, maintain their vehicle, find child care or saving for home ownership. They work with a coordinator to develop their plan to achieve their goals – ex: like a training plan. They sign a contract agreeing to participation.

FSS Basics. The program is a voluntary program. It is designed to strengthen participant skills to become economically self-sufficient within 5 years. During participation in FSS, an escrow account may be established when earned income is increased. This account is managed by MHA and paid out to the participant upon successful completion of the FSS program.

Last year the FSS Program graduated 15 participants and 4 Public Housing individuals. Of the 19 graduates, 8 no longer need to use housing assistance. Also, on average graduates are leaving the program with \$6,000 saved in their escrow accounts. This program is helping people who need and want a fresh start the chance to get it.

One of the graduates – Lisa said: “I think FSS Program is amazing! It helped me obtain a full-time job, improve my credit, purchase a car and find resources available for me and my children. I even went back to school and got my GED!” A great Program that helps people to succeed.

The Art of Membership

By Peggy Carrigg

In this workshop leadership was defined as the journey each person takes to provide vision and inspiration to others. The speaker emphasized that a sense of belonging is so important to each of us- as important as when we were young.

The speaker differentiated between teams and groups in the following manner:

- Teams organize around individuals bringing together coordinated work in light of collective goals;
- Groups organize around individuals bringing independent work in light of individual goals.

The relationship between the two concepts was also described in the following columns:

Groups

Independent
Individual Goals
Individual Accountability
Individual Evaluation

Teams

Work Coordinated Work
Collective Goals
Mutual Accountability
Collective Evaluation

In groups, the speaker pointed out, the stakes are lower and speed is the key.

In teams, the leader continued, the stakes were high and quality is more important than speed. Effective team members take a closer look at their own behavior and attitudes to help them

evaluate their performance.

In this workshop we learned from the advice of team relationship expert Susan Whelan, as shared by workshop leader Ms. Licata, some caution about the use of E-mails. E-mails are for notification, not communication. Ms. Whelan advises that if you receive an E-mail that is clearly meant for communication, reply back

"Thank you for sharing, when can we meet."

Ms. Licata then gave advice on practices that will build an effective team:

- Acknowledgement of achievements of the team.
- Twenty-minute power relationship meetings to celebrate successful ideas.
- Go from boss to coach.
- Talk to team members more frequently- find out why they feel the way they do.
- Stephanie Licata brought out the image of geese to parallel qualities of a team member:
 - Mating for life;
 - Fiercely loyal;
 - Shared leadership (If the lead goose becomes tired in flight he or she can fall back. Another goose will move up and take the lead for a while.)

One of the characteristics of a team mentioned by Licata is:

"A group becomes a team when each member is sure enough of himself and his (her) contribution to the team to praise the skills of the others. (cited Norman Shidle)

In conclusion Licata presented the group with the seven following secrets of leadership:

1. 1.Raise your expectations.
2. Practice authenticity.
3. Monotask (One at a time).
4. Embrace failure (Learn from it).
5. Change your context (How do I manage to be flexible and change in the light of new information or learning).
6. Change screens (computer screens) for faces (more face to face conversation).
7. Focus on what matters.

This was a very informative and valuable workshop.