

## Workshop Descriptions

### **Advantages of Hiring the Older Worker**

Room: 2B Time: 10:45 a.m. – 11:30 a.m.

Presenter(s): Kimberly Friedman, Communications Director, Department of Workforce Services  
Diane Hilburn, Executive Vice President for Human Resources, Bank of the Ozarks  
Lela Hodges, Payroll and Benefits Specialist, Arkansas Educational Television

Network

An employer panel will discuss the benefits of hiring mature workers (those age 50+) as well as company policies that benefit mature workers.

### **Arkansas's Career Readiness Certificate Program**

Room: 1A Time: 10:45 a.m. – 11:30 a.m.

Presenters: Joe Franklin, DWS Assistant Director for Career Readiness and New Hire Registry  
Mr. Ken Warden, Chief Business and Community Outreach Officer, Arkansas Tech University-Ozark Campus  
Ms. Deborah Pyland, Industry Training Specialist, Southeast Arkansas College (SEARK), Pine Bluff  
Mr. Pat Sweeden, Training Manager, L' OREAL USA, North Little Rock  
Mr. Barry Hay, Human Resources Manager, Alberto Culver, Jonesboro  
Mr. Steve Sparks, Division Director, Training & Quality Manager, Arkansas Economic Development Commission (AEDC)  
Mr. Stan Brodka, Sales Manager, Thinking Media/KeyTrain, Chattanooga, TN.

The Governor's Workforce Cabinet implemented the Arkansas Career Readiness Certificate in January 2008. Since then, more than 14,403 certificates have been awarded, and over 2,000 employers have hired job seekers who have the credential. Employers who hire job seekers with a CRC find that their turnover, overtime and training dollars are dramatically reduced. The breakout session/panelists will provide information regarding the processes and implementation of the Arkansas CRC Program. Presenters will discuss the ACT WorkKeys assessments and the value of using the Career Readiness Certificate Program as part of their hiring process.

### **Educating Arkansas's Workforce: Aligning Education, Economic Development and Industry Needs**

Room: 2A Time: 1:45 p.m. – 3:00 p.m.

Presenter(s): Dr. Ed Franklin, Executive Director, AR Association of Two-Year Colleges (AATYC)  
Steve Sparks, Quality & Training, AR Economic Development Commission (AEDC);  
Pat Sweeden, Training Manager, L'Oreal USA  
Steve Lease, Director of Workforce Training, AATYC  
Mike Kennedy, Grants & Resources Administrator, DWS Office of Employment Assistance

Greater employment opportunities in the 21st Century economy will become available as a result of aligning education and economic development initiatives with the needs of the business community. This workshop will focus on collaborative efforts among industry, economic development and Arkansas's 22 two-year colleges to keep Arkansas companies globally competitive. Arkansas's Workforce Training Consortia (Postsecondary Education with Business-driven partnerships) will be highlighted and their work to meet the specialized training needs of more than 2500 businesses and organization clients annually. Employer perspectives of skills and competencies and educational performance will add value to this discussion panel.

Presenters will share information on training grants that are available to business and industry for training new workers or upgrading the skills of an existing workforce.

### **Making Arkansas Works Work for Your Community**

Room: 2A                      Time: 10:45 a.m. – 11:30 a.m.

Presenter(s): Stacy Sells, Senior Vice President - Cranford Johnson Robinson Woods

Arkansas Works Coordinator-Arkansas State Chamber of Commerce

Governor Mike Beebe's *Arkansas Works* initiative is an effort to bridge strategic partnerships between the education and business communities. In 2008, Stacy served as the coordinator of his first *Arkansas Works* Summit. Because education and workforce training are key ingredients for successful job growth, community leaders and educators must utilize new strategies much different than the job recruitment tactics of twenty and thirty years ago. Stacy will provide participants with a host of "how-to" ideas for building collaborative partnerships in your hometown. She will also provide details about some upcoming *Arkansas Works* program enhancements that have the potential to create a community culture that values post-secondary training, a key ingredient to 21<sup>st</sup> century economic development.

### **Navigating Arkansas's Workforce Services**

Room: 1B                      Time: 1:45 p.m. – 3:00 p.m.

Presenter(s): Judy Duncan, Area Operations Chief, Arkansas Department of Workforce Services (DWS)

Jan Campbell, Executive Director, West Central Arkansas Career Development

Clarice Hall, Program Operations Manager, DWS Career Readiness and New Hire Registry

Belinda Hodges, Research Project Analyst, DWS Labor Market Information Unit

Janice Roberts, Program Monitor, DWS Employment Services

The Department of Workforce Services, in partnership with the Arkansas Workforce Centers, offers employers access to the largest, most diverse source of jobseekers in the state, with more than 120,000 jobseekers registered annually. There are many workforce services available to employers through the Arkansas Workforce Centers and Department of Workforce Services. This workshop will focus on how to navigate these services and choose the services that are right for you. The workshop will focus on identifying skill requirements and developing job listings, recruitment and screening services, labor marketing information, training, Arkansas Career Readiness Certification, and employer tax credits.

### **Registered Apprenticeship: Meeting the Skilled Workforce Needs of Arkansas's Industry**

Room: 1B                      Time: 10:45 a.m. – 11:30 a.m.

Presenter(s): Karen Breashears, National Apprenticeship Training Foundation

Jim Ryan, UA Plumbers and Pipefitters, Local 155

Lindsay Brown, Arkansas Painters, Local 424

Steve Schaeffer, Arkansas Construction Education Foundation

Dan Lee, Associated General Contractors

Kelley Sharp, Northwest Arkansas Plumbing Apprenticeship

Registered apprenticeship is a formalized career-training program that offers a combination of structured on-the-job training and related theoretical instruction tailored to industry requirements. Its goal is to produce skilled workers who are trained in all aspects of a highly skilled occupation. Every year, more than 440,000 Americans become apprentices, receiving training through approximately 37,000 apprenticeship programs. These programs generally are operated either by

individual employers, employer associations, government entities or partnerships between businesses and labor unions. Apprenticeship training standards are industry-driven. Attend this workshop to learn how registered apprenticeship can meet the skilled workforce needs of Arkansas's industry.

**Retaining Arkansas's Businesses**

Room: 2B                      Time: 1:30 p.m. – 3:00 p.m.

Presenter(s): Ed Majors, Arkansas Economic Development Commission, Business Retention and

Expansion Division  
Sherry McDonell, Entergy  
Sue Weather, Governor's Quality Award

Forty to 80% of new jobs are created by existing firms, **rather** than by attracting new firms to a community. Keeping an existing business is often easier than recruiting new firms. The BR&E program helps community leaders and communities work together to identify barriers local businesses face as they try to survive and grow.

**Town Hall: Hear from Employers What Employers Need in Skilled Workers**

Room: 1A                      Time: 1:30 p.m. – 3:00 p.m.

Presenter(s): Arkansas State Chamber facilitating

Arkansas State Chamber will initiate dialogue between employers and workforce development officials to actively represent the employer needs and discuss solutions to employment and training issues.