

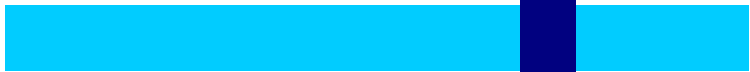
# ***Forward Thinking***

***Celebrating 30 years Of Workforce Development***



**October 19, 20, 21, 2011**  
***Blue Harbor Resort &  
Conference Center  
Sheboygan, Wisconsin***

The Wisconsin Employment &  
Training Association, Inc.  
(WETA)  
In partnership with Wisconsin's  
Older Worker Network (OWN)  
and International Association of  
Workforce Professionals (IAWP)  
Wisconsin Chapter





**11:00 am Registration Open**

**WETA and OWN Silent Auction/Raffle Begins**

**Pre-Conference**

**12:30 pm – 5:00 pm**  
(Break 2:30 pm-2:45 pm)

**Moving Forward: The Cutting Edge of Job Search**

(Understanding the new labor market, employer needs, and how to land that job interview.)

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**Welcome:** *Tom Prete, President-Elect WETA*

**Part I – Economy/Labor Market**

Now that the 2010 census is in...a labor economist will discuss key statistics about Wisconsin with characteristics and issues concerning the current economy and labor market. This session is Part 1 of 3 which will set the stage in learning how to deal with future trends in labor markets, demand and supply, understanding demographic changes and the economic implications of those changes.

Presenter: *Wisconsin Labor Economist (invited)\**

**Part II – Employer Forum**

Employers from Wisconsin will discuss their company initiatives to educate and prepare for the significant change in the workforce, how they recruit and what they look for in today's employees.

Presenter(s): *Bay Area Employers (invited)\**

**Part III – Mapping your Route to Employability**

This final session will teach case managers how to develop an effective employment search plan and how to teach job seekers to effectively apply for jobs.


**Presenter:** *Tom Prete, CW Solutions*

*\*Invited presenters will be listed in the final agenda.*


## Conference Overview

7:30 am - 8:45 am	<b>REGISTRATION AND CONTINENTAL BREAKFAST</b>
8:30 am - 9:15 am	<b>WELCOME AND INTRODUCTIONS</b>  <i>Monica Snittler, WETA President – 2010-2011</i>
9:15 am - 10:45 am <b>KEYNOTE</b>	<p style="text-align: center;"><b><u>No One is Unemployable</u></b></p> <p>The author of the ground-breaking book <i>“No One is Unemployable”</i> and recently released <i>“The 6 Reasons You’ll Get the Job”</i> offers fresh ideas and inspirations for helping job seekers at all levels get a job or a better job in the current environment. With humor, wit and real world perspective, Elisabeth Sanders-Park will deliver hopeful and practical ideas that re-ignite your passion and increase your effectiveness.</p> <p>Presenter: <i>Elisabeth H. Sanders-Park, President and Author, Tough Career Transitions Expert for Career Development Tools and Training for the Real World</i></p> <p><i>Get the Books...“No One is Unemployable”—L.A. Times’ Top 10 Career Book of the Year...NEW! “The 6 Reasons You’ll Get the Job” will be available at the WETA Conference to purchase.</i></p> <p>Elisabeth Sanders-Park has a passion and proven talent for helping people make tough career transitions, and for equipping and inspiring the career professionals and programs that serve them. For more than 15 years, Elisabeth has influenced the field as a practitioner, trainer, speaker, and author of more than 50 publications. She co-authored the WorkNet Model of Career Development and Job Placement for People with Barriers, the ground-breaking, ‘L.A. Times Top 10 Career Books of the Year’ <i>No One is Unemployable</i>, and recently released a new book <i>The 6 Reasons You’ll Get the Job</i>. She is the “working with tough clients” columnist for the international newsletter of the Career Planning &amp; Adult Development Network, and the resident “Tough Career Transitions” expert for the Career Thought Leaders Consortium, and has been recognized by AJST for “Outstanding Contribution to the Field” of job search. Over the last 15 years, she has trained more than 10,000 employment/career professionals, helped establish more than 150 career development-based employment programs, and impacted the lives of nearly 1 million job seekers across the globe.</p>
10:45 am –11:00 am	<b><u>Break</u></b> <b>Silent Auction/Raffle – WETA and OWN</b>

11:00 am – 12:15 pm	<b><u>Workshop Session “A”</u></b>
Session A1:	<p><b><u>How to Get a Job NOW!</u></b></p> <p>This session will focus on five steps and fresh strategies to help people get a job and better jobs in these tough times, based on her new book “The 6 Reasons You’ll Get the Job” including strategies to help people with significant barriers.</p> <p>Presenter: <i>Elisabeth H. Sanders-Park, President and Author, Tough Career Transitions Expert for Career Development Tools and Training for the Real World</i></p>
Session A2:	<p><b><u>Beefing Up Subsidized Employment in Wisconsin Works (W-2) Program</u></b></p> <p>The Department of Children and Families (DCF) is planning to implement a beefed-up subsidized employment option in the W-2 program. DCF’s lead policy analyst for this initiative, Peter Madaus will provide the audience with a “Policy 101” concerning this program. While a permanent, more substantial, subsidized employment option is new to the W-2 program, subsidized employment has been well-tested in Wisconsin. The audience will participate in the discussion of the things we learned from current and past subsidized employment programs to help predict the opportunities and limitations of this new initiative.</p> <p>Presenter: <i>Peter Madaus, Program and Policy Analyst, Bureau of Working Families, Department of Children and Families, Madison</i></p>
Session A3:	<p><b><u>Case Management Tips and Tricks</u></b></p> <p>Tips and tricks from this seasoned professional will make the job easier, more productive and efficient. Newbie’s and experienced case managers – and their bosses – will learn how to get the job done using a realistic planning process, an action plan, the best ways to access resources and to enable clients. Participants will successfully complete a “customized” set of services among a variety of institutions.</p> <p>Presenter: <i>Roger H. Gantzarow, Licensed Professional Counselor, National Certified Counselor, Master Career Counselor, Distant Credentialed Counselor, Madison</i></p>


<p>12:15 pm -1:30 pm</p> 	<p><b>LUNCH</b>  <b>OLDER WORKER NETWORK (OWN) and WISCONSIN EMPLOYMENT &amp; TRAINING ASSOCIATION (WETA) AWARDS</b></p> <p>Presentation of OWN Awards for Older Workers, Host Agencies or Employers of the Senior Community Services Employment Program Awards and the Fred Lengfeld Older Worker Scholarship.                  Presentation of the WETA Harmon Memorial Scholarship and Brasch Memorial Scholarship Awards.</p>
<p>1:30 pm -1:45 pm</p>	<p><b>Break/Vendor Visits</b>                  Silent Auction and Raffle</p>
<p>1:45 pm - 3:00 pm</p>	<p><b><u>Workshop Session "B"</u></b></p>
<p><i>Session B1:</i></p>	<p style="text-align: center;"><b><u>Running a GOOD Meeting and Getting Results</u></b>  <b><u>PART I – Effective Structure and Best Practices Before, During, and After</u></b></p> <p>GOOD meetings are not an accident; they happen and get results because someone made easy but solid plans beforehand, and someone put in good structure and processes during the meeting, and someone followed up in efficient and timely ways to ensure all the talk actually produced results. That is what you'll learn in Part One of this workshop that is a fast-paced workshop with practical and simple methods you can implement immediately in your workplace. The meeting coach of this workshop has offered to consult individually with attendees in months after this presentation.</p> <p>Presenter: <i>Al Guyant, Guyant &amp; Associates, LLC, Sun Prairie</i></p>
<p><i>Session B2:</i></p>	<p><b><u>Maximizing the Volunteer Experience with Older Workers</u></b></p> <p>They're older, skilled and some well educated – and they are some of the most experienced when it comes to donating and volunteering. That's right, we're talking about Baby Boomers – and if you haven't quite figured out how to leverage their skills and talents, then join us as we learn how to put their expertise to work in the community. This session will advise you on how to engage older adults in volunteer service and learn about opportunities through the Foster Grandparent Program, Retired Senior Volunteer Program (RSVP), Seniors in School, and the Senior Companion Program (SCP).</p> <p>Presenter(s): <i>Lynn Friedman, Employment Director, Interfaith Older Adult Programs, Milwaukee and Barb Horneck, Foster Grandparent Program and Senior in School Coordinator, Sheboygan</i></p>

<p>Session B3:</p>	<p><b><u>What's It Like In the Real World...A Taste of Reality</u></b></p> <p>This workshop will give attendees information on how to host their own financial literacy program... "The Reality Store." The goals of the Reality Store are to help students learn basic finance skills, goal setting, career planning, decision-making, and the importance of getting what they need first, and getting what they want second. This workshop will educate you on the tools you will need to host this event, from community involvement, volunteers, materials needed, time management, etc. This will be a hands-on-workshop with a mini Reality Store set up for the audience to engage in the experience.</p> <p>Presenter(s): <i>Kimberly Lemieux, Youth Program Director, Fox Valley Workforce Development Board, Neenah and Jill Valdez, Career Manager, Educational Services, Fox Valley Workforce Development Board, Neenah</i></p>
<p>3:00 pm – 3:15 pm</p>	<p>Break</p>
<p>3:15 pm – 4:30 pm</p>	<p><b><u>Workshop Session "C"</u></b></p>
<p>Session C1:</p>	<p><b><u>Your On-Line Identity: Personal Branding &amp; Social Networking</u></b></p> <p>Managing your virtual reputation and on-line brand identity has become an essential component of career management. This presentation will provide an overview of personal branding and strategies for maximizing your "unique promise of value" on-line.</p> <p>Presenter: <i>Carmen Croonquist, President, Intentionaliti Coaching &amp; Consulting Services, Hudson</i></p>
<p>Session C2:</p>	<p><b><u>Resources for Turning Diversity into Dollars</u></b></p> <p>People with disabilities want to work. However, some of the systems and barriers they face can be complex, disempowering and demotivating. This session will help you learn how to provide better support and assistance to job seekers and employees with disabilities. You will learn about key resources that help people with disabilities return to work, what these resources do and when to use them.</p> <p>Presenter: <i>Patty Branton, Consultant, Central Wisconsin Consulting Services, Plover; Shannon Munn, Consultant, Department of Health Services, Pathways to Independence, Madison</i></p>

<p>Session C3:</p>	<p style="text-align: center;"><b><u>Running a GOOD Meeting to Get Results</u></b>  <b><u>PART II – Handling Overbearing, Too-Quiet and Otherwise Difficult People Who Can Make or Break a Meeting</u></b></p> <p>Discover what you can do from any level to ensure the meetings you attend don't waste your time and actually get results. You don't have to be the meeting chair to use these methods to curb wasteful behavior. Your fellow meeting participants will thank you for helping them get things done. The meeting coach of this workshop has offered to consult individually with attendees in months afterward.</p> <p>Presenter: <i>Al Guyant, Guyant &amp; Associates, LLC, Sun Prairie</i></p>
<p>Session C4.</p>	<p><b><u>Writing a Grant? Get the Fix on Writing a "Great" Proposal</u></b></p> <p>This workshop walks you through the grant or Request for Proposal (RFP) writing process. Whether you're a beginner or not, learn how to prepare a high quality proposal available for federal, state and private grant opportunities and learn what and where the resources are available.</p> <p>Presenter(s): <i>Art Besse, Art Besse &amp; Associates, Middleton and John Cooney, J. M. Cooney Consulting, LLC.</i></p>
<p>4:30 pm – 5:30 pm</p>	<p>Professional Networking (Cash Bar)                  OWN Silent Auction Closes at 6:30 p.m. – Last Chance.</p>
<p>5:30 pm – 7:30 pm</p> 	<p><b>WETA Banquet Anniversary Celebration and Annual Meeting</b></p>

## Conference Overview

7:30 am – 8:45 am	<b>Dave Shaw “Traditional” Hot Breakfast</b>
8:45 am – 10:00 am	<b><u>Workshop Session “D”</u></b>
<p>Session D1:</p>	<p><b><u>Recently Separated Veterans and the Issues Facing Re-Employment</u></b></p> <p>With the increasing number of veterans returning to our State how are we prepared to support these individuals when it comes to employment and training? This workshop will discuss the issues recently separated Veterans are facing in their effort to join Wisconsin’s workforce and how we can possibly improve our services that are being provided.</p> <p>Presenter(s): <i>Joseph D. Naylor, Office of Veterans Services, Department of Workforce Development, Madison; VA Mental Health Staff Member (invited); and a current veteran (invited)</i></p>
<p>Session D2:</p>	<p><b><u>Occupational Barriers to Employment – Adult Offenders</u></b></p> <p>This workshop will cover actual jobs and occupations that inmates in the Wisconsin correctional system are placed in and the State and Federal laws governing what occupations offenders such as sex offenders and drug offenders may not work in.</p> <p>Presenter: <i>Art Besse, Art Besse &amp; Associates, Middleton</i></p>
<p>Session D3:</p>	<p><b><u>What has the Bay Area Workforce Development Board Been up to Lately?</u></b></p> <p>This workshop will provide information about the good work being done in the Bay Workforce Area job centers and the exciting initiatives and projects in the region. These include the NEW Manufacturing Alliance, the North Coast Marine Manufacturing Alliance, our Computer Integrated Manufacturing Mobile Lab, Work Certified training, and offender reentry efforts.</p> <p>Presenter: <i>James M. Golembeski, Executive Director, Bay Area Workforce Development Board, Green Bay</i></p>
10:00 am - 10:15 am	<b>Break</b>

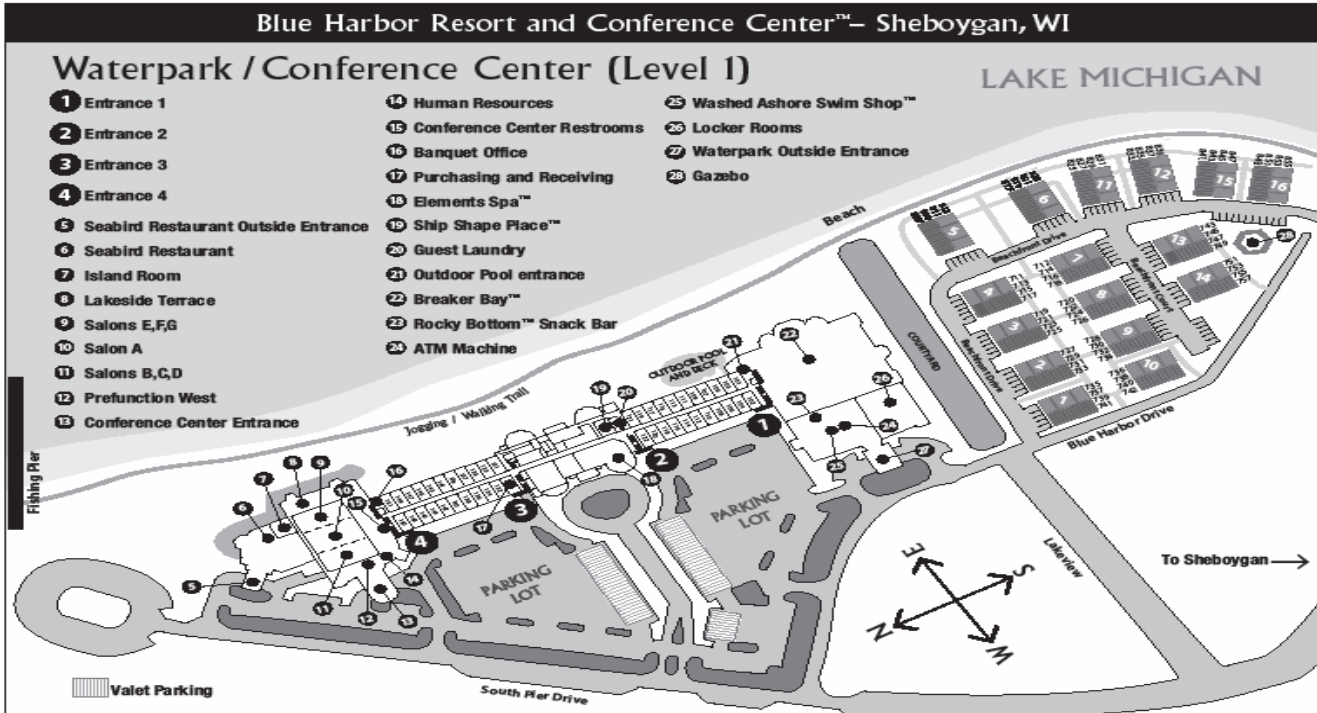
<p>10:15 am - 11:30 am</p>	<p><b><u>KEYNOTE</u></b></p> <p style="text-align: center;"><b><u>Our Workforce Current Status</u></b></p> <p>In this unsettled economy, Michael Boelter will share his perspective on the current status of the workplace. Specifically, he will address our migration from "no-trust to trust" environment, reviewing a return on investment for on-boarding skilled individuals with disabilities, and managing expectations on site. Besides providing helpful hints for working with community based organizations, Michael will prepare us to use the information learned at the conference to move forward positively assisting Wisconsin employers and employees.</p> <p>Presenter: Michael L. Boelter, Executive Director, Goodwill TalentBridge, Milwaukee</p> <p>Michael L. Boelter is the Executive Director of <i>Goodwill TalentBridge</i>, a full service talent acquisition and contract staffing firm. Goodwill TalentBridge is one of the operating units of Goodwill of Southeastern Wisconsin. This year, Mike is celebrating his 30<sup>th</sup> year in the staffing and talent acquisition industry. In 1981, Mike started his career at Flexi-Force Staffing Company as a Recruiter and progressed through the organization to become its President in 1996. He has held executive leadership roles, first as Regional Director and Vice-President of Randstad North America and later as the Chief Operating Officer at QTI of Southeastern Wisconsin. Mike brings a history of success to his current role at Goodwill TalentBridge. His experience includes sales, financial, client relationship management, talent acquisition, training, development and internal team management. Throughout his career, he has been accountable for building multi-million dollar business units and maintaining long-term customer relationships. Mike currently serves on the Executive Advisory Council for Marquette University's College of Professional Studies and the Executive Council for Future Milwaukee. Mike is a Milwaukee Rotarian.</p>
<p>11:30 am – 12 noon</p>	<p><b>Closing Remarks, Door Prizes and Raffle Announcements</b></p>
<p>12:30 pm – 1:30 pm</p> 	<p>WETA Board Post-Conference Meeting</p>



## Past Presidents of WETA and Previous Conference Sites

2010-11	Monica Snittler	Best Western Bridgewood Resort, Neenah
2009-10	Monica Snittler	Sheraton Hotel, Madison
2008-09	Joy Wiggert	Blue Harbor Resort, Sheboygan
2007-08	Joy Wiggert	Holiday Inn Conference Center, Stevens Point
2006-07	Tony Veeder	Holiday Inn, Manitowoc
2005-06	Jon Danforth	Hotel Mead, Wisconsin Rapids
2004-05	Mary Ratz	Hilton Garden Inn, Oshkosh
2003-04	Chad Ritchey	Holiday Inn & Suites, LaCrosse
2002-03	Chad Ritchey	Olympia Village, Oconomowoc
2001-02	Anita Ostergard	Mead Inn, Wisconsin Rapids
2000-01	Cheri MacDonald	Regency Suites, Green Bay
1999-00	Bea Jay Panke	Holiday Inn, Wisconsin Dells
1998-99	Patty Kaiser	Sheraton, Brookfield
1997-98	Nanette (Darnill) Vetsch	Ramada Inn, Eau Claire
1996-97	Maureen Shea	Pioneer Inn, Oshkosh
1995-96	Pete Kaiser	Grand Hotel, South Milwaukee
1994-95	Terry Neufuss	Olympia Village, Oconomowoc
1993-94	Fred Clark	Radisson, Green Bay
1992-93	Bonnie Madigan	Radisson, LaCrosse
1991-92	Bill Clingan	Paper Valley, Appleton
1990-91	Jim Erlenborn	Marc Plaza, Milwaukee
1989-90	Art Besse	Holiday Inn, Wisconsin Dells
1988-89	Art Besse	Holiday Inn, Stevens Point
1987-88	John Brasch	Holiday Inn, Wisconsin Dells
1986-87	Elizabeth "Liz" Pedersen	Marc Plaza, Milwaukee
1985-86	Fran Johnson	Mead Inn, Wisconsin Rapids
1984-85	Don Hogan	Valley Inn, Neenah
1983-84	John Cooney	Valley Inn, Neenah
1981-82	John Cooney	Incorporation

# BLUE HARBOR FLOOR PLAN

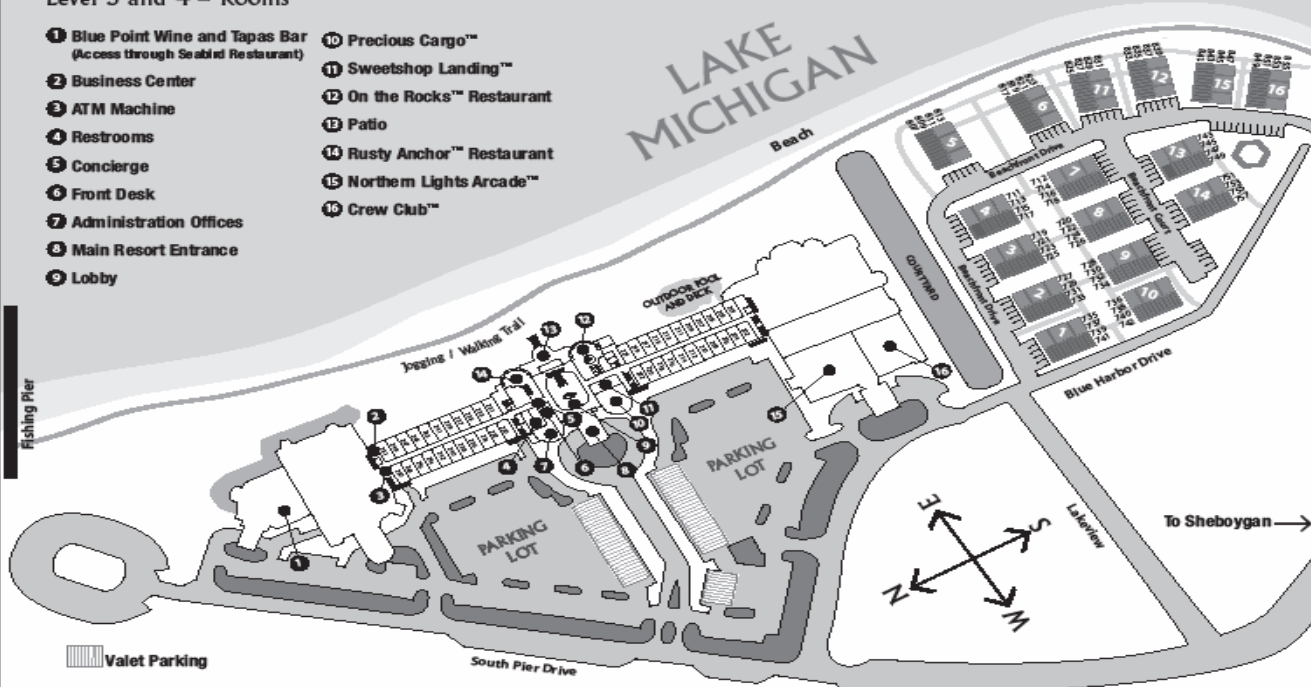


Blue Harbor Resort and Conference Center™ – Sheboygan, WI

Main Resort Entrance (Level 2)

Level 3 and 4 – Rooms

- ❶ Blue Point Wine and Tapas Bar  
(Access through Seabird Restaurant)
- ❷ Business Center
- ❸ ATM Machine
- ❹ Restrooms
- ❺ Concierge
- ❻ Front Desk
- ❼ Administration Offices
- ❽ Main Resort Entrance
- ❾ Lobby
- ❿ Precious Cargo™
- ⓫ Sweetshop Landing™
- ⓬ On the Rocks™ Restaurant
- ⓭ Patio
- ⓮ Rusty Anchor™ Restaurant
- ⓯ Northern Lights Arcade™
- ⓰ Crew Club™



**Wisconsin's Employment and Training Association  
 October 19, 20, 21, 2011  
 Blue Harbor Resort & Conference Center,  
 Sheboygan, Wisconsin**



Information on the WETA/OWN/IAWP Conference can be found at [www.wetainc.org](http://www.wetainc.org)

**The registration deadline is October 10, 2011.**

Print clearly.

Name	Organization:
Address	
City/State/Zip	
Phone ( )	Fax ( )
Email:	

**Registration Fee(s)**

\$175.00	Full Conference: October 19, 20, 21, 2011 (includes breaks, meals, and receptions)
\$75.00	Wednesday, October 19, 2011 Pre-Intensive Conference Session ONLY
\$100.00	Thursday, October 20, 2011 – Full day including Reception
\$75.00	Friday, October 21, 2011 – ½ day including Breakfast

**Payment**

<input type="checkbox"/>	Purchase Order
<input type="checkbox"/>	Check or Money Order Enclosed (payable to: WETA)

Mail to: 2010 WETA Conference, 1213 N. Sherman Ave., PMB #324, Madison, WI 53704

Call: (608) 242-4583 Or Fax: (608) 242-7403

**Special Needs**

Please indicate any special needs:

<input type="checkbox"/>	Access	<input type="checkbox"/>	Vision	<input type="checkbox"/>	Hearing	<input type="checkbox"/>	Vegetarian Meals	<input type="checkbox"/>	Other:
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Continuing Education Units (CEUs) are available.

PLEASE MAKE YOUR WORKSHOP SELECTIONS:

**Workshop Selections:** (Check workshop you'll most likely attend.)

<b>Session A.</b>	
<input type="checkbox"/>	A1. How to Get a Job Now
<input type="checkbox"/>	A2. Beefing Up Subsidized Employment in Wisconsin Works (W-2) Program
<input type="checkbox"/>	A3. Case Management Tips and Tricks
<b>Session B.</b>	
<input type="checkbox"/>	B1. Part I – Running a Good Meeting and Getting Results-Effective Structure & Best Practices Before, During & After
<input type="checkbox"/>	B2. Maximizing the Volunteer Experience with Older Workers
<input type="checkbox"/>	B3. What's it Like in the Real World...A Taste of Reality
<b>Session C.</b>	
<input type="checkbox"/>	C1. Your On-Line Identity: Personal Branding and Social Networking
<input type="checkbox"/>	C2. Resources for Turning Diversity into Dollars
<input type="checkbox"/>	C3. Part II-Running a Good Meeting to Get Results-Handling Overbearing, Too-Quiet and Otherwise Difficult People Who Can Make or Break a Meeting
<input type="checkbox"/>	C4. Writing a Grant? Get the Fix on Writing a "Great" Proposal
<b>Session D.</b>	
<input type="checkbox"/>	D1. Recently Separated Veterans and the Issues Facing Re-Employment
<input type="checkbox"/>	D2. Occupational Barriers to Employment – Adult Offenders
<input type="checkbox"/>	D3. What Has the Bay Area Workforce Development Board Been up to Lately?
<b>WETA Reception Thursday Night</b>	
<input type="checkbox"/>	Yes, I plan to attend.
<input type="checkbox"/>	No, I do not plan on attending.

## General Information

### Refund Policy

Cancellation must be made before 4:30 pm on Monday, October 10, 2011. A refund will be issued if notification is received by the deadline. Confirmed registrants who fail to attend are liable for the full program fee unless they cancel prior to the cancellation deadline. For cancellations, email or fax: David Skattum at: [Dskattum@eata.org](mailto:Dskattum@eata.org) or Fax (608) 242-7403.

If the program is cancelled, the entire fee will be refunded. Lodging (room reservation and cancellations) are the responsibility of the registrant. Be sure and ask the hotel about their cancellation policy.

### Registration Information

#### *David Skattum*

WI Employment & Training Association  
1213 N. Sherman Avenue, PMB #324  
Madison, WI 53704  
[Dskattum@eata.org](mailto:Dskattum@eata.org)  
Fax: (608) 242-7403

For information about scholarships see the WETA website at [www.wetainc.org](http://www.wetainc.org) to complete application forms.

### Lodging – Cut-off September 16, 2010

A block of rooms has been reserved at:  
Blue Harbor Resort & Conference Center  
725 Blue Harbor Drive  
Sheboygan, Wisconsin 53081  
Phone: (866) 701-2583

Rate: **Room cost is \$70.00 plus tax**  
(Standard Room Single Occupancy)

**Room cost is \$92.00 plus tax**  
(Standard Room Double Occupancy)

If you qualify for tax exemption, you will need to provide the proper documentation at the time of check-in.

To take advantage of the special room rate, all reservations must be **made by September 16, 2011**. When making your reservations, ask for the room rate for the **Wisconsin Employment & Training Association-WETA, Reservation #7AD7DJ**. Hotel room rates are subject to applicable State and local taxes in effect at the time of check-in.

Check-in is 4:00 pm on the day of arrival and checkout is 11:00 am on the day of departure.

#### **Make your reservation now!**

Ask for special accommodations, if necessary, when you reserve your room.