



National Association of Workforce Boards

FORUM

Forum 2010

Preparing a Competitive U.S. Workforce -
Reflection, Reinvestment, Recovery

March 6-9, 2010

Renaissance Washington DC Hotel

Sector Strategies 201: Integrating a Sector Point of View into Service Delivery within the Workforce System

Full Day Pre-Conference Session

Saturday, March 6, 2010, 9:00 AM - 4:00 PM

Renaissance Washington DC Hotel

Presented by: Scott J. Sheely, Executive Director, Lancaster County Workforce Investment Board (Lead Presenter); Jack Mills, Executive Director, National Network of Sector Partners; Maureen Conway, Executive Director, The Aspen Institute; Michele Zieziula, Executive Director, Northwest (PA) Workforce Investment Board; Paula Gomez Farrell, Executive Director, Denver Workforce Investment Board; Becky Thofson, Executive Director, Workforce Development (MN) Inc.

Sector strategies are a proven method for connecting the workforce system with business by strategically positioning the workforce system to be demand-driven. Many workforce investment boards have identified key industries in their regional economies and included interventions to those industries in their strategic planning. However, lots of us get stuck on what comes next. How do we get started? Who should be the stakeholders? How do we rally the workforce system to the task? How do we fund the initiative? Most importantly, how do we institutionalize what we do and sustain it for the long-run? NAWB and the National Network of Sector Partners has assembled this panel of experts to address these issues and will use case presentations, group discussion, and speaker panels to share field tested approaches and solutions.



Who Should Attend?

- Local and State Workforce Board Members
- State Administrators
- Workforce Associations
- One-Stop Managers and Contractors
- WIB Staff and Executive Directors
- One-Stop Staff
- Community Colleges & Technical Schools

Registration Fee:

\$225 NAWB Members

\$280 Non members

(includes Pre-Conference Session,
and Lunch)

PRECONFERENCE INFORMATION

www.nawb.org/forum

Scott J. Sheely, Executive Director, Lancaster County Workforce Investment Board

Scott J. Sheely has been the Executive Director of the Lancaster County Workforce Investment Board, one of 22 such boards in Pennsylvania, since 2000. Scott leads a nationally acclaimed sector strategy process in Lancaster County and will share how to establish or enhance a sector strategy in your area. Vocationally, he has worked as the human resources director of a large mental health agency, the operations manager of a nursing home chain, the associate pastor of a church, and the owner of a regional wholesale jewelry business. A graduate of Franklin and Marshall College in government, Wright State University in mental health counseling, and United Theological Seminary in pastoral counseling, Scott is currently a doctoral candidate in adult and workforce education at Penn State University.



Jack Mills, Director, National Network of Sector Partners

Jack Mills leads the National Network of Sector Partners, an initiative of the Insight Center for Community Economic Development. He guides NNSP's efforts to improve employment for low-income individuals and other workers, and benefit the industries in which they work, through the use of sector initiatives. He joined the Insight Center in 2005. Jack is nationally recognized in the field of workforce development, with over 20 years of experience. He has authored or co-authored publications including *Building Skills*, *Increasing Economic Vitality: A Handbook for State Policy Makers*; *Filling America's Jobs: How Businesses Can Implement Sector Workforce Development Strategies for Jobs and Economic Growth*; *Opportunity in Tough Times: Promoting Advancement for Low-Wage Workers*; *The Industry Sector Approach to Growing the Baton Rouge Economy*; and *Sector Initiatives for Colorado's Long-Term Care Industry*. Prior to joining the Insight Center, Jack held senior positions in consulting, nonprofit organizations, and government.

Maureen Conway, The Aspen Institute

Maureen Conway has headed up workforce research at the Aspen Institute since 1999. As the founding director of the Workforce Strategies Initiative she leads a team of researchers and consultants in efforts to identify and advance strategies that help low-income Americans gain ground in today's labor market. WSI focuses specifically on sectoral -- or industry-specific -- approaches to workforce development. Under Ms. Conway's guidance, WSI has grown and expanded its work to support the sectoral workforce development field including documenting the value of the sectoral approach to workforce development for policy makers, developing toolkits for program managers and creating leadership training academies for growing sector initiatives. In 2001 Ms. Conway was named deputy director of Aspen's Economic Opportunities Program, a program that currently works in the areas of microenterprise and access to capital and credit as well as workforce development. Ms. Conway previously worked as a consultant for the Organization for Economic Cooperation and Development in Paris and as a Program and Training Officer in the U.S. Peace Corps where she worked on economic development programs in Eastern Europe and the former Soviet Union. Ms. Conway is the author of a variety of publications on workforce development, including case studies, policy briefs and research reports. She holds an M.B.A. from Columbia University, a Master's Degree in Regional Planning from the University of North Carolina, and a B.A. in economics and mathematics from Holy Cross College.



Michele A. Zieziula, Chief Executive Officer, Northwest PA Workforce Investment Board



Ms. Zieziula currently holds the position of Chief Executive Officer for the Regional Center for Workforce Excellence (RCWE), a not-for-profit organization responsible for the facilitation and implementation of workforce development policies and initiatives for the Northwest PA Workforce Investment Board and the six counties of northwestern Pennsylvania. Her background includes 18 years of experience serving private, education, and public sectors through manufacturing, university, economic and workforce development forums. She currently serves as a member for the Pennsylvania Association of Workforce Investment Boards, the National Workforce Association, the National Association of Workforce Boards, the National Network of Sector Partners, and the Pennsylvania Economic Development Association; as a board member for the Executive Committee and board of Pennsylvania Partners; as a board member for the Executive Committee and board of the Technology Council of Northwest PA, as a board member for the Northwest Keystone Innovation Zone; as a member of the Erie Pennsylvania Lead Economic Development Team; and as a Marano Fellow for the Aspen Institute Sector Skills Academy. She is a graduate of the School of Architecture & Planning, State University of New York at Buffalo earning a Bachelor of Arts Degree in Environmental Design, a Master's degree in Urban Planning, and dual Certificates of Specialization in Urban Design and Community and Economic Development Planning.

Paula Gomez Farrell, Ph.D., Executive Director, Denver Workforce Investment Board

Dr. Gomez Farrell is the Director of Workforce Development for the City and County of Denver. She is both the Director of the Denver Workforce Investment Board and the four workforce One Stop Centers in the region. She oversees a staff of 160 and an annual budget of over \$33M. Over the last few years, Dr. Gomez Farrell has been working with her colleagues around Colorado to implement effective industry sector strategies. Her background includes research and practice in the use of information technology to improve organizational functioning and outcomes for program customers. She has extensive experience in leading government and nonprofit organizations that focus on ensuring access to economic opportunities and services for under represented populations. Dr. Gomez Farrell is a member of the NNSP National Advisory Committee.



Beck Thofson, Executive Director, Workforce Development (MN), Inc.

Becky Thofson has over 20 years experience in workforce development, most recently as Industrial Sector Projects Manager for Workforce Development, Inc. in Southeastern Minnesota. She was a member of the inaugural class of Sector Skills Academy sponsored by the Aspen Institute and the National Network of Sector Partners. In 2007 she completed Michael Porter's Microeconomics of Competitiveness course through the University of Minnesota. Recently, she has coordinated the AIM2WIN tri-state Regional Innovations initiative for southeast MN, western WI, and northeast IA. Thofson holds a Master of Science degree in Adult Counseling and a Bachelor of Science degree in Business Administration - both from Minnesota State University-Mankato.