

**Kansas**  
**Workforce**  
**2008**  
**Summit**  
**January 23-24**

***Taking Education, Economic Development  
and Employment to the Next Level:***

*Addressing New Realities in Kansas*

**January 23-24, 2008**

Capitol Plaza Hotel  
Sunflower Room  
Topeka, KS



# AGENDA

## Taking Education, Economic Development and Employment to the Next Level: Addressing New Realities in Kansas

January 23, 2008 • DAY 1

- 9 a.m. Registration Begins
- 11 a.m. Exhibits Open
- Noon **Opening Plenary Luncheon**  
Governor Kathleen Sebelius and Secretary of Commerce David Kerr to speak.
- 1 p.m. Break and Exhibit Visitation
- 1:15 p.m. **Time to Update: What is New in the World?**  
Ed Barlow, Futurist and President, Creating the Future, Inc. Many who attended the 2007 Kansas Workforce Summit have begun implementation of the "8 Strategic Workforce Development Directions" and have asked "Now What?" Ed Barlow and his colleagues are prepared and excited to assist Kansas in continuing our movement forward.
- 1:45 p.m. **Time to Update: What is New in Kansas?**  
Many exciting things are taking place in Kansas related to workforce development. Stan Ahlerich, President, Kansas, Inc.; Andy Solter, President, Kansas Career Pipeline; Joseph Glassman, Chairman, Post-Secondary Tech Ed Authority; and Rae Anne Davis, Department Of Commerce, Kansas Wired Grant/Workforce Development will describe what is happening and how to take advantage of their special programs.
- 2:45 p.m. Break and Exhibit Visitation
- 3 p.m. **The New Demographic Realities: It isn't Kansas Anymore!**  
Ron Crouch, Director, Kentucky Data Center, will present the most recent Census data and what it reflects about Kansas with particular emphasis on the future Kansas workforce pool. Insights concerning ways to understand and relate to this pool will be offered.
- 4:15 p.m. Break and Exhibit Visitation
- 4:30 p.m. **Building "Value-Added" Political, Business, Education and Community Support: The Florida Experience**  
Mary Lou Reed, Executive Director, Okaloosa and Walton Counties Workforce Investment Board, Florida Career Choice Academies Founder; and Dr. Frank Fuller, CHOICE Institutes, Okaloosa County Schools, Florida, will offer the history and development of their communities' career-technical education programs. These programs have become a model throughout the state of Florida and across the nation for their industry-cluster partnership focus and student outcomes. They have germinated new legislative priorities and regulations governing public education.
- 5:45 p.m. **Reflections from Day 1** — Ed Barlow
- 6 p.m. Reception, Cash Bar and Exhibit Visitation
- 6:30 p.m. **Kansas Celebration**  
Workforce Summit banquet and awards program presented by the Kansas Department of Commerce.

## AGENDA

January 24, 2008 • DAY 2

7:15 a.m. Continental Breakfast

8 a.m. **Regional Collaboration: Effective Approaches to Influence Peddling, Action and Result—Part 1**

Celina Shands Gradijan, Full Capacity Marketing, will examine successful regional collaborative models that have united communities around workforce issues and solutions. Building on the shared knowledge, statistics, facts, trends and models from day one, participants will create a communications platform targeting various key constituencies.

9:30 a.m. Break and Exhibit Visitation

9:45 a.m. **Regional Collaboration: Effective Approaches to Influence Peddling, Action and Results—Part 2**

11:30 a.m. **Key Strategies and Commitments** — Ed Barlow and Eddie Estes

Noon Workforce Summit Concludes

**Please submit comments regarding the 2008 Kansas Workforce Summit to [info@3ishow.com](mailto:info@3ishow.com).**

## PRESENTERS



### **Governor Kathleen Sebelius**

Kathleen Sebelius was sworn in as Governor of Kansas in 2003 and was elected to a second term in November 2006. Since taking office, Governor Sebelius has demonstrated an unwavering commitment to growing the Kansas economy and creating jobs for Kansas workers. She has been a strong supporter of initiatives designed to make the Kansas business climate more attractive to businesses and has balanced the State budget without raising taxes. The Governor has also made a priority of cutting government waste, helping the State realize nearly \$1 billion in savings during her first term. In 2005, *Time* magazine named her one of the nation's top five Governors, citing her work to curb government spending, as well as her efforts to bridge the partisan divide.

### **Secretary David Kerr, Kansas Department of Commerce**

As Secretary of the Kansas Department of Commerce, David Kerr guides the state's lead economic development organization in its mission to empower individuals, businesses and communities to realize prosperity in Kansas. Kerr oversees the state's efforts to create jobs through business recruitment and expansion, agriculture marketing, workforce development, community development, international trade and travel and tourism.

Secretary Kerr joined Commerce after serving as president of AT&T Kansas from 2003-07, where he was responsible for all regulatory, legislative, governmental and external affairs activities in the state. Prior to being named president, Kerr served as vice president and general manager, Local Interconnection Services, with responsibility for serving competitive local telephone companies.





### **Ed Barlow, Creating the Future, Inc.**

As a student of the future and its implications for Kansas' 21st century economic preparations, Ed Barlow returns to take our understanding to a deeper level. Ed is President of Creating the Future, Inc., and well known within workforce development circles across the United States. He recently keynoted the State Governor's Workforce Conferences in Ohio and Illinois and facilitated a strategic planning retreat for the Board of Directors of the National Association of Workforce Professionals. Ed will facilitate conference discussion and interaction with other speakers and panelists.

### **Ron Crouch, Kentucky State Data Center**

As an expert demographer, Ron Crouch interprets the significant demographic changes that will affect state and local settings. He is well known for his ability to "set the record straight" regarding demographic myths that most people hold. Ron's insights were recently featured in a major *Wall Street Journal* article concerning the new demographic realities facing America. He has developed Census profiles for each of the 50 states that provide information beyond that available from traditional sources. Ron is the Director of the Kentucky State Data Center at the University of Louisville and presents regularly at national and state conferences.



### **Mary Lou Reed, Okaloosa and Walton Counties, Florida**

As an educator, private sector human resource executive and director of government-sponsored employment and training programs, Mary Lou has been zealous in her efforts to link education with the world of work. Her passion for this began when she attended and graduated from Berea College in Kentucky, which was founded and operated on work-study principles. Mary Lou has been instrumental in the development of the CHOICE Institutes in the Florida Panhandle. These institutes are a partnership between the Okaloosa Public Schools, industry clusters and the workforce development system. The Choice Institutes have received numerous national accolades and awards and have become a driving force for reenergizing and reforming career technical education in Florida. Mary Lou currently serves as Executive Director of the Workforce Development Board of Okaloosa and Walton Counties in Florida.

### **Dr. Frank Fuller, CHOICE Institutes**

As a career educator, Dr. Fuller has dedicated himself to school innovation. He served as a principal at the elementary, middle and high school levels and was the founding director of a K-8 charter school. He was selected by the Okaloosa County School Board to lead the CHOICE Institutes initiative as an Assistant Superintendent of Schools. CHOICE is an innovative approach based on a business model designed around industry certifications, which provide students with essential skills for immediate success in the workplace. In its first full year of operation, 1,000 students enrolled in CHOICE Institutes related to Information Technology, Aerospace, Creative Arts and Construction. Enrollment in these programs has now doubled. Other Institutes that will open next year are Allied Health-Medical Devices and Entrepreneurship.



### **Celina Shands Gradijan, Full Capacity Marketing**

As a former American Marketing Association's Marketer of the Year and a two-time Women Who Mean Business finalist, Celina uses branding and marketing as a catalyst to help agencies position the importance and urgency of their missions, build collaborative partnerships and improve public opinion. The end results are increased funding and a more prominent profile in the community. She is a strong advocate for workforce and economic development, establishing state, regional and local models that have sustained the test of time despite continued funding cuts. Celina keynotes nationally and chairs a National Marketing Workgroup comprising more than 7,500 government and non-profit members. For more information, visit [FullCapacityMarketing.com](http://FullCapacityMarketing.com).

## EXHIBITORS

### **Kansas Assoc. of Child Care Resource & Referral Agencies**

#### **Leadell Ediger**

1508 A East Iron  
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Phone: (785) 823-3343  
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### **America's Job Link Alliance**

#### **John Williamson**

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Web site: www.ajla.net

### **Geographic Solutions, Inc.**

#### **Tim Duffy**

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### **Kansas Career Pipeline**

#### **Andy Solter**

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### **Dynamic Works Institute, Inc.**

#### **Ann Merrifield**

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Web site: dynamicinstitute.com

### **Kansas Enrichment Network**

#### **Marsha Dvorak**

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### **North Central Kansas Technical College**

#### **Clark Coco**

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Web site: www.ncktc.edu

### **Kansas Construction Careers Coalition (KC3)**

#### **Eric Stafford**

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### **Hutchinson Correctional Facility**

#### **Jim Flood**

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### **YouthFriends**

#### **Rachel Plotkin**

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Kansas City, KS 64108  
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E-mail: plotkin@youthfriends.org

### **Kansas Department of Commerce**

#### **Registered Apprenticeship**

#### **Loretta Shelley**

1000 S.W. Jackson St., Suite 100  
Topeka, KS 66612  
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E-mail: lshelley@kansascommerce.com  
Web site: www.kansasapprenticeship.org

### **KANSASWORKS Mobile Center**

#### **Vicky Scheve**

Phone: (620) 255-3705  
E-mail: vscheve@kansascommerce.com  
Web site: KANSASWORKS.com

# The 2008 KANSAS WORKFORCE SUMMIT would like to thank...

## PRESENTERS & HONORED GUESTS

Governor Kathleen Sebelius

Celina Shands Gradijan, Full Capacity Marketing

David Kerr, Kansas Department of Commerce

Ed Barlow, Creating the Future, Inc.

Dr. Frank Fuller, CHOICE Institutes

Mary Lou Reed, Okaloosa and Walton Counties

Ron Crouch, Kentucky State Data Center

## PANEL PRESENTERS

Stan Ahlerich, Kansas, Inc.

Andy Solter, Kansas Career Pipeline

Joseph Glassman, Post-Secondary Tech Ed

Rae Anne Davis, Kansas Dept. of Commerce

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North Central Kansas Technical College

Kansas Construction Careers Coalition (KC3)

Hutchinson Correctional Facility

YouthFriends

Kansas Dept. of Commerce – Registered Apprenticeship

**KANSASWORKS** MOBILE CENTER

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Kansas, Inc.

Kansas Advisory Committee for Career and Technical Education

Kansas African American Affairs Commission

Kansas Assn. of Community College Trustees

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Kansas Department of Labor

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Kansas Enrichment Network

Kansas Hispanic Affairs Commission

Kansas Independent College Association

Kansas Technology Enterprise Corporation

Kansas Department of Commerce

**KANSASWORKS** State Board

Midwestern Education to Workforce Policy Initiative

National Association of Workforce Boards

National Governors Association

SER Corporation

State Board of Education

U.S. Department of Labor

Western Kansas Manufacturers Association

Western Kansas Technology Corporation

**A special thank you to the Topeka Capitol Plaza Hotel and staff for our accommodations, service and support.**



**The 2008 KANSAS WORKFORCE SUMMIT is presented  
by Western Kansas Manufacturers Association.  
Thank you for your attendance and support!**

WKMA CONTACT INFORMATION:

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**2009 KANSAS WORKFORCE SUMMIT  
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