

San Diego Workforce Conference 2016: The Future of Work

Wednesday, November 2, 2016
Jacobs Center for Neighborhood Innovation
404 Euclid Ave, San Diego, CA 92114



8:30 a.m. Registration, Breakfast and Exhibit Viewing

9:00 a.m. Welcome and Acknowledgments

Peter Callstrom, President and CEO, San Diego Workforce Partnership (SDWP)
Speaker Emeritus Toni G. Atkins, California State Assembly
Councilmember Myrtle Cole, City of San Diego, Fourth District
Bill McClelland, Vice President of Human Resources, Qualcomm

9:35 a.m. The Gig Economy

Presentation: Alexxa Morgan, Independent Consultant
Moderator: Phil Blair, CEO, Manpower Staffing/San Diego

10:00 a.m. In-Demand Jobs Report and Lightning Talks

Presentation: Sarah Burns, Research Manager, SDWP
Information and Communication Technologies: Shawn McClendon, Executive Director, Youth Campaigns
Life Sciences & Health Care: Dr. Miller Tran, Senior Scientist, Triton Algae Innovations
Advanced Manufacturing & Blue Economy: Marcel Becker, General Manager, Trident Maritime Systems

11:00 a.m. Industry Talks and Employer Panel: Blue Economy, Specialty Foods and Brews, Retail

Moderator: Dr. Sunita Cooke, Superintendent and President, MiraCosta Community College District
Blue Economy: Eric Patten, President and CEO, Ocean Aero
Specialty Foods and Brews: Jeff Silver, Brewery Owner, Rough Draft Brewing Company
April Oreta, Sales and Catering Manager, Savory Foods
Retail: Beth Forsberg, VP of Retail and Operations, Goodwill Industries of San Diego County

12:20 p.m. Lunch, Networking and Exhibit Viewing

1:30 p.m. Discussions by Population Served

2:15 p.m. Student Employment Outcomes: Paths to Success

Presentation: Zhenya Lindstrom, Director, Center of Excellence, San Diego and Imperial Region

2:50 p.m. Apprenticeships Report and Lightning Talks

Presentation: Tina Ngo Bartel, Director of Business Programs and Research, SDWP
Moderator: Richard Barrera, Board Vice President — District D, San Diego Unified School District
Lightning Talks:

Tania Sanchez-Aguilar, Urban Corps of San Diego County Conservation Corps & Charter School
Cristina Marquez, Apprentice Electrician, IBEW 569
Eddie Needham, Quality Control Manager, Rx Research Life Sciences Apprenticeship

3:40 p.m. What's Next?

Peter Callstrom, President and CEO, SDWP
Dr. Constance M. Carroll, Chancellor, San Diego Community College District
Supervisor Dave Roberts, San Diego County, Third District

3:55 p.m. Networking, Exhibit Viewing and Beer

Thank you, Rough Draft Brewing Company, for your generous donation!

Masters of Ceremonies



Taryell Simmons
Training Specialist
SDWP

Taryell Simmons is a Training Specialist for CONNECT2Careers, an SDWP youth employment program that aligns the career aspirations of young adults with businesses committed to developing our emerging workforce. Previously, Simmons worked as a Program Specialist building relationships and creating employment opportunities with San Diego businesses. He is passionate about identifying the skills that employers need and training young job seekers to meet that demand. He is especially passionate about teaching young adults the skills they need to be successful in today's economy; often referred to as "soft" or "essential" skills, these include teamwork, critical thinking and more.



Tina Ngo Bartel
Director of Business
Programs & Research
SDWP

Tina Ngo Bartel is the Director of Business Programs and Research at SDWP. She oversees SDWP's research department, and business services and training programs. Ngo Bartel produced SDWP's annual Workforce Conference and Priority Sector research, which brought in more than \$20 million in grant funding for the San Diego region. She diversified SDWP's business services portfolio by securing SDWP's first HR Hotline and developing training programs with San Diego's employers. Ngo Bartel also led SDWP's Contracted Education procurement for entrepreneurship and industry-recognized credentials in the Priority Sectors. Her other activities include the San Diego Research Council, Linked Learning Research, Data and Evaluation Panel, Asian Business Association Government Affairs Committee and various community college advisory boards. Ngo Bartel has a dual bachelor's degree from UCLA and a master's degree in International Management from UCSD School of Global Policy & Strategy (formerly International Relations and Pacific Studies).

Welcome and Acknowledgments



Peter Callstrom
President and CEO
SDWP

Peter Callstrom has led nonprofit organizations in the San Diego region for over 25 years including services to adults with disabilities and the homeless. For the past four years, he has been the CEO of SDWP. With an annual budget of \$40 million, SDWP funds and delivers workforce programs to train and support job seekers to meet the needs of regional employers. With an emphasis on underserved and under-represented populations, but available to all job seekers, SDWP serves 25,000 job seekers annually.

Under Callstrom's leadership, SDWP has expanded services and been awarded millions in new grants from diverse sources. He also serves on numerous local, state, and national boards in order to advance the SDWP mission. A resident of San Diego since 1986, he lives in Carmel Valley with his wife and two young daughters.

The Gig Economy

This session covers the experience of a lifelong Gig Economy worker. The Gig Economy is one of many terms to describe the contingent workforce. Contingent work has an explicitly defined scope or is limited in nature, and is now characterized by web-based applications that allow workers to take on “gigs” or short-term, on-demand assignments. In the Gig Economy, contingent workers go by many names: independent contractors, freelancers, part-time workers, 1099 contractors, on-demand workers, on-call workers, self-employed workers, temporary workers and more.



Alexxa Morgan
Independent
Consultant

Since the age of five, Alexxa Morgan has been working with a myriad of charities nationwide, accumulating over 1,000 hours of volunteer service, and has single-handedly fundraised \$22,000 for the Make-a-Wish Foundation. Last year, the White House awarded her with three gold service awards for her philanthropic efforts. Morgan is the youngest person ever to be accepted into Joyce Meyer ministries internship program in St. Louis, Missouri, graduating from high school two years early. There, she volunteered 50-60 hours a week. Morgan has since worked closely with Make-A-Wish Foundation, Red Light Traffic, the Oceanside Fire Department, as well as the San Diego Burn Institute. These days she balances most of her time between working two jobs and going to school full-time. Morgan is a technical specialist at Apple as well as an independent contractor for Sage Education & Business. She is currently a junior at Pepperdine University majoring in business and entrepreneurship.



Phil Blair
Executive Officer
Manpower
Staffing/San Diego

Phil Blair is one of San Diego’s most visible and respected business leaders. Since 1977 he, along with partner Mel Katz, have built Manpower West into the largest Manpower franchise in the U.S. Manpower provides quality employment opportunities for over 3,800 associates every day in its five markets. Manpower’s focus is on IT, engineering, finance, advanced manufacturing and providing temporary, permanent and “Search and Career” coaching services. Manpower’s training programs range from community work readiness for the long-term unemployed and out-of-school youth, to veterans preparing to enter the civilian workplace.

As an active member of the San Diego community, Blair currently serves on the board of directors of the San Diego Regional Chamber of Commerce, the California State Chamber of Commerce, Downtown San Diego Partnership, SDWP’s Workforce Development Board, the National Association of Workforce Boards, CONNECT, the Economic Development Corporation and the San Diego Downtown Rotary Club.

Lightning Talks: A Day in a Life of an In-Demand Job

SDWP’s In-Demand Jobs report highlights and profiles the top jobs in San Diego County. This session provides educators, career counselors, researchers and job seekers an understanding of what employers expect for various occupations and industries.



Sarah Burns
Research Manager
SDWP

Sarah Burns is Research Manager at SDWP. She oversees research projects and partnerships, coordinating resources among agencies to produce collaborative labor market research. Burns also conducts workshops to train staff and community members to understand, interpret and use labor market data to inform programmatic and funding decisions. Burns has additional expertise in project management, nonprofit program evaluation, data visualization and education. She began her career as a high school math teacher and founding team member of Spark the Wave: Igniting Teen Volunteers, a 501(c)(3) that aims to empower, train, and mentor the next generation of leaders who will impact the world through a lifelong commitment to community service. Burns holds a bachelor’s degree in economics from Barnard College and a Master of Science in Teaching (MST) in adolescent mathematics from Fordham University.



Shawn McClondon
Executive Director
Youth Campaigns

Shawn McClondon is CEO of Social Media Monster. With over 18 years of digital marketing experience, he is one of the most experienced and knowledgeable digital marketing experts in San Diego. McClondon has been privileged enough to be a featured speaker and trainer on marketing strategy for several conferences throughout San Diego and the world. His current passion is fighting for digital inclusion for minorities and low-income youth in San Diego as the founder of Youth Campaigns, a 501(c)(3) nonprofit that provides a digital marketing certification and workforce development program for underserved youth ages 16–24 years of age.



Dr. Miller Tran
Senior Scientist
Triton Algae
Innovations

Dr. Miller Tran completed his Ph.D. from the University of California, San Diego and cofounded Triton Algae Innovations in 2013. Tran has published numerous papers on the potential uses of algae to produce novel protein compounds in addition to their potential to decrease the cost of protein-based drugs. In 2015 and 2016, Tran was awarded a phase I and phase II NSF small business grant by the federal government and continues to work towards commercializing the technology being developed at Triton Algae Innovations.



Marcel Becker
General Manager
Repair Operations
Trident Maritime
Systems

Marcel Becker currently leads Trident Maritime Systems as their General Manager of Repair Operations. He is one of the former owners of JCI Metal Products, a leading provider of maintenance, repair and overhaul (MRO) services focusing on habitability, fabrication, electrical and piping solutions to U.S. Navy vessels. Marcel began his career with JCI as the Operations Manager in 1998. In 2002, he accepted responsibility as Chief Operating Officer before becoming President and Chief Executive Officer in 2009. In 2012, JCI was acquired by U.S. Joiner, LLC, where Becker served as Senior Director of Strategic Affairs. Becker is an advocate for the ship repair community and continues to promote the communications and relationships within the industry, with the U.S. Navy and members of Congress. He is actively involved in the community at the local and national levels and holds several board elected positions, including Associate Member Representative on the Board of Directors with the Port of San Diego Ship Repair Association.

Industry Talks and Employer Panel

This session starts with “industry talks” where employers present about their companies and industries, followed by a panel Q&A session moderated by Dr. Sunita Cooke. The reports to be covered in this session include:

- **Blue Economy: Labor Market Analysis**, a follow-up study to SDWP’s 2012 Maritime Report and highlights San Diego County’s BlueTech and traditional maritime jobs
- **Specialty Foods and Brews: Labor Market Analysis** (one of SDWP’s Priority Sectors), which covers employment trends, hiring practices and expectations from San Diego’s employers in Specialty Foods and Brews
- **Retail Industry: Labor Market Analysis**, which discusses career pathways in San Diego’s retail industry, including opportunities for training existing workers and areas for career advancement



Dr. Sunita Cooke
Superintendent and
President
MiraCosta Community
College District

Dr. Sunita “Sunny” Cooke began her tenure as the Superintendent/President of MiraCosta Community College District on January 2, 2015, coming from Grossmont College, where she served as president from 2007 to 2014. Cooke was born in Lucknow, India, and immigrated to the United States with her family when she was five years old. After being awarded a doctorate in biology at Georgetown University, she completed a postdoctoral training program at MD Anderson Cancer Center in Houston, Texas, in the molecular aspects of cell adhesion and metastasis. Cooke has served on several community boards, including the Sharp Grossmont Hospital Board, East County Chamber of Commerce, YMCA Board of East County and the San Diego Community College District Citizens Oversight Committee. She is currently a member of SDWP’s Workforce Development Board, San Diego Economic Development Council, Biocom and the Carlsbad Chamber of Commerce.



Eric Patten
President and CEO
Ocean Aero

Eric Patten is the CEO/President of Ocean Aero, an unmanned maritime systems company, which builds long-range and persistent ocean-going robots. Prior to joining Ocean Aero, Patten was the Director, Defense and Intelligence Global Solutions for the geospatial technology leader ESRI. In 2010, Patten retired as a U.S. Navy Captain with a 25-year career of distinguished service. He was the Director of Operations for the U.S. Navy’s Southwest region and served as navigator aboard the USS Ronald Reagan on several deployments, including its maiden deployment to the Middle East. Patten was the commanding officer of Helicopter Anti-Submarine Squadron Five One in Japan and has held several posts on a number of naval vessels. He has also led combat missions as a naval aviator. Eric recently retired from the Board of Directors for the San Diego Police Foundation after six years of service.



Jeff Silver
Brewery Owner
Rough Draft
Brewing Company

Jeff Silver’s hobby-turned-passion-then-career began shortly after graduating from UCSD as he began making beer with a home brewing kit he received as a gift from his parents. With many a batch tested on his roommates and fraternity brothers, he eventually became an award-winning home brewer with local and national honors. Rough Draft opened to the public in 2012 and has grown from one brewer and a few beer tenders to a staff of 18 in brewery operations, sales and the tasting room. Over the past few years, the brewery has expanded and evolved from the brewery tasting room to include distribution across the country, exporting, and a new kitchen that serves food to tasting room patrons.



April Oreta
Sales and Catering
Manager
Savory Foods

April Oreta’s journey in the world of hospitality began six days after graduating from Western Washington University. Being raised in the military lifestyle gave Oreta an itch for traveling and creating memories with people. This lead her to plan and execute events onboard Holland America Cruise Line for over four years. She then traded in her flippers for legs and moved to beautiful San Diego. Oreta’s hunger and desire to learn more professionally gave her the opportunity to experience and teach operations within food and beverage industry. She is currently mastering a different dynamic of the hospitality industry through sales and marketing with Savor Catering.

Oreta believes life isn’t always about work. Her recreation degree with an emphasis in travel/tourism blessed her with the awareness of finding a balance between work and play. In her free time, you’re most likely to find her shooting her bow and arrows or at the beach dancing in the water.



Beth Forsberg
VP of Retail and
Operations
Goodwill Industries of
San Diego

Beth Forsberg has worked in the not for profit retail industry for over 20 years and is currently the Vice President of Retail and Operations for Goodwill Industries of San Diego County (GISD), a nonprofit agency, serving San Diego County for 86 years. Since joining Goodwill, nine years ago, her area of responsibility has grown. She oversees nine departments including 29 retail sites with over 971 employees.

During her tenure, she has opened over 20 retail locations; this does not include donation sites or Donation Storefronts. All San Diego Goodwill stores are branded or rebranded with their mission and adhere to their “clean and friendly” atmosphere. Along with Goodwill’s Leadership team, Forsberg has emphasized throughout retail GISD’s core values of Credibility, Creativity, and Collaboration.

Discussions by Populations Served

Join SDWP and our community partners in a facilitated discussion on “how might we” better serve our priority populations. We request that you sit at a table with a topic that is most interesting to you. Participation is not mandatory, but each table will have a topic to be discussed.

Steps for this session:

1. Assign a scribe for your table
2. Discuss the question that is prompted by the facilitator
3. Record the group answers to the questions on the form provided

SDWP staff and volunteers will walk around the room to assist with any questions during this session. The notes recorded by the table’s scribe will be collected by SDWP staff to be reviewed and distributed to the community after the conference.

Student Employment Outcomes: Paths to Success

This session includes a presentation by Zhenya Lindstrom, Director at the Center of Excellence, San Diego and Imperial Region. Community colleges in the San Diego County region explore the different paths Career and Technical Education (CTE) students take to achieve their desired employment outcomes. The research summarizes wage and job outcomes of program completers, transfer students, and so-called “skill builders” across different CTE programs and Priority Sectors.



Zhenya Lindstrom

Director
Center of Excellence
San Diego and
Imperial Region

Evgeniya “Zhenya” Lindstrom is the Director of the Center of Excellence (COE) for Labor Market Research (coecc.net), which serves community colleges in San Diego and Imperial counties and is funded by the California Community College Chancellor's Office. Under the Doing What Matters for Jobs and the Economy Initiative, the COE produces labor market research and provides technical assistance to inform regional colleges’ decision-making about priority and emerging sectors.

Lindstrom has been conducting applied research with the COE for more than eight years. In this role, she has authored or co-authored numerous statewide and regional labor market studies, including the five sector gap analysis studies conducted in partnership with SDWP in 2014, as well as scans on alternative fuels and advanced transportation, health care, water and wastewater, solar industry, mobile media, ICT, supply chain technology and others. In her tenure with the COE, Lindstrom collaborated on research with the UC Berkeley Labor Center, the California Public Utilities Commission, and the California Energy Commission, among others.

Apprenticeships in San Diego County

Learn about apprenticeships through “lightning talks” from a pre-apprentice at Urban Corps, a current electrician apprentice at IBEW 569, and a graduating apprentice from RxResearch and Miramar College’s Life Sciences apprenticeship program.



Richard Barrera

Board Vice President
– District D
San Diego
Unified School District

A first-generation San Diegan whose father immigrated to the U.S. from Colombia and whose grandparents immigrated through Ellis Island, Richard Barrera has spent nearly three decades striving to improve the lives of working families in San Diego and throughout the United States. He was first elected to represent District D on the San Diego Unified School Board in 2008 and then re-elected in 2012, receiving nearly 100 percent of the vote each time. As a community organizer, he has worked with residents of high-poverty neighborhoods to improve quality, affordable housing, access to living wage jobs and to increase civic participation. As a labor organizer, he has worked with homecare workers, health care workers, nurses, teachers, construction workers, grocery store workers and thousands of others to fight for economic and social justice. Most recently, Barrera has served as Secretary-Treasurer of the San Diego and Imperial Counties Labor Council and currently serves as a leader with the United Food and Commercial Workers.



Tania Sanchez-Aguilar
Student

Urban Corps of
San Diego County
Conservation Corps &
Charter School

Tania Sanchez grew up in Mexico and joined Urban Corps’ job training and high school education program in August 2015. In her short time in the program, she has excelled in school, mastered communication skills and become a student role model. She first earned a position on the Recycling Marketing Team where she conducted educational campus tours and recycling presentations. Sanchez also serves on the Corpsmember Advisory Board, the representative group of the student body, where she advocates for student matters and has represented Urban Corps at the State Capital in Sacramento. She was recently selected to participate in the elite Prop 39 Clean Energy Pre-Apprenticeship Training Program. Sanchez has taken full advantage of program resources, attending M3C construction classes and completing Survey Audit, Retrofit, OSHA 10, and EPA Lead Renovator Initial trainings. Sanchez is enjoying the challenge of and inspired to pursue a career in this traditionally male-dominated field. She graduates with her high school diploma in December 2016.



Cristina Marquez
Apprentice Electrician
IBEW 569

Cristina Marquez is a low-voltage electrician apprentice born and raised in San Diego County. She graduated from San Diego State University on a full softball scholarship majoring in criminal justice and a minor in sociology. Afterward, she moved to Las Vegas for 12 years, where she worked and continued her education in customer service relations including Upward Mobility and Forbes training.

Marquez’s love of Southern California brought her back to San Diego. She is currently in her third year of a four-year electrical apprenticeship program at the Palomar College accredited San Diego Electrical Training Center. Marquez has always liked to be physical in any type of work she does and thrives in fixing and putting devices together.

After she graduates, Marquez looks forward to continuing to live in her beloved state of California, supporting her union (International Brotherhood of Electrical Workers Local Union 569) and advocating for working families in the years to come.



Eddie Needham
Quality Control
Manager
Rx Research
Apprenticeship

Eddie Needham grew up in Southlake, Texas and is a third generation United States Navy veteran. He joined the Navy directly after high school in 1993 and soon deployed as an Airman Recruit, Aviation Machinist Mate, to Fighter Squadron 154 in Atsugi, Japan. While on active duty, he served onboard the USS Independence, Kitty Hawk and Carl Vinson and has spent 12 years of his naval career in Japan and deployed abroad. Needham excelled in many distinctive positions while serving in the military, but holds his education as his most noteworthy accomplishment. While on active duty, he slowly worked on his degree by attending a combination of classroom and online courses, which eventually led to his master’s in business administration. He is the first in his family to graduate with a college degree. After 20 years of service in 2013, Needham retired as a First Class Petty Officer (E-6) in San Diego and began the long transition into civilian life, accompanied by his wife of 15 years and two children.

Workforce Conference Planning Team

- Tina Ngo Bartel, Director of Business Programs and Research, SDWP
- Sarah Burns, Research Manager, SDWP
- Laura Roderick, Junior Research Analyst, SDWP
- Heather Milne Barger, Vice President of Communications, SDWP
- Desiree Roughton, Communications Specialist, SDWP
- Wilda Wong, Communications Specialist, SDWP
- Coral Lin, Senior Research Analyst, SDWP
- Mary Wylie, Co-Chair, San Diego and Imperial Counties Regional Consortium
- Sally Cox, Executive Director, Foundation for Grossmont-Cuyamaca Colleges
- Amber Pierce, Program Specialist, San Diego and Imperial Counties Regional Consortium

Exhibitors

Please visit the exhibit tables for information from our sponsors and community partner programs. The featured programs include:

Able-Disabled Advocacy, Workforce Development and Employment Assistance

Able-Disabled Advocacy (A-DA) offers IT, Project Management and Microsoft Office training with special emphasis on serving individuals with disabilities, veterans, those who didn't finish high school and others with barriers to employment. A-DA has established the first IT apprenticeships in the State of California and is working to expand apprenticeships in Advanced Manufacturing in the San Diego region.

CONNECT2Careers

CONNECT2Careers (C2C) is a year-round jobs program that helps youth ages 16 – 24 get connected to paid work experiences. This year alone, C2C has enrolled almost 3,000 participants into the program and has already placed over 600 in paid work experiences. The program is on track to meet their goal of 1,000 by the end of the year.

Cuyamaca College, Skills for High Wage/High Demand/Fulfilling Careers

Cuyamaca College offers high-quality, leading-edge instruction in Automotive, Business, CADD Technology, Child Development, Computer Information Science, Environmental Health & Safety Management, Graphic Design, Ornamental Horticulture, Paralegal Studies, Surveying, and Water & Wastewater Technology. Our mission is to provide regional businesses with well-trained employees who will help those businesses remain competitive in the global economy.

San Diego and Imperial Counties Regional Consortium

The San Diego Imperial Counties Community Colleges Regional Consortium for Workforce Development serves as the regional framework to implement "Doing What Matters for Jobs & the Economy's" statewide initiative, to connect industry sector employers, community college career technical program providers, and students with current and easily accessible information, and to respond as a central point of contact. The Consortium facilitates alignment of the nine colleges in the region with the workforce needs of the seven priority and emergent sectors and encourages high-level industry-education partnerships. The Consortium also serves as the link between the region's Career Technical Programs, Workforce & Economic Development Initiatives and the state Chancellor's Office.

The Maritime Alliance

The Maritime Alliance is the nonprofit industry association for the largest BlueTech cluster in the United States. Its mission is to promote sustainable, science-based ocean and water industries through business ecosystem development, economic development and workforce development.

Urban Corps

Urban Corps of San Diego County is a certified local conservation corps and charter school whose mission is to provide young adults with a high school education combined with job training and community service in the fields of conservation and recycling, which assist youth in becoming more employable while protecting San Diego's natural resources and instilling the importance of community service.

Youth Campaigns

The mission of Youth Campaigns is to create access, awareness and opportunities for talented minority and low-income youth by providing a pipeline to a career in Digital Media. Youth Campaign has a vision to change the culture of underserved communities through Digital Marketing by equipping them with the tools to become leaders in the innovation economy and the workforce of tomorrow. Youth Campaigns has had nine programs, more than 125 youth participants and has placed almost 50 percent of those participants over a three-year period.

Many thanks to our generous sponsors!



With support from:

211 San Diego • Biocom • BioLabs • Bumble Bee Seafoods • BW Research Partnership, Inc.
CEV Multimedia • Cox • Economic Modeling Specialists, Int'l. • The Grande Foundation
JPMorgan and Chase • Public Consulting Group • QCMI • Vista Unified School District