

## San Diego Workforce Conference 2015: Identifying, Tackling and Closing the Skills Gap

Order of Events  
Thursday, November 5, 2015  
8:30 am to 2:00 pm (PST)



**8:30 am Registration and Coffee**

**9:00 am Welcome and Acknowledgements**

- Peter Callstrom, President and CEO, San Diego Workforce Partnership (SDWP)
- The Honorable Myrtle Cole, Councilmember, City of San Diego
- Myeisha Peguero Gamiño, Vice President – Corporate Responsibility, JPMorgan Chase & Co.
- Dr. Sunita Cooke, Superintendent/President, MiraCosta Community College District

**9:20 am San Diego Economy and Recap of Priority Sectors**

- Tina Ngo Bartel, Director of Business Programs and Research, SDWP

**9:30 am Session 1: Identifying the Skills Gap**

Report Presentation: *Workforce Needs of Small Businesses in San Diego County*

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

Expert Panel

- George Eiskamp, Co-Founder and CEO, GroundMetrics, Inc.
- James Hayes, Program Coordinator, Deputy Sector Navigator for Small Business Sector, San Diego and Imperial Counties Community Colleges
- Marlene Taylor, President, Taylor Trim & Supply, Inc.

**10:25am Session 2: Tackling the Skills Gap**

Report Presentation: *Middle-Skill Jobs, Gaps and Opportunities*

- Michael Combs, Research Manager, San Diego Regional Economic Development Corporation

Expert Panel

- Ann Durham, Deputy Sector Navigator for Health/Health Workforce Initiative Director
- Gabriel Draguicevich, IPT Lead/Program Manager, Fleet Readiness Center Southwest
- Hernán Luis y Prado, President and CEO, Workshops for Warriors
- Marlene Ruiz, Director, Ambulatory Education and Consulting Services, Kaiser Permanente

**11:20 am Lunch and Keynote**

- The Honorable Kevin Faulconer, Mayor, City of San Diego
- Tim Rainey, Executive Director, California Workforce Development Board

Keynote Speaker

- Dr. Brice Harris, Chancellor, California Community Colleges

**12:45 pm Lightning Talks: Workforce Initiatives Around San Diego**

- Aviva Paley, Director of Programs, Kitchens for Good, Project Launch – A Culinary Job Training Program
- Cheri Fidler, Director, Rady Children's Hospital, FACES for the Future
- Sarah Hernholm, Founder/President, Whatever it Takes (WIT), WIT Leadership & Social Entrepreneurship Program
- Stephen Colón, Youth Programs Coordinator, SDWP, CONNECT2Careers

**1:05 pm Session 3: Closing the Skills Gap**

Report Presentation and Launch of Data Dashboard: *Priority Sectors, Workforce Initiatives in San Diego*

- Kelley Ring, Senior Business and Research Analyst, SDWP

Expert Panel

- Paolo Espaldon, Director, Career Technical Education (CTE) Enhancement Fund, San Diego and Imperial Counties Regional Consortium
- Shirley Hirai, Manager, Equal Opportunity, Port of San Diego
- Victor Rodriguez, Senior Apprenticeship Consultant, Division of Apprenticeship Standards

**1:55 pm Closing Remarks Followed by Exhibit Viewing and Networking**

## Session 1: Identifying the Skills Gap

In 2014, *Forbes Magazine* rated San Diego as one of the best places to launch a startup company, particularly in high tech. Small businesses dominate the San Diego economy with approximately 95,000 companies employing less than 50 workers. Because small companies have different employment needs than their larger counterparts (due to limited resources and other challenges), the labor market study, *Workforce Needs of Small Businesses in San Diego County*, analyzes 347 survey responses from small businesses. This panel will highlight current skills needed by small business owners and their employees in order to work at a small business or startup company.



**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), serving community colleges in San Diego and Imperial counties. This Center is one of the seven COEs funded by the California Community College Chancellor’s Office. Under the framework of 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 San Diego Workforce Partnership 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.



**George Eiskamp**

Co-Founder & CEO  
GroundMetrics, Inc.

George A. Eiskamp is a co-founder and CEO at GroundMetrics Inc., a fast-growth company developing advanced electromagnetic sensor systems for the energy industry. He specializes in building scalable businesses based on breakthroughs in science and engineering.

He has a successful record of bringing disruptive new technologies to market. He was CEO of CarCode Corporation, a computer vision technology company that he co-founded with a UC San Diego researcher and a private investor. CarCode was acquired in 2009 by a major toll road management company. He was an early employee at Awarepoint, a venture-backed RFID location awareness company, where he singled-out the best market entry point and then made early sales. Following those sales, he led marketing and customer-centric operations. Awarepoint is now the market leader with installations nationwide.

George’s success as a technology executive stems from his dedication to operational execution. He tackles important problems and builds to last. He focuses on identifying product-market-fit for scientific innovations, developing the right business model and market entry plan, raising the necessary financing, and executing early sales by finding and cultivating relationships with early adopters and key industry players. He assembles resilient teams of over-achievers who accelerate growth in bull markets and create their own momentum in bear markets.

George has received numerous awards from the Angel Capital Association, the Energy Technology Venture Forum, the World’s Best Technology Showcase, R&D 100, CONNECT, San Diego Venture Group, and many others. George began his career in management consulting at Bainbridge, Inc. after graduating with a Masters in International Business from UC San Diego.



### James Hayes

Program Coordinator  
Deputy Sector Navigator  
for Small Business Sector  
San Diego and  
Imperial Counties  
Community Colleges

With over 15 years in education and workforce development, James Hayes provides many services that extend throughout the local community. He is a motivated, high-energy professional whose expertise in building bridges between education and industry have impacted students, educational institutions and local businesses. Hayes has deep knowledge of cultivating student learning, especially in the areas of entrepreneurship and career development. He has provided career and business education for several organizations, such as San Diego Public Libraries, Vista Unified School District, MainStreet Oceanside and the Veterans Sustainable Agriculture Training Program. Currently, Hayes is a program coordinator for the California Community Colleges Small Business Sector and serves as a Career Technical Education expert for two local school districts.



### Marlene Taylor

President  
Taylor Trim & Supply, Inc.

Marlene Taylor, president and co-owner of Taylor Trim & Supply, is a 30-year veteran of the building industry and a passionate advocate of workforce development and local youth mentorship programs. Taylor has deep experience in executive-level management, strategic planning, financial oversight, organizational development, human resources and corporate marketing efforts.

Before joining Taylor Trim & Supply, Taylor worked for several years with The Fieldstone Company, a large San Diego homebuilder. She joined Taylor Trim & Supply as a board member and corporate secretary at the company's inception in 1990, transitioning into the role of company president and partner in 1994. During her tenure, Taylor Trim & Supply has grown substantially and earned several awards of recognition, including the San Diego Building Industry Association's Trade Contractor of the Year in 2014.

Taylor, who holds a Bachelor of Science degree in Business Administration from the University of Phoenix, serves on the board of several local small businesses and nonprofit organizations, including Offbeat Brewing Company, San Pasqual Academy Employer Advisory Board, SDWP Youth Council and the ROP/CTE Advisory Committee. She is the chairperson of San Diego Workforce Partnership's Workforce Investment Board, which funds job training programs that empower job seekers to meet the needs of employers throughout the county.

A committed proponent of working with foster youth, Taylor has served as a personal mentor for nearly a decade, and provides professional coaching, opportunities and internships to high school and college-age students.

## Session 2: Tackling the Skills Gap

*Middle-Skill Jobs, Gaps and Opportunities* discusses the San Diego economy and challenges of earning a self-sufficient wage in San Diego County. The report highlights Advanced Manufacturing, Health Care, and Information & Communication Technologies (ICT) jobs that, if filled, can allow San Diegans to earn a self-sufficient wage and move up in career ladders. This study also makes recommendations on how the region can address the skills gap and highlights current initiatives. This panel will elaborate on the types of initiatives that have been formed in San Diego that address the middle-skill jobs gap with the objective of identifying specific practices already in place for practitioners to get ideas on how to implement initiatives in their own areas of expertise.



**Michael Combs**

Research Manager  
San Diego  
Regional Economic  
Development Corporation

Michael Combs is the Research Manager for San Diego Regional Economic Development Corporation (EDC), a nonprofit committed to maximizing the region's economic prosperity and global competitiveness. In this capacity, Combs produces reports that inform the business and civic community on San Diego's diverse economy. His research primarily focuses on business attraction and retention, labor markets, capital flows and real estate trends in the region's economy. Combs is a graduate of the University of Michigan, with a Master's in Urban Planning and Real Estate Development, and a B.A. in Economics.



**Ann Durham, RN,  
MSN, FNP, Esq.**

Deputy Sector  
Navigator for Health  
San Diego and  
Imperial Region  
Director  
Health Workforce Initiative  
Director  
San Diego  
Welcome Back Center

Ann Durham is the San Diego and Imperial Region Deputy Sector Navigator for Health. She is also the Director of the Health Workforce Initiative and the San Diego Welcome Back Center. Durham has more than 30 years of experience as a registered nurse in telemetry, ICU/CCU, oncology, ER, pre-op and post-anesthesia care unit (PACU). She was a family nurse practitioner in college student health centers, and taught in advanced practice nursing programs at George Mason University, the University of Kansas and the University of Hawaii. Durham also has more than 10 years of experience as an attorney, specializing in Social Security disability appeals for people with HIV/AIDS.

Durham's regional priorities include:

- Working closely with all nursing and allied health programs in the nine Community Colleges in the region
- Meeting with health care industry professionals in a variety of venues (advisory committees, professional organizations, focus groups, etc.) so HWI can help to ensure that the community colleges are meeting the workforce training needs of the health care industry
- Supporting the San Diego Welcome Back Center, which helps internationally trained health professionals get licensed to work in California, thereby increasing cultural and linguistic competency of health care providers, leading to improved compliance, satisfaction and outcomes for our diverse patient population
- Collaborating with the Health and Science Pipeline Initiative (HASPI) to 1) increase health care career awareness, 2) improve performance in high school and college science courses and 3) strengthen transition and retention rates in college programs
- Providing incumbent worker training/professional development to health care professionals, nursing and allied health faculty members
- Working with Regional Consortium and Regional and Statewide Health Advisory Committees to meet identified health sector needs



**Gabriel Dragucevich**

IPT Lead/  
Program Manager  
Fleet Readiness Center  
Southwest

Gabriel Dragucevich is currently Integrated Products Team Lead/Program Manager with the Fleet Readiness Center Southwest in San Diego. His responsibilities include managing all Naval aircraft parts manufacturing for the west coast, Marine Mobile Facility Fabrication, and the LM2500 Turbine Engine Program for NAV-Sea.

After graduating from University of North Texas with a degree in Industrial Engineering, Dragucevich started his career as an Applications Engineer for Pathtrace, an international CAD/CAM software company. He has also been a Senior Applications Engineer for Laser Design Inc., a reverse engineering company that pioneered laser measurement. He has numerous design patents while working at Buck Knives as a Senior Projects Engineer and was an Engineering Manager at Underwater Kinetics. As VP of Operations, Dragucevich managed engineering functions at Tri-Tech Precision and Laser Manufacturing Inc. Most recently, he was Regional Manager for Verisurf Inc., an industry leader in 3-D model-based inspection software.

At NAVAIR, his responsibilities have included managing the implementation of Reverse Engineering best practices, as well as coordinating Additive Manufacturing (3-D Printing) for the Naval enterprise. He is a member of the Advanced Aircraft Technology Team and is tasked with finding technology that can be implemented to assist in repair and maintenance functions for the repair and sustainment of all Naval aircraft.



**Hernán Luis y Prado**

President & CEO  
Workshops for Warriors

Hernán Luis y Prado served in the United States Navy for fifteen years as a Hospital Corpsman and then as a Surface Warfare Officer. He had three combat tours of duty in Iraq and Afghanistan. He is a graduate of the Navy Surface Warfare Officer School where he completed the Chief Engineering Officer and Combat Systems Officer curricula. Luis y Prado's personal decorations include the Navy Achievement Medal and Combat Action Ribbon, as well as various unit and service awards. In 2013, Luis y Prado was recognized by the White House as a "Champion of Change" for Workshops for Warriors' extensive work and achievements to transition military veterans into advanced manufacturing careers.



**Marlene Ruiz**

Director  
Ambulatory Education  
and Consulting Services  
Kaiser Permanente

Marlene Ruiz has been the Director of Education and Consulting Services at Kaiser Permanente San Diego since 1967. She has supported nursing education in San Diego County for the past 48 years through many activities, including teaching or being a guest speaker at almost every campus in the San Diego area. Ruiz is on advisory boards at nursing schools—or places a representative from her department to respond to the schools' request for service input to their curriculum. She co-authored the very productive San Diego Nursing Consortium for coordinated clinical placement for nursing students in 1996 and initiated a program to support nursing students on clinical rotation by having Kaiser Permanente nurses prepared to work as clinical instructors since 2004. Ruiz is a member of the California Community Colleges Economic and Workforce Development Program Advisory Board. She assisted in the promotion of the statewide transition from the Community College System to the California State University System for BSN completion. She has initiated company and personal scholarships for nursing students.

Ruiz is an active member of Sigma Theta Tau, the Association of California Nurse Leaders, the Hispanic Nurses Association and MANA de San Diego. She was recently accepted as member of the East County Citizens' Bond Oversight Committee.

## Keynote Speaker



**Dr. Brice Harris**

Chancellor  
California  
Community Colleges

Dr. Brice W. Harris was unanimously selected as Chancellor of the California Community Colleges by the system's Board of Governors and began his tenure in November of 2012.

Prior to being selected as the leader of the largest system of higher education in the nation, Harris served 16 years as chancellor of the Los Rios Community College District in the Sacramento region, president of Fresno City College and a faculty member and vice chancellor in the Kansas City, Missouri community college system.

Dr. Harris has spent his career working to improve student success and access in American community colleges. While with Los Rios, he was instrumental in leading successful initiatives that improved student success. He also led the charge to expand access for thousands of students by overseeing the establishment of the district's fourth college, Folsom Lake, and developing five additional educational centers in underserved areas of the region.

Harris understands the important connection between community colleges and the economy and currently serves as a member of the board of the California Chamber of Commerce. As an active member of the business community, he chaired the Sacramento Area Commerce and Trade Organization (SACTO), was the first educator to serve as president of the Sacramento Metropolitan Chamber of Commerce and served as chairman of the board of the Northern California World Trade Center.

Harris is also a recognized leader on national education issues, currently serving on the board of the American Council on Education (ACE) in Washington, D.C. He is past chairman of the board of the California Community College Chief Executive Officers, member of the board of the American Association of Community Colleges and a former commissioner of the Accrediting Commission of Community and Junior Colleges.

Harris is also active in the arts having served on the board of the Crocker Art Museum in Sacramento, as board president of the Fresno Philharmonic Orchestra, and a board member of the Kansas City Museum.

Harris studied at the Harvard University Institute of Educational Management, received his doctorate in education at Nova Southeastern University, his master's in Communication from the University of Arkansas, and his bachelor's in Communication from Southwestern Oklahoma State University.

He was named "Sacramentan of the Year" for 2010 by the Sacramento Metro Chamber, and was recently honored as the "Humanitarian of the Year" by United Cerebral Palsy of Sacramento.

Harris resides in Fair Oaks with his wife Barbara, who is an elementary educator. The couple has three adult children who live in California.

### Session 3: Closing the Skills Gap

*Priority Sectors, Workforce Initiatives in San Diego* is a follow-up research report to the 2014 labor market analyses conducted on San Diego's five Priority Sectors (Advanced Manufacturing, Health Care, Clean Energy, Information & Communication Technologies, and Life Sciences). The study analyzes and highlights public-private partnerships, programs or initiatives addressing employers' workforce needs, and opportunities for increased collaboration in each sector. To understand the workforce challenges that still exist and the next steps needed to address remaining workforce gaps in the region, this panel will elaborate on current trends of public-private initiatives aimed at closing the skills gaps identified in the Priority Sector research from last year. This panel highlights emerging workforce initiatives and upcoming programs.



**Kelley Ring**

Senior Business &  
Research Analyst  
San Diego  
Workforce Partnership

Kelley Ring is Senior Business & Research Analyst at the San Diego Workforce Partnership. She manages the Rapid Response program, a program designed to assist workers who are being laid off. Ring's projects include the follow-up research to SDWP's five priority sector reports (Advanced Manufacturing, Clean Energy, Information & Communication Technology, Health Care and Life Science) and other workforce development research projects. Additionally, she managed the Labor Market Information data dashboard project that will house data for public access, and also does policy research and writing. Prior to joining SDWP, Ring earned her MPIA from the University of California, San Diego School of Global Policy & Strategy (formerly International Relations & Pacific Studies).



**Paolo Espaldon**

Director  
Career Technical Education  
(CTE) Enhancement Fund  
San Diego and  
Imperial Counties  
Regional Consortium

Paolo Espaldon is the Regional Director for the CTE Enhancement Fund which serves all community colleges in the San Diego and Imperial counties, and focuses on improving the workforce readiness of students throughout the region in order to meet the current demands of business and industry.

His current projects include closing the skills gap between education and industry by implementing ACT Career Ready 101 and ACT WorkKeys into CTE classrooms in an effort to increase cognitive and non-cognitive skills, gathering student employment outcome data for more informed and targeted decision making, and strengthening the role of college career development services.

Previously, Espaldon developed and implemented economic and workforce development programs geared towards providing "just-in-time" training for underemployed and unemployed workers. Espaldon has been working in education since 2009, and in 2014, was awarded a Master Certificate in Career Technical Education and Economic Workforce Development by the California Community College Association for Occupational Education.



**Shirley Hirai**

Manager  
Equal Opportunity  
Port of San Diego

Shirley Hirai began her career at the Port District 26 years ago as an Office Assistant. She was promoted several times, and today is the Manager of Equal Opportunity and has the role of the Americans with Disabilities Act (ADA) Coordinator.

Hirai is involved in the development and implementation of the equal opportunity contracting, employment and accessible programs for the Port District. Throughout her career she has coordinated major diversity events, Port-wide diversity training programs, community outreach events and workshops for consultants, contractors and vendors. She is actively involved with her counterparts in the equal opportunity industry via the Public Agency Consortium, and implemented various partnerships with other San Diego regional entities to enhance the Port District's equal opportunity programs.

Hirai holds a liberal arts degree in Asian language and literature from The University of Iowa.



**Victor Rodriguez**

Senior  
Apprenticeship Consultant  
Division of  
Apprenticeship Standards

Victor Rodriguez was born in Los Angeles and YES, he is a Dodgers fan. Rodriguez comes to San Diego as the newest Senior Apprenticeship Consultant of the San Diego Field office of the Division of Apprenticeship Standards (DAS). DAS creates opportunities for Californians to gain employable lifetime skills and provides employers with a highly-skilled and experienced workforce while strengthening California's economy. Rodriguez has been in state service for over 28 years and the last 12 years with DAS. He started his position as Senior Consultant in February of 2015. Prior to that, all of his state service career has been in the San Francisco Bay Area. When asked why he likes his job, he states that he does not like his job, but loves it. The best part of the job is that he is creating opportunities for people to succeed and become productive, tax-paying citizens of California.

**Moderator**



**Tina Ngo Bartel**

Director of Business  
Programs and Research  
San Diego  
Workforce Partnership

Tina Ngo Bartel is the Director of Business Programs and Research at the San Diego Workforce Partnership. She manages SDWP's labor market research department, which analyzes workforce needs and trends for educators, trainers, employers and researchers. Ngo Bartel also oversees SDWP's Business Services department, providing wage and training reimbursement programs for San Diego's employers. Her other activities include the San Diego Research Council, Asian Business Association Government Affairs Committee and various 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).

## Exhibitors

### **CONNECT2Careers**

CONNECT2Careers (C2C) links youth and young adults with work experiences that prepare them for their careers. This year, C2C's Summer Program, funded by the City of San Diego, reached over 2,500 youth. Now, C2C is gearing up for an intensive Winter Break and Spring Break externship program with the County of San Diego's Community Action Partnership.

### **Cuyamaca College, CADD Technology/Manufacturing**

Cuyamaca College offers high quality instruction in CADD Technology and Additive Manufacturing, or 3-D Printing Technology, with the goal of enhancing the knowledge and skills of students so that they can become more competitive and successful in the job market.

### **Division of Apprenticeship Standards, State of California Apprenticeship Programs**

The Division of Apprenticeship Standards (DAS) is a state agency that creates opportunities for Californians to gain employable lifetime skills and provides employers with a highly-skilled and experienced workforce while strengthening California's economy.

### **Escondido Adult School, Career and Technical Education**

Escondido Adult School offers high-quality, reasonably-priced career and technical education classes to prepare entry-level workers in several fields, including pharmacy technician, medical billing and coding, medical assistant, CNA, home health aid, Microsoft Office Specialist, veterinary assistant and software testing.

### **Kitchens for Good, Project Launch – A Culinary Job Training Program**

Kitchens for Good's culinary and hospitality job training program prepares unemployed individuals to thrive in careers in the food service industry and beyond. It takes a "whole-person" approach to vocational training, incorporating culinary arts, nutrition education, resume writing, and financial literacy, all while helping to prepare healthy meals for hunger relief organizations. Trainees who graduate from the program receive technical culinary education, industry certification, and internship and job placement services.

### **Navigator Pilot**

To foster collaboration, coordination and regional alignment between education and workforce development, SDWP and the San Diego Imperial Counties Community College Association (SDICCCA) recently partnered on a navigator pilot program at Grossmont College. The Navigator will be an educational case manager who will serve as a liaison with the America's Job Center of California in East County, SDWP and Grossmont College. The Navigator will provide services to assist the participants in successfully enrolling and completing training.

### **Rady's Children's Hospital Center for Healthier Communities**

FACES for the Future is a four-year academic and career preparation program that Rady Children's Hospital (RCH) carries out in Hoover and Crawford High Schools. The program is structured around academic enhancement, personal development, psychosocial support, real world experience and alumni support.

### **San Diego and Imperial Counties Regional Consortium**

The San Diego and Imperial Counties Regional Consortium of community colleges supports a diverse network of educational and economic development services throughout the region. These services address needs in career and technical education, training, and economic development needs of industry, government and the community. Exhibiting with the San Diego and Imperial Counties Regional Consortium are the Career Pathways Trust (CCPT), Senate Bill 1070, and Career Technical Education Enhancement Fund (CTE EF).

### **San Diego Unified Port District**

The Port offers an Intern Program which allows college students the opportunity to work in their area of study while providing the District with a flexible resource. Also offered is the Summer Student Worker Program, which provides summer employment opportunities for high school students allowing them to learn and develop transferable on-the-job skills through career readiness workshops.

### **Whatever it Takes (WIT)**

WIT focuses on equipping high school teens with the tools needed to be social entrepreneurs and leaders. Through a 32-week program, teens from different high schools come together to design and launch, manage and measure a social enterprise. Upon successful completion of the program, teens earn six units of UCSD credit. Based in San Diego, WIT also has locations in St. Louis, Austin and soon-to-be NYC.

### **Workshops for Warriors**

The mission of Workshops for Warriors school is to provide quality training, educational programs, and opportunities to earn third-party, nationally-recognized credentials, and gain apprenticeships to enable veterans, transitioning service members, and other students to be successfully trained and placed in their chosen Advanced Manufacturing career field.

Many thanks to our generous sponsors for their support!



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