

# OREGONIZER

Volume 27 Summer 2005



International Association of Workforce Professionals



Communicating  
&  
Celebrating  
the  
Membership  
of the  
Oregon Chapter  
of IAWP

## *President's Message by Nancy Imber*

*Hello to all IAWP Members,*

*I am very excited to officially take office as your Oregon Chapter President on July 1<sup>st</sup>. My theme for this coming year is Building Unity and Leadership Among Professionals. I look forward to building relationships with our partners, management and co-workers.*

I wanted to share a few brief bits on the International Conference in Albuquerque, New Mexico. The Oregon chapter won awards for Professional Practices, Communications Activities and Membership Retention; and the Bronze Key award (given for 10 new member recruitments) went to **Craig Keyston, Barbee Williams** and **Tina Swogger**. Those three also garnered the

President's Honor Roll Award, and Tina won both a Silver Key award (25 new member recruitments) and a Platinum award (recruiting the most new members throughout the organization). Craig and Tina were appointed to executive committees, Craig as Vice-Chair for membership and Tina to the Marketing Committee and as second Vice-Chair for membership.

We had excellent keynote speaker Scott Ginsberg, Hello my name is Scott. Scott talked about his life story of why he wears a name tag "Hello my name is Scott" and introducing yourself asking questions like what you do on your job rather than just saying how are you. Scott was funny and very intuitive and his quote "the building and maintaining of mutually valuable relationships." Scott also gave a workshop called "The Habits of Highly Horrible Networkers." This workshop provided information on **bad networking habits** and the importance of having a really good business card. (See more on pages 6&7)

I'm looking forward to the 93<sup>rd</sup> International Conference in Louisville, Kentucky and hope to see lots of us there. Keep an eye on the Oregonizer and website for scholarship and delegate applications.

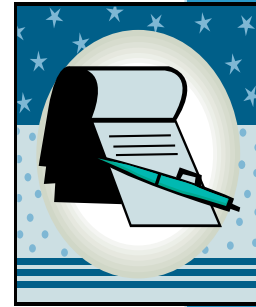


Tina Swogger accepting the Platinum Award at the International Conference

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Summer 2005

## **Member Updates**



Thank you I.A.W.P.!!!

Well, after 30 years I've made it to that point in life where I can say "I'm retired"!!! And as you can imagine, after 30 years (at the same agency, no less!), I have many great memories.

As I reflect back, I think of the two most important career decisions I ever made. The first was to accept the job offer from the Employment Department. That was an easy one. I had received two offers, and the Employment Department paid \$10 a month more than the other! Wow, \$389 a month, I'll take it. For all of you under 35, and thinking "that barely covers my car payment" remember, this was 1975.

The second decision was to join I.A.P.E.S. Again, a no-brainer. My boss was the one asking me why I hadn't joined. I told him I didn't know what I.A.P.E.S. was about. So he explained to me the benefits of being a member and told me he thought it'd be good for my career. So I joined in 1983. And today, I am so grateful that I did.

I think of all the people I would not have gotten to know if I had not joined and it makes me so grateful to this organization. I have life-long friends, because of I.A.P.E.S. I have many wonderful experiences and stories to remember, because of I.A.P.E.S. I still hate to speak in public (no jokes) but I'm more comfortable with it, because of I.A.P.E.S. I've attended some excellent conferences, because of I.A.P.E.S. I know more about the issues in other parts of the agency, because of I.A.P.E.S. I know more about what's happening in other state Employment agencies, because of I.A.P.E.S. I've been recognized for different activities and accomplishments, because of I.A.P.E.S. And I had a fun-filled, exciting career, because of I.A.P.E.S.

I will never be able to repay all I owe I.A.P.E.S. It has been a most rewarding experience for me. Thanks to all of you who have contributed to the journey!

Sincerely believing in I.A.W.P.,

Jayne Martin

***Do you have an announcement or event that you would like to share with the rest of the membership? Email it the editor (Danell.L.Butler@state.or.us)***

# ***My Trip to the International Conference***

## ***by Stephanie McKown***

*I had a very busy and informative week while I was in Albuquerque, New Mexico. I started off my stay by taking in a few of the local sites accompanied by the District 14 Director's wife and the delegates from Poland Ewa Jurkowska and Ukraine Ihor Tsvilyniuk. We were fortunate to come across a local fiesta and were able to see some native dancing by the local children. We also got to see the local princess and her court preparing to ride in a parade. We finished this day by attending the Early Bird Reception which was a great way to reintroduce yourself to old acquaintances and meet new ones. As always there seems to be a lot of traditional pin trading the first night.*

*Monday morning started bright and early with the opening ceremonies. It is always a treat to watch all the different flags the representatives carried in. The American flag was presented by the New Mexico state police. Who really looked sharp in their dress uniforms and very impressive. Opening ceremonies also included a Native American display of music plus child dancers from the local head start school.*

*The keynote speaker was Scott Ginsberg. His topic was how to increase approachability and reveal the enriching value of encounters, connections, conversations, and even how saying "Hello" can change your life. Next we were presented with a panel of speakers on Workforce Development in the Native American Communities.*

*Tuesday was spent in a variety of different workshops. I attended The Habits of Highly Horrible Networkers. In which I learned there are 7 habits, 1 - Attitude, 2 - Dig your well when you are thirsty (its better to dig before you need to), 3- Dealing the Deck, 4- preparation (or lack thereof), 5- Sit with the Wrong Company (Take time to sit with strangers, you never know what or who you will meet), 6- Small Talk is for Suckers and 7- Limitations.*

*We also visited the importance of noticeable business cards. Did you know that having a different color background or a picture on your business card would make it stand out?*

*Forensic Science & the Crime Lab: CSI It's Not was the next workshop I attended. We were treated to an overview of New Mexico's State Forensic laboratory capabilities. It was an informative and interesting workshop (even though CSI has more drama!).*

*Next I attended the Unemployment Insurance Panel workshop. In New Mexico the unemployment rate is 6% with a base rate of \$17,200.00. They have implemented a system to transfer history and give new employers the same rate they held elsewhere. They only have approximately 4000 large employers which can use Magnetic media to file. Other employers only have the option to file by paper. The processing of these paper reports is contracted out for keying into their system.*

*That evening we were taken in buses over to the Los Amigos Roundup Ranch. We were fed hickory grilled chicken and steak that had been barbequed on huge open grills. There was a live band that played Tex-Mex while we ate and then the rest of the entertainment started. There were traditional Spanish dancers. One of the dances they did included candles on top of the women's head (none of which were spilled!) The men did a dance that included real machetes. Most of this group has been doing these dances since they were toddlers. Then we had the pleasure of watching Aztec Fire Dancers. They were decked out to include full head dressing. One of them had a headpiece that had to weigh a ton it was so large. For one of the dances they pulled a lot of the audience in to dance with them (yes I danced).*

*Wednesday morning started with a panel discussion on Central American and Mexican Migration into America. They discussed the impact on Workforce Development programs and policies due to legal and illegal migration into the US.*

*Up next was a panel of the International Delegates. They shared the impacts of migration in and out of there respective countries.*

*Next on my schedule was a workshop on "Good Ethics in the Workplace Equals Career Survival". This class was presented by Captain Greg Toya of the New Mexico State Police. One point to ponder is "The foundation of a highly respected organization. 1. Strong value systems are shared. 2. High ethical standards are embraced. and 3. Integrity and professionalism abounds. Ethics are standards or rules of conduct by which we live. The six pillars of Character are: 1. Trustworthiness, 2. Respect, 3. Responsibility, 4. Justice and Fairness, 5. Caring, and 6. Civic Virture and Citizenship.*

*Thursday started with a Workforce Partners Panel – USDOL, NASWA, NAWDP and IAWP. They went over common goals, differences and the benefits of becoming partners. Next we had a legislative update by Lee Foley, III the legislative liaison for IAWP. Following Lee was another keynote speaker, Scott Friedman. He is a humorous speaker who will open your mind to new ideas. He challenges people to take control of their lives and to develop a sense of humor to create more value in your career.*

*The afternoon was devoted to the business meeting and closing ceremonies which included a power point presentation of pictures that had been captured during the conference. The final event was the Banquet and Ball that evening. This conference was very enjoyable and packed full of informative information*

## **International Update - Stephanie McKown, International Development Chair**

Information presented during the International Panel discussion at the 92<sup>nd</sup> IAWP International Educational Conference by the delegates from our international chapters.

Jan Pugsley is a Retired Federal Public Servant representing Canada. The unemployment rate is 6.8%. One of the largest issues Canada has is the aging population in which 19% or 2.9 million workers are within retirement age which is 61. They have a low birth rate which results in workers not being replaced. There is a longer life expectancy for women from 77.2 to 82.1 years. In the year 2021 one in three workers will be 55 or older. Immigrants are not considered a drain on community resources due to the need of people able to work and fill vacancies.

Motohisa Anai is the District 17 Director representing Japan. They also have issues with an aging society with a decreasing population. They are working to open doors for foreigners to work in their country. At this time the amount of foreign workers is small but increasing. In 2002 there were about 760,000 foreign workers. Of which 30.6% were spousal, 10.9% were international students with part time jobs and 6.1% were there for training. The benefits of foreign workers are they fill labor shortages and changes in business practices. The problems encountered are cultural conflict and education concerns for children. Japan is looking at changing policy to lengthen the period of stay for foreign workers from 3 to 5 years. Make permanent residency status available for workers with special skills. Opening doors to workers with low level skills and employing a wider range of programs from education to social welfare geared towards foreign people.

Nils Freivalds is the Past President for the Latvia Chapter. In Latvia there is an 8.4% unemployment rate. The population is 2.3 million with the majority speaking Latvian or Russian. They are faced with a high competitiveness in the labor market with other countries that provide better pay. They have recently joined the European Labor Market with other European countries to regulate pay scales, taxes and implement policies. This partnership will improve social security and help develop a solid infrastructure. The partnership urged the government to develop policies. As a result it lowered income tax from 25% to 15% and the trade unions demanded adoption of laws to define minimum pay scales. A result is the returning workforce has improved skills and languages.

Gabriela Lopez Tello is the Vice President for the Calafia Chapter in Mexico. Mexico feels that the issues they are faced with are how to get a better job, education and personal security. They also feel they are a world faced with difficult decisions. The movement began back in the XIX century when a part of the Mexican territory passed to the United States for political reasons. They have since been faced with insecurity, exploitation, changes in lifestyle and infant jobs. Most of the immigrants into Mexico are visitors. Mexico is currently working with the United States to develop working programs as well as ways to protect the national security of the United States but still promote the economical and social security of Mexico.

Ewa Jurkowska is the representative for Poland. Poland has the highest unemployment rate at 18.9% of the European countries. Over one million Poles go abroad looking for work. Immigrants only make up 0.1% of the Polish population. Of which ten thousand are legal immigrants with many more that are illegal. Of the emigrants leaving Poland 70% migrate to Germany. In 2004 Poland also joined the European Labor Market.

Chung-Cheng Lee is the District 18 Director and President of the IAWP Taiwan Chapter. Taiwan is also faced with an aging population and relies on immigrants to fill the need for workers. Foreign workers have generated stable manpower to the Taiwan industry. The Council of Labor Affairs has approved three hundred thousand foreign workers to work in Taiwan. The largest percent of foreign workers work in manufacturing at 25.7%, followed by textiles at 14.8% with electrical machinery and electronics following in third with 13.1%. Introduction of foreign workers is still the way to solve the lack of Taiwan basic labor for the short term. The assistance that foreign workers provide to the basic labor and their contribution to Taiwan's economy and society are highly thought of.

Ihor Tsvilynyu is the President for the Ukraine/Lviv Chapter. Problems that the Ukraine face are the living conditions and wages. These are the biggest reasons for emigration. They also find that the older generation are staying in there homeland while the younger generation are leaving to looking for better wages in other countries.

If you have other questions or would like to contact any of the individuals above please let me know and I can provide you with their contact information.

## **“FINE” DOESN’T MEAN GOOD**

By Judy Johnson (WA)

IAWP International Keynote Speaker Scott Ginsberg encourages friendship and openness by wearing a nametag 24/7. After 1,688 days with his name on his shirt, he is convinced that a nametag is a symbol of the type of communication we should all strive for—being approachable.

Scott told us that there are “BIG FIVE” personality types or ways of responding to his nametag. Inquirers make up about 35% of the response, and they want to learn more about why he wears it. His answer is always: “to be friendlier and more approachable”. About 30% are Players, who want to relate to him; like the bike rider he saw while running along the Rio Grande, who greeted him with, “How you doin’ Scott?”, but was down the trail before an answer could be spoken. One out of five are Jokers, having fun with Scott but all of ‘em make the same jokes. That leaves Customers (10%) and Heroes (5%). All in all, a nametag helps us relate to each another when we know each other’s name. It creates a way for an encounter that wouldn’t exist otherwise.

He also asked us to come up with a new way of describing ourselves when we are asked, “How Are You?” We give that pat response, “Fine”, when what we are really saying is Feelings I’m Not Expressing. Instead, say something different and refreshing that really describes how you are, like: “Everything Is Beautiful” or “Fantastic”. Ask fun, open questions to move your relationship from “How Are You?” to “Who Are You?” It will wake up your relationships.

Finally, Ginsberg used the front porch as a paradigm of the tool we need to communicate. He suggests that a smile and a nametag create a symbol of hospitality and friendship. It creates comfort, just like that front porch where neighbors greet one another. There are three pillars to that front porch: 1. We learn the most from each other; 2. Each step of reaching out reciprocates; and 3. You just never know. Communication today could be advancement or achievement tomorrow.

As the squirrel said: “THANKS FOR THE NUT, SCOTT!”

## **THE HABITS OF HIGHLY HORRIBLE NETWORKERS**

**Presenter: Scott Ginsberg**

**by Suzanne Guibert**

Scott Ginsberg (who prefers to be known as Scott), the keynote speaker on the opening day of the conference, continued his theme of the importance of NETWORKING in his workshop on the Habits of Highly Horrible Networkers. Scott began by defining networking as “the building and maintaining of mutually valuable relationships.”

Networking began with Ben Franklin when he organized meetings with his colleagues for every Friday to help build business opportunities in Philadelphia. The “modern” networking that is a part of everyday business and life began about 45 years ago. Since that time, there have been many books written about the subject and Scott has done extensive research in the area. However, much of the written material concerns “how to network” and very little information has been presented on what “not to do.” The purpose of Scott’s workshop was to provide information on bad networking habits and the importance of having a really good business card.

### **The 7 Habits of Highly Horrible Networkers are:**

**1. Habit #1 Attitude.** If you begin your networking encounter with “I,” you probably are falling victim to the idea that the meeting is about you and that is horrible habit #1. In networking, you must give first and it can’t be about “I.”

**2. Habit #2 Dig Your Well WHEN You’re Thirsty.** If you wait until you are thirsty to begin your networking, it is too late. You need to begin networking when things are going well – before you’re thirsty – to be successful. You need to prepare for possibilities.

**3. Habit #3 Dealin’ the Deck.** Business cards are the most valuable tool available and play a very critical role in effective networking. Having good habits in regard to their use is very important. There is such a thing as business card etiquette. A “horrible networker” will accept a business card from someone and just put in his pocket and not look at it or simply throw a deck of his own cards onto a table. Good networking requires reading the card carefully, touching it with respect and commenting on the card. Business cards need to be treated with care and respect.

**4. Habit #4 Preparation (or lack thereof).** If you don’t have a business card, you are not prepared and fall victim to this bad habit. Networking is an “on demand” process that always requires the use of business cards. A good habit to develop is to carry blank business cards have a place for name, company and email address. These cards can be given to people who you are networking with, that do not have their own cards.

**5. Habit #5 Sit With the Wrong Company.** A major bad habit that people fall into is sitting with colleagues from the same organization or with their friends. To maximize your presence (networking) at any meeting, sit with people you do not know and meet as many new people as possible.

**6. Habit #6 Small Talk is for Suckers.** Spending time talking about how you are, the weather, etc. is wasting an opportunity. Move from “how are you” to “who are you?” Maximize your opportunity by making yourself open and approachable and asking meaningful questions.

**7. Habit #7 Limitation.** Networking is never limited by a schedule, a workday or meeting times. Do not limit yourself to an industry. Talk with everyone! There is no specific time and place for network – NETWORKING IS ANYTIME Scott spent significant time during the workshop analyzing business cards of those attending the workshop. Creative ways to produce more effective business cards are:

- Use color and increase the amount of color used on the background;
- Use the back of the card to list resources, tips or services;
- Put motivation quotes on the card to make it look different;
- Consider having the printer put holes or markings on cards to make them look different;
- If you speak more than one language, consider having the card printed in a second language (possibly on the reverse side);
- Add credibility to the card such as “million dollar club” (if salesman).

Scott concluded by reminding the group that **NETWORKING IS FOR ANY TIME AND ANY PLACE AND EVERYTHING MATTERS.**

## ***BROPHY SELECTED FOR INTERNATIONAL WORKGROUP***

Incoming International President Thelma Hill has selected Dennis Brophy to serve on the IAWP Strategic Planning Workgroup. This workgroup has been charged with the task of developing a Three Year Strategic Plan for the Association.

Other members selected are Linda Barnes (current International VP-Kentucky), Chuck Zirkle (candidate for International VP-South Carolina), Catherine Leapheart (International Secretary Treasurer-Missouri), Vetletta Moeller (California), Thomas S. Whitaker (North Carolina), Ann Loadholtz-Price (Florida), Troy McMillan (Illinois Chapter President), Harry P. McKeown (New York), George Barthalow (International President-representing Workforce Development Partners-Florida), and Mary Riddell (International Staff-Kentucky).

The Strategic Plan, once completed, is to be presented to the International Board of Directors for their approval at the Spring 2006 meeting. Dennis is honored by his selection and is looking forward to the challenges ahead. If anyone has suggestions for the future of IAWP and how the association might increase membership participation by our workforce partners, please send your ideas to Dennis.

### ***District XIV Institute***

By Kathy Bilanko  
District XIV Director

### **Mark your calendar, make reservations, and plan for an educational, entertaining, and networking opportunity in Wenatchee September 29 – October 1, 2005!**

This will be the District XIV annual Institute. Our District is comprised of Montana, Oregon, Idaho, Alaska and Washington. Members from each of the states will be attending the district institute. This is a great time to renew friendships and meet new friends. Thursday (29<sup>th</sup>) there will be an Early Bird evening function hosted by WorkSource Wenatchee. The educational Institute will be on Friday and Business/Membership Meeting Saturday October 1. I do urge all members to attend the membership meeting on Saturday morning.

For the institute we will have a *State of the States* panel. Invitations to participate on the panel have been extended to Deborah Lincoln Oregon Director; Karen Lee Washington Commissioner; Ingrid Childless Montana Administrator Workforce Services Division; Mark Whitworth Idaho UI Administrator; Linda Barnes IAWP President-Elect (Linda may speak on either her state of Kentucky or IAWP).

Besides the panel, Dr. Dan Strakal will conduct a workshop on *Change and Transition*. Dan has given this workshop for several governmental agencies and has worked extensively in the education field. He plans a very interactive workshop.

Make your reservations at the Red Lion Hotel:

**Red Lion Hotel, Wenatchee**  
**Phone: 509-663-0711**

A block of rooms have been reserved under IAWP  
Rooms reserved only until August 30<sup>th</sup>

Registration form will be out very very soon.





Check out the new look of  
the IAWP Oregon Chapter  
Website!

<http://oriawp.emp.state.or.us/>

**THE OREGONIZER IS BROUGHT TO YOU BY:**

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**What's in it for me?**

**IAWP helps you meet the needs of your customers.**

- **Members Know:** IAWP has been *the* professional association for workforce professionals since 1913. Workforce professionals say that IAWP helped advance their careers.
- **Education and Training:** Local training from districts and chapters, the Annual International Conference, the Professional Development Program, scholarships and grants.
- **Legislative Advocacy and Awareness:** With the help of a Washington D.C. liaison, IAWP keeps members informed of legislation affecting the workforce profession.
- **Useful Information for Workforce Professionals:** *Workforce Professional* is focused on providing readers with practical information they can use in everyday work life. Members receive the newsletter six times per year. IAWPonline.org is streamlined, easy to use, and full of useful content. Check out [legislative updates](#), [scholarship applications](#), [IAWP publications](#), and more. Members may access even more information in the “members only” section of the International Web site.
- **Networking:** Interact with members from around the country and [around the world](#).
- **Inexpensive:** Chapter dues are less than \$70.00/year and can be agency paid. Talk to an IAWP member to find out how.
- **Bonus time:** Discounts and other extra advantages of membership.