

**THE FLORIDA WORKFORCE SYSTEM'S 2007 REGIONAL FORUMS**

Florida's workforce system has been charged with convening regional conversations about talent, careers, business partnerships, and opportunities for improvement in workforce processes. In order to access the opinions and ideas in Florida's diverse regional markets, Workforce Florida, in partnership with the Agency for Workforce Innovation (AWI) and the Florida Workforce Development Association, launched regional conversations in six markets: Fort Lauderdale, Jacksonville, Orlando, Tallahassee, Destin, and Sarasota. In order to draw on the perceptions and knowledge of private and public sector leaders and stakeholders, Workforce Florida asked Fairfield Index, Inc., a company focused on helping markets and businesses become more competitive, to: frame regional agendas; draw on the experience and skills in every Forum; utilize electronic polling to focus conversations; and provide third-party Forum Session Notes.

**CALLS FOR PARTICIPATION IN FORUMS**

In its "call for Forum participation," Workforce Florida recognized these key areas for discussion:

- To compete, Florida must cultivate and sustain our reputation for great talent and great talent delivery systems.
- The global economy is changing and Floridians of all ages are seeking to tap into great careers, great income and lifelong learning.
- Businesses demand the best in workforce partnerships, responsiveness and long-term relationships.
- Partner organizations and citizens want an update on innovation in Florida's workforce delivery system.

**EXECUTIVE SUMMARY**

Over 500 Forum participants, with the help of jump-starter panelists (see panel lineups by site in Index, pages 12 and 13), invested at least three hours per regional site to discuss: the history and legacy of Workforce Florida and the workforce delivery system; changing markets; engagement of private sector leaders and gathering vital business intelligence; and opportunities for the future. Across Florida, Forum participants were attentive, engaged, and open to utilization of the electronic polling tool. (Hand-held devices with the ability to answer confidentially were available at all Forums.) Forum participants were routinely asked to clarify or ask questions as well as to edit, challenge, or supplement comments from panelists. In all Forums, lead-off discussions about why the workforce system was revamped, through the Workforce Innovation Act of 2000, set the stage for a consensus on the historical and sustaining values of Workforce Florida. These values included:

- 1) Business-focused and business-informed** – Utilize the true market knowledge and capabilities of business partners. There was a need to eliminate the old model of an agency making decisions on behalf of the employer client.
- 2) Regional and local leadership, and controls** – Regional and local business partners know the market best, and Florida's regions vary as markets.
- 3) Accountability** – Connect workforce strategies to tangible outcomes, metrics, and the rigors of business.
- 4) Promoting Innovation and flexibility**
- 5) Passionate and informed leadership** – The workforce system overhaul was successful because leaders were engaged, set expectations, and remained faithful to the complex process of change.

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There is a clear expectation that these values be preserved and re-enforced during the next decade. In short, the public-private partnership called Workforce Florida is sound.

Having expressed general support for Workforce Florida and the strengths of the public-private movement, at both the state and local board levels, Forum participants in all regions focused on a number of overarching and repeated interests. These interests were primarily in areas of incremental or continuous improvement; and systemic change in how agencies, not-for-profits, and other critical partners collaborate. They include:

- **Buy-in for Public-Private Approach** – The public-private approach to workforce delivery systems is sound. Continuous process and service improvement, the standard expressed in all Forums for serving Florida and its regions, will be a reality through expansion of business involvement. More business intelligence is required to understand careers of the future, technologies of the future, and emerging markets.
- **Protecting the Solid Historical Foundations of the Public-Private Approach** – The public-private approach, codified in the Workforce Innovation Act of 2000, was framed to ensure: the voice and market perspectives of business were a part of decisions about the right programs and services; accountability and measurement were attributes of the entire system; and the diversity of regional and local market qualities were understood and supported. These remain the foundations for continuous improvement, and the best way to facilitate collaboration among businesses, educators, economic developers, and workforce professionals.
- **New or Emerging Initiatives Matter** – Florida's movement into top-notch, industry certification and alignment with value jobs of the future through CHOICE Institutes is a priority. The extension of the traditional community college service areas into statewide markets as Banner Centers, focusing on specialty areas for industries of the future, will help Florida compete in the global economy. All sectors have a responsibility to ensure CHOICE Institutes and Banner Centers meet the aspirations of Florida's leaders, and have appropriate resources to succeed.
- **Alignment and Promotion of Careers of the Future with Education Partners** – The most important cross-jurisdictional partnership must be in PreK-12, beginning with: sharing intelligence regarding careers of the future; accessing mentors and their workplaces; strengthening guidance counselor talent and access to industries of the future; and helping teachers and administrators align curricula with business standards and meaningful business certifications.

- **Communications and Marketing** – Forum participants were concerned that businesses of all sizes and other stakeholders are not fully utilizing the strategic programs of Florida's workforce system, collectively known as the Employ Florida network. Given the complex niche activities required in Florida's hyper-diverse markets, fresh attention and resources are required to help individual, family, agency and not-for-profit partners and companies.
- **Utilizing Knowledge of Business Before Policymakers** – Fresh attention and new approaches to marketing are also required to update policymakers at the local, regional and state level. This includes encouraging an intensified voice of business, especially regarding programs and processes that promote innovation and careers of the future. Our best view of the future is provided by entrepreneurs, businesses, and centers of excellence with key market and labor intelligence.
- **Collaborative Leadership from Workforce Florida** – In most cases, more than half of Forum discussions pivoted on global issues or competitive challenges outside the mission of Workforce Florida. Despite the scale of challenges such as workforce housing, affordable living, health insurance, and new career and life expectations for people under 30, Forum participants consistently expressed confidence that Workforce Florida has a unique, essential and powerful voice in encouraging collaboration among all sectors to tackle these complex problems.
- **Talent, Education, and Business as Florida's Competitive Assets** – Using an electronic audience response system, Forum participants in every region were asked about Florida's top competitive assets. In every Forum, Florida's global location was the dominant response. When asked about what Florida's top competitive asset should be, participants broke to three, cross-cutting responses: talent, education systems, and businesses.
- **A Focus on Valuable Niches** – Ensure Workforce Florida and its partners are doing all they can to access, inform and deliver talent in value niches such as: rural Florida; ex-offenders; Hispanic communities; and any community, organization, or center for education and training that has limited access to resources, technology, and capital. The perspectives and aspirations of "under-30s" are vital to developing marketing and communications, helping companies attract and retain talent, and helping communities attract and retain talent.

## OPPORTUNITIES FOR INCREMENTAL AND CONTINUOUS IMPROVEMENT; AND OPPORTUNITIES FOR COLLABORATION

The following six collections of Forum notes represent opportunities that utilize or build on existing public-private strengths. They were drawn from independent Forum reports but generally represent the interests and priorities of all sessions. Notes are combined to capture additional detail and perspectives on the subject.

### 1. *Marketing and Communication – Are we reaching our targets?*

Florida's businesses are still not fully aware of the programs and products that provide access to and retention of talent. Workforce Florida should recommit to full awareness and full utilization by all stakeholders, and investigate new ways to reach different types of businesses. *(Source Forum – Orlando)*

Keep high-performance programs and products continuously "in view" of businesses. Workforce delivery processes may be complex, but they have proven to be especially high-value in Florida. Continuously orient volunteer board members at the state and local levels with the public-private movement, of which Workforce Florida is a part. *(Source Forum – Destin)*

### 2. *Tapping into Business Leadership and Industry Intelligence for Florida – Do all partners have all the private sector leadership and data required to make the right decisions and set the right targets?*

In order for Florida to become a state that is respected for value instead of low costs, Workforce Florida must be a leading voice for alignment of resources and programs around lifelong learning, skill sets of the future, and Florida's best industry targets. Workforce Florida, AWI, and Enterprise Florida, Inc., are key players; and Workforce Florida must help all partners access key business intelligence regarding talent. *(Source Forum – Jacksonville)*

Recognize the scale and complexities of the workforce delivery system requires dedicated and knowledgeable business partners and volunteers. Communicate agendas, identify milestones, and continuously encourage business engagement. In the past and over long periods of time, committed Floridians have invested time and resources in the public-private platform. Their legacy matters, as does the commitment of new leaders. *(Source Forum – Orlando)*

Ensure business partners are identified, engaged and used for measurement of effectiveness. Recognize that business partners not only help Workforce Florida and local workforce boards utilize sound business management and decision-making, but also can extend and market workforce resources to broader public and business groups. Continuously improve on the drawing of business and economic intelligence from partners. *(Source Forum – Fort Lauderdale)*

The only way to understand and prepare for jobs of the future is through robust engagements with businesses and their leaders. They need to be inspired to engage through the promise of great customer service and continued high performance in workforce delivery. There are levels of market intelligence in the private sector that still go untapped. There are business leaders who are still unaware of the strength of existing programs and the flexibility of the public-private system. *(Source Forum – Destin)*

**3. Collaborate and Promote Alignment for a Competitive Florida – Are leading agencies and partners working as closely together as possible, especially to anticipate and support careers of the future?**

As Workforce Florida commits to continuous improvement in the field of workforce delivery systems, recognize that Florida’s most pressing competitive challenges require collaboration and shared agendas among a large number of agencies, not-for-profits, and businesses. Better connections among all leadership groups and agencies are necessary to compete in a global economy. *(Source Forum – Fort Lauderdale)*

As Workforce Florida improves its state and regional access to business intelligence, seek out new benchmarks for success. Find ways to restate Florida’s talent position in the global economy. Be “number one” in alignment with industry certifications and other specifications for talent. Lead and collaborate by example. *(Source Forum – Sarasota)*

Support ideas and programs in K-12 that improve students’ access to wealth-creating careers in Florida. Do even more to provide educators with forecasts, skill sets, industry trends, talent clusters, and market intelligence. *(Source Forum – Jacksonville)*

With unique and lasting access to business intelligence, employers of all sectors, and market forecasts, Workforce Florida is in the best position to inform educators about careers of the future. *(Source Forum – Orlando)*

The most important cross-jurisdictional partnership must be in PreK-12, beginning with: sharing intelligence regarding careers of the future; strengthening guidance counselor talent and access to industries of the future; and helping teachers and administrators align curricula with business standards and meaningful business certifications. Workforce Florida must play a supportive role in school districts’ search to recruit, retain and globally develop great teachers. *(Source Forum – Destin)*

The most important cross-jurisdictional partnership must be in PreK-12, beginning with: sharing intelligence regarding careers of the future; accessing mentors and their workplaces; strengthening guidance counselor talent and access to industries of the future; and helping teachers and administrators align curricula with business standards and meaningful business certifications. *(Source Forum – Fort Lauderdale)*

**4. Support and Promote CHOICE Institutes and Banner Centers – Are public and private sector resources in place to take these important projects to the highest possible levels of performance?**

CHOICE Institutes and Banner Centers provide some of the best opportunities to link industry needs with curricula. In combination, they: respond to Florida’s businesses in the near term; encourage communication about trends, threats and growth in the long-term; and help economic developers, workforce professionals, and educators focus on the delivery of qualified talent. Remind public and private sectors that both efforts require significant and sustaining resources in their early stages. School districts, community colleges and other higher education partners are being asked to innovate, but they need to take risks with confidence that both sectors are in full support. *(Source Forum – Sarasota)*

CHOICE Institutes are aligned with business’ desire for technical skills certification. *(Source Forum – Jacksonville)*

**5. The Perspectives and Guidance of Business Matters in the Policy Community – Do policymakers have access to business perspectives and trends on Florida’s talent in a global economy?**



Forum participants from the legislature, business advocacy organizations, and businesses, indicated that business counsel is not currently or effectively utilized before policymakers and regulators on workforce issues. “The door is open” and the interest is strong among their leaders in learning how Florida’s shared assets, agencies, infrastructure, and businesses should work together in development and improvement of Florida’s talent. *(Source Forum – Fort Lauderdale)*

Business counsel, perspectives and measures of success are not currently or effectively utilized before policymakers on workforce issues. Explore ways to orient business leaders to the most pressing challenges, opportunities for improvement in systems and resources, and ways to support alignment among economic development, educational, and workforce development organizations. *(Source Forum – Jacksonville)*

**6. Great Opportunities Exist in Value “Niches” to Develop and Tap into Talent – What opportunities are ahead to customize programs focused on developing talent within value niches?**



Ensure that Workforce Florida is doing all it can in key “niches” such as the disabled. *(Source Forum – Jacksonville)*

The Workforce Florida movement is generally viewed as a success by practitioners and other North American markets, so future opportunities for measurable improvement in client services require new intelligence and strategic focus in key niches like seniors and retirees, young talent, Hispanic talent, and the disabled. *(Source Forum – Fort Lauderdale)*

Ensure Workforce Florida and its partners are doing all they can to access, inform and deliver talent in value niches such as: rural Florida; ex-offenders; Hispanic communities; and any community, organization, or center for education and training that has limited access to resources, technology, and capital. The perspectives and aspirations of “under-30s” are vital to developing marketing communications, helping companies attract and retain talent, and helping communities attract and retain talent. *(Source Forum – Tallahassee)*

The aspirations and perspectives of youth are not necessarily the same as architects and managers of today’s workforce delivery system. Forum participants are mindful of the fact that new approaches to engaging “under-30s” are vital to winning the competition for talent. *(Source Forum – Sarasota)*

The timing is right and the need exists to refocus attention on the unique opportunities and needs of rural Florida because of: the collaboration and target industry information emerging from the Rural Areas of Critical Economic Concern (RACEC) initiative; the need for entrepreneurial ideas in all parts of the state; the build-out of a number of urban markets; and the gaps in transportation and other infrastructure in many rural markets. *(Source Forum – Sarasota)*

## ISSUES AND ACTIONS

Because of the remarkable overlaps and virtual duplication of many priority opportunities among all regional Forums, the following ISSUES and ACTIONS may be viewed with a high level of confidence.

Issues and Actions are combined in some cases to capture additional detail and perspectives on the subject.

*(Source Forum – Destin)*

**ISSUE – Are we tapping the knowledge base of all existing and potential private sector partners?**

**ACTION – Build an even better network of business partners to identify and utilize market intelligence about changing business practices, global competition, and careers of the future.**

**ISSUE – Talent is a vital competitive factor for Florida in the global economy.**

**ACTION – Collaborate with all key partners and agencies to focus on Florida's industry strengths, places where talent is or should be migrating, measures of global competitiveness, and seamless and informed partnerships among all partners involved in workforce delivery.**

*(Source Forum – Sarasota)*

**ISSUE – Businesses still do not have knowledge of or fully utilize workforce products and services.**

**ACTION – Focus marketing resources to reach every sector and every niche. Ensure the private sector has full knowledge of programs and products and measure business usage and penetration.**

*(Source Forum – Sarasota)*

**ISSUE – The voice of business is welcome among policymakers, regulators, and community leaders, but underutilized in the critical subject area of workforce talent.**

**ACTION – Ensure business is the briefing, knowledge, and research agent for change.**

*(Source Forum – Fort Lauderdale)*

**ISSUE – K-12 and the workforce delivery system are not as close as they should be.**

**ACTION – Seek a seamless relationship between the business demand-side (current and far into the future) and K-12. Evaluate how to better collaborate with K-12 in the utilization of great demand-side data, forecasts and trends. Find new ways to communicate career opportunities upstream into public education. Join with educators in celebrating alignment with certifications and job specifications that jump-start careers. Work with AWI to provide data and market intelligence that support restructuring or elimination of curricula or standards that do not promote a talent-rich, ready-to-work community.**

*(Source Forum – Jacksonville)*

## ISSUES AND ACTIONS (Continued)

(Source Forum – Orlando)

**ISSUE – Florida’s demographics are changing.**

**ACTION –** Work with AWI, businesses, Centers of Excellence, Banner Centers and other Florida research and market intelligence providers to: access new talent markets; market and communicate in the cultural context of changing talent; and develop expertise in regional, cultural, lifestyle, and age niches.

**ISSUE –** The perspectives and aspirations of younger workers are different from that of Forum participants and leaders in the workforce delivery system.

**ACTION –** Make a commitment to access the perspectives and aspirations of youth. This will help shape program marketing, communications of success, and approaches to program delivery.

**ISSUE –** Accessing value niche markets requires innovation in the deployment of resources.

(Source Forum –  
Jacksonville)

**ACTION –** A wide range of value niche talent markets – including vast rural markets, juvenile justice programs, senior Floridians, and “under 30s” – require customized strategies. For each value niche, assess what infrastructure, distance, and information gaps need to be bridged or eliminated.

(Source Forum – Tallahassee)

(Source Forum – Tallahassee)

**ISSUE –** CHOICE Institutes and Banner Centers are complex, challenging, and in early stages.

**ACTION –** Work with Florida’s leaders to ensure: business intelligence on talent is fully utilized in setting policy; an ever-improving talent message is being promoted in key global markets; and all state-level partners are in agreement on critical talent benchmarks and milestones.

**ISSUE –** Will early stage CHOICE Institutes and Banner Centers grow to meet their economic promise?

**ACTION –** Work with all partners, policymakers, and key agencies to promote success, ensure appropriate private and public financial support, develop college-to-college governance strategies, and communicate milestone successes.

(Source Forum – Destin)

## REPRESENTATIVE POLLING/PARTICIPANT RESPONSE

### Public-Private Values

Utilization of a public-private model received high marks in all regional Forums. Electronic polling technology allowed participants to elaborate on the top values of a public-private enterprise. On a consolidated and consistent basis, Forum attendees identified the following items as the top values:

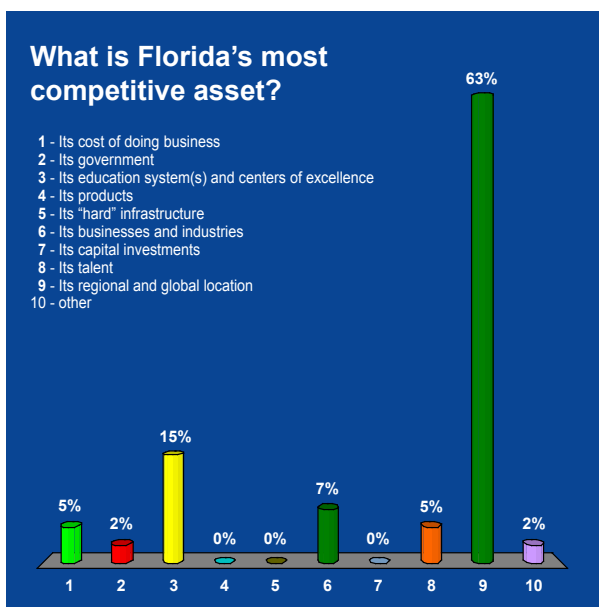
- Ability to reinvent itself with changing markets and situations
- Relevance of services to programs and needs
- Connection to private sector leaders and experts
- Marshalling resources for the common vision

The need for business engagement is so critical to the success of Florida's workforce delivery system that the Jacksonville Forum suggested the terminology be reformed to read "private-public" partnership.

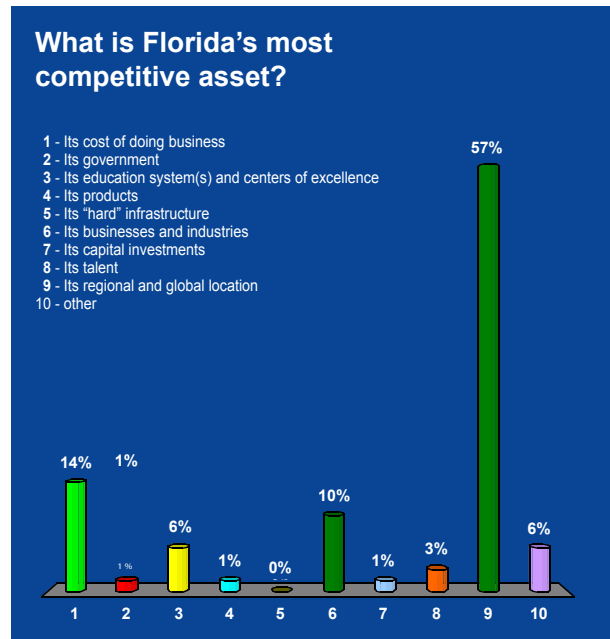
### Florida's Most Competitive Asset

Participants in the regional Forums were asked to identify Florida's most competitive asset. They always leaned heavily towards a single selection: **its regional and global location**. However, when asked to identify what SHOULD be the top asset in a global economy, participants made a radical break to three related selections: **its talent, its education systems and centers of excellence, and its businesses and industries**. In a sense, discussions in all Forums dealt with this break from today's assets to tomorrow's value of business intelligence, education and workforce delivery systems, and the need to develop a reputation for great talent.

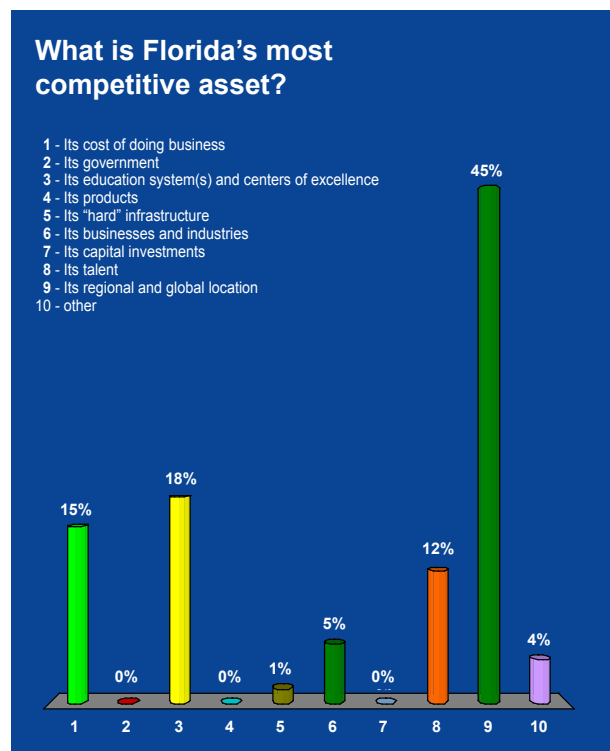
### Representative Results on Competitive Assets from Three Forums



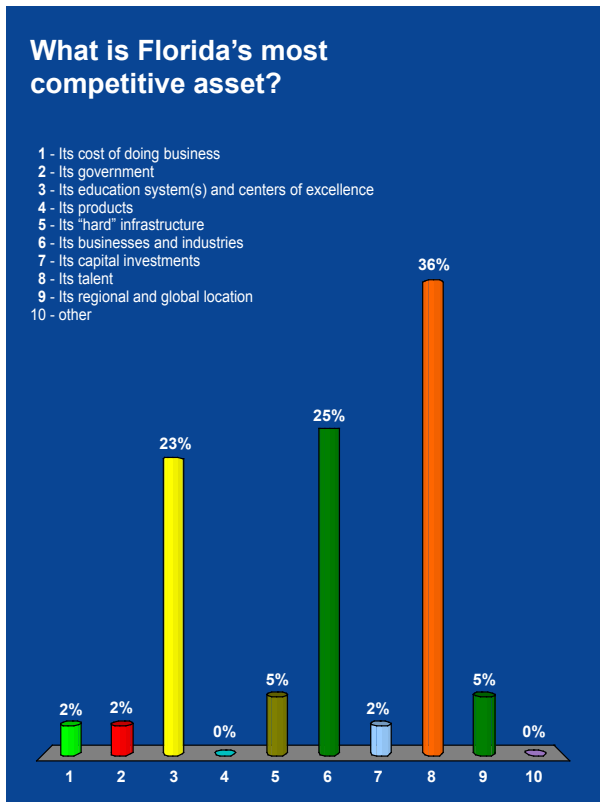
(Source Forum – Jacksonville)



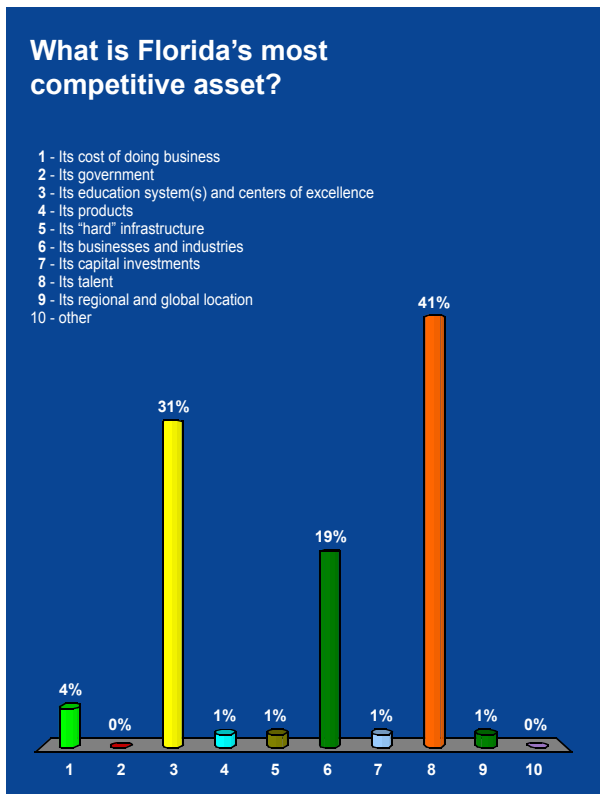
(Source Forum – Sarasota)



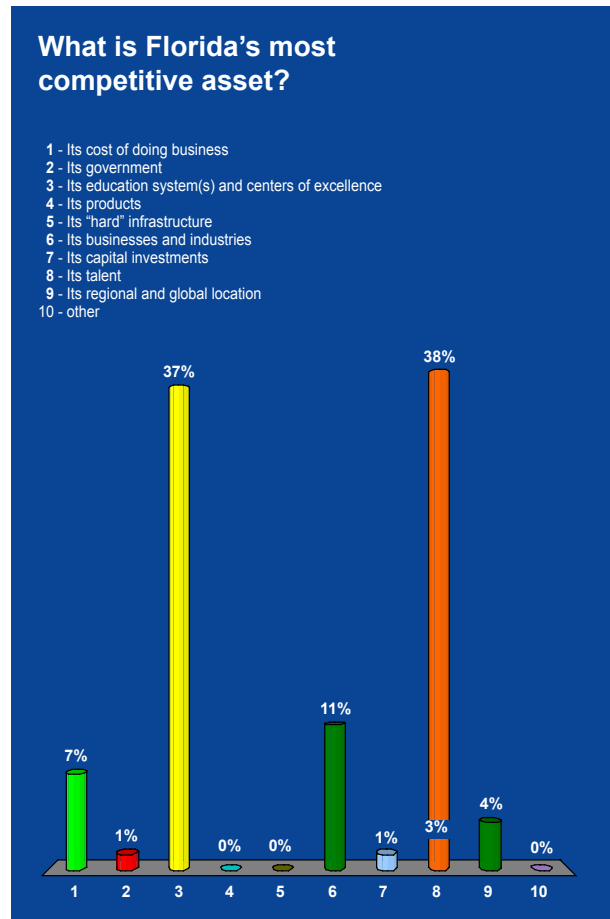
(Source Forum – Orlando)



(Source Forum – Jacksonville)



(Source Forum – Sarasota)



(Source Forum – Orlando)

### Knowledge of Florida's Workforce System

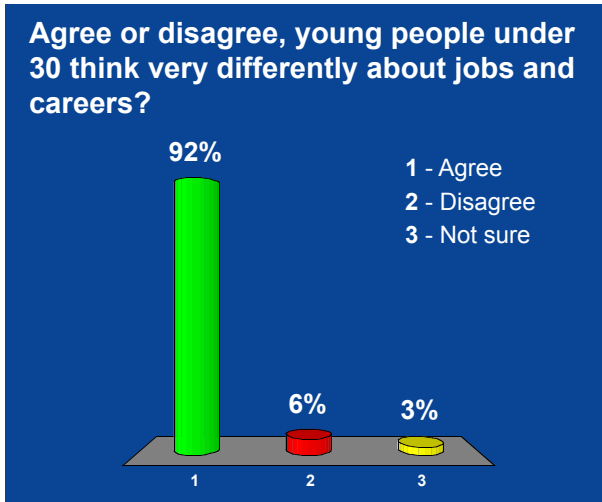
The regional Forums also provided opportunities for comparisons and education. As many as 30% of participants self ranked themselves as having little or almost no knowledge of Florida's workforce system, while the majority of participants had direct experience in human resources or workforce development professions.

### The "Under-30" Market

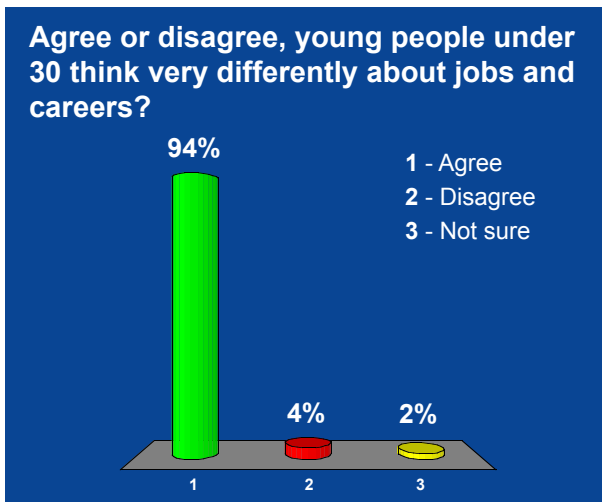
Without exception, over 90% of participants in all Forums indicated that "young people under-30 think very differently about jobs and careers." Through follow-up dialogue, participants discovered that there were many, unique assumptions and experiences that went into their answers. Repeated but divergent perspectives across Florida included: different aspirations regarding lifestyle and success; interest in finding great places to live, work and associate with peers; lessened loyalty to the employer; desire for immediate wealth or success; desire for an interesting workplace rather than traditional success; and a focus on accomplishing work on their own terms rather than on strict timetables

and in specific workplaces. Having confronted these perspectives, “under-30” was a factor in the priorities of: development of value “niche” markets, marketing and communications, and ensuring the voice of young Floridians is accessed.

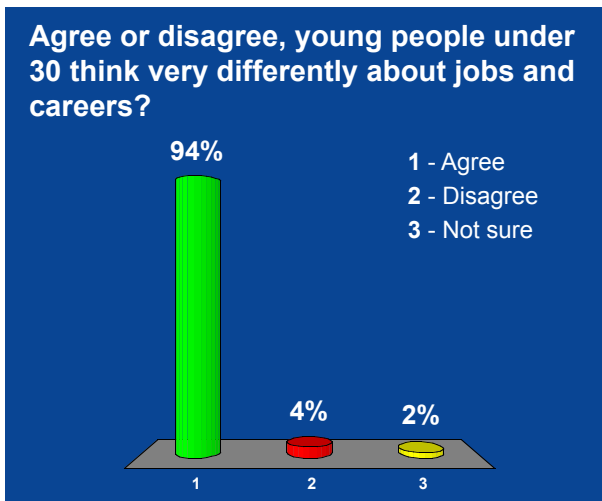
**Representative Results on “Under-30”**



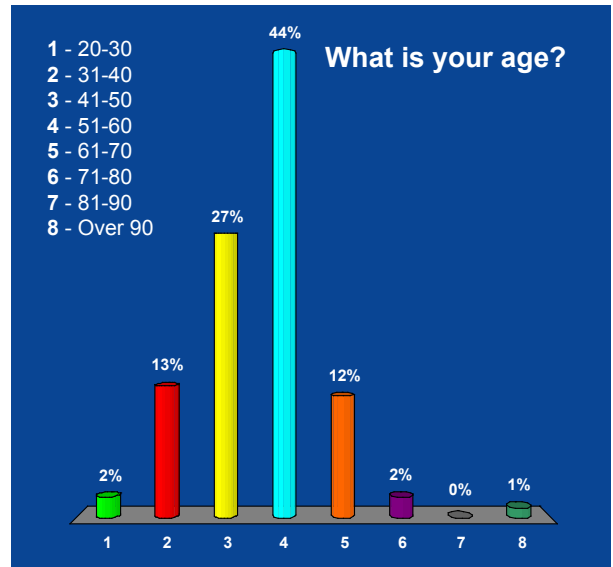
(Source Forum – Fort Lauderdale)



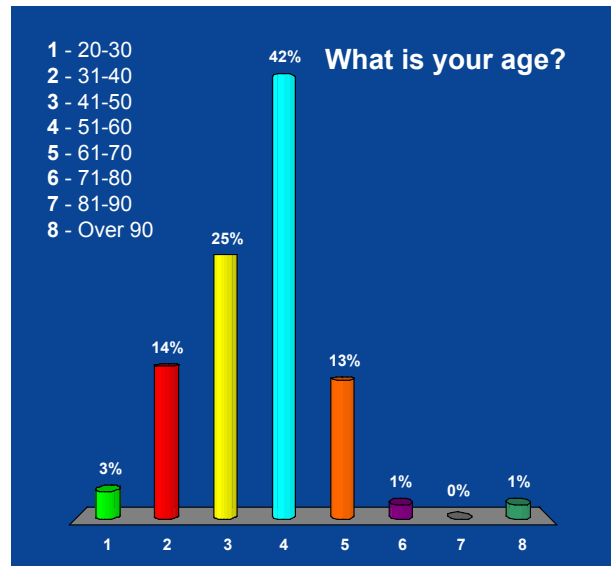
(Source Forum – Destin)



(Source Forum – Tallahassee)



(Source Forum – Fort Lauderdale)

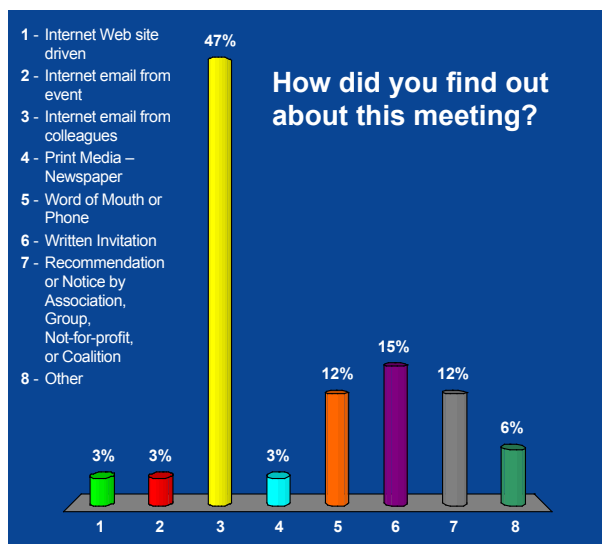


(Source Forum – Orlando)

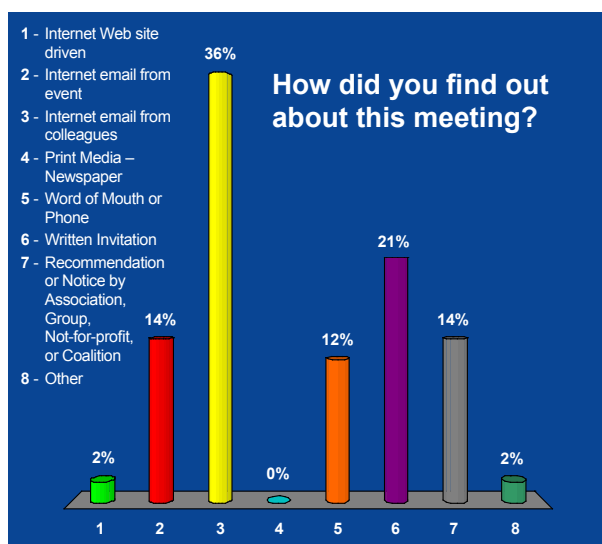
## Tips on Outreach and Communications

In examining how Forum participants found out about the sessions, it became clear there is an important secondary network of people who care about workforce delivery systems and great talent. The stand-out source of information was e-mail from colleagues. Recommendations (by associations, coalitions and not-for-profits) were generally equal as an information source with word-of-mouth and the written invitation. Looking to conversations of the future and information on initiatives and projects on workforce issues, participants presented a requirement for use of multiple communications channels. While they required a central website or portal, they also strongly endorsed general electronic media. To ensure communications reach, Forums of the future must include information on projects and processes, and the secondary channel of partner organizations and governments must be utilized.

### Representative Results on “Under-30”

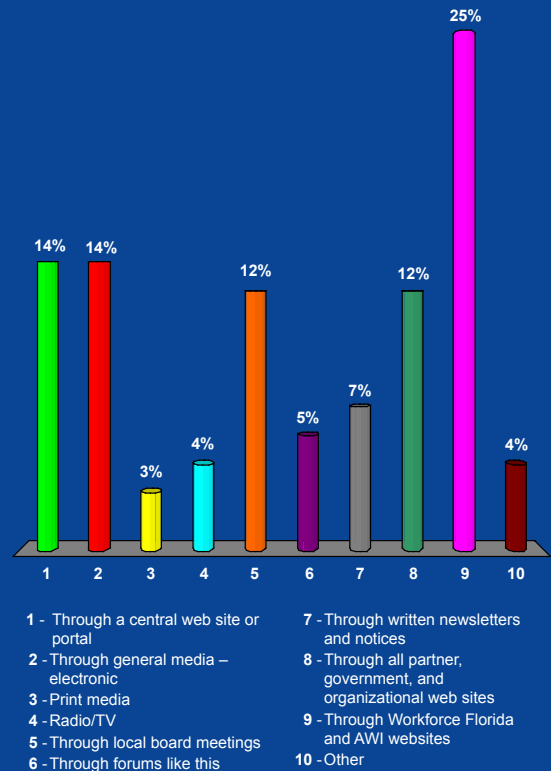


(Source Forum – Jacksonville)



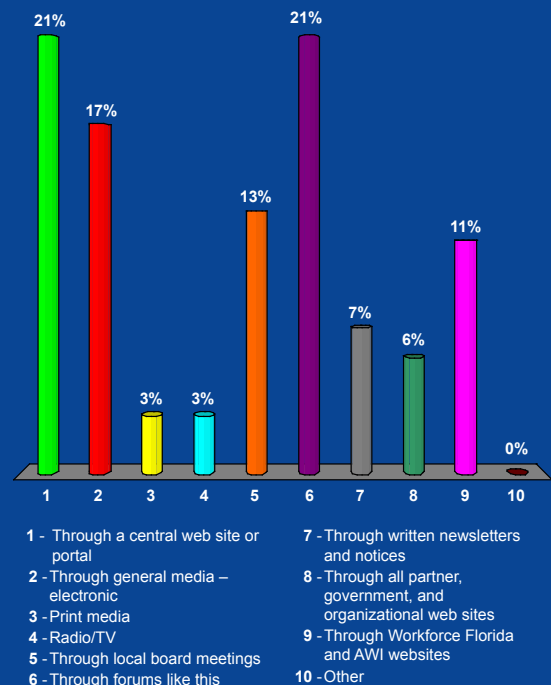
(Source Forum – Orlando)

## How would you like to be updated on Florida workforce system initiatives, projects, and process in the future?



(Source Forum – Fort Lauderdale)

## How would you like to be updated on Florida workforce system initiatives, projects, and process in the future?



(Source Forum – Destin)

**Session Notes Forum #1 – Fort Lauderdale****August 23, 2007 – Doubletree, GalleryOne****Conversation Jump-starters for Fort Lauderdale Forum****Part 1:** The History of the Public-Private Workforce Movement**James W. Apthorp** – A Founder of Workforce Florida, Inc.; and Director of the LeRoy Collins Institute**Part 2:** The Experts Discuss the Workforce Delivery System**Monesia Taylor Brown** – Director of the Agency for Workforce Innovation (AWI); and Workforce Florida, Inc. Board member**Bruce Ferguson, Jr.** – President of the Florida Workforce Development Association; and Chief Executive Officer for WorkSource**Belinda Keiser** – Vice Chair of Workforce Florida, Inc.; and Vice Chancellor of Community Relations and Student Achievement for Keiser University**Katherine E. Wilson** – Chair of Workforce Florida, Inc.; and Assistant Vice President - Load Engineering and Design Services for CSX Transportation**Session Notes Forum #2 – Jacksonville****August 30, 2007 – Jacksonville Regional Chamber of Commerce****Conversation Jump-starters for Jacksonville Forum****Part 1:** Workforce System Historical Overview**Robert O’Leary** – Consultant for Independent Colleges & Universities of Florida; and a former policy adviser to Gov. Lawton Chiles**Part 2:** Workforce Development Experts Panel**Bruce Ferguson, Jr.** – President of WorkSource; and President of the Florida Workforce Development Association**Barbara Griffin** – Assistant Director for the Agency for Workforce Innovation (AWI)**Katherine E. Wilson** – Chair of Workforce Florida, Inc.; and Assistant Vice President - Load Engineering and Design Services for CSX Transportation**Part 3:** Business and Economic Development Experts Panel**Thomas Cooley** – Executive Director of Enterprise Flagler  
**Lad Daniels** – WorkSource Chair; and President of the First Coast Manufacturers Association**Sally Patch** – Vice President of Existing Business/ Workforce Development for the Jacksonville Regional Chamber of Commerce**Session Notes Forum #3 – Orlando****September 5, 2007 – Orlando Airport Marriott****Conversation Jump-starters for Orlando Forum****Part 1:** Workforce System Historical Overview**Ray Gilley** – President of the Metro Orlando Economic Development Commission; and an inaugural Board member and past Chairman of Workforce Florida, Inc.**Part 2:** Workforce Development Experts Panel**Gary Earl** – President of Workforce Central Florida, Inc.  
**Belinda Keiser** – Vice Chair of Workforce Florida, Inc.; and Vice Chancellor of Community Relations and Student Achievement for Keiser University**Part 3:** Business and Economic Development Experts Panel**Randy Berridge** – President of the Florida High Tech Corridor Council**Al Latimer** – Vice President of External Affairs, Enterprise Florida, Inc.**William “Bill” McDermott, CECd** – Director of the Seminole County Economic Development Department**Part 4:** AWI Perspective**Monesia Taylor Brown** – Director of the Agency for Workforce Innovation (AWI); and Workforce Florida, Inc. Board member**Session Notes Forum #4 – Tallahassee****September 10, 2007 – Tallahassee Community College Capitol Center****Conversation Jump-starters for Tallahassee Forum****Part 1:** Workforce System Historical Overview**James W. Apthorp** – A Founder of Workforce Florida, Inc.; and Director of the LeRoy Collins Institute**Part 2:** AWI Perspective**Monesia Taylor Brown** – Director of the Agency for Workforce Innovation (AWI); and Workforce Florida, Inc. Board member**Part 3:** Workforce Development Experts Panel**Belinda Keiser** – Vice Chair of Workforce Florida, Inc.; and Vice Chancellor of Community Relations and Student Achievement for Keiser University**Kimberly Moore** – CEO of Workforce Plus**Katherine E. Wilson** – Chair of Workforce Florida, Inc.; and Assistant Vice President - Load Engineering and Design Services for CSX Transportation**Part 4:** Business and Economic Development Experts Panel**Sue Dick** – President of the Greater Tallahassee Chamber of Commerce**Anthony Fedd** – Member of the Workforce Plus Board of Directors; and Site Manager of Quincy Operations for BASF Catalysts LLC**Donnie Read** – President/CEO of Twin Oaks Juvenile Development, Inc.

**Session Notes Forum #5 – Destin**  
**September 11, 2007 – Sandestin Golf & Beach Resort**

**Conversation Jump-starters for Destin Forum**

**Part 1: Workforce System Historical Overview**

**Judy Byrne Riley** – Member of the Board of Directors for the Workforce Development Board of Okaloosa and Walton Counties; former Chair of the National Association of Workforce Boards; and Owner of Maximum Management & Leasing

**Part 2: Workforce Development Experts Panel**

**Monesia Taylor Brown** – Director of the Agency for Workforce Innovation (AWI); and Workforce Florida, Inc. Board member

**Belinda Keiser** – Vice Chair of Workforce Florida, Inc.; and Vice Chancellor of Community Relations and Student Achievement for Keiser University

**Susan Nelms** – Executive Director of Workforce Escarosa

**Al Wenstrand** – Executive Director of Florida's Great Northwest

**Part 3: Business and Economic Development Experts Panel**

**Marjorie Cummins** – Partner in O'Sullivan Creel, LLP; and a Board member and former Chair of the Workforce Development Board of Okaloosa and Walton Counties

**Jennifer Grove** – Workforce Development Coordinator for Gulf Power; and Co-Chair of the Florida Energy Workforce Consortium

**Bob Swenk** – Financial Consultant for A.G. Edwards & Sons; and Workforce Florida, Inc. Board member

**Al Ward** – Vice President of Florida Transformer

**Session Notes Forum #6 – Sarasota**  
**September 12, 2007 – Keiser University**

**Conversation Jump-starters for Sarasota Forum**

**Part 1: Workforce System Historical Overview**

**Chris Hart** – Inaugural Board member of Workforce Florida, Inc.; former State Representative; and Senior Vice President of External Affairs and Investor Relations for Enterprise Florida, Inc.

**Part 2: Workforce Development Experts Panel**

**Monesia Taylor Brown** – Director of the Agency for Workforce Innovation (AWI); and Workforce Florida, Inc. Board member

**Eric Roe** – Director of FLATE (Florida Advanced Technological Education Center for Manufacturing); Chief Investigator of the Employ Florida Banner Center for Manufacturing; and member of the Suncoast Workforce Board

**Katherine E. Wilson** – Chair of Workforce Florida, Inc.; and Assistant Vice President of Load Engineering and Design Services for CSX Transportation

**Part 3: Business and Economic Development Experts Panel**

**Nancy Engel** – Vice President of Economic Development for the Manatee Chamber of Commerce

**Belinda Keiser** – Vice Chair of Workforce Florida, Inc.; and Vice Chancellor of Community Relations and Student Achievement for Keiser University

**Steve Queior** – President of the Greater Sarasota Chamber of Commerce; and member of the Suncoast Workforce Board

**REPRESENTATIVE PARTICIPANT “VOICES”  
 IN THE REGIONAL FORUMS**

***This is a representative listing of stakeholders who joined Workforce Florida, the Agency for Workforce Innovation, and the 24 regional workforce boards for regional forums.***

AARP; A.G. Edwards & Sons; Agency for Persons with Disabilities; Alpha Data Corporation; Arbor Education & Training; Associated Builders & Contractors; Associated Industries of Florida; Atlantic Marine; BASF; Boys and Girls Club; Broward Community College; Children's Campaign, Inc.; City and County Governments; Communications by Johnson, Inc.; CSX Transportation, Inc.; Darden Restaurants; DeVry University; Enterprise Florida; FedEx Express; First Coast Manufacturers Association; Florida A&M University; Florida Atlantic University; Florida Center for Nursing; Florida Chamber of Commerce and numerous local and regional chambers; Florida Dept. of Children & Families; Florida Dept. of Community Affairs; Florida Dept. of Education and several local school districts; Florida Dept. of Elder Affairs; Florida Dept. of Juvenile Justice; Florida Dept. of Veterans Affairs; Florida Economic Development Council and numerous local economic development councils; Florida's Great Northwest; Florida High Tech Corridor; Florida Transformer, Inc.; General Dynamics; General Scientific Manufacturing, Inc.; Gulf Power; Haas Center for Business Research and Economic Development; HCA Healthcare; Henkels & McCoy; Hillsborough Community College; Hipps Group, Inc.; Hi-Stat Manufacturing; Indian River Community College; Interested Citizens in Forum Communities; Keiser University; Labor Unions; Lake City Community College; LeRoy Collins Institute; Lockheed Martin; Lively Technical Center; Lynx Transit; Manufacturers Association of Florida; Marine Industries Association of South Florida, Inc.; Mead Construction; MetLife; Office of the Secretary of the Army; Opportunity Florida; Orlando Regional Healthcare; O'Sullivan Creel LLP; Polk Community College; Re/Max; Ring Power Corp; Retirees; Signature Brands, LLC; State Legislators; South Florida Hospital & Healthcare Association; South Florida Manufacturers Association; State Farm; Tallahassee Community College; Tropicana; Twin Oaks Juvenile Development; Universal Orlando; University of Central Florida; University of North Florida; University of South Florida; University of West Florida; Valencia Community College; Vanguard Bank; War on Poverty Florida; Youth Co-op, Inc.