



FINDING
Harmony IN
UI INTEGRITY



2019 SIDES
SEMINAR

April 2-4, 2019

Nashville, TN

For seminar and meeting room locations, see hotel map on page 13

NASWA POLICY COMMITTEES SCHEDULE

April 1, 2019

1:30 - 5:00 pm	Unemployment Insurance Subcommittee on Interstate Benefits	Hermitage A/B
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April 2, 2019

8:30 am - 5:00 pm	Unemployment Insurance Subcommittee on Interstate Benefits	Hermitage A/B
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8:30 am - 5:00 pm	Unemployment Insurance Subcommittee on Interstate Benefits Workgroup	Two Rivers
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8:30 am - 5:00 pm	Unemployment Insurance Committee	Hermitage C
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8:30 am - 5:00 pm	Technology Committee	Oaklands
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April 3, 2018

8:30 am - 12:00 pm	Technology Committee	Oaklands
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8:30 am - 5:00 pm	UI Integrity Steering Committee	Hermitage C
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Seminar Agenda at a Glance

Tuesday, April 2

11:30 am - 1:30 pm	Early Registration	Hermitage Lobby
1:00 - 2:30 pm	SIDES Bootcamp: This is How We Roll	Hermitage E/F
2:30 - 2:45 pm	Break	
2:45 - 5:00 pm	Concurrent Sessions	See page 3
4:00 - 6:00 pm	Early Registration	Hermitage Lobby

Wednesday, April 3

6:30 - 8:30 am	Hotel Continental Breakfast	Old Hickory Grill
7:30 am - 5:00 pm	Registration	Hermitage Lobby
8:30 - 10:30 am	Opening Plenary	Hermitage E/F
10:30 - 10:45 am	Break	
10:45 am - 12:00 pm	Concurrent Sessions	See page 5
12:00 - 1:00 pm	Lunch on your own	
1:00 - 2:15 pm	Concurrent Sessions	See pages 6-7
2:15 - 2:30 pm	Break	
2:30 - 3:45 pm	Concurrent Sessions	See pages 7-8
3:45 - 4:00 pm	Break	
4:00 - 5:00 pm	LinkedIn Economic Graph Project	Hermitage E/F

Thursday, April 4

6:30 - 8:30 am	Hotel Continental Breakfast	Old Hickory Grill
7:30 am - 5:00 pm	Hospitality Desk	Hermitage Lobby
8:30 - 10:00 am	NASWA Updates & SIDES Awards	Hermitage E/F
10:00 - 10:15 am	Break	
10:15 - 11:30 am	Concurrent Sessions	See page 9
11:30 am - 1:00 pm	Lunch on your own	
1:00 - 2:15 pm	Concurrent Sessions	See page 10
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Concurrent Sessions	See page 11
4:00 - 5:00 pm	Closing Plenary	Hermitage E/F

Friday, April 5

6:30 - 8:30 am	Hotel Continental Breakfast	Old Hickory Grill
8:30 - 11:30 am	SIDES Operations Committee	Hermitage E/F



Tuesday, April 2

6:30 - 8:30 am	Hotel Continental Breakfast	Old Hickory Grill
8:30 - 9:40 am	SIDES Communications Subcommittee	Hermitage E/F
9:40 - 10:00 am	Break	
10:00 - 11:15 am	SIDES SI Update Subcommittee	Hermitage E/F
11:15 am - 1:00 pm	Lunch on your own	
11:30 am - 1:30 pm	Early Registration	Hermitage Lobby
1:00 - 2:30 pm	SIDES Bootcamp: This is How We Roll	Hermitage E/F
<p>Join the NASWA SIDES Team as they roll through the ins and outs of SIDES. During this introductory session, we will discuss:</p> <ul style="list-style-type: none">• Unemployment insurance integrity• Benefits of the program• Connecting to the system• Resources available• Learning opportunities• Implementation information <p>Moderator: Jerry Pectol, <i>SIDES Director, NASWA</i></p> <p>Speakers: Tom Byerley, <i>SIDES Operations Director, NASWA</i>; Jamie Abbott, <i>SIDES Program Specialist, NASWA</i></p>		
2:30 - 2:45 pm	Break	

Tuesday, April 2

2:45 - 5:00 pm	Let's Get Down To Business: Understanding State SIDES Requirements	Hermitage E/F
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Implementing SIDES requires clear business rules and objectives. Join us for an open discussion about state implementation plans, successful practices and lessons learned.

Moderator: **Tom Byerley**, *SIDES Operations Director, NASWA*

Speaker: **Jamie Abbott**, *SIDES Program Specialist, NASWA*

2:45 - 5:00 pm	Essential Chords for Programming SIDES: Fine-Tuning the Technical Aspects of SIDES	Hermitage D
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SIDES was designed for easy implementation, but there are a few key points that shouldn't be overlooked. This session is geared towards technical individuals who want to better understand the SIDES program, architecture, and development. We will focus on the SIDES Model Connector "Post" and "Pull" functionality, single sign on (SSO), along with the installation of the Model Connector and certificates.

Moderator: **David Zemel**, *SIDES Technical Manager, Atos IT Solutions and Services*

Speakers: **Jason Holzbach**, *SIDES Technical Architect, AEM Corporation*;
Rajesh Seth, *SIDES Support Engineer, Atos IT Solutions and Services*

2:45 - 5:00 pm	Let's Talk About the (BTQ) Blues: Understanding Unemployment Fundamentals	Evergreen
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SIDES raised the bar on the quality of communication between states and the employer community. Together, they are working in harmony to improve the integrity of the unemployment program. Join us for an open discussion on the fundamentals of Unemployment Insurance.

Moderator: **Jerry Pectol**, *SIDES Director, NASWA*

Speakers: **Maridale Vanek**, *UI Subject Matter Expert, NASWA*

4:00 - 6:00 pm	Early Registration	Hermitage Lobby
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Wednesday, April 3

6:30 - 8:30 am	Hotel Continental Breakfast	Old Hickory Grill
7:30 am - 5:00 pm	Registration	Hermitage Lobby
8:30 - 9:15 am	Opening Plenary: Let's Get This Party Started	Hermitage E/F

Welcome and Opening Comments

Brenda Nordlund, *UI Director, Montana Department of Labor & Industry*; **Jim Sorensen**, *Regional Program Manager, Arizona Department of Economic Security*

NASWA Welcome

Ellen Golombek, *Deputy Executive Director, NASWA*

Tennessee Welcome

Dr. Jeff McCord, *Commissioner, Tennessee Department of Workforce and Labor*

USDOL Welcome

Gay Gilbert, *Administrator, Office of Unemployment Insurance, U.S. Department of Labor, Employment and Training Administration*

9:15 - 10:30 am	I Walk the Line: Attracting Attention Online the Right Way	Hermitage E/F
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Keynote Speaker: **Hank Hoffmeier**, *Speaker, Author, Consultant*

Hank Hoffmeier will take us on a musical journey that will explain how to attract attention and increase engagement using email marketing and social media. You will learn:

- What online channels are best to use right now
- How to best target your audience and personalize your online communications
- How to implement strategies that will reduce time and effort, as well as improve visibility and engagement



Hank is an author, speaker, and host of a marketing podcast, Hank's Business and Marketing Tips, available on iTunes, Google Play, TuneIn, and the Amazon Echo. With a passion for all things digital and social, combined with more than 18 years of experience in sales and marketing, Hank enjoys partnering with organizations large and small to improve their marketing strategy. Hank is also the Strategic Insights Manager at iContact, an email marketing and marketing automation platform.

Wednesday, April 3

10:30 -
10:45 am Break

10:45 am - 12:00 pm Let's Give Them Something to Talk About:
SIDES Employer Outreach Hermitage E/F

Don't allow SIDES to be the best kept secret in your state. This session will feature successful state practices about employer engagement. Come see how other states are successfully marketing SIDES.

Moderator: **Tyler Smith**, *UI Technical Services Specialist, Idaho Department of Labor*

Speakers: **Karen Holett**, *Workforce Program Coordinator SIDES, Iowa Workforce Development*; **Denise Beckwith**, *Chief of UI Policy and Procedures, Georgia Department of Labor*

10:45 am - 12:00 pm Portals for Employer Mortals:
Exploring Online Services Hermitage D

Navigating unemployment websites doesn't need to be a challenge. Come see how states have strategically implemented single sign-on (SSO) to enhance employers' experience in responding to unemployment insurance claims.

Moderator: **Michael Burke**, *Unemployment Compensation Bureau Director, New Hampshire Employment Security*

Speakers: **Corena Benjamin**, *Contributions Interim Bureau Chief, Montana Unemployment Insurance*; **Jeffrey Ernst, Sr.**, *IT Application Developer, Nebraska Department of Labor*; **Chris Moore**, *Acting SIDES Administrator, Maryland Department of Labor, Licensing & Regulation*

10:45 am - 12:00 pm Let Me Tell Ya the Story:
Exploring Discharges Hermitage A/B

Join us as we jump into real-life discharge scenarios and how your responses assist in determining claim eligibility.

Moderator: **Michael Parker**, *Vice President of Regulatory Affairs, Thomas & Company*

Speakers: **Corey Pitts**, *UI Program Specialist, US Department of Labor, Employment and Training Administration, Office of Unemployment Insurance*; **Justin Williams**, *Unemployment Chief of Benefits, Utah Department of Workforce Services*; **Renee Carboni**, *Program Specialist III, New Hampshire Employment Security*

Wednesday, April 3

12:00 -
1:00 pm

Lunch on your own

1:00 -
2:15 pm

In Case You Didn't Know:
Taking a Dive into UI Integrity

Hermitage E/F

Identity theft and unemployment insurance fraud are issues faced by all workforce agencies across this nation. NASWA's UI Integrity Center has developed and maintains a no-cost tool designed to assist state workforce agencies in the detection and prevention of fraud and improper payments; the Integrity Data HUB (IDH). This session will feature an in-depth look at the IDH, its functions and capabilities; as well as how states can easily begin participation with the IDH and combat UI fraud in their state.

Moderator: **Brenda Nordlund**, *UI Director, Montana Department of Labor & Industry*

Speaker: **Jerome Lord**, *Program Analyst, NASWA*

1:00 -
2:15 pm

My Own Two Hands: Hands-on Support

Hermitage D

Grab your laptop or tablet for this hands-on session! This workshop is geared to technical individuals who are new to SIDES and desire hands-on experience creating SIDES compliant request/response files, practice installing, configuring, and using the SIDES Model Connector. We will:

- Understand the separation information standard format, create a state request file and an employer/TPA response file in XML format
- Install a Black Box Model Connector
- Run a round trip test

Moderator: **David Zemel**, *SIDES Technical Manager, Atos IT Solutions and Services*

Speaker: **Jason Holzbach**, *SIDES Technical Architect, AEM Corporation*;
Rajesh Seth, *SIDES Support Engineer, Atos IT Solutions and Services*

Wednesday, April 3

1:00 - These Boots Are Made for Walking: Hermitage A/B
2:15 pm Responding to Voluntary Quits

When employees leave, responding to unemployment claims can be tricky. This session will discuss the key elements looked at during an eligibility review and what is disqualifying information.

Moderator: **Jorie Cummis**, Vice President Client Services, NSN Employer Services

Speakers: **Corey Pitts**, UI Program Specialist, US Department of Labor, Employment and Training Administration, Office of Unemployment Insurance; **Renee Carboni**, Program Specialist III, New Hampshire Employment Security; **Kris Bowen**, Lead Policy Analyst, Washington State Employment Security Department

2:15 -
2:30 pm Break

2:30 - Help, I Need Somebody: Hermitage E/F
3:45 pm Hands-On Help Desk

Grab your laptop or tablet for this hands-on session! You will be in the employer hot seat; responding to unemployment claims online, using SIDES.

Moderator: **Lou Winington**, Employee & Labor Relations, Con Edison

Speakers: **Lynsey Goins**, UI Compliance & Analysis Manager, Arizona Department of Economic Security; **Bill Brueggeman**, Systems Analyst, Wisconsin Department of Workforce Development

2:30 - Welcome to the Jungle: Hermitage D
3:45 pm SIDES from an Employer View

What happens after the request leaves your state agency? This session will walk through the lifecycle of a claim from a national third-party administrator's point of view. Join HIRETech in a live demonstration of how Unemployment Tracker's software processes Separation Information, Monetary & Potential Charges, and Earning Verification notices.

Moderator: **Cara Hill**, Administrator - Quality Assurance, Florida Department of Economic Opportunity

Speaker: **Lind Granderson**, UCM Manager, HIRETech

Wednesday, April 3

2:30 -
3:45 pm

Suspicious Minds: State Claim Processing

Hermitage
A/B

Inquiring minds want to know what happens to a claim once a SIDES response is submitted. This session will guide you through how states process eligibility evidence. Not sure if you should respond? Hear from states how they are handling non-responsive employers.

Moderator: Julianne Whitney, Senior Business Analyst, Utah Unemployment Insurance

Speakers: **Kristine Kratz**, *State Administrative Manager – Benefits Adjudication, Michigan Department of Talent and Economic Development, Talent Investment Agency – Unemployment Insurance*; **William O. Walton Jr.**, *Unemployment Insurance Director, Virginia Employment Commission*

3:45 -
4:00 pm

Break

4:00 -
5:00 pm

Let's Take a Ride: Economic Graph Project

Hermitage E/F

An overview of the Economic Graph Project including economic indicators, as well as an update on the NASWA/LinkedIn partnership.

Speaker: **Nate Williams**, *Director, Economic Graph, LinkedIn*

Thursday, April 4

6:30 - 8:30 am Hotel Continental Breakfast Old Hickory Grill

7:30 am - 5:00 pm Hospitality Desk Hermitage Lobby

8:30 - 10:00 am NASWA Update & SIDES Awards Hermitage E/F

NASWA Update

Ellen Golombek, Deputy Executive Director, NASWA

SIDES Awards

presented by **Jerry Pectol**, SIDES Director, NASWA; **Tom Byerley**, SIDES Operations Director, NASWA

10:00 - 10:15 am Break

10:15 - 11:30 am I Wanna Talk About Me: Additional Fact-Finding Exchange Hermitage E/F

Get the inside scoop about the next SIDES exchange, Additional Fact Finding (ADF). This is your opportunity to learn about the purpose, business rules, and proposed standard format.

Moderator: **Brenda Nordlund**, UI Director, Montana Department of Labor & Industry

Speakers: **Ofer Eckstein**, Partner, Personnel Planners; **James Konicki**, Director, Unemployment Insurance Employer Services and Integrity, New York State Department of Labor; **Alyson McMilin**, Claims Processing Manager, Montana Department of Labor & Industry

10:15 - 11:30 am Try Me: Hands-on Lab Hermitage A/B

Want first-hand knowledge of how an exchange works? Want to see what the employer experience is like? Stop in and test it out. The SIDES Team will be on-hand; ready to guide you through the different exchanges and answer all of your questions.

Moderators: **Maridale Vanek**, UI Subject Matter Expert, NASWA; **David Zemel**, SIDES Technical Manager, Atos IT Solutions and Services



Thursday, April 4

11:30 am -
1:00 pm Lunch on your own

1:00 - We Belong Together:
2:15 pm Using SIDES to Your Advantage Hermitage E/F

SIDES and integrity go hand-in-hand. Join this session for an open-floor discussion about how states and employers/TPAs are using SIDES throughout the lifecycle of a claim to improve integrity and reduce costs.

Moderators: **Brett Flachsbarth**, Deputy Secretary, Kansas Department of Labor; **Alyson McMillin**, Claims Processing Manager, Montana Department of Labor & Industry

Speaker: **Corey Pitts**, UI Program Specialist, US Department of Labor, Employment and Training Administration, Office of Unemployment Insurance; **Cara Hill**, Administrator - Quality Assurance, Florida Department of Economic Opportunity; **Bill Brueggeman**, Systems Analyst, Wisconsin Department of Workforce Development; **Christina Corbett**, SIDES Coordinator, Kansas Department of Labor; **James Barnes**, Combined Benefits Team Leader, AEG Processing Center #58

1:00 - Let's Straighten it Out:
2:15 pm Including SIDES in Modernization Hermitage D

Modernization is serious business and migrating SIDES into a new system needs to be top of mind. In this session you will hear how other states have approached modernization and some of the lessons learned.

Moderator: **Pete Shipman**, Chief Information Officer – IT Division, Oklahoma Employment Security Commission

Speaker: **Wanda McAlexander**, North Carolina; **Nakia Thompson**, South Carolina; **Trish Pesek**, Adjudicator, Wyoming Department of Workforce Services, Unemployment Insurance Division; **Derek Ramsey**, Applications Developer, Wyoming Department of Workforce Services

2:15 -
2:30 pm Break

Thursday, April 4

2:30 -
4:00 pm

Round Table Discussions

Hermitage E/F

2:30 -
4:00 pm

Just One Look: Hands-on Lab

Hermitage A/B

Now is your chance to ask all of those unanswered questions that you have about the different SIDES exchanges. The lab will be open for you to dive into the exchanges and gain hands-on experience. The SIDES Team will be available to help guide you through the lifecycle of the claim.

Moderators: **Maridale Vanek**, *UI Subject Matter Expert, NASWA*;

David Zemel, *SIDES Technical Manager, Atos IT Solutions and Services*

4:00 -
5:00 pm

Closing:
Turning Out the Lights, The Party's Over

Hermitage E/F

Join the team for a closing session like you have never seen before! Guaranteed to challenge your knowledge of SIDES and UI integrity. The SIDES Team will be available for burning questions...then they will be turning the table. Will your answer be on the board? Don't miss out!

Emcees: **Brenda Nordlund**, *UI Director, Montana Department of Labor & Industry*; **Jim Sorensen**, *Regional Program Manager, Arizona Department of Economic Security*

Game Show Host: **Jerry Pectol**, *SIDES Director, NASWA*

Friday, April 5

6:30 -
8:30 am

Hotel Continental Breakfast

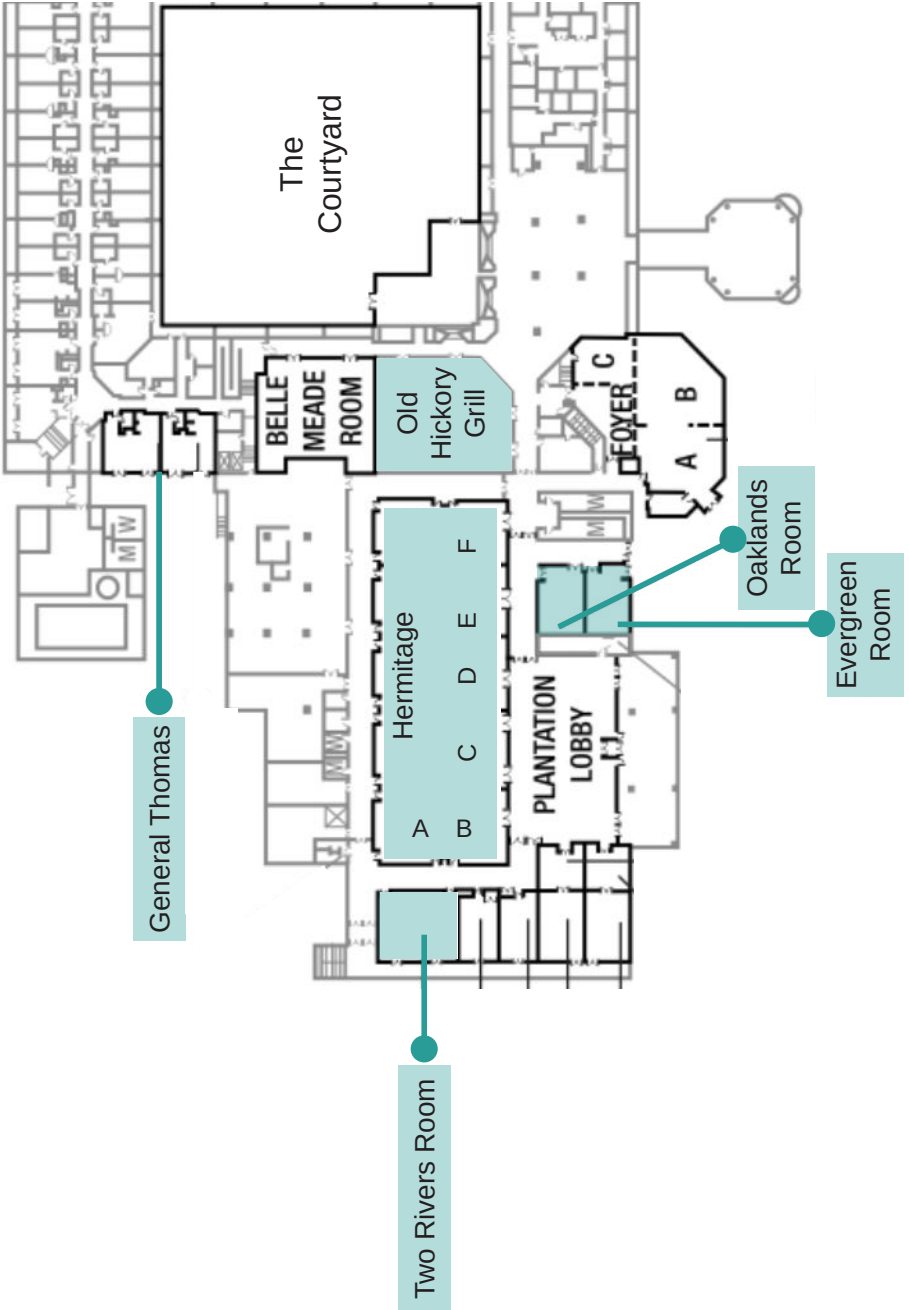
Old Hickory Grill

8:30 -
11:30 am

SIDES Operations Committee Meeting

Hermitage E/F

Hotel Map





Save the Date
NASWA 83rd Annual Meeting

2019 NASWA Workforce Summit
& UI Directors' Conference *with IT/Legal Issues Forum*
September 10-12, 2019

Boston, Massachusetts

naswa.org/news/save-date

#NASWASUMMIT19