Serving Those Who Served

July 18-20, 2018
Washington, DC

NASWA Veterans Conference
#NASWAVets18
A NATIONAL PARTNERSHIP
Between State Workforce Agencies & Employers

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COMPANIES

2.3 MILLION
AUTHENTIC JOBS

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WORKFORCE AGENCIES

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NASWA
NATIONAL ASSOCIATION OF STATE WORKFORCE AGENCIES
Dear Colleagues:

Welcome to the fifth annual NASWA Veterans Conference in Washington DC. Our conference theme, “Serving Those Who Served,” reflects our continued commitment and dedication in honoring the men and women who have defended our country from all enemies and their families who have shouldered the burden of their loved ones’ sacrifices.

For the workforce development system, this commitment and dedication is expressed every day through your challenging work helping Veterans resolve barriers to employment, secure new civilian jobs and establish new careers. In a time of change and limited resources, I commend you for your focus, resourcefulness and tenacity in accomplishing these goals.

This year’s conference was designed to offer you the tools and information you need to continue and build upon your work with a variety of keynote speakers, workshops and panelists. We also hope you walk away inspired and reenergized knowing how important you are to this vital cause.

The fifth annual Veterans Conference also is a great opportunity for you to network with your peers, learn from other states, meet employers interested in hiring Veterans, and visit historic venues in our nation’s capital.

I want to thank all members of the NASWA Veterans’ Affairs Committee and staff for their work in planning this successful event. I also want to recognize the employers who support Veterans’ employment initiatives and have supported our conference with their time, willingness to serve as a presenter or exhibitor, and attendance. Thank you as well to the representatives of Veterans Service Organizations for their important work, and their participation in this conference. Please thank them all for their contribution to what we believe will be an exceptional three days.

We greatly appreciate your attendance at our conference and the expertise you bring to this gathering. If you are a Veteran, a military spouse, or are currently serving, a special thank you for your service on behalf of all NASWA members.

Renee Olson
President
It is a long way from Kansas to Afghanistan, and competing on K-State’s rodeo team is a far cry from riding into battle on horseback. Yet that is exactly what happened to Green Beret Commander Mark Nutsch, whose story of military service is now a major motion picture, “12 Strong,” and the subject of the bestseller, “Horse Soldiers.” Nutsch will share those experiences at the Fifth Annual National Association of State Workforce Agencies’ Veterans conference on Wednesday, July 18, 2018, at the Grand Hyatt Hotel in Washington DC.

In October 2001 following the attacks on 9/11, Nutsch led a heroic 12-man team of U.S. Special Forces on a covert mission to Afghanistan, where they would ride to war on horses to fight the enemy—side by side with their Muslim counterparts—capture the strategic city of Mazar-i-Sharif within a matter of weeks, and successfully overthrow the Taliban. Now a consultant to Special Operations Command, Nutsch earned a Bronze Star with valor for his bravery.

Nutsch’s address will be an edge-of-your-seat, behind-the-scenes account of how this almost unbelievable event played out, and how a 12-man team outmaneuvered the full military force of the enemy to victory. He also shares perspectives on preparing his team of “guerrilla diplomats” for ever-evolving on-the-ground circumstances, and how resourcefulness, inventiveness, and commitment, along with adaptability, a diverse team, and a capacity to persevere enabled them to successfully accomplish their mission.

Major MJ Hegar

Major MJ Hegar is a hero twice over—a decorated pilot, and the soldier who challenged longstanding military policy, winning women the right to serve on the front lines. She is also the author of the new memoir “Shoot Like a Girl,” a soon-to-be major motion picture. Hegar’s exceptional grit shows that fighting for what you believe in—in enemy territory and beyond—is always worthwhile. During one of her three tours as a Medevac helicopter pilot in Afghanistan with the Air National Guard, Hegar’s aircraft was shot down in enemy territory. The ensuing rescue earned her both the Distinguished Flying Cross with Valor (only the second woman in history to be so honored), and a Purple Heart. Unable to continue flying, Hegar sought and was denied a position in the Air Force. Once again, she fought back, leading efforts that resulted in the repeal of the Combat Exclusion Policy in 2013.

She currently works as a medical consultant, continues to mentor cadets, and serves on the Air Force Reserve Officer Training Corps Advisory Committee. In 2017, she joined the Board of Directors at the Texas Advocacy Project, an organization that provides legal representation and advocacy for victims of domestic abuse. Hegar will share her story on Friday, July 20.
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### Agenda at a Glance

#### Tuesday, July 17

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<td>Joint Committee Breakfast</td>
<td>Independence BCDE</td>
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<tr>
<td>8:30 am - 5:00 pm</td>
<td>Individual Committee Meetings</td>
<td>See page 9</td>
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<tr>
<td>Mid-morning</td>
<td>Break</td>
<td>Adjacent to meeting space</td>
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<tr>
<td>11:30 am - 1:00 pm</td>
<td>Joint Committee Lunch</td>
<td>Independence BCDE</td>
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<td>1:00 - 5:00 pm</td>
<td>Exhibitor Set-up</td>
<td>Independence Foyer</td>
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<td>Mid-afternoon</td>
<td>Break</td>
<td>Adjacent to meeting space</td>
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<td>5:30 - 6:30 pm</td>
<td>Meet &amp; Greet Social with Sponsors &amp; Exhibitors</td>
<td>Independence FGHI</td>
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#### Wednesday, July 18

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<td>7:30 - 8:30 am</td>
<td>Joint Committee Breakfast</td>
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<td>Conference Registration</td>
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<td>8:00 am - 5:30 pm</td>
<td>Exhibit Showcase</td>
<td>Independence Foyer</td>
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<td>8:30 - 11:30 am</td>
<td>Individual Committee Meetings</td>
<td>See page 10</td>
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<td>11:30 am - 12:30 pm</td>
<td>Lunch on your own</td>
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<td>12:30 - 2:00 pm</td>
<td>Conference Opening Ceremonies</td>
<td>Independence Ballroom A1</td>
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<td>2:00 - 3:00 pm</td>
<td>Keynote Speaker: Green Beret Commander Mark Nutsch</td>
<td>Independence Ballroom A1</td>
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<td>3:00 - 3:30 pm</td>
<td>A Word from Our Speaker Sponsors</td>
<td>Independence Ballroom A1</td>
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<td>Networking Break</td>
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<td>3:45 - 4:00 pm</td>
<td>“Breaking the Silence”</td>
<td>Independence Ballroom A1</td>
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<td>4:00 - 5:00 pm</td>
<td>Maximizing LinkedIn’s Potential to Support Military Veterans</td>
<td>Independence Ballroom A1</td>
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<td>5:00 - 5:30 pm</td>
<td>Mark Sanders Award Presentation &amp; Recognition of Nominees</td>
<td>Independence Ballroom A1</td>
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<tr>
<td>5:30 pm</td>
<td>Conference adjourns for the day</td>
<td>Evening on your own</td>
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## Thursday, July 19

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<tr>
<td>7:00 - 8:00 am</td>
<td>Breakfast</td>
<td>Independence Ballroom A2</td>
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<td>7:00 am - 5:00 pm</td>
<td>Registration/Hospitality Desk</td>
<td>Independence Foyer</td>
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<td>7:00 am - 5:00 pm</td>
<td>Exhibit Showcase</td>
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<td>8:00 - 8:15 am</td>
<td>A Word from our Gold Sponsors</td>
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<td>Sharing How Companies Hire and Retain Veterans</td>
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<td>9:45 - 10:00 am</td>
<td>A Word from our Silver Sponsors</td>
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</tr>
<tr>
<td>10:00 - 10:30 am</td>
<td>Networking Break</td>
<td>Independence Foyer</td>
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<tr>
<td>10:30 am - 12:00 pm</td>
<td>Concurrent Breakout Sessions (Six Sessions)</td>
<td>See pages 14-16</td>
</tr>
<tr>
<td>12:00 - 1:15 pm</td>
<td>Luncheon</td>
<td>Independence Ballroom A2</td>
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<tr>
<td>1:30 - 3:00 pm</td>
<td>Concurrent Breakout Sessions (Six Sessions)</td>
<td>See pages 16-18</td>
</tr>
<tr>
<td>3:00 - 3:30 pm</td>
<td>Networking Break</td>
<td>Independence Foyer</td>
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<td>3:30 - 5:00 pm</td>
<td>Concurrent Breakout Sessions (Six Sessions)</td>
<td>See pages 18-20</td>
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<tr>
<td>5:30 - 7:30 pm</td>
<td>Networking Reception</td>
<td>Independence Foyer</td>
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## Friday, July 20

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>7:00 - 8:00 am</td>
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<td>Independence Foyer</td>
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<tr>
<td>7:00 - 11:30 am</td>
<td>Registration/Hospitality Desk</td>
<td>Independence Foyer</td>
</tr>
<tr>
<td>8:00 - 8:45 am</td>
<td>“Make Your Smart Phone Even Smarter and Your Life Easier”</td>
<td>Independence Ballroom A1</td>
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<tr>
<td>9:45 - 10:00 am</td>
<td>Coffee Refresh</td>
<td>Independence Foyer</td>
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<tr>
<td>10:00 - 11:00 am</td>
<td>Keynote Speaker: Major MJ Hegar</td>
<td>Independence Ballroom A1</td>
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<tr>
<td>11:00 - 11:30 am</td>
<td>Book signing with Major Hegar</td>
<td>Independence Foyer</td>
</tr>
<tr>
<td>11:00 - 11:30 am</td>
<td>Closing Remarks</td>
<td>Independence Ballroom A1</td>
</tr>
<tr>
<td>11:30 am</td>
<td>Conference Adjourns</td>
<td>Safe Travels!</td>
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</tbody>
</table>

**NOTE:** Complimentary shuttle service is available daily between the Mayflower hotel and the Grand Hyatt before and after the conference.

### Shuttle Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Tuesday - Thursday</th>
<th>Friday</th>
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<tr>
<td>6:30 - 9:00 am</td>
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SERVING THOSE WHO SERVED | #NASWAVETS18
Where experience meets opportunity

Are you looking for a role at a company where your military leadership abilities can flourish in the civilian workforce?

At Amazon, we value the Bias for Action and Thinking Big that veterans bring to the table. Roles in operations and technology development meet veterans and military spouses where they are and allow them to develop and grow. Whether you are transitioning active duty, guard, reserve, veteran, spouse, or a military family member, we invite you to join us now.

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**Flexible Hourly Positions**

Bring Amazon orders to life in an hourly position. Our opportunities include roles at our broad network of Fulfillment Centers, Sortation Centers, and specialty businesses.

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Amazon is an Equal Opportunity-Affirmative Action Employer — Minority / Female / Disability / Veteran / Gender Identity / Sexual Orientation

Text MILITARY to 77088
Tuesday, July 17

7:30 - 8:30 am
Joint Committee Breakfast
Committee members & invited guests only
Independence BCDE

8:30 am - 5:00 pm
Committee Meetings
Committee members & invited guests only
- Unemployment Insurance
- Unemployment Insurance Interstate Benefits
- Veterans Affairs
- Workforce & Labor Market Information
Cabin John/Arlington
Bulfinch/Latrobe
Constitution CDE (3B Level)
Wilson/Roosevelt

Mid-morning
Break
Committee member & invited guests only
Adjacent to Meeting Space

11:30 am - 1:00 pm
Joint Committee Lunch
Committee members & invited guests only
Independence BCDE

1:00 - 5:00 pm
Exhibitor Set-up
Independence Foyer

Mid-afternoon
Break
Committee members & invited guests only
Adjacent to Meeting Space

5:30 - 6:30 pm
Meet & Greet Social with Conference Sponsors & Exhibitors
Committee members & invited guests only
Independence FGI
Welcome to the Fifth Annual NASWA Veterans Conference

Beth Townsend*, Executive Director, Iowa Workforce Development and Chair, NASWA Veterans Affairs Committee

Introductions

Mike Slater*, Strategic Outreach Specialist, USDOL VETS

Welcome to the Fifth Annual NASWA Veterans Conference

Beth Townsend*, Executive Director, Iowa Workforce Development and Chair, NASWA Veterans Affairs Committee

Presentation of the Colors

Joint Armed Forces Color Guard of the Military District of Washington*

The National Anthem

Lindsey Teel, USDOL Office of Disability Employment Policy

The Pledge of Allegiance

Ryan Thompson*, Workforce Administrator, Ohio Department of Job and Family Services

Introduction of the NASWA Veterans Affairs Committee Members

Beth Townsend*

Welcome to the District of Columbia

Ely Ross*, Director, DC Mayor’s Office of Veterans Affairs

Remarks

Matt Miller*, Deputy Assistant Secretary for Policy, USDOL VETS
Wednesday, July 18

12:30 - 2:00 pm

Conference Opening Ceremonies (Continued)

Remarks
Scott B. Sanders, Executive Director, NASWA

Flag Presentation
Lori Adams, Policy Director, NASWA

1:00 - 5:00 pm

Committee Meeting (Committee & Invited Guests Only)
UI Integrity Center Steering Committee

2:00 - 3:00 pm

"12 Strong": An Extraordinary Mission of Commitment, Purpose, Heroism & Hope

It is a long way from Kansas to Afghanistan, and competing on K-State’s rodeo team is a far cry from riding into battle on horseback. Yet that is exactly what happened to Green Beret Commander Mark Nutsch*, whose story of military service is now a major motion picture, “12 Strong,” and the subject of the best-seller, “Horse Soldiers.” In October 2001 following the attacks on 9/11, Nutsch led a heroic 12-man team of U.S. Special Forces on a covert mission to Afghanistan, where they would ride to war on horses to fight the enemy—side by side with their Muslim counterparts—capture the strategic city of Mazar-i-Sharif within a matter of weeks, and successfully overthrow the Taliban. Now a consultant to Special Operations Command, Nutsch earned a Bronze Star with valor for his bravery. Nutsch’s address will be an edge-of-your-seat, behind-the-scenes account of how this almost unbelievable event played out, and how a 12-man team outmaneuvered the full military force of the enemy to victory. He also shares perspectives on preparing his team of “guerrilla diplomats” for ever-evolving on-the-ground circumstances, and how resourcefulness, inventiveness, and commitment, along with adaptability, a diverse team, and a capacity to persevere enabled them to successfully accomplish their mission. Commander Nutsch’s keynote is sponsored by DirectEmployers Association.

3:00 - 3:30 pm

A Word from Our Speaker Sponsors

3:30 - 3:45 pm

Networking Break

3:45 - 4:00 pm

"Breaking the Silence"

One of the featured workshops from the 2017 conference dealt with issues facing LGBTQ Veterans. Oregon’s LGBTQ Veterans Coordinator Nathaniel Boehme* is back with a sneak peek of a new film called “Breaking the Silence: An Oral History of Oregon’s LGBTQ Veterans and Servicemembers.” Working with The Human Rights Campaign (HRC), DC police department’s LGBTQ liaison office, and the DC Mayor’s Office of Veterans Affairs, this film will be screened Wednesday night, July 18, at the HRC’s national headquarters in DC, 1640 Rhode Island Ave NW, Washington, DC, from 7 to 10 p.m. (7-7:30 networking, 7:30-8 film, 8-9 panel, Q&A)

*Denotes an individual currently serving or a Veteran of the United States military. If they are wearing a Veteran ribbon on their name badge, please thank them for their service.
Wednesday, July 18

4:00 - 5:00 pm
**“Maximizing LinkedIn’s Potential to Support Military Veterans”**

While nearly all of us have heard of LinkedIn, most are unaware of the breadth of tools and resources the platform provides to veteran job seekers and those working to connect them to economic opportunity. Learn from LinkedIn’s military program lead, US Army veteran Dan Savage*, how to go past simply using a LinkedIn profile as an “online resume,” but how to help your clients tell their professional story, be found by others, recruit and build a network, navigate their way into target companies, and stay ahead as a lifelong learner. Learn strategies for both your clients and yourselves, to ensure that your state’s workforce agency and all of its LVERs and DVOPs are using LinkedIn as a tool to achieve their mission, not just as a tool for their clients to use.

5:00 - 5:30 pm
**Mark Sanders Award Presentation & Recognition of Nominees**

The 2018 Mark Sanders Award for Exceptional Service to Veterans, with special emphasis on Veterans with Significant Barriers to employment, recognizes the efforts of an entire one-stop career center whose efforts to serve Veterans go above and beyond the scope of mandatory service provision.

5:30 pm
**Conference adjourns for the day - Evening on your own**

---

**WE'RE COMMITTED TO HELPING PEOPLE WHO KNOW PLENTY ABOUT COMMITMENT.**

America's veterans have worked hard to make our lives more secure. Prudential is proud to do the same for them. We're setting a new standard for education, training and employment programs that help military families thrive today, and when they transition to civilian life. And for decades, we've been a leading voice in support of the issues and organizations that matter to veterans.

Prudential is proud to support the 2018 NASWA Veterans Conference.

Visit prudential.com/veterans

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**Thursday, July 19**

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<thead>
<tr>
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<tr>
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<td><strong>Moderators:</strong></td>
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<td>Shannon Offord, Vice President of Strategic Partnerships, DirectEmployers Association</td>
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<td>Charlie Terrell, NLx Director, NASWA</td>
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<td><strong>Panelists:</strong></td>
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<td>James Beamesderfer*, Vice President, Veterans Initiatives, Prudential</td>
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<td>Cutler Dawson*, President/CEO, Navy Federal Credit Union</td>
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<td></td>
<td>David Gaulin*, Director, Military &amp; Veteran Affairs, Comcast NBCUniversal</td>
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<td></td>
<td>Chip Hawkins*, Senior Strategist, Military &amp; Veteran Recruiting, Aetna</td>
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<td>Ralph Hernandez*, Senior Community Engagement Program Leader, Amazon</td>
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<td>Steve Juhl*, Engineering Recruiter, Rockwell Collins</td>
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<td>Rob Scott*, Executive Vice President &amp; Executive Assistant to C/CEO and P/COO, Bechtel Global Corporation</td>
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Thursday, July 19

10:00 - 10:30 am

Networking Break

Independence Foyer

10:30 am - 12:00 pm

Six Concurrent Breakout Sessions

They Also Serve: Challenges Facing Military Spouses

Independence Ballroom A1

While they may not be wearing a uniform, or deploying to a forward area, military spouses also serve our country. Yet many find it difficult to find meaningful employment and establish careers due to frequent moves and reassignments. This session will focus on work done by several prominent organizations and individuals – some of them current or former military spouses themselves.

Moderator: Charlie Palumbo*, Transition & Employment Program Director, Virginia Department of Veterans Services, and former military spouse

Speakers: Eric Eversole*, President, Hiring Our Heroes, United States Chamber of Commerce Foundation; Mona Dexter, Deputy Director, Military Spouse Program, Hiring Our Heroes, United States Chamber of Commerce Foundation; United States Chamber of Commerce; Patricia Barron, Director, Family Readiness, Association of the United States Army; Dr. Vivian Greentree, Senior Vice President & Head of Corporate Citizenship, First Data Corporation; Brooke Goldberg, Military Spouse and Family Advocate; Founder, Goldberg, LLC

Making the Case for an Upgrade

Breakout GF

Having a less than honorable discharge can prevent a Veteran from accessing VA benefits, as well as deny them priority of service for all USDOL funded employment and training programs. Veterans may have a strong case for a discharge upgrade if they were subjected to mental health conditions, such as PTS, Traumatic Brain Injury, sexual assault or harassment during military service, or sexual orientation, including under “Don’t Ask, Don’t Tell.” Come to this session to hear from staff of The Veterans Consortium Pro Bono Program, and learn about the no-cost legal services available through their Discharge Upgrade Program. Also joining the session will be Nathaniel Boehme, the LGBTQ Veterans Coordinator for the Oregon Department of Veterans Affairs.

Moderator: Stephanie Robinson*, Veterans Program Administrator, Arkansas Department of Workforce Services

Speakers: James Carlsen*, Director of Program Operations, The Veterans Consortium Pro Bono Program; Danica Gonzalves, Attorney, The Veterans Consortium Pro Bono Program; Nathaniel Boehme*, LGBTQ Veterans Coordinator, Oregon Department of Veterans Affairs

Creating a Successful and Sustainable Military & Veterans Affairs Program

Breakout IH

This session is designed to share individual methods & best practices in designing, implementing, running and sustaining a Military & Veterans Affairs (MVA) program within your own organization. The main purpose of establishing a MVA program is to benefit its intended audience, the military community and spouses through community outreach, education and training. An effective MVA program offers its employees within their organization the opportunity to take part in a movement to better the before, during and after transitioning experience for the military service member and their spouses.


Wednesday, July 19

10:30 am - 12:00 pm
Six Concurrent Breakout Sessions (Continued)

Employment of Veterans with Significant Non-Service Connected Disabilities
Franklin Square

Veterans with significant disabilities face daunting challenges in returning to the workforce. As configured through the Workforce Innovation and Opportunity Act (WIOA), the workforce development system offers an array of opportunities to serve veterans whose disabilities were acquired outside of military service. This workshop will focus on a broad array of services and programs available to veterans with non-service-connected disabilities. Attendees will be able to understand the problems unique to veterans with non-service-connected disabilities seeking to return to the workforce, and the laws, programs, and systems available to assist veterans will all disabilities.

Moderator: Linda Rouse*, Operations Manager, Iowa Workforce Development
Speakers: Heather L. Ansley, Associate General Counsel for Corporate and Government Relations, Paralyzed Veterans of America; Susan Prokop, Senior Associate Advocacy Director, Paralyzed Veterans of America

Suicide Prevention 101: Strategies for State Administrators
Lafayette Park

This session will introduce NASWA members to the basics of suicide prevention and equip attendees with strategies and resources to support the Veterans in their state’s workforce. Attendees will leave the session able to:
• Understand the scope of suicide as a national public health issue;

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Hilton

jobs.hilton.com/military.php
**NASWA Veterans Conference**

**Thursday, July 19**

10:30 am - 12:00 pm

**Six Concurrent Breakout Sessions (Continued)**

- Recognize important suicide risk factors and warning signs to know; and
- Leverage evidence-based best practices to identify and support at-risk Veterans in the workforce.

**The Joint Partnership: Working Together to Serve America’s Heroes**

**Farragut Square**

Everyone agrees that the successful readjustment of Veterans into the civilian workforce is a joint responsibility. This session will provide updates from two Federal agency leaders who co-chair the VA/DOL Joint Work Group, and information on how the state of Arizona developed and implemented processes and procedures to include both LMI and Chapter 31 referrals.

Moderator: **Rick Gully***, Veterans’ Services State Coordinator, South Dakota Department of Labor & Regulation

Speaker: **Dr. Keita Franklin**, LCSW, PhD, National Director, Suicide Prevention, US Department of Veterans Affairs, Office of Mental Health and Suicide Prevention

12:00 - 1:15 pm

**Luncheon**

Independence Ballroom A2

1:30 - 3:00 pm

**Six Concurrent Breakout Sessions**

**Promising Practices**

**Independence Ballroom A1**

Moderator: **Ryan Thompson***, Workforce Administrator, Ohio Department of Job and Family Services

a. **Colorado**: “Disabled Veterans Outreach Program & Higher Education Partnerships Overview,” **Justin M. Schomig***, Disabled Veterans Outreach Program Specialist; **Martin Bangert***, Regional Veteran Employment Representative

b. **Iowa**: “Veterans and TANF,” **Linda Rouse***, Operations Manager

c. **Maine, Washington State, Illinois, & Virginia**: “Expediting Healthcare Credentialing, licensing and Employment for Veterans,” **Auta Main***, Maine Veterans Program Manager; **Beverly VanTull**, Military

**Amazon - Celebrating Opportunity**

**Breakout GF**

Come hear about how Amazon is leveraging all types of veteran talent in their new programs and initiatives. Amazon is a lot more than a giant warehouse full of cool stuff. The company employs over 17,500 veterans and military spouses in corporate and operations jobs, with plans to hire 10,000 more by 2021.

Facilitator: **Sam Mitchell***, Veterans Program Coordinator, Washington Employment Security

**Medics and Corpsmen (MMAC) Program Manager, Virginia Department of Veteran Services; Richard Wuthrich***, Veterans Program Manager, Illinois Department of Employment Security; and **Tommy Simpson***, Washington State Department of Health (DOH), Health Services Consultant / Military Liaison
**Thursday, July 19**

**1:30 - 3:00 pm**

**Six Concurrent Breakout Sessions (Continued)**

**Department**

Moderator: **Ralph Hernandez***, Senior Community Engagement Program Leader, Amazon

Speakers: **Thadd Jones**, Amazon Senior Talent Acquisition Manager; **Andrew Celeski**, Amazon Talent Supply Chain Lead – North America Sort Center Network Staffing; **Derrick Bates***, Senior Manager, Strategic Sourcing, Amazon (HVH) Global Staffing & HR Optimization; **Steven Johnson**, Global Director of Associate Career Development, Amazon

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**“The Other I-O”: Helping Veterans Transition to Civilian Workforce Using Best Practices from Industrial-Organizational Psychology**

**Breakout IH**

This panel includes representatives of the Society for Industrial-Organizational Psychology (SIOP)’s Veteran Transition Subcommittee. This panel will provide participants in the NASWA conference with tested practices from industrial-organizational psychology that can help Veterans more successfully transition from their military service to civilian employment.

Learning objectives for this session include: (1) gain knowledge of how to set veterans up for success in their job search; (2) gain knowledge of how organizations can set veterans up for success in gaining and retaining employment.

Moderator: **Christopher Hagerup**, Deputy Secretary, Wisconsin Department of Workforce Development

Speakers: **Julia Bayless**, Director, Talent Assessment, Capital One; **Fred Mael**, Organizational/Management Consultant & Executive Coach, Mael Consulting; **Christopher Stone***, Assistant Professor of Management, Emporia State University; **Joy Oliver**, AVP of Research Execution & Methods at Bersin by Deloitte; **Adam Kabins**, Senior Consultant, Korn Ferry

**Resources You Need to Know About**

**Franklin Square**

This workshop is jam-packed with great information to help military members and employers face the challenges of transition. First, Marjorie Morrison from The PsychArmor Institute will educate attendees about free educational products that enhance employers’ efforts to hire, retain and support transitioning Veterans in their efforts to move into the civilian workforce. National Veterans’ Intermediary’s Nancy Berglass will explain NVI’s goal of helping communities collaborate to more effectively serve Veterans. Kristy Kaufmann will share an exciting new cloud-based resource, PATRIOTlink, a tool that enables users to identify additional support and resources for the Veterans they serve. At the end of this workshop attendees will be able to: Identify educational products for employers who are interested in hiring and retaining Veterans in their companies; and Access resources to better support Veterans in their efforts to successfully transition into the civilian workforce.

**Lafayette Park**

**Joining Forces: How Two Companies Teamed Up to Create A Successful Apprenticeship Model**

Come hear how two industry leaders – Adaptive Construction Solutions, which runs the largest apprenticeship program for Veterans in Texas, and Bechtel Corporation, a globally respected engineering, construction, and project management company, have collaborated to create an ever-growing number of Registered Apprenticeship opportunities for Veterans and Transitioning Service Members.

**Resources You Need to Know About**

**Franklin Square**

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**Moderator:** **LeRoy Thomas***, Veterans Program Manager, Maryland Department of Labor, Licensing & Regulation

**Speakers:** **Marjorie Morrison**, CEO, The PsychArmor Institute; **Nancy Berglass**, President, National Veterans Intermediary; **Kristina Kaufmann**, Executive Director, Code of Support Foundation
Thursday, July 19

1:30 - 3:00 pm

Six Concurrent Breakout Sessions (Continued)

Speakers: Nicholas Morgan*, President, Adaptive Construction Solutions; Rob Scott*, Executive Vice President & Executive Assistant to C&CEO, Bechtel Global Corporation; Robert Deatherage, Vice President of Industrial Relations, Bechtel Global Corporation

Life After Service: Transitioning to a Civilian Career

Farragut Square

Whether you have been in the military for four years or 30 years, transitioning to a civilian career can be challenging. This session will highlight some tools and programs that can make that change less challenging, and ideas for helping guide Transitioning Service Members on their way to a new career. You’ll hear from current transition practitioners, as well as several Veterans who found new ways to serve.

Moderator: Christopher Rollins*, Veterans Program Coordinator, DC Department of Employment Services

Speakers: Lieutenant Colonel Ramit Ring*, Employment Director, US Army Soldier for Life; Bill Price*, Soldier for Life Transition Services Manager, Fort Carson; Traci Marques, Executive Director, Pikes Peak (CO) Workforce Center; Mark Toal*, National Veterans Employment Manager, USDOL VETS; Anne Sprute*, Founder, Rally Point/6; Danielle Corazza*, National Outreach Coordinator, Department of Veterans Affairs’ Center for Women Veterans; Sergeant Major Mike Stoddard*, Military Fellow, USDOL VETS

3:00 - 3:30 pm

Networking Break

Independence Foyer

3:30 - 5:00 pm

Six Concurrent Breakout Sessions

Promising Practices

Independence Ballroom A1

Garcia-Hernandez*, Consolidated Veterans Services Representative

Open the Other Team’s Playbook: How HR Professionals Are Trained to Read Your Resume

Breakout GF

Because of the skills they acquired while in service, Veterans have limitless career options. However, the majority need help to ensure those skills are properly showcased. For many HR professionals, understanding what Veterans and Spouses did in the military is impossible simply because they never served the nation in the same capacity. But, how can you help them understand? First - Translate your service, second, we’ll show you how to leverage digital technology to do just that.

Moderator: LeRoy Thomas*, Veterans Program Manager, Maryland Department of Labor, Licensing & Regulation

Speakers: Adam Rocke*, Vice President of Military Relations, FASTPORT, Inc.; Paige Thompson, Marketing Director, FASTPORT, Inc.
Thursday, July 19

3:30 - 5:00 pm
Six Concurrent Breakout Sessions (Continued)

Compelled to Serve: Native American Veterans
Breakout IH

Many people do not realize that more Native Americans have served in the United States military as a percentage of their total population than any other ethnic group. While the 2.9 million Native Americans represent only 0.8% of the total US population, over 18% of them have served their country going back to the Revolutionary War. Join Matthew Brogdon of Pathfinder Consulting and Christopher Key of True North as they share guidance on how to proactively reach out to and work with Native American veterans. During this session, you’ll learn critical information regarding relationship building in the Native American community, as well as an understanding on why collaboration is key with Native American veterans, and the right way to market their skills and culture to your local employers.

Moderator: Beth Townsend*, Executive Director, Iowa Workforce Development

Speakers: Christopher Key, CEO and Founder, True North Diversified, True North Placement LLC, Matt Brogdon*, Senior Director of Consulting Services, Pathfinder Consulting

Navigating the New NVTI
Franklin Square

This workshop includes representatives of Management Concepts who are heading the National Veteran’s Training Institute. This workshop will provide participants of the NASWA conference a comprehensive overview of NVTI’s new and in-development learning opportunities. Learning objectives for this session include: (1) gain knowledge of how the NVTI curriculum was researched and developed; (2) gain knowledge of how to access NVTI’s digital products; and (3) gain knowledge of the new NVTI core curriculum.

Moderator: Stephanie Robinson*, Veterans Program Administrator, Arkansas Department of Workforce Services

Using Social Media to Sell Your Services
Lafayette Park

You can stand out from the crowd by using social media to establish yourself as the thought leader and go-to person for your area of expertise. But you have to move beyond simply sharing posts, liking, and retweeting. Social media for business and brand development has evolved into a much more dynamic marketing tool. Whether you are an employee or business owner, your credibility and perceived expertise can be enhanced exponentially by using some key, well-proven social media strategies. Carol J. Dunlop of Creative Services International will share simple, effective insights into using social media to enhance, expand, and solidify your status as “The Expert” and “The Authority.”

Moderator: Charlie Palumbo*, Transition & Employment Program Director, Virginia Department of Veterans Services

Speaker: Carol Dunlop, Chief Content Officer, CSI Corporation & VP of Marketing and Strategic Partnerships, ProWIN

The Veteran Staffing Network, an Innovation in Veteran Employment Services
Farragut Square

Easter Seals has been known for nearly 100 years as an innovator of services supporting our communities. In 2013, they launched an innovative program supporting veterans and family members in the effort to find meaningful employment, the Veteran Staffing Network (VSN). The VSN has been responsible for providing career coaching services for more than 8,000 people, exclusively from the military community. Come learn more about one of the best programs you haven’t heard about yet. The VSN has just completed its 5th year of

*Denotes an individual currently serving or a Veteran of the United States military. If they are wearing a Veteran ribbon on their name badge, please thank them for their service.
3:30 - 5:00 pm

Six Concurrent Breakout Sessions (Continued)

operation and their work has helped just over 1,400 veterans and family members find employment in 23 states. The revenues from these placements have provided the infrastructure to provide intensive career coaching services to more than 8,000 people. The VSN also provides subject matter expertise on veteran employment programs to their clients at no additional cost.

Moderator: Wayne Smith*, State Veterans Coordinator, New Jersey Department of Labor & Workforce Development

Speaker: David Muir, Jr*, Senior Vice President, Veteran Staffing Network of Easter Seals

5:30 - 7:00 pm

Networking Reception

Independence A2

Enable your DNS to detect and block cyber threats

PROTECT YOUR NETWORK FROM:
- Malware
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Northrop Grumman is a proud sponsor of the National Association of State Workforce Agencies. Please visit our website for more information about our company, our programs, and our career opportunities for Veterans.

THE VALUE OF PERFORMANCE.
Friday, July 20

7:00 - 8:00 am
Breakfast
Independence Ballroom A2

7:00 - 10:00 am
Exhibit Showcase
Independence Foyer

7:00 - 11:30 am
Hospitality Desk
Independence Foyer

8:00 - 8:45 am
Listening Session
Independence Ballroom A1
USDOL VETS Leadership

8:45 - 9:45 am
Make Your Smart Phone Even Smarter and Your Life Easier
Independence Ballroom A1
Bring your Smart Phone to this session with Jeff Farley, a Microsoft Windows Technical Solutions Professional, and learn about currently available software and apps that can increase your productivity, and provide solutions to Veterans who want to get and keep a job. You will also hear about Office 365 and Office telework scenarios that could benefit disabled individuals who want to rejoin the workforce.

9:45 - 10:00 am
Coffee Refresh
Independence Foyer

10:00 - 11:00 am
“Having a Warrior’s Heart”
Independence Ballroom A1
Major MJ Hegar* is a hero twice over—a decorated pilot, and the soldier who challenged longstanding military policy, winning women the right to serve on the front lines. She is also the author of the new memoir “Shoot Like a Girl,” a soon-to-be major motion picture. Hegar’s exceptional grit shows that fighting for what you believe in—in enemy territory and beyond—is always worthwhile. During one of her three tours as a Medevac helicopter pilot in Afghanistan with the Air National Guard, Hegar’s aircraft was shot down in enemy territory. The ensuing rescue earned her both the Distinguished Flying Cross with Valor (only the second woman in history to be so honored), and a Purple Heart. Unable to continue flying, Hegar sought and was denied a position in the Air Force. Once again, she fought back, leading efforts that resulted in the repeal of the Combat Exclusion Policy in 2013. She currently works as a medical consultant, continues to mentor cadets, and serves on the Air Force Reserve Officer Training Corps Advisory Committee. In 2017, she joined the Board of Directors at the Texas Advocacy Project, an organization that provides legal representation and advocacy for victims of domestic abuse. Major Hegar’s keynote is sponsored by Amazon.

11:00 - 11:30 am
Book signing with Major Hegar*
Independence Foyer

11:00 - 11:30 am
Closing Remarks
Independence A1
Scott B. Sanders & Beth Townsend*

11:30 am
Conference adjourns. Safe travels!

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SourceCast, Inc
U.S. Department of Veterans Affairs (VA) Make the Connection
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Amazon | Table 4
We pioneer. We’re a company of pioneers. It’s our job to make bold bets, and we get our energy from inventing on behalf of customers. Success is measured against the possible, not the probable. For today’s pioneers, that’s exactly why there’s no place on Earth they’d rather build than Amazon.

Direct Employers | Table 1
DirectEmployers Association is a nonprofit Member-owned and managed association formed in 2001 by 14 leading Fortune 500 companies searching for a way to reduce recruiting costs, while regaining ownership of their recruitment brand. Through collaboration with these individuals, DirectEmployers developed proprietary technology that has since led to the creation of our flagship product—a federal contractor compliance solution that assists with the Office of Federal Contract Compliance Program’s (OFCCP) VEVRAA mandatory listing requirements and Section 503 regulations. Now with over 900 employers varying in industry and size, we’ve expanded our Member benefits to include a Partner Relationship Manager (PRM), networking and educational opportunities and fully customizable Recruitment Marketing Solutions.

GOLD SPONSOR

Prudential | Table 14
For more than 140 years, Prudential Financial has helped individual and institutional customers grow and protect their wealth. We are known for delivering on our promises to our customers, and are recognized as a trusted brand and one of the world’s most admired companies.

SILVER SPONSORS

Aetna | Table 13
Aetna is about more than just doing a job. This is our opportunity to re-shape healthcare for America and across the globe. We are developing solutions to improve the quality and affordability of healthcare. What we do will benefit generations to come. We care about each other and our customers. We are inspired to make a difference, and we are committed to integrity and excellence. Together we will empower people to live healthier lives.
Sponsor Information

**Hilton | Table 10**
In August 2013, Hilton launched Operation: Opportunity with a commitment to hire 10,000 Veterans and Military Spouses by 2018. We are proud that we accomplished that goal two years ahead of schedule and have since committed to hire an additional 20,000 military hires by the end of 2020.

**Management Concepts | Table 7**
Management Concepts is the nation’s premier provider of professional development, performance improvement, and talent management solutions. We support Federal agencies, state and local, non-profits, universities, and corporations; unleashing the potential of more than one million individuals and enhancing the performance of teams and organizations. Visit ManagementConcepts.com; follow on Twitter @ Mgmt_Concepts.

**Nominet | Table 11**
Nominet is a world leader in cyber security helping organizations protect mission critical infrastructure from vulnerabilities including malware, spam, DDoS attacks, Zero-Day exploits and data exfiltration via DNS tunneling. Our security platform enables organizations to visualize vulnerabilities, detect anomalies in DNS traffic in near real-time, issue board-ready reports relating to attacks, and provide third-party risk management.

**Northrop Grumman | Table 12**
Northrop Grumman is a leading global security company providing innovative systems, products and solutions to government and commercial customers worldwide, offering an extraordinary portfolio of capabilities and technologies for applications from undersea to outer space and into cyberspace.

**BRONZE SPONSOR**

**Geographic Solutions | Table 17**
Geographic Solutions is the leading provider of integrated software for state and local workforce agencies in over 30 states and U.S. territories. The company’s online solutions effectively manage all federally-funded partner programs under WIOA, labor exchange, job aggregation, labor market information, service and fund tracking, and unemployment insurance benefits.

**G.I. Jobs | Table 18**
Connecting the Military Community With Civilian Opportunity. www.GIJOBS.com

**Exhibitors & Contributors**

**LinkedIn**
Founded in 2003, LinkedIn connects the world’s professionals to make them more productive and successful. With more than 562+ million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world’s largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.

**SourceCast, Inc. | Table 8**
SourceCast is a leading provider of results-driven diversity and inclusion hiring services for VEVRAA and Section 503 compliance nationwide. Through the groundbreaking DirectSource hiring accelerator, SourceCast delivers top talent through the nationwide One-Stop diversity talent source network. SourceCast provides the ultimate diversity hiring performance with a unique diversity compliant pre-qualified job seeker referral system for veterans and individuals with disabilities.

**U.S. Department of Veterans Affairs (VA) Make the Connection | Table 9**
The U.S. Department of Veterans Affairs (VA) is dedicated to providing access to quality mental health care and preventing suicide among our Nation’s Veterans. One key resource is Make the Connection, VA’s mental health awareness campaign that aims to connect Veterans and their families with information and tools for helping manage many of life’s challenges.