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The Professional
Association
For Workforce
Professionals

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MESSAGE FROM THE CALIFORNIA WORKFORCE CONNECTION **PRESIDENT**

*By Melissa Lauritzen, President
Sacramento Chapter Member*

*Dear California
Workforce Connection
(CWC) members,*

The holiday season is upon us. However, the pandemic is not over, so planning for the holidays is especially challenging for this year. For most of us, the holiday season is a time of getting together with family, feasts, and gift giving. For some that means having a large group of extended family and friends over, for others it means a smaller gathering of family and friends.

One concept that has become popular during the Covid-19 pandemic is Social Bubbles or Social Pods. I can attest to how powerful having a good Social Bubble can be for

your mental health during this pandemic. However during the holidays, families and friends who may be outside our social bubble, like to come together to celebrate. So that begs the question, how do we celebrate the holidays while remaining safe? Here are some suggestions by the Center for Disease Control, American Lung Association, and Healthline:

- **Utilize** Zoom or similar video conferencing software to do a virtual holiday dinner, share family recipes online with family and friends, or even prep your own holiday meals

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PRESIDENT MELISSA LAURITZEN

“Once again, we come to the Holiday Season, a deeply religious time that each of us observes, in his own way, by going to the mall of his choice.”

– Dave Barry

BEST WISHES TO SHARON HILLIARD



By Raymond Cabrera, District IV Director

Employment Development Department (EDD) Director Sharon Hilliard has announced that she will retire at the end of this year. Hilliard, who has worked in state government for nearly 40 years, has led the department through the coronavirus pandemic, which saw an unprecedented number of people file for unemployment benefits.

“This has been a challenging time for the people of California and Sharon and her team have put in the work during this time of unprecedented demand,” Stated Labor and Workforce Development Agency Secretary Julie Su.

Sharon Hilliard came to our attention when she was EDD Deputy Director under Director Henning Jr. While she was Deputy Director she was assigned as Liaison to the California IAWP Association. Sharon helped us in our reorganization and rebranding in becoming the California Workforce Connection, CWC. We owe her a sense of gratitude for her support and leadership along the way.

*The CWC membership
wishes Sharon Hilliard
a pleasant and
enjoyable retirement.
– You will be missed.*

CALIFORNIA CHAPTER

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RAY CABRERA



**Our association
is dedicated to
bringing education,
opportunity, and
innovation to all
individuals with a
common interest
in workforce
development**

PRESIDENT

CONTINUED FROM PAGE 1

with your family and friends virtually and compare the results!

- Before travelling to visit family and friends, quarantine yourself and your immediate household for 14 days to ensure everyone is healthy. Do not travel if you are feeling ill.

- Avoid such gestures as handshakes, hugs, elbow bumps, and high fives.

- Limit the amount of people accessing food being prepared/served and don't serve the meals 'family style.' Instead, have one individual (preferably wearing disposable gloves and a mask and washing their hands for at least 20 seconds in hot water with soap) plate the individual meals and serve family members at the table rather

than the family queueing up for a buffet style dinner.

- Rather than cooking for your family, utilize local restaurants for holiday takeout. Many offer individual plates or can provide a full meal for as many guests as you anticipate coming.

- If the weather allows it, hold the festivities outside to allow adequate social distancing between family members and friends, or open windows/doors for ventilation.

- Remind guests to wash their hands often and have hand sanitizer available.

- Consider using disposable plates and utensils to avoid handling used plates and utensils for washing.

- Make homemade goodies (cookies, pies, cakes, etc.) and deliver them in a contactless way to family and friends who are currently sheltering in place.

- Instead of Black Friday

shopping, choose Cyber Monday shopping.

- Consider virtually volunteering this year! Adopt a Grandparent, read to children, help track wildlife, help veterans with interview techniques, help the blind, mentor a student interested in your industry, help the Smithsonian transcribe documents, translate humanitarian documents, and many more!

This holiday season will definitely be different than any others we've had in the past, however with a little ingenuity and flexibility, it can still be fun! And of course, while we're navigating the holiday season pandemic style, don't forget to take care of yourself as well! California Workforce Connection wishes all of you a Healthy Happy Holiday season this year!

Keep Updated on CWC News: Use the CWC Website!

By B.J. Sims, Website
Administrator & Marketing Chair,
Silicon Valley member

The website will never be finished. It will always be a work in progress. But, since the launch of the Members Only Training page, there are two new narrated PowerPoint presentations, which include a Bybee presentation and a New Employee Orientation for members to view and use. There is a PowerPoint on how to create an eye-catching flyer, which may help members develop flyers. Please submit your flyers and news items. Your contributions will help keep the website relevant and useful.

PowerPoint presentations under construction are the **Statement of Qualifications** presentation to assist members

to prepare for promotional opportunities and **Award Nominations Assistance Preparation** to walk members through submitting a recognition nomination.

Also added to the **Member**

surers on how file their reports.

To access the **Members Only**, you must request a password tied to a personal email. This portal is for CWC members only as a repository for reference documents, templates,

www.californiaworkforceconnection.org



Only Archive page, are all the flyers that have been posted on the **News and Events** page. Recent Local Chapter newsletters and reports can also be accessed on this page.

CWC Board meeting minutes and officer reports have been uploaded and can be viewed on the **Board** page. The **Budget Page** has the current 2020-2021 Budget available for viewing along with instructions for Local Chapter Treasurers

guidelines, reference materials and reports. To request access to this portal, use the Contact Us form and be sure to include your personal email in order for CWC to be able to communicate with you. Upon confirming membership status, a password will be sent to you via email with instructions. We will not share your email with any third party.

Thank you for your membership and participation!

By Nanette Bowman,
Retiree Chair and
Orange Empire Chapter Member

In the process of packing up and closing Anaheim 074, a box of photo albums began its journey. It was delivered to me as the last custodian was cleaning his storage and decided it was time to pass them on. I already have custody of a box of photos from the 70's as I'm one of the aging survivors of that era. It was another EDD chapter of pot lucks and celebrations that offset the usual workplace struggles of delivering services.

So, one evening I entertained myself looking through the pages of these eight albums. The pictures are mostly during the 80's. I think I worked in Anaheim around 1991-1998, but I still recognized a lot of the people although some of the creative Halloween costumes made it difficult. Funny how one can stare at a face until a name pops into one's head.

There are some pages of shots taken at positive recruitments (really?) – for example Anaheim Plaza and The Pond. Please let me know if you want to come to my house for a viewing and please volunteer to take custody. Or you may wish to browse and collect a few special photos for your own memory book. Two full album/scrapbooks document a California Chapter 1983 convention in Sacramento. Another one is an International in Louisiana.

An entertaining history of the

Fullerton office from the 1980s to early 1990, is described in a book written by Judy McQuay, a fellow retiree. The title is "Not Suitable for Government Work." Judy was a Permanent Intermittent (PI) whose nickname was the Queen of Hires. Her experiences and the people are real but the names are changed. If you were there, you would recognize yourself or others. No one could be offended because Judy describes personalities in a delightful way. That's enough – if I piqued your interest you should buy the book. I didn't work there or ever meet this Judy, but reading her stories gave me such warm EDD vibes.

I encourage all retirees and those planning to retire to send me their personal email. I do not send frivolous information but will forward each new *Cal-Liope*. In October, I began mailing the *Cal-Liope* to those who do not have email or who notified me that they wish to have a hard copy.

Hoping you are all well. Stay in touch.

Keep watching the RETIREE CORNER of the Cal-Liope. Remember to stay in touch by sending an email to me: nanettebowman@cox.net.



NANETTE BOWMAN

KEEPING ACTIVE AFTER RETIREMENT

"Often when you think you're at the end of something, you're at the beginning of something else." – Fred Rogers



CWC can help you keep connected, relevant and active after you retire

BENEFITS OF RETIREE MEMBERSHIP INCLUDE OPPORTUNITIES TO:

Socialize with other CWC retirees

- Attend retiree luncheons & outings
- Special rates for conferences and workshops
- Create a new CWC network of friends on Facebook

Continue to learn new things through CWC workshops

- Retirement and Social Security Resources seminars
- Managing a private pension workshop
- The latest and greatest of Medicare "D"
- What Retirees Need to Know for 2021 – CalPERS Perspective

Contribute to your community through CWC sponsored events

- Retirees are able to spend time volunteering in a myriad of ways.
- Mentor a young person in your community to build their character.
- Volunteer at a local homeless shelter or food bank.
- Help out the Red Cross or Salvation Army.
- Build homes in your area with the Habitat for Humanity.

Share your knowledge, expertise, and skills with other professionals through the CWC network

- You have lived a long time which means you have accumulated knowledge and experience.
 - Mentor the up and coming CWC members into retirement
 - Life after retirement, individual experiences
- CWC has a very active and committed team of Retiree members who attend the educational conferences, actively participates with State and local chapter events, volunteers for CWC community service activities, and provides mentorship support to CWC Board and active members.

TO JOIN CLICK HERE

www.californiaworkforceconnection.org/join-now

"Retire from work, but not from life." – M.K. Soni

Personal Email Addresses Needed

By Val Moeller,
CWC First Vice President,
Cabrillo Del R5o Secretary/Treasurer

Attention CWC members! The California Workforce Connection (CWC) continues to embrace change and get up to speed with new technology. Technology and social media are powerful tools if we utilize them appropriately and transition into these needed

future changes. As such, we need your home email address in order to better communicate with you. Please DO NOT give us your EDD email address. If we already have your home email address, then THANKS. If not, please email that information to me listing your name, email address, and your local chapter. I can be reached at retire2k07@aol.com.

By Raymond Cabrera District IV Director, Inland Empire member

We have had individuals ask why should they join CWC? That is a good question. There are many objections given by prospective members as to why they should not become members. The reasoning behind these questions were as varied as the objections themselves. As a member of the CWC, you are a dues paying member in good standing. You need not apologize for asking a non-member to join. To assist in answering the honest objections of many prospective members, the following information is offered.

CWC cuts across all lines of employment and embraces every employee within its membership. Every member has equal vote in the CWC organization and, therefore, has just as much say as an executive or any other employee. It is the responsibility of each employee to join CWC to make their voices heard in its operation. There is a great deal of work to be done and plenty to go around for every member.

Have you ever spoken to a single board member regarding the manner in which CWC is being operated? Have you given them any suggestions? The only way you can really help is to get involved and put your ideas to work.



RAYMOND CABRERA
DISTRICT IV DIRECTOR,
INLAND EMPIRE MEMBER

Some say that they do not have time to attend meetings. If anything, the pandemic has taught us to push the envelope and develop different ways we can attend meetings and still get business done. We have learned the art of Zoom meetings. More and more local chapter meetings are being conducted via a Zoom meeting. Those that have attended a CWC meeting or training have said that they enjoy and appreciate it. Most of the local chapters are conducting their meetings after hours and on Saturdays. We try to keep them down to as little as one hour.

There are four District Directors and a Membership Chairperson that is available to help you with any concerns you might have. They can be contacted by going on to our CWC website: californiaworkforceconnection.org and going to the Contact Us tab and sending us a note. We try to reply within two days.

We are the workforce membership organization for ALL members.

How To Recruit New Members To CWC:

Organize a Zoom or other video conferencing luncheon or happy hour as a fun activity to recruit new members. Invite as many prospective members and their spouse or significant other as possible. While having fun with the video conference and socializing safely, include some educational benefits and invite them to join your chapter of CWC.



Creating An Eye-Catching Flyer

By B.J. Sims, CWC Marketing Chair & Website Administrator, Silicon Valley member

“Good marketing makes the company look smart.

Great marketing makes the customer feel smart.”

– Joe Chernov
CMO of InsightSquared

We all want to appear to be as smart as we can to those who might be looking at our flyers. But when asked to help out a church, a friend, a PTA group, or a community organization by creating a flyer do you hesitate to take on the task because you haven't much experience making flyers. Here are some tips that might help you.

Essentials for an effective flyer are the Who, What, Why, When, Where, and How of the activity or event. The flyer also must convey genuine information that is factual. Graphics can bring energy and capture the interest, but don't fall in love with your graphics at the expense of the message.

Here are eight Quick Tips for Creating Effective Flyers:

1. Keep your content brief... Taking into account the design and the size of your flyer, the area where you could write content is limited. Don't overwhelm your reader by squeezing in a lot of information. Write your content in a concise way. Include only the essentials.

2. Divide your copy into digestible sections... The appearance of your text can affect your reader's interest. At first glance, long paragraphs

look like giant walls of text that could turn off your reader. White space, that is the area around a certain design element, helps alleviate this strain. For informational business flyers, divide your content into sections with headings to make it pleasing to the eye.

3. Use bullet points and infographics... In line with presenting your content succinctly, try to summarize data by using bullet points and charts. This makes the information easier to understand.

4. Create a catchy headline... The headline will always be the first line of text that your recipients will read. Try to make it catchy in order to hook them to read further.

5. Add a call-to-action... One of the most important parts of your content is the call-to-action statement. The call-to-action tells your reader what they should do after reading the information. “Call Us” or “Order Now” are common examples but feel free to be creative.

6. Don't forget to add directions... This holds true for both online and offline flyers. Add directions to your activity or event or put your website address. This makes your flyer useful to the reader as a future reference.

7. Include your contact information... This is pretty obvious but can be easily forgotten. Always put your contact information on a flyer. The bottom part is usually the ideal place for easy access.

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8. Always proofread your content and have someone else check it... It's off-putting when there are mistakes in your content. Small things like spelling or grammar mistakes could steal the attention of your reader from the information itself. So always proofread your content before submitting it for printing. Use spell check if you can but the best way is find another trusted proof reader to look it over prior to submittal. If you wait a day, come back and give it another review. You will be surprised what you missed or better yet that you didn't say.

Guidelines when doing a flyer for CWC

- If you are putting a flyer together for CWC, add the approved logo at the top of your flyer. Make sure to send it to your Local Chapter President and/or District Director for review/approval and then send it to the Marketing Chair/Website Administrator for posting. The more eyes on the better, the smarter CWC and you will look.

- Many folks like to use Publisher to create flyers but it needs to be converted to a word or pdf files to be posted on the CWC website.

- Be careful on the size of the graphics you use. Some can prevent your flyer from being downloaded on emails and devices. The website has a maximum of 512 MB that can be uploaded. Over 512MB may mean your flyer can not be displayed. Don't make it hard for potential readers to access.

- Remember to acknowledge your partners by adding their logo(s) and a handicap access placard as appropriate.

- The CWC Member Only page has an archive of recent flyers you can use as samples. There is also a style guide for how to use the logo. Only size the logo from the corners, never the sides. Don't squeeze or stretch the logo! If you don't have access to the Members Only page and are a member in good standing, complete the Contact Us form requesting access and I will send you a password. www.californiaworkforceconnection.org

- Most important – Don't be afraid to use your creativity!

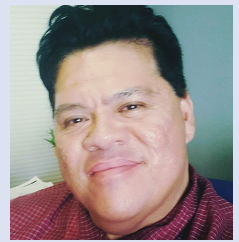


"True Grit"

By Rob Claudio,
Orange Empire member

About a month ago I was captivated by a story about a 95-year-old veteran who continues on his quest to run across America from San Diego to Georgia. Interestingly, this is the second time he is embarking on this run, as he previously did this in 2016. I was just astonished at the thought of being that age and having the stamina to be able to accomplish such a task. Over the years, I have learned that all of us have a level of strength that we can summon from the depths of our inner being, which we never knew we had, until we are pressed in an extraordinary circumstance. I have heard stories of people who have helped others after an accident, where they lifted an incredible amount of weight to help rescue someone in dire need. Some people call these extraordinary beings who came out of nowhere angels, who were brought by divine intervention to aid them in their moment of need.

If you begin to filter the stories, which are fed to us via the many channels of social media, television or any other form of communication, you realize that there are plenty of stories of these extraordinary occurrences to go around. Then a couple of weeks ago, I saw a great story of a young man who was homeless living in Virginia and worked three part time jobs to get himself through school and was eventually accepted into his dream university of Boston College. Aside from his sheer will and determination to overcome homelessness, he took it upon himself to walk from where he lived prior to the beginning of his school year. His purpose in doing so as he proceeded over the course of many weeks was to raise money for homeless students, as he traveled on foot through the many states it took



ROBERT CLAUDIO

to get him to Massachusetts. Again, not only was I astonished at such a tremendous effort by this great example of a youth, the fact that this young man took it upon himself to help other homeless students, while making the world focus on issues that we should all do something about was just amazing. In this story, they didn't mention any parents who were involved; however, I just know that there must have been many shining lights of individuals, who in some way helped him achieve such great accomplishments.

All of this makes me reflect on the strength and perseverance which is in all of us, as we await the different instances where we will need to call upon one of these super powers to help us get through one of life's hurdles. While I appreciate that a tough circumstance can create the impetus to achieve, I know for many of us, it is not a large obstacle that may be in our way. For many of us, just getting out of our own comfort zone and being willing to step into a new direction can be the challenge. What we have to rely upon is what brought us to these moments and the fact that our life experiences are the stepping stones, which we need to remember are beneath our feet already. I hope all of you are able to find that grit and determination when you are in need and remember that if a 95-year-old person can raise the bar for all of us to achieve great things, then so can you!

**"We may encounter many defeats,
but we must not be defeated."**

– Maya Angelou

You can also follow the "Inventing Your Life" blog at:
www.inventingyourlife.blogspot.com

By Jennifer Lucy, State Second Vice President, Puerto Del Sol member

The California Workforce Connection (CWC) State Chapter Annual Awards Program provides an opportunity for EDD management and staff to nominate staff, peers, workforce partners, employers and community organizations for outstanding efforts, innovation, and service in workforce development. Recognize those who go above and beyond the norm by nominating an amazing manager or staff member for a CWC State Chapter award this year! Awards recognize both members and non-members for their hard work and dedication to excellence. Anyone can write a nomination!

All award nomination entries must be postmarked or emailed by March 1, 2021.

• CATEGORIES

Award of Distinction – Eligibility: Member or Non-member – individual and group – Recognizes outstanding contributions to CA Chapter or to workforce development programs. The recipient(s) must be from the private sector or a non-governmental, non-profit organization and not employed by a workforce development entity.

Meritorious Award – Eligibility: Member – individual and group – Recognizes outstanding service or achievement beyond normal expectations or job requirements that benefit CA Chapter and the workforce development field. Nominees demonstrated individual initiative and creativity outside of their job responsibilities.

Services to Veterans Award – Eligibility: Member or Non-member – individual and group – Recognizes those who have done the most to assist veterans and promote interest in their rights in the workplace.

If you need help writing an award nomination look at awards on the CWC website. For those award categories where a non-member could win, the nomination must be written by a member.

For those awards that are only given to CA Chapter Members, CA Chapter membership is required in both the year during which the activity occurred (2020) and the year in which the nomination was submitted (2021).

Mail Award nominations for the following categories as follows:

- **Retiree:**
Nanette Bowman,
Retiree Chair
2006 Port Albans Circle
Newport Beach, CA 92660
- **Toll Trust:**
Verletta (VAL) Moeller
15648 Harvest Avenue
Norwalk, CA. 90650
- **All other award nominations:**
Jennifer Lucy
2104 Alta Vista Drive
Vista, CA 92084

In addition, it recognizes an outstanding, innovative program or awareness and promotion of veterans' interests and rights in the workforce.

Retiree Award – Eligibility: Member – individual – Recognizes a retiree who has shown continued outstanding commitment to the association's objectives following retirement. Nominees should have demonstrated exceptional accomplishments in advancing CA Chapter objectives, e.g. leadership on a board, committee or initiative group (not restricted to CA Chapter); participation in educational, membership, communication, fund-raising or legislative activities; mentoring chapter leaders and/ or participation that advances the member's local community.

Employee Performance Award (EDD & Partner) – Eligibility: Member – individual and group – Recognizes an individual or group who has gone above and beyond their assigned duties to provide outstanding service to the

public through excellent performance. The Nominee must have demonstrated exceptional achievements that contributed to the smooth performance of operations through positive attitude, accuracy, representing the agency with the public, handling workload under unusual conditions, adaptability, initiative and dependability.

Customer Service – Eligibility: Member or Non-Member – individual and group – Recognizes exceptional service to customers served throughout the workforce system including, but not limited to work with job seekers, UI claimants, businesses, schools, and vocational rehabilitation, people with disabilities, former felons, youths, welfare recipients and job training participants.

Fostering Partnership Award – Eligibility: Member or Non-Member – individual and group – Recognizes an individual or group who has demonstrated diligent efforts to partner with the EDD and/ or CA Chapter while collaboratively delivering valuable and innovative services to meet the evolving needs of members, employers, workers, and job seekers. Partner organizations such as the Department of Rehabilitation, Workforce Investment Act Partners, the Small Business Administration, Employment Advisory Councils, Chambers of Commerce, governmental agencies, etc. all play an important role in the workforce system and employment security, so the CA Chapter would like to acknowledge them accordingly.

oratively delivering valuable and innovative services to meet the evolving needs of members, employers, workers, and job seekers. Partner organizations such as the Department of Rehabilitation, Workforce Investment Act Partners, the Small Business Administration, Employment Advisory Councils, Chambers of Commerce, governmental agencies, etc. all play an important role in the workforce system and employment security, so the CA Chapter would like to acknowledge them accordingly.

2020 NOMINATION SUBMISSION COMPONENTS:

The nomination must be typed, double-spaced, 11 or 12 size fonts, on 8½ x 11-inch paper.

Standard Nomination Form: This form must be the first page of every written nomination.

Narrative: This concise, precise and descriptive narrative must focus on the details/ examples of the actual accomplishment and include any necessary background information that explains why the accomplishment was exceptional to the association or agency. Give information based on the criteria listed on the judging sheet (found on the website in the Local Chapter Handbook), as this will assist the judges in properly and efficiently scoring the nominations.

Documentation: The narrative must be supported only by documentation that relates directly to the accomplishment activities on which the nomination is based. The documentation may be articles, endorsements, recommendations, testimonials, or original and/ or digital photographs with a brief description of what each photograph is intended to show.

DISTRICT I

RECOGNIZE CALIFORNIA!

By Tanya Davidson, CWC District I Director,
CWC Sacramento Chapter President

Whether you are rank and file, in management, or work in an executive office, everyone likes to be recognized for a job well done. During this period when organizations have found themselves overwhelmed with impacts the COVID19 pandemic has caused, finding quick, easy, effective ways to recognize teams, colleagues, or friends is of utmost importance for both employees and employers.

According to the Business 2 Community (B2C) article dated April 25, 2020, *How Employee Recognition Systems Improve Productivity*, successful entities like Deloitte state, "Recognition is highly correlated with improving employee engagement, in turn improving job performance and capturing business value. In fact, employee engagement, productivity, and performance are 14% higher in organizations with recognition than those without." Most employees want to be viewed as valuable contributors to the success of the business. When you recognize employees effectively, you are reinforcing the actions and behaviors you want repeated while increasing employee understanding of their valuable contributions in the workplace. It is a communication tool that strengthens and rewards the principal business outcomes created by the employees. So why wouldn't you want to recognize the hard-working people in your organization?

It is important to mention when I say "recognition," I mean more than a "thank you" email, which is probably the most common expression of recognition and has its place in daily activities. However, a good leader will tell you that proper recognition of employee performance includes acknowledgment among one's peers, is meaningful, supportive, and memorable for the recipient. The B2C article speaks to going beyond the norm to recognize employees, "...what really matters in the workplace is helping employees feel appreciated..." and taking the time to point out their value in a meaningful way empowers employees which drives the success of an organization. In these times when many employees are teleworking and social restrictions are prevalent, it is more important than ever to ensure employees feel appreciated and valued. Face to face recognition in front of one's peers is not so difficult using Zoom or other video meeting platforms. This communication modernization gives us even more opportunities for proper recognition of employees who make intensive efforts toward the success of an organization through deeds, ideas, projects, and of course, leadership. This is the knowledge I wanted to pass on to the District I Executive Leadership Teams (ELTs) at the District I ELTs Leadership Workshop.

California Workforce Connection (CWC) District I Leaders gathered via Zoom on September 26, 2020, for quarterly instructional training to develop and sharpen their leadership skills. For this training I wanted to focus the ELTs on the CWC award recognition possibilities for their staff, teams, and colleagues. However, experience has taught me for a variety of



TANYA DAVIDSON

reasons many people become very shy when you mention writing an award for someone. So, to avoid undue tension, I tricked them!

Teaming up with guest trainer CWC President, Melissa Lauritzen, the training was designed so that none of the ELTs knew the true purpose of their efforts during the presentation. Some mentioned they thought they were working on Statement of Qualifications development, some thought it was for interview preparation, but none had the slightest idea they were writing recognition awards! The ELTs were given 3-4 minutes to respond to each of five writing prompts within the presentation which asks them to reflect upon their own experiences. EX: Write about when you innovated a program/process/procedure or improved delivery of workforce services to customers. It was not until the end of the workshop the ELTs learned they had just responded to criteria for CWC Customer Service and Employee performance awards, basically they wrote awards for themselves!

I wish I would have taken a screenshot of their faces as the quizzical looks turned to surprise and then confidence as the ELTs realized how easy it was to write a CWC Recognition Award. This event was only a hour training session and the actual writing was less than 45 minutes, which means anyone can fill out a CWC Award Nomination in less than one hour! Grab a few kudos, emails, announcements, articles, etc. for support and BAM! CWC Award Nomination completed! Follow the directions for submission (in the *Cal-Liope* or on the website) and you're done! Many local chapters and districts also offer recognition awards so you can easily contact your local representative for more information.

Employee recognition is an essential low-cost best practice with a high impact on employee retention, performance, engagement, and empowerment which increases an organization's ability to both meet their bottom line and retain their most valuable assets, employees. The article *12 Mind Blowing Stats on Employee Recognition You Need to Know* posted by TINY pulse August 14, 2016, states "69% of employees say they would work harder if they felt their efforts were better appreciated." A Gallup Poll article *Employee Recognition: Low Cost, High Impact* posted June 28, 2016, states, "...only one in three workers in the US strongly agree they received recognition or praise for doing good work in the past seven days." As leaders we should never let even a day go by without showing our appreciation for those we lead. Have you recognized your staff, team, or colleagues lately?

This last question brings me to my **Recognize California Challenge** to all leaders at every level reading this article to make an honest effort to recognize the people around you who work so hard, especially under the current social strains, to meet or beat the expectations of their organizations. A readily available path to recognizing others is the CWC Award Recognition program. You can find all the information you need for the types and criteria of CWC recognition awards at [Californiaworkforceconnection.org](https://californiaworkforceconnection.org). There are awards for both CWC members, non-members, and teams with no limit on how many awards you can submit.

So, go out there, **Recognize California**, and reap the benefits the power of recognition brings to your workforce!



DISTRICT II

AWARDS AT LAKE ELIZABETH

By Fred Ruibal, District II Director, Silicon Valley member

Hello everyone and happy Fall! We are definitely living in different times these days. We are adapting to different ways of doing things such as ZOOM meetings and meeting together in small groups. Darn Covid!

But we are resilient people, especially CWC people, right? We still carry on the rites and trials of what our organization is all about-giving recognition to those folks who may go that extra step or consistently demonstrate dedication to the organization. With that said, District II had an awards event on September 23, to honor two of our members.

It was somewhat out of the norm, where an awards presentation is usually held at a restaurant, but of course due to restrictions, we had to consider other ways of getting it done. So, the District had its presentation at beautiful Lake Elizabeth, in Fremont's Central Park. Lake Elizabeth has a special place in my heart for growing up as my family always came here for family gatherings and special occasions.

District II proudly had the pleasure of honoring two of its own for the Meritorious Award. This award recognizes those individuals for outstanding service or achievement beyond normal expectations or job requirements that benefit the organization and the workforce development field. Arlene Bautista, President of the East Bay Chapter and Fred Ruibal, President of the Silicon Valley Chapter were the co-awardees in this field. Speaking for myself as one of the honorees, I was truly humbled and grateful to receive this award. It has always been my pleasure to make contributions to the success of CWC no matter how small it may be.



ORANGE EMPIRE CHAPTER



HOW TO PREPARE YOUR STATEMENT OF QUALIFICATIONS

Training provided by

Val Moeller, Retired EPM III

Saturday January 9, 2021

Noon to 1pm • Via ZOOM

Zoom connection provided upon receipt of RSVP

Members: Free

Non-Members: Free with completed member application

RSVP by 1-6-2021 to

nanettebowman@cox.net • 714-269-0612

VETERANS CORNER

Veteran's Day Recognition

*By Fred Ruibal,
Silicon Valley President*

Veterans Day, which is always November 11, is a holiday that honors those that were willing to give Uncle Sam a blank check in the defense of our country. It coincides with other celebrations that celebrate the end of World War I, which was formally ended at the 11th hour, of the 11th day, of the 11th month of 1918. It was first called Armistice Day, but later renamed Veterans Day.

Every year, most cities and towns hold celebrations and parades to honor those who served. The Silicon Valley Chapter of CWC has participated in the San Jose Veterans Day Parade for many years, but because of the current pandemic and social distancing guidelines, the parade went virtual this year, which of course meant no physical



FRED RUIBAL
SILICON VALLEY
PRESIDENT

participation in the traditional sense. But in keeping with the chapter's tradition of honoring our military veterans, the chapter decided to give a monetary donation to the Gary Sinise Foundation. This foundation honors not only veterans, but first responders, their families, and those in need with programs and services. The foundation was founded by actor Gary Sinise. Please always honor our veterans whenever possible, even with just a simple thank you.

I wish to give a shout out to my father, his brothers, my nephew, his wife, my mother's brothers, and other uncles, cousins, and dear friends who have served over the years.

Are you retiring? LET CWC KNOW!

Send that information to CWC to provide you with the retiree rate for CWC

CONTACT US

Did you just get a promotion to management? LET CWC KNOW!

Send your information to CWC to provide you with the manager rate for CWC

CONTACT US

Did you just recruit a new member to CWC from the almost 4,000 new hires in Unemployment Insurance? LET CWC KNOW!

Get that membership application mailed in and help your new friend get their Members Only Login on the CWC website

CONTACT US

Membership Application

☐ **New** ☐ **Update** ☐ **Renewal** **Date:** _____

Mail form (and payment) to: CWC, Membership Coordinator, 303 W. Elm Street, Oxnard, CA 93033

Name:

Last name

First Name:

MI

Local Chapter: _____ **Telephone Number:** _____

Home email: _____

Address:

Number and Street Address

City

State

Zip Code

Employer: _____ **City:** _____

Job Title: _____ **ARU:** _____ **Bargaining Unit:** _____

(If applicable)

(If applicable)

Type of Member & Association Annual Dues Amount

☐ **Partner/Non-State Employee:** \$98.00 ☐ **Cash/Check payable to CWC:** I hereby agree to be sent an annual invoice for renewal of dues.

☐ **Retiree:** \$36.00 ☐ **Cash/Check payable to CWC:** I hereby agree to be sent an annual invoice for renewal of dues.

☐ **EDD State Supervisor/Exempt Employee:** \$0.00

I agree to provide my full social security number, which will be kept confidential. **SSN#** _____

☐ **EDD State Employee Bargaining Unit 1 or 4:** \$48.00

I agree to provide my full social security number, which will be kept confidential. **SSN#** _____

☐ **Automatic Deduction:** By checking this box, I hereby authorize the State Controller's Office (SCO) to automatically deduct **\$4.00** from my salary each month and transmit, as designated, an amount for membership dues to the CWC. I certify that I am now a member of the CWC and allow the organization to establish, change and/or cancel my deduction. This authorization will remain in effect until I submit a written request to the SCO to cancel this deduction and termination of membership will cancel all deductions made under this authorization. I understand that processing may take 2-3 pay periods.

-OR- ☐ **Cash/Check Payment payable to CWC:** I hereby agree to be sent an annual invoice for renewal of dues.

☐ **Other State Employee (Non-EDD):** \$98.00 – Refer to your Bargaining Unit Contract for possible reimbursement.

I agree to provide my full social security number, which will be kept confidential. **SSN#** _____

☐ **Automatic Deduction:** By checking this box, I hereby authorize the State Controller's Office (SCO) to automatically deduct **\$8.17** from my salary each month and transmit, as designated, an amount for membership dues to the CWC. I certify that I am now a member of the CWC and allow the organization to establish, change and/or cancel my deduction. This authorization will remain in effect until I submit a written request to the SCO to cancel this deduction and termination of membership will cancel all deductions made under this authorization. I understand that processing may take 2-3 pay periods.

-OR- ☐ **Cash/Check Payment payable to CWC:** I hereby agree to be sent an annual invoice for renewal of dues.

I understand that the processing of this form/payment may take 1-3 months and that the California Workforce Connection (CWC) organization does not issue refunds.

Member Signature: _____

Date: _____

Recruiter's Name: _____

Local Chapter: _____