

INLAND EMPIRE INSIDER



Message From The Inland Empire Chapter President

By John Szeibert

Hello all,

I trust you enjoyed the Labor Day Weekend and returned refreshed and energized. As we bid farewell to summer, I look forward to the shorter days and the cooler air.

The Insider is a platform for sharing insights and building connections. In this issue, we feature an article from former IE CWC Chapter President, Michelle Stevenson, WSB Southern Division Chief of Staff. I appreciate everyone who contributed to this issue of the Insider.

We are thrilled to announce that Matoya Terrell, from the State Council on Developmental Disabilities, has joined our board as the Educational Chair. In this role, Matoya will help us plan and organize training and other activities for the CWC. Matoya brings a wealth of experience and expertise to our team. You can read more about her background and achievements in her bio, which is included in this newsletter. Please join us in welcoming Matoya to the board.

The Ronald McDonald House in Loma Linda welcomed CWC volunteers in August. Nicole Palomino from UI Center Carnegie and Peter Gallerani, the former IE Chapter President, organized this event. You can find more details about the experience below.

The holiday season is approaching, and we have some exciting events we're planning. Look out for a food drive event and a membership appreciation day to celebrate our community. If you are not a member yet, don't miss this opportunity to apply at:

<https://www.californiaworkforceconnection.org/>
and enjoy the benefits of our network.

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Culture Eats Strategy For Breakfast

By Violeta Velazquez



The age-old adage “Culture eats strategy for breakfast” has gained a new appreciation in the ever-evolving workforce. While strategic planning is crucial in guiding organizations to their objectives, it is the subtle yet powerful force of organizational culture that often proves to be the ultimate determining factor in achieving sustainable success. This article explores the reasons why culture surpasses strategy in shaping an organization's destiny, and how cultivating a positive culture can lead to extraordinary outcomes.

A well-nourished culture fosters a distinct connection among employees. When values and beliefs are shared, individuals naturally gravitate towards similar goals and actions. This inherent alignment leads to a workforce that is not only committed to the organization's mission but is also proactive in driving it forward. In contrast a strategy-driven approach might prompt employees to follow prescribed steps, but without a cultural foundation, their commitment could waiver when challenges arise.

Culture provides a flexible framework that empowers employees to navigate change and uncertainty. An organization with a strong culture can quickly adjust its strategies in response to unexpected shifts, while still remaining rooted in its core values. This resilience is especially vital in today's rapidly changing business

landscape, where unforeseen disruptions are the norm rather than the exception.

A culture that prioritizes employee well-being and engagement can lead to reduced turnover and increased job satisfaction. When employees feel a sense of belonging and purpose, they are more likely to invest themselves in their roles, contributing to improved performance and innovation. In contrast, the strategy heavy approach might neglect the human element, leading to disengagement and attrition.

An organization's culture is outward facing, contributing significantly to its brand identity. Customers and clients are drawn to organizations with authentic cultures that align with their own values. Such cultures create a unique selling concept that goes beyond mere products or services. On the other hand, a strategy-focused organization might struggle to establish a genuine and relatable brand identity.

A culture-driven organization empowers employees at all levels to make decisions that align with the organization's values. This decentralization of decision making not only accelerates problem solving but also generates a sense of ownership and accountability. In contrast a strategy centric approach might enforce a top-down decision structure that stifles creativity and inhibits individual growth.



While strategies tend to have specific timelines, a strong culture feels a long-term vision. It encourages employees to think beyond immediate gains and consider the organization's enduring impact. This perspective is essential for building sustainable success that extends far beyond the confines of any single strategy.

Fostering a culture that truly eats strategy for breakfast requires deliberate efforts from leaders, employees, and stakeholders. It involves aligning values, promoting open communication, recognizing behaviors that align with the culture, and making cultural integration an integral component of the hiring process.

Strategy undeniably provides a road map; however, it is culture that breathes life into an organization's journey. The power of culture lies in its ability to ignite enthusiasm, inspire innovation, and foster a sense of community.

Recognizing that culture trump 's strategy is more than a mere acknowledgement; it stands as a necessity for shaping an organization that is resilient, engaged, and thriving in today's dynamic and ever evolving world.



It's that time of year again - Hispanic Heritage Month! A yearly celebration that beckons us to pause and acknowledge the invaluable contributions of the Hispanic community. From Mexico to Puerto Rico, Cuba to El Salvador, each country boasts a unique blend of cultures, languages, foods, and customs. The Hispanic community is vibrant, rich, and diverse.

Hispanic Heritage Month originated as a week-long celebration in 1968 by President Lyndon B. Johnson. It was later extended to a month by President Ronald Reagan in 1988. The month-long period encompasses several significant dates for various Latin American countries, including Mexico's Independence Day on September 16th and the independence days of Chile, Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua on September 18th.

Throughout history, Hispanic individuals have made remarkable contributions to various fields, enriching our world with their talents and innovations.

THE RONALD MCDONALD HOUSE

By John Szeibert

The IE CWC Chapter participated in a volunteer activity at The Ronald McDonald House in Loma Linda in August. This organization supports families who have a child undergoing medical treatment far from their home by offering them a place to stay together or near their child. The families can enjoy the comfort of home, including home-made meals. We assisted in preparing and serving these meals. The former IE CWC Chapter President, Peter Gallerani, and his team cooked a delicious lunch with dessert for the guests. They collaborated as if they were family members preparing a meal at home.

I had a wonderful experience at this event, where I learned that the food was prepared by volunteers like Peter, who designed the menu, shopped for the ingredients, and delivered them to the venue. The kitchens were well-equipped with all the necessary tools and appliances, similar to a bed and breakfast. We were also allowed to bring our own equipment, and we used some pastry tools that we brought along. We worked in teams to cook the delicious dishes: Hawaiian Meatballs, Hungarian Goulash, Chicken Alfredo with Broccoli, Garlic Bread, Mini Cupcakes, and Brownie Bites. Once lunch was ready to be served, the food was placed in catering trays and set up for self-serve in the dining room.

We met residents and guests during the whole period we were there, and everyone was very appreciative and welcoming. The desserts were a big hit and brought out some smiles.

We appreciate the generosity and support of everyone who contributed and participated. Our future plans include more activities at The Ronald McDonald House, and we hope to meet you there.



Top row: Emeline Pak and Crystal Moreno from #040 with her son Miguel Moreno behind her, Patrick Pak, Nicole Palomino #857, Peter Gallerani (former IE CWC Chapter President) #040 retired, Julian Palomino (son), Roderick Shackelford #040, and Anthony Palomino (husband). Bottom row, Otilia Quintanilla #040 Makayla Pak (daughter), and Gabriella Reyes #857. Not pictured, Camille Cortes #040, Makayla Pak (daughter) and John Szeibert #223.



WELCOME MATOYA TERRELL EDUCATION CHAIR



"I am thrilled to join the CWC team as the Education Chair. I started my state career with the Employment Development Department in 2009 and was a member of IAWP.

A year ago, I embarked on a new journey with the State Council on Developmental Disabilities (SCDD). SCDD seeks innovative ideas to improve the lives of people with developmental disabilities and their families. We provide tools and support needed for people to be fully included in their communities, and live safe and healthy lives. I am grateful to have the opportunity to partner with CWC and support the ideas and vision of our CWC members.

In my free time I enjoy watching Alfred Hitchcock classics, especially *The Birds* and episodes of *Colombo*."

Hispanic Heritage

From Page 3

From renowned artists such as Frida Kahlo and Diego Rivera, to trailblazing scientists like Ellen Ochoa, the first Hispanic woman in space, their achievements inspire us all to reach for the stars.

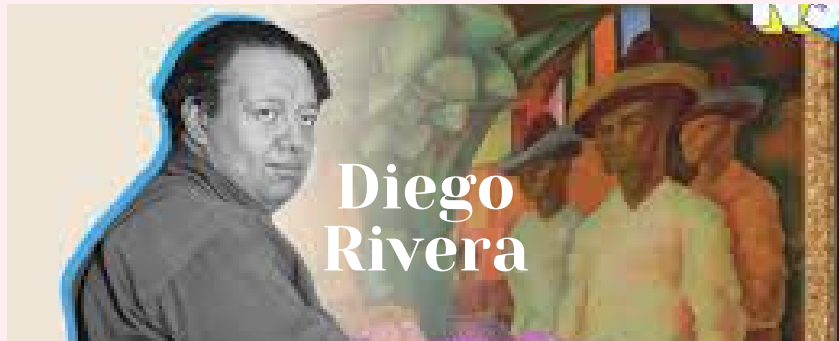
Hispanic Heritage Month reminds us that our strength lies in our differences, and our unity forms the foundation of a harmonious and inclusive society.

As we embrace Hispanic Heritage Month, consider taking part in events that celebrate Hispanic culture, such as attending cultural festivals, exploring traditional cuisines, reading a book from a Hispanic author, and learning dances such as cumbia or salsa.

Let's take the opportunity to reflect on the importance of inclusivity and appreciation for the contributions of all cultures in our workplace and society.



Frida
Kahlo



Diego
Rivera



Ellen
Ochoa

FEATURED WRITER



CUSTOMER SERVICE MATTERS LET'S MAKE A POSITIVE IMPACT TOGETHER

MICHELLE STEVENSON
Chief of Staff, WSB SWSD

I believe that excellent customer service is the responsibility of all employees regardless of position or classification to reach the goal of providing a great customer experience. My goal is to help you think about ways you can improve your contribution to making a positive difference to your customers. Customer service is a single event within the customer journey when the customer reaches out for support, and the customer experience simply refers to all the interactions a customer has with your business or brand. Excellent customer service should be given to internal and external customers alike, this is where we all play a part in creating a positive or negative business review.

Let's start with the leadership. Who wants to work for an employer that goes over and beyond to make their external customers happy, but does not show kindness or care to their staff or internal

customers they work with daily? Or the leader that uses the autocratic style of managing, rarely accepting input from other group members? What if those type of leaders changed their style by treating their staff the same way they expect you to provide excellent customer service? Think about what that could feel like. Most employees are at their best when they have a leadership that is knowledgeable, authentic, empathetic, adaptable, operates with integrity, assertive yet gracious, kind, and recognizes the good work that is being provided.

With over 21 years of state service with the EDD, I have seen many different management styles that taught me what not to do, as well as having many mentors to share tips on how to successfully reach some of my professional goals. I once had a mentor tell me that interviews for promotional opportunities do not begin



FEATURED WRITER

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when the vacancy goes onto www.calcareers.ca.gov the interview process is daily in how you do your work and the behavior you exhibit regularly; this has stuck with me for years.

Leaders need to model the way, practice what they preach, and set the tone for a positive work environment. Managing through fear and intimidation will cause employees to no longer care about the mission and goals of the organization, it destroys positive communication and creativity, ultimately creating a hostile work environment. A good leader can make the difference between enjoying your job and tolerating your job.

Leaders that practice transparency tend to build trust amongst the team members creating a more open and inclusive work environment. Creating inclusiveness helps to make your team feel trusted and empowered. Leaders should look for training and development opportunities for team members with hopes of retaining good talent. Incorporating these practices in your leadership style will create a positive work experience for all those you lead.

It is extremely important to find a position that allows you to demonstrate your skills, knowledge, and ability that

aligns with the mission and vision of your department, branch, or unit. There is nothing like working for a good employer doing the work that you love to do, but most public servants find satisfaction in knowing they have helped a customer in their greatest time of need. For example, if you work in the EDD Disability Insurance, Unemployment Insurance, or Workforce Services Branch you are constantly dealing with customers facing life-changing circumstances that may be at the lowest point in their lives and they are counting on you to provide excellent customer service.

Public servants are often publicly criticized for what was done wrong versus the many occasions they have made a positive change in someone's life. For those who are receiving customer compliments, you should be celebrated and acknowledged for making a positive difference; this is a big deal. Providing excellent customer service every time you have an opportunity is a deposit into a good customer experience. For every employee that is assigned to work a counter, you fill one of the most important positions of any business, as you are the first impression that can make or break a customer's experience.

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FEATURED WRITER

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The customers who are seeking our services should be welcomed with a smile and your best professional version of you. For our call center personnel, it is equally important for you to keep the conversation as positive as you can, listen, respect your customer's time, and acknowledge their issue. Using techniques like adapting your communication style to the customer for the best result can make the customer feel valued and heard. Working with the public can be challenging because you cannot resolve all the issues presented to you; however, you can make a difference in how information is delivered and shared.

In closing, I believe all those working in customer service should receive kudos, recognition and celebrated in a way that is meaningful to the recipient. Take some time to learn which forms of recognition are acceptable to your team members. I also encourage you to meet with your leaders to share any ideas you may have that will contribute to improving the customer service and experience in your respective offices.

I will end with two of my favorite quotes, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel" by Maya Angelou and "Be the change you wish to see in the world." by Mahatma Gandhi.

Thank you CWC Inland Empire Chapter for this opportunity to share, I hope the information is helpful to your readers

About Michelle

Michelle began her career with the EDD Disability Insurance Branch in 2002, as an Office Assistant Typing in the Santa Ana office where she handled various tasks such as answering phones, and mail room duties. Her journey towards career advancement soon began, leading to several promotions and lateral transfers.

Michelle held roles such as Office Technician Typing, Disability Insurance Program Representative, and Disability Insurance Specialist I/II. She also became a Disability Insurance Program Manager I and later moved to the Workforce Services Branch as an Employment Program Manager I. She managed offices in San Bernardino and Rancho Cucamonga, achieving promotions to Employment Program Manager II and her current role as WSB Southern Workforce Services Division Chief of Staff, classified as Staff Services Manager II.

Michelle actively volunteered with the CWC Inland Empire Chapter, serving as Secretary, 1st Vice President, President for two terms, and CWC State Bybee Board Chair. She gained valuable experience in group management and relationship-building.

Outside of work, Michelle enjoys spending time with her adult daughters, traveling, crocheting, trying new recipes, maintaining a positive prayer life, and prioritizing work-life balance.

Mapping Your Path With CWC



OUR TEAM WANTS YOU!

Planning your life and career can be challenging when the future is unclear. Have you thought about your aspirational goals for the next five or ten years? The idea might seem distant or uncertain. But, let's zoom in - what about the next year or two?

CWC can help map your path towards your future goals. Every role you take within CWC sets a steppingstone in the right direction. Beginning as an office representative is a great starting point. But, remember, CWC offers more than that.

CWC can help you materialize those goals by providing opportunities to develop vital skills such as *leadership, networking, communication, planning, task management, budgeting* - the list goes on!

To gain these experiences get involved at the local chapter level. We are currently looking to fill the following board and committee chair positions: *Secretary, Membership, Awards, Management Liaison, Fundraising, and Retiree*.

CWC's mission is empowerment. It's about mastering skills through mentoring, coaching, visionary leadership, and education. Don't wait for a management role to start learning leadership. Leadership is part of your everyday life.

CWC offers to enhance your skills. The future is uncertain, but you can help shape it through your dedication and Leadership. Ready to lead? Please contact Chapter President John Szeibert at: john.szeibert@edd.ca.gov

OUR SERVICES

EDUCATION

- Conferences
- Workshops
- Lunch & Learns
- Promotional Exam Training

INNOVATION

- Leadership
- Informal Mentoring
- Book Club
- Social Media
- Communications

OPPORTUNITY

- Bybee Grant
- Networking
- Recognition
- Community Service
- Learn new skills through volunteering

[DOWNLOAD MEMBERSHIP BROCHURE](#)

Upcoming Events



TEEN CHALLENGE OF SOUTHERN CALIFORNIA



WALK FOR RECOVERY

8 SO.CAL. LOCATIONS

TCWALKS.COM

This year, our walk will be both virtual and on location in Riverside. Choose one or both! Walk Information

Time:

Saturday, September 23, 2023

Check-in 7:30 a.m. Walk 8:00 a.m.

Location: Hunter Hobby Park
1401 Iowa Ave. Riverside Ca 92507

More Information: (951) 683-4241





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\$10

REGISTRATION



includes 1 raffle ticket
additional raffle tickets available!



Saturday

SEPTEMBER 30, 2023

9AM - 11AM

Check in 8:30am.

GONZALES COMMUNITY CENTER
670 Colton Ave, Colton, CA



California
Workforce
Connection

EDUCATION ★ INNOVATION ★ OPPORTUNITY



CHILDHOOD CANCER FOUNDATION
OF SOUTHERN CALIFORNIA, INC.



Event hosted by Calleros Family; CCFSC is the beneficiary of 100% of proceeds raised.



@ccfsocal



kids@ccfsocal.org



(909)558-3419



Believe Walk

*All things are possible
for one who believes*

presented by **STATER BROS. Charities**
& Inland Women Fighting Cancer



Sunday, October 1st, 2023

The "Believe Walk" brings a community together with a purpose; to support cancer survivors, cancer patients and their families in the Inland Empire. Stater Bros. Charities & Inland Women Fighting Cancer started the Believe Walk with a simple vision, to create an event that honored cancer survivors and brought support to those who were still on their journey.

Registration Opens: 6:00AM
Walk Begins: 8:00AM

Start: State St. and Orange St. Redlands Ca
Finish: Redlands Bowl



Registration fee:

Adult Registration (13 yrs and up) **\$35:00**

Child Registration (Age 4-12 yrs) **\$10.00**

Register by September 22nd, after the price goes up \$15.00



Please join our Team:

California Workforce Connection (CWC)



HISPANIC HERITAGE WORD SEARCH



F	I	E	S	T	A	R	R	C	H	I	C
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FIESTA

BANDERA

CUBA

MUSICA

FRIDA

PERU

PUPUSA

PINATA

MEXICO

SALSA

PLATA

PUERTO RICO

Membership Application

☐ New
 ☐ Update
 ☐ Renewal
 ☒ Cancellation

Date:

Mail application and payments to: **CWC Membership Coordinator**, P.O. Box 7858, Oxnard, CA 93031
 or email application to cwcworkforceconnection@gmail.com (mail payment, if applicable)

*Full Name:	First MI	Last
*Local Chapter:		Telephone:
*Personal email:		
*Address:		
*Employer:		*Location:
*Job Title:		ARU#
		*Bargaining Unit #:

*Type of Member	Annual Dues	*Payment Option
<input type="radio"/> Employment Development Department (EDD) Employee (Bargaining Unit 1 or 4) **	\$48.00	<input type="checkbox"/> Automatic Deduction (\$4.00) <input type="checkbox"/> Cash <input type="checkbox"/> Check *SSN:
<input type="checkbox"/> EDD Supervisor/Exempt Employee **+	\$0.00	*SSN:
<input checked="" type="radio"/> Other State Employee (Non-EDD) ** <i>Refer to your Bargaining Unit Contract for possible reimbursement</i>	\$98.00	<input type="checkbox"/> Automatic Deduction (\$8.17) <input type="checkbox"/> Cash <input type="checkbox"/> Check *SSN:
<input type="checkbox"/> Partner (Non-EDD)	\$98.00	<input type="checkbox"/> Cash <input checked="" type="checkbox"/> Check
<input type="radio"/> EDD Student/Youth Assistant **	\$36.00	<input type="checkbox"/> Automatic Deduction (\$3.00) <input type="checkbox"/> Cash <input type="checkbox"/> Check *SSN:
<input type="checkbox"/> Retiree	\$36.00	<input type="checkbox"/> Cash <input type="checkbox"/> Check

I recognize that the processing of this form/payment may take 1-3 months. If I have selected the **Automatic Deduction** option, I hereby authorize the State Controller's Office (SCO) to automatically deduct from my salary each month the amount listed above and transmit, as designated, an amount for membership dues to the CWC; I understand that processing may take 2-3 pay periods. If I have selected the **cash or check** option, I hereby agree to be sent annual dues renewal invoices (**make check payable to: CWC**). I agree to provide my full social security number, which will be kept confidential. I certify that I am now a member of the CWC and allow the organization to establish, change, and/or cancel my deduction, as applicable. I understand that this authorization will remain in effect until I submit a written request to the CWC Membership Coordinator to terminate my membership and cancel any deduction, as appropriate. I also understand that the CWC organization does not issue refunds for unused dues or the months taken for processing.

***Signature:** _____ ***Date:** _____
Name of Recruiter (if applicable): _____

* Required

** If you do not wish to provide your Social Security Number (SSN), then you must pay the full membership dues for that type of member by cash or check.

+ For this membership type, if you do not wish to supply the SSN, then the amount due is \$98.00.