

RIDE THE WAVE OF INNOVATION

GARDEN STATE & EMPLOYMENT TRAINING ASSOCIATION'S
41ST ANNUAL CONFERENCE CATALOG



OCEAN RESORT | 500 BOARDWALK, ATLANTIC CITY, NJ |
OCTOBER 23-24, 2024

SCHEDULE AT A GLANCE

October 22, 2024

4:00pm-6:00pm: Registration
Location: Registration Booth, Level 10

October 23, 2024

8:00am-11:00am: Registration & Exhibitor Meet & Greet
Booth and Exhibitor Hallway, Level 10

8:00am-9:00am: Breakfast
Location: Ocean A-D, Exhibitor Hallway, Level 10

9:00am-10:00am: Pre-Conference Sessions
Location: Exhibitor Hallway, Level 10

11:00am-1:00pm: Opening Remarks, Awards, and Keynote Speaker
(Lunch Provided 11-12pm)
Location: Ovation Hall, Level 10

1:30pm-2:30pm: Session A (60 minutes)
Location: Exhibitor Hallway, Level 10

2:15pm-3:45pm: Coffee Break
Location: Ocean A-D

1:30pm-3:30pm: Session B (120 minutes)
Location: Exhibitor Hallway, Level 10

3:00pm-4:00pm: Session C (60 minutes)
Location: Exhibitor Hallway, Level 10

5:00pm-7:00pm: Networking Event
Location: Ovation Hall, Level 10

October 24, 2024

7:00am-9:00am: Registration
Location: Registration Booth, Level 10

7:30am-9:30am: Breakfast & New Jersey CCC Panel
Location: Registration Discussion Location: Ovation Hall, Level 10

10:00am-11:00am: Session D (60 minutes)
Location: Exhibitor Hallway, Level 10

10:00am-12:00pm: Session E (120 minutes)
Location: Exhibitor Hallway, Level 10

11:15am-12:15pm: Coffee Break
Location: Ocean A-D

11:30am-12:30pm: Session F (60 minutes)
Location: Exhibitor Hallway, Level 10

12:30pm-1:30pm: Grab & Go Lunch
Location: Ocean A-D, Exhibitor Hallway, Level 10

1:30pm-2:30pm: Session G (60 minutes)
Location: Exhibitor Hallway, Level 10

1:30pm-3:30pm: Session H (120 minutes)
Location: Exhibitor Hallway, Level 10

3:00pm-4:00pm: Session I (60 Minutes)
Location: Exhibitor Hallway, Level 10

Tuesday October 22, 2024	
Registration Open from 4-6pm, Registration Desk on 10 th Floor	
Wednesday October 23, 2024	
Registration 8-11am, Breakfast 8am-9am, Exhibitor Meet and Greet 8-11am	
Pre-Conference Sessions: 9:00am-10:00am in Exhibitors Hall	
Opening Remarks, Awards, Lunch & Keynote Speakers in Ovation Hall 11:00am-1:00pm	
Session A: 1:30-2:30pm	Session B 1:30-3:30pm
Coffee Break: 2:15-3:45pm	
Session C: 3:00-4:00pm	
Networking Event in Ovation Hall	
Thursday October 24, 2024	
Registration 7am-9am	
Breakfast 7:30am-9:30am, Fireside Chat with New Jersey CCC 8:30am-9:30am in Ovation Hall	
Session D: 10:00am-11:00am	Session E 10:00am-12:00pm
Coffee Break: 11:15am-12:15pm	
Session F: 11:30am-12:30pm	
Grab & Go Lunch in Ocean A-D from 12:30-1:30pm	
Session G: 1:30pm-2:30pm	Session H 1:30pm-3:30pm
Session I: 3:00pm-4:00pm	
Dismissed for Evening	

Upon entering Ocean Resort, Please follow directions to Conference Center

Parking Garage: Please park and take elevator to Level 11, which is the “Hotel Lobby” Level. Please continue around and to the right, past check in, walking towards the ocean. Please take elevators or escalators down to **Level 10** which is the Conference Center. Registration will be on your right!

If you arrive before check in, please bring your belongings down to registration as we will have a bag check for the conference. We will be redirecting everyone down the hall to the bag check.

CHECK-IN FASTER: ON MOBILE

Welcome to Ocean Casino Resort. We're excited to now offer mobile check-in.

Please follow the easy steps below.

CHECK-IN

1. On your arrival date, click on the link emailed to you and follow the instructions to complete your online check-in.
2. If a room is not yet available when completing your check-in, we will send a follow up email alerting you that your room is now ready.
3. When your room is ready, proceed to the Key Pick Up Only line with a valid government-issued photo ID to pick up your room keys.



You are welcome to use this QR for check in.

This will ask for your confirmation code,

and the email address used to make the reservation.

Be sure to download the GSETA Conference 2024 app from apple store or android store! This will house all the updates for the conference in real time, provide guidance around the hotel, seek opportunities to speak with other attendees, exhibitors or speakers to give you the most out of your time at our conference.



Rooms->	Tank 1	Tank 2	Tank 3	Tank 4	Tank 5	Tank 6	Tank 7	Tank 8	Ocean E&F	Ocean G&H
Tuesday October 22, 2024										
Registration opens at 4-6pm, Registration Desk										
Wednesday October 23, 2024										
Check in at Registration Booth: 8-10 am, Coffee/Tea and Small Breakfast 7:30-9:30am. Exhibitor Meet & Greet 8-11am Hallway										
10/23/2024 9:00-10:00am	Marketing, Public Relations and Advertising Strategies that Drive Outreach Results	Setting Excellence as Standard in Customer Service!	Innovative prtnshp for clean energy workforce dev.	The Frontline Formula: The New Frontier of the Future of Work	Preventing & Addressing Burnout	Bridging Equity through offshore Wind Workforce Development	Four Types of Leaders, Which One Are You?	Level up your business by Ditching Diet Culture	NJ WIOA 2024-2027 State Plan	Becoming a Resilient Leader
Exhibitor Meet & Greet (Cont.) 10-11am										
Opening Remarks In Ovation Hall, Awards & Lunch 11:00am-1:00pm										
10/23/2024 1:30-2:30	Social Impact Through Education, Employment, & Entrepreneurship	Using mobile Technology to Reduce Barriers and Meet the Needs of Today's Workforce	1:30-3:30: Real Talk: How Policy and Guidance Impacts work	1:30-3:30: The HR Perspective: Benefits of Inclusion in the workplace	1:30-3:30: Choose to be Super: How Wearing a C.A.P.E. makes you a Hero	Optimizing Transfer of Learning in Prof.Dev. Strategies for Workforce Dev Prof.	1:30-3:30: Workplace Wellness & Emotional Resilience through Poetry	What to Expect When Expecting a Consolidated Compliance Review	Yeah Yea... I know I need goals.. Now What?	1:30-3:30: Mastering the Art of Managerial
Coffee Break Ocean A-D						Coffee Break		Coffee Break		

10/23/2024 3-4pm	Technology for Workforce Professionals	Washington Update				What is the status quo costing you? Leading a workplace nimble enough to embrace the future of workforce		Apprenticeship & Pre-apprenticeship opportunities Service Delivery	Stop Waiting - Help your team A.C.H.I.E.V.E. Now!	
Networking Event 5-7pm, Ovation Hall, light Refreshments and Hors D'ourves										
End of Day 1										
Thursday October 24, 2024										
Registration open 7-9am, Reg Desk										
Breakfast 7:30-9:30am, Fireside Chat with NJCCC 8:30-9:30am in Ovation Hall										
10/24/2024 10-11	The Leader in Me Is The Difference Maker: The Qualities That Every Leader Needs to Become Effective and Productive in the Workplace.	Be a Better Public Speaker: Presentation Design, Facilitation, and Influence		10:00-12:00: Diversity, Equity, Inclusion & Belonging in the Workplace	Change Management to Support Innovation in Workforce Development		Untapped Opportunities: The Emerging Cannabis Workforce, Transferable skills and amazing talent	Case Management Service Delivery		10:00-12:00: How to get from where you are to where you want to be
Coffee Break 11-12pm				Coffee Break		Coffee Break				

10/24/2024 11:30-12:30	Fill the Pipeline: Be Relevant with young Workforce	Unraveling WIOA Reauthorization: Insights and Implications for Workforce Development (FWS)	Leveraging Artificial Intelligence in Job Placement & Career Navigation		Reset your S.E.L.F.: The Self-care blueprint for Balanced Living		Transportation and Future (Drayage, Ports & Freight)- How do we benefit	Co-Enrollment Program Design		
Lunch 12:30-1:30pm Location Ocean a-d (?)										
10/24/2024 1:30-2:30	Stressed out, burnt out and ready to call it quit	Building Registered Apprenticeships through strong partnerships...	The Business of Ethics	1:30-3:30: S.U.R.F.I.N.G. Saving Under Privileged by Creating resiliency while Facilitating Innovative Ways to Navigate Towards a Goal	Changing Systems and Organizational Culture using Technology		1:30-3:30: Retention as Means of Attraction: Harnessing the Power of Authentic Leadership for a Thriving workplace	Newark's Youth Employment Program Model	1:30-3:30 The Art of Authenticity Using the Dramatize Method	1:30-3:30: Evidence-Based Techniques to Guide Conversations and Change
10/24/2024 3-4pm	Lights, Camera, Action	Fueling Your Talent Pipeline	Riding the Digital Wave: Going from Paper to Pixels		Innovative Leadership: Steering through Traditional Industries with New age strategies			Governance: WIOA Funding		
Go Home 4pm										

Our Presenters & Session Descriptions

- Erika Kelley, Sage Horizon
 - **Workplace Wellness and Emotional Resilience through Poetry (session):** According to the American Psychological Association (APA), most of us will experience trauma at some point in our lives, and as a result, some of us will experience debilitating symptoms that will interfere with our daily lives. Not to mention, stress and stressors can also impact our lives, including our professional work. For the workforce, when dealing with stress and unresolved trauma, common situations and interactions with the teams that we lead and the clients and communities that we serve, can trigger strong reactions.
- Dan Irvin, Dan Irvin Training Co.
 - **Yeah, Yeah.. I Know I Need Goals.. Now What?:** The term “SMART goals” is now a common language for anyone in corporate America. But 30 years have passed! Isn't it high time to rip that band-aid off and look to an expansive and permanent version, one that meshes with our ever-changing environment? In this practical and collaborative 60 minute workshop, Dan walks through each step of setting the S.M.A.R.T.E.S.T. goals. This workshop is meant to be interactive. Participants will come away with a goal creation plan that can be immediately implemented for success.
 - **Stop Waiting - Help Your Team A.C.H.I.E.V.E. Now!:** The mark of a true leader is someone who is determined to help future leaders get to where they need to be faster. They provide clarity and space for their team members to thrive – not just sometime down the road, but NOW. This workshop is ideal for leaders or managers that are working with future leaders. Dan provides a system that's simple to understand and fun to implement that motivates teams to get started with achievement and avoid the pitfalls of people and culture leadership.
 - **3 Habits of Consciously Intentional Leaders:** Being intentional means setting a success framework that packs a serious punch in terms of keeping you and your team motivated and structured. The problem is, most of us fall short in that mission. In this presentation, Dan speaks to leaders looking to sharpen their talents and be more intentional. Relatable insights include how to keep distractions from taking center stage, how to recognize when the same way of doing things doesn't cut it anymore, and how to establish the SMARTEST goals.
- Curtis Campogni, Speak 4MC, LLC
 - **Choose to be Super: How Wearing a C.A.P.E Makes You a Hero:** Would you consider yourself a hero or villain within your organization? What about in your community? How about at home? By embracing the C.A.P.E approach and focusing on the people, places, and choices we control, we can prevent worst-case scenarios, such as burnout, helplessness, and compassion fatigue. This keynote will help each team member put on their C.A.P.E., become a hero, and answer the question, what does it take to inspire real change? This speaker will present evidence-based tools that teach participants how to motivate and inspire the people around them. Through constant audience interaction and challenges, the presentation will introduce and demonstrate why there are four critical components of a successful team. This highly engaging session touches on various emotions to capture the audience's attention.

- **Evidenced-Based Techniques to Guide Conversations and Change:** Motivational Interviewing (MI) continues to set the standard for client engagement and retention. Since 1980, MI concepts have spread into health care, workforce development, sales, re-entry, and substance abuse services by reducing customer resistance and inspiring action. This Speak4MC workshop will provide an overview of best practices inspired by MI that encourage partnership, acceptance, and evocation while moving clients toward individual and program goals. The workshop will elicit audience participation through open discussion and group activities. As a result, attendees will leave inspired with the right tools to encourage participants to consider new perspectives and change.
- Donnella Tilery, Careers with Donnella LLC
 - **The HR perspective: Benefits of Inclusion in the Workplace:** Job seekers now desire a workplace where everyone feels seen, heard, and represented. This presentation will go into the ideas and importance of how to get started on the right foot with your recruitment, hiring process, interview process, and job postings. This program, presented by Donnella Tilery, HR professional, Resume Writer, and Certified Career Coach, will cover everything from the development of inclusive job descriptions—without ableist and age-coded language—to ensuring that your organization is demonstrating a commitment to Inclusivity. This presentation will leave you more empowered to write inclusive job descriptions for a diverse workplace, ensuring that you are making a strong impact on the talent you attract.
- Jim Wexler, Hero Project
 - **Fill the Pipeline: Be Relevant with Young Workforce:** How can employers, Workforce Development, and Apprenticeship initiatives fill the pipeline with young workers? It starts with attraction, which starts with relevant communications. Most employers and job sectors have a great story to tell. Is yours being told well? Only the Workforce Development efforts that articulate relevance and opportunity will earn a volume of interested applicants and grow the workforce. Cut through the clutter and tell your story to employees. Do it in a language and medium that they value and understand. Outreach is wasted if no one pays attention. Your offering will not resonate in a static statement on a website. The medium is the message. In this session we will look at how top employers are using one of the most relevant and powerful mediums in popular culture -- Graphic Storytelling -- to attract, hire, retain and develop today's workforce. The power of storytelling lies in its ability to engage, inspire, and move people. In the competition to attract talent and develop workforce capability, employers who can tell their story well will engage their fair share of candidates.
- Jeffrey Harris, EDSI
 - **Leveraging Artificial Intelligence in Job Placement & Career Navigation:** The job market is evolving rapidly, and artificial intelligence (AI) is playing a significant role in shaping the workforce development landscape. This workshop aims to provide participants with a comprehensive understanding of AI's impact on job placement and career navigation processes. Throughout the session, attendees will explore the various ways in which AI is influencing workforce development. They will learn about the many applications and implications of AI technologies in augmenting traditional career guidance and job placement approaches. By participating in interactive discussions and practical demonstrations, attendees will experience firsthand the capabilities of AI tools designed to support job seekers in their

pursuit of meaningful work opportunities. Upon completing the workshop, attendees will be able to articulate the expanding role of AI in workforce development, describe the benefits of AI tools to career navigators and job seekers, and engage in hands-on exploration of AI-driven solutions designed to empower individuals in their career journeys.

- Kimberly Glenn, EDSI
 - **Change Management to Support Innovation in Workforce Development:** In this session, we will delve into the fundamental principles and practical strategies that drive successful change in workforce development programs. The presentation will focus on the dichotomy between human services and governmental leadership, how transformational leadership at any level can support innovative change, challenges in implementing effective change in workforce development, and strategies to overcome these challenges. Attendees will be introduced to change management models and explore how to select models based on the desired change. Through interactive discussions and collaborative exercises, attendees will learn how to identify and overcome obstacles to change management success and empower themselves to drive meaningful transformation within their workforce development initiatives.
 - **Optimizing Transfer of Learning in Professional Development: Strategies for Workforce Development Professionals:** Describe the Principles of Transformational Change Theory: -Understand and articulate how transformational change theory applies to the transfer of learning from professional development to practice. -Identify Key Institutional and Organizational Supports: Recognize and outline the critical supports needed within institutions and organizations to facilitate effective learning transfer. -Evaluate Various Strategies for Learning Transfer: Assess the effectiveness of different strategies such as microlearning, coaching, professional learning communities (PLCs), and job-embedded tasks in enhancing learning transfer. -Analyze and Address Implementation Challenges: Identify common challenges associated with implementing learning transfer strategies and propose practical solutions to overcome these obstacles. -Apply Learning Transfer Strategies to Specific Contexts: Select and justify the most appropriate learning transfer strategy or combination of strategies for specific workforce development scenarios through a hands-on group activity.
- Susan Russo, Susan Russo HR LLC
 - **The Business of Ethics:** Ethical breaches can be more detrimental to an organization and its leaders than any other type of infraction. This session will explore ethical hazards that often go unnoticed until it's too late. We will discuss common reasons for ethical mistakes and effective decision-making frameworks for avoiding them. Best practices for executives, managers and individual contributors will be shared. Ignoring is endorsing, so action must be taken when something seems off.
- Marisa Santoro, In Our Shoes
 - **How To Get From Where You Are To Where You Want To Be: Live Life By Design, Not Default:** In this presentation, you will learn a proven system and set of ten success principles to maximize your potential and achieve anything you want. Get the tools and teaching you need to achieve the work-life balance you crave and dramatically increase your free time, improve your relationships, advance in your career, motivate others, create more balance and joy in your life and experience a new level of happiness. Greater levels of performance and achievement are attainable by anyone. Yet

most people have never learned the proven self-empowerment tools and time-tested performance strategies that are the basis for personal and professional success. Knowing how to achieve success is like knowing the combination to a lock. If you take shortcuts or speed through too quickly, you won't see your expected results. In this fast-paced, entertaining and powerful seminar, learn the principles and proven breakthrough success system that will have you achieve greater levels of transformation in your career and life. You will learn the tools to increase your confidence, tackle daily challenges, live with passion and purpose, and realize all your ambitions. This step-by-step live course spells out timeless principles and practices used by the world's most successful men and women—proven principles and strategies that can be adapted for your own life, whether you want to score a top grade in school, lose weight, buy your dream home or just get back into the job market.

- Shonda Williamson, Logistic Professionals
 - **Transportation and Future (Drayage, Ports and Freight) - How do we benefit:** This workshop will talk about business; whether individual or business ownership in terms of growth in the logistic professionals. Our goal is to reach every community that surrounds a port city and repeat our proven process that provides new opportunities in an age-old industry that is still lucrative and is in urgent need of skilled labor. Overall, our desire is to improve the quality of life in our communities for many living below the national poverty level making the low living wages.
- Whitney Hendrickson, Mental Health Association of New Jersey
 - **Preventing and Addressing Burnout:** The significant presence of burnout within the workplace costs companies billions of dollars every year in lost revenue, productivity, and employee turnover (CDC, 2023). Savvy employers are starting to ask the question, "What can be done to mitigate these losses?" Creating a work culture that uses a trauma-informed mental health lens acknowledges that work is a part of mental health just like mental health is a part of work. When one suffers, so does the other. The key is to be proactive in addressing and preventing symptoms of burnout and ensuring that resources are available, accessible, and affordable. During this workshop, participants will gain an understanding of stored trauma within the body, learn how to cope with triggers and familiarize themselves with common symptoms of burnout to recognize early warning signs within themselves, coworkers, friends, and family.
- Richard Maher, Adaptive Human Capital, LLC
 - **What is the Status Quo Costing You? Leading a Workplace nimble enough to embrace the future of workforce:** Workforce development professional staff are #dizzybusy today. As they cope with what Industrial/Organizational Psychologist, Adam Grant, has called a "permacrisis" workplace environment. Leaders might think this is the time to press "pause" – to give workers a break, but that is exactly the wrong response in these times. Preserving the status quo is costing you and your workforce time, money, and chronic stress! This interactive session will share insights on how leaders can and should introduce "challenge stress" -- creating an environment of innovation and purpose for their teams that will help staff better cope with the uncertainty of change. We'll offer practical strategies to create a "growth mindset" – embracing the opportunity in these times – fostering better balance for your workplace and improved value of the services you deliver, and we'll highlight real-world innovations from around the Nation's workforce system that

are already improving staff efficiency and customer value leveraging modern technology (including generative AI). Both leaders and staff will leave with new strategies to make work both challenging and fun again!

- Alana Van Der Sluys, Freedom with Food and Fitness
 - **Level Up Your Business By Ditching Diet Culture:** Join Alana for a tangible, inspiring talk for high-performing women entrepreneurs. Alana pushes her audience to identify diet culture and its racist, ableist and misogynistic roots, and how it harms them and their businesses. She gives tools to incorporate healthy habits rooted in compassion and empowerment in your own lives, both in food and movement, to get valuable time back to live your fullest, unapologetic selves as leaders and changemakers.
- Lori Strumpf, Strumpf Associates
 - **Changing Systems and Organizational Culture Using Technology:** This workshop will explore the use of technology to change systems, processes, and organizational culture resulting in stronger partnerships and integration among multiple WIOA partners. The presenters are the One Stop Operator for several WDBs across the country. This workshop will highlight our work with a WDB in Oregon who, with their partners, are reinventing the workforce system by leveraging technology to create savvy tech users and exemplary digital citizens prepared to tackle modern workforce demands. This WDB has invested several years in getting ready for a change process. This workshop will also highlight other best practices on how some WDBs we work with are striving to make change easier through research-based methods to increase staff motivation and remove obstacles to using technology for communication and collaborative work across the partnership. This type of transformation is a process, supported by leadership and with appropriate support and coaching.
- Joshua Davies, Aztec Software
 - **Becoming a Resilient Leader:** The lesson of the past three years is that to survive and thrive, you have to be resilient in the face of change. The pace of change has never been faster and the need for an adaptable and resilient leadership mindset has never been greater – regardless of your title! Learn strategies that can help anyone grow in their ability to see, communicate, and adapt to change. Develop skills that will make you successful – no matter what the world throws at you next!
- Angela Hooper-Menifield, Menifield and Associates, LLC
 - **Mastering the Art of Managerial Coaching: Elevating Team Performance:** In today's dynamic workplace, effective leadership extends beyond traditional management roles. Great leaders inspire, guide, and empower their teams to reach new heights of performance and success. This comprehensive workshop is designed to equip managers with the understanding of the difference between coaching vs managing; examples of when to successfully deploy each; and the power of effective questions. Successful usage of these essential skills and techniques are needed to become proficient coaches, enabling them to unlock the full potential of their teams. Through a blend of theoretical frameworks and practical exercises, participants will delve into the art and science of managerial coaching. They will learn how to cultivate a coaching mindset, develop strong relationships with team members, and leverage coaching conversations to drive individual and collective growth.

- Penni Wild, State of New Jersey, Department of State/Business Action Center
 - **Untapped Opportunities:** The Emerging Cannabis Workforce, Transferable Skills and Amazing Talent: This discussion panel features cannabis industry experts in government, higher education and labor talking about the growth of the adult use recreational industry, workforce development needs and the transferable skills to cultivate talent and expertise. Leaders from Rowan University and the UFCW (United Food & Commercial Workers) and the Department of State's New Jersey Business Action Center, which houses the new Cannabis Training Academy, will provide an exciting, fast-paced and informative discussion.
- Sam Caucci, 1Huddle
 - **The Frontline Formula: The New Frontier of the Future of Work:** When it comes to helping every worker, at every level, feel engaged, seen, and prepared to be their absolute best — are you an obstacle to growth, or a catalyst for it? This plan outlines a position that we at 1Huddle fight for everyday; for every worker. In light of a global pandemic, a skills gap that threatens business growth and the future of work that is no longer in the future; it is time that we give all workers what they need most – a raise. Raising up all workers is not just about a paycheck or a job; it is about giving everybody that is willing to work hard a fair shot. Below are the key tenants of our plan that will RAISE every worker. Along the way, identify your future of work score – featuring the 5 principles designed to gauge your organization's preparedness for what's coming: 1. Remove barriers to access for every worker regardless of pay or position. 2. Adopt a continuous people development model based on the science of learning. 3. Invest in technology that meets workers where they are. 4. Support community partnerships and educational institutions and 5. Elevate managers into coaches
- Krystina Jackson, Converge Consulting Group
 - **Retention as a Means of Attraction: Harnessing the Power of Authentic Leadership for a Thriving Workplace:** In this engaging and transformative keynote, Krystina Jackson, a renowned Diversity, Equity and Inclusion consultant and master storyteller, invites leaders to embrace a paradigm shift where retention becomes the key to attracting diverse talent. By harnessing the power of authentic and empathetic leadership, organizations can create inclusive and equitable cultures that not only retain top talent but also attract a diverse pool of candidates. Krystina shares practical tools and strategies grounded in data-driven approaches and a growth mindset, empowering attendees to become agents of change and champions for diversity, equity, inclusion, and belonging. Through her thought-provoking insights and engaging storytelling, Krystina illuminates the path towards building thriving workplace cultures where everyone feels valued, supported, and empowered to reach their full potential.
- Marvina Robinson, B. Stuyvesant Champagne
 - **Innovative Leadership: Steering Through Traditional Industries with New Age Strategies:** In this enlightening session, Marvina Robinson, CEO of B. Stuyvesant Champagne, will share her journey of transforming a traditional industry through innovative leadership and strategic thinking. Drawing from her experience transitioning from Wall Street to launching a niche champagne brand, Marvina will highlight how embracing new age strategies can lead to significant breakthroughs even in the most established sectors. Participants will learn about the importance of

innovation in leadership. This session is designed for professionals across all industries who are looking to drive innovation in their practices and lead their organizations toward a more dynamic and future-oriented direction.

- Asad Faison, New Jersey Youth Corps-New Jersey City University
 - **S.U.R.F.I.N.G (Saving Underprivileged by creating Resiliency while Facilitating Innovative ways to Navigate towards a Goals):** In this dynamic and empowering workshop, participants will embark on a journey of discovery and transformation as we explore the concept of S.U.R.F.I.N.G - a powerful analogy for navigating life's challenges and overcoming adversity. Through engaging discussions, reflective exercises, and forward-thinking strategies, attendees will gain valuable insights into supporting underprivileged youth, understanding their traumas, and fostering resilience within this population. The workshop will begin by defining underprivileged youth and examining the various factors that contribute to their disadvantaged circumstances. By delving into the unique challenges faced by these individuals, participants will develop a deeper understanding of the systemic barriers that impact their lives and inhibit their personal growth. Through thought-provoking discussions and interactive activities, attendees will explore the intersectionality of poverty, race, and social inequality, gaining a holistic perspective on the population we seek to empower. Central to the workshop is the exploration of trauma and its profound impact on underprivileged youth. By highlighting the traumas commonly experienced by this population, participants will develop greater empathy and insight into their lived experiences. Through guided reflection and group dialogue, attendees will examine the ways in which trauma manifests and how it shapes the behavior and well-being of underprivileged youth. With a deeper understanding of trauma-informed practices, participants will be equipped to provide compassionate and effective support to this vulnerable population. Throughout the workshop, attendees will be encouraged to reflect on their own experiences and biases, fostering self-awareness and cultural humility. By engaging in introspective exercises and group discussions, participants will confront their assumptions and biases, leading to greater empathy and understanding. Moreover, the workshop will encourage forward-thinking by exploring innovative strategies and best practices for empowering underprivileged youth and fostering their resilience. Participants will leave with practical tools and actionable insights to support their work with this population, empowering them to make a meaningful difference in the lives of underprivileged youth. In conclusion, "S.U.R.F.I.N.G" offers a transformative learning experience that combines reflection, forward-thinking, and a commitment to empowering underprivileged youth. Through engaging discussions, interactive exercises, and actionable takeaways, participants will emerge inspired and equipped to navigate the challenges and opportunities of working with this resilient population. Join us on this transformative journey and become a champion for change in the lives of underprivileged youth.
- Dave Asheim, Engage by Cell
 - **Using Mobile Technology to Reduce Barriers and Meet the Needs of Today's Workforce:** Workforce and career development administrators in Middlesex County understand the challenges job seekers and program administrators face today and are successfully riding a new wave of job seeker engagement. By leveraging mobile technology, administrators are able to connect job seekers with employers and career resources more effectively. Join technology company founder, Dave Asheim and Middlesex County Workforce Development Business Consultant, Ebony Williams as

they discuss simple solutions for improving program engagement and explore the intersection of technology, career development, and innovation.

- Ahmed Chaudry, Wind Institute for Innovation and Training, NJ Economic Development Authority
 - **Bridging Equity through Offshore Wind Workforce Development:** The Wind Institute for Innovation and Training (Wind Institute) housed within the New Jersey Economic Development Authority (NJEDA) coordinates and galvanizes cross-organizational workforce development, education, research, and innovation efforts to support New Jersey's goal of generating 11,000 megawatts of offshore wind by 2040. The Wind Institute works with strategic partners to develop and deliver training programs and educational resources, and promote research and innovation in the state's growing offshore wind industry. For the "Ride the Wave of Innovation" Workforce Development Conferenced hosted by the Garden State Employment and Training Association (GSETA), the Wind Institute is proposing a presentation and panel event focused on our offshore wind workforce programs. These programs are offered in collaboration with various community-based organizations to deliver skills-based training that supports career progression while prioritizing New Jersey's overburdened communities. These organizations include Apex Solutions Foundation, Eastern Atlantic States Carpenters Technical College, Ivy Hill Neighborhood Association, Mid-Atlantic States Career and Education Center, and New Jersey Environmental Justice Alliance, as well as several collaborating partners, who were awarded by NJEDA as part of its \$3.7 million Offshore Wind Workforce Development and Skills Grant Challenge in 2023.
- Natasha Bryant, Speak Life Transformation
 - **Reset Your S.E.L.F: The Self-Care Blueprint for Balanced Living:** Join us for an enlightening and transformative presentation, "Reset Your S.E.L.F: The Self-Care Blueprint for Balanced Living." This session is designed to introduce a comprehensive blueprint for intentional self-care that promotes balanced and fulfilling living. In this presentation, you will learn how to: Strategically Choose Systems and Structure: Discover how to create and implement effective systems and structures that support your daily routines and long-term goals. Learn the art of organizing your life in a way that reduces stress and enhances productivity. Be Effective with Your Time and Energy: Gain insights into time management and energy optimization techniques. Learn how to prioritize tasks, manage commitments, and make the most of your time to ensure you are investing in activities that align with your personal and professional aspirations. Set Boundaries: Understand the importance of setting healthy boundaries in all areas of your life. Learn practical strategies for communicating your needs and protecting your time and energy from external pressures and demands. Create a Support System: Explore how to build a robust support system that respects and honors your personal growth. Learn how to identify and connect with individuals and resources that will support your journey towards balanced living. By the end of this presentation, you will have a clear and actionable self-care blueprint tailored to your unique needs and lifestyle. Embrace the opportunity to reset your S.E.L.F and embark on a path to a more balanced, intentional, and fulfilling life. Don't miss this chance to invest in your well-being and personal growth. Join us and take the first step towards living your best life with the Self-Care Blueprint for Balanced Living.
- Lydia Sullivan, Future Work Systems

sustainability, growth, and success. New Jersey higher education financial aid can play a key role in helping employers attract, retain, and engage the top talent. Leaders in the public, private, and non-profit sectors will have the opportunity to learn more about how HESAA programs can strengthen their workforces through access to employee training, student loan forgiveness and enhanced benefits at no cost to employers!

- Scyatta Wallace, Janisaw Company, LLC
 - **Stressed Out, Burnt Out and Ready to Call It Quits:** How to support yourself & your team in managing work-life stressors: The goal of this interactive workshop is to provide tools and skills for navigating work-life stressors and building a supportive work environment. The workshop includes exercises, guided questions and discussion. This workshop is geared towards female identified and non-binary participants and those that support female workers.
- Kimberly Meadows, National Association of Workforce Development Professionals
 - **Setting Excellence as the Standard in Customer Service!:** As workforce professionals, the work that we do daily impacts lives both directly and indirectly. We have the opportunity at every customer touch point to make this impact, even through our smallest interactions. When our standards are raised, so are the standards of the people that we serve. This webinar focuses on making excellence the standard, not the exception. This training will focus on strategies and tactics to help us become more excellent. We will discuss ways to increase excellence in our customer interactions, in our workspaces, in our emotional intelligence, in our connections with our partners and in our programs. In addition, this training will provide content on cultural competency. We want you to leave this training with specific action items that you can begin implementing right away! Why be average, when you can be excellent!
- Michael McBride, The Wings Project, LLC
 - **The Leader in Me Is the Difference Maker: The Qualities That Every Leader Must Learn In Order To Be Effective and Productive.:** The session speaks directly to those that want to connect, engage, inspire and influence their teams as a leader. This session will take a deep dive and examine strategies and techniques that one can implement as they become a "Difference Maker" in the area of leadership.
- Sarah Pigeon, Solar Landscape
 - **Innovative Partnerships for Clean Energy Workforce Development:** Our presentation will focus on how these national organizations are collaborating locally to train New Jersey residents in commercial and solar installation and commercial and residential solar roofing, providing students with transferable skills, wrap around support services, and connections to family sustaining careers in solar and roofing. During the presentation representatives from Solar Landscape, GAF, Edison Job Corps, and one of our employer partners CentiMark Commercial roofing, will share best practices for building successful partnerships and connecting individuals from disadvantaged communities to careers in the growing clean energy and roofing sectors across the state. Attendees will understand how essential the solar and roofing industries are to the state's workforce development efforts and how a collaboration of two national companies, training organizations, and community-based organizations are bringing meaningful change to New Jersey's workforce landscape in a unique collaboration with one of the nations largest residential career technical training program Job Corps. In addition, the presentation will focus on advancements in roofing and renewable energy technologies and how

workforce programs can stay up to date on the latest developments in the industry. This presentation will demonstrate how to empower others within Workforce Development to become ambitious and creative, utilizing the synergy when partners work together. Combining shared resource with a passion to succeed, attendees will clearly see that passion with all parties in this unique partnership.

- Ren Parikh, Ideal Institute of Technology
 - **Social Impact through Education, Employment, Entrepreneurship:** This presentation explores the transformative power of education, employment, and entrepreneurship in driving social impact and fostering sustainable community development. We will delve into strategies for providing equitable educational opportunities, creating pathways to meaningful employment, and encouraging entrepreneurial initiatives that generate economic growth and innovation. A key focus will be on the Ideal Institute of Technology's innovative approach to making a significant impact through work-based learning. By integrating hands-on experience with academic instruction, the Ideal Institute of Technology equips students with practical skills and real-world knowledge. This initiative bridges the gap between education and employment, ensuring that students are job-ready and capable of contributing to their communities immediately upon graduation. Through this approach, the Institute not only enhances individual career prospects but also supports local businesses and stimulates economic growth. By highlighting real-world examples and success stories, we aim to inspire stakeholders to invest in these critical areas, ultimately contributing to a more inclusive and prosperous society. Join us to discover how we can collaboratively harness these pillars to create lasting positive change.
 - **Technology for Workforce Professionals - Ideal's Center for Social Impact Partner Network Management with ATLAS Technology:** In today's fast-evolving workforce landscape, technology plays a pivotal role in enhancing the efficiency and effectiveness of workforce development agencies. Ideal Institute of Technology, in collaboration with ATLAS Workforce, is proud to present a groundbreaking solution at the upcoming GSETA conference. Our presentation, "Technology for Workforce Professionals - Ideal's Center for Social Impact Partner Network Management with ATLAS Technology," will showcase how cutting-edge technology can revolutionize workforce development.
- Fran Kuhn, Atlantic County Workforce Development Board Director
 - **Building Registered Apprenticeships through Strong Partnerships and a shared vision with Workforce Development Board and Local School Districts:** In its inaugural year, there were indeed challenges associated with apprenticeship placements – from creating employer interest and engagement, cultivating new relationships, navigating the apprenticeship process, securing additional funds for costs not covered under the grant and administering RAPIDS entry for USDOL's Office of Apprenticeship. Unlike other challenges, navigating through these with support from all stakeholders made the learning process both collaborative and cohesive.
- Thomas Halligan, Cape May Director of Outreach and Marketing
 - **Marketing, Public Relations and Advertising Strategies that Drive Outreach Results:** Given the recent DOL guidance that allows WIOA grant funds to be utilized for outreach activities, this session provides proven marketing, advertising and PR strategies and tactics that will drive traffic to your Career Center for training and employment services. Attendees will learn to construct a marketing calendar to reach various populations throughout the year, using

video commercials, billboards, press releases, website content, social media, advertising, other media initiatives, tactics to increase program and service awareness and traffic to the public.

- Jackie Lue Raia, Alexena Consulting, LLC
 - **Diversity, Equity, Inclusion and Belonging in the Workplace:** The focus of this session is to provide skills, tools and knowledge that will allow for effective communication and understanding amongst stakeholders that will aid in creating a culture of empathy, cohesiveness and belonging with colleagues and constituents. We will explore past, present, and future cultural beliefs, and behaviors, and real-life scenarios to help participants become more effective and empathetic community members. Through experiential sharing, critical thinking, problem solving and decision-making interactivity, we will learn how to cultivate meaningful and sustainable workplace relationships. Together, we will define key terminology, share in self-reflection, and explore scenarios relevant to Employment and Training here in New Jersey.
- Sarah Singer-Quast, NJDOL
 - **NJ WIOA 2024-2027 State Plan:** This session is designed to provide an overview of the content in the New Jersey's State Plan. There will be highlights on the relationship between the state, regional and local plans and there will be representation from NJDOL as well as SETC. A question and answer session will be provided to answer any and all questions individuals may have. This session will be a lead-into for the state policy session following the opening remarks.
 - **State Workforce Policy:** In this workshop, we will provide an overview of the federal, state and local policy resources. There will be introductions provided of tools including the Federal eCDR and the New Jersey WINS. There will be discussions surrounding the current priority NJWINS. The session will then break into smaller groups for a policy review where different groups can discuss various policies and respond to a set of prompts that get them thinking about implementation in their local areas.
- Carmen Rodriguez & Kate Banimenia, USDOL
 - **What to Expect When Expecting a Consolidated Compliance Review (CCR):** This session informs state, local and workforce program grantees what to expect when a consolidated compliance review (CCR) is to be conducted. Federal law requires monitoring and oversight of federal grants administered by grantees to ensure compliance with federal statute.
 - **Co-Enrollment Strategies, Practices, and Performance Impact:** In this session, ETA will review program co-enrollment requirements, strategies and practices. The session will also highlight state/local co-enrollment models, impact on participant services and performance outcomes.
 - **Case Management Practices Leads to Successful Program Outcomes:** Ensuring services and activities are captured timely and accurately are key to successful program reporting. This session will cover requirements and best practices in recording and reporting participant-level services. This session will cover requirements and best practices in recording and reporting participant-level services
 - **Apprenticeship and Pre-apprenticeship Opportunities for Service Delivery:** Get ready to dive into the Pre/Apprenticeship world. Why are apprenticeships a win-win workforce strategy with results? This workshop takes a

- granular view to accessing an apprenticeship career pathway for local level AJCs. Do you have the mechanism in place to enroll customers in an apprenticeship opportunity? Come see how it's done!
- **Newark's Youth Employment Model:** This session highlights Newark's Youth Employment program, particularly pre-apprenticeship opportunities, through the support of the National League of Cities collaboration that embark area youth on demand driven career pathways, and access to good quality jobs.
 - **Governance for WIOA Funding:** This session's focus is to provide a space for discussion about WIOA governance goals that ensure compliance for Local CEOs. What questions do you have about WIOA funding?
- Chris Andresen, Dutko GR
 - **Washington Update:** Federal workforce development programs are in the spotlight! House Republicans have proposed to gut federal funding for workforce programs. Bipartisan WIOA Reauthorization discussions in the House and Senate are ongoing. Local workforce stakeholders have expressed strong concerns with various policy proposals in each bill. Come ready for the latest updates from USWA Federal Lobbyist Chris Andresen and leave equipped with talking points for outreach to your federal representatives. Our advocacy at this moment is critical!
 - Diane Ravers, Center for Workforce Innovation for Film & TV
 - **Lights Camera Action:** The Center of Workforce Innovation for Film and TV Production/the New Jersey Film Academy is poised to revolutionize the state's film industry by creating a pipeline of qualified workers through workforce education and training. Offering comprehensive pathways for students from all walks of life seeking valuable workforce credentials and pathways to degrees, the Center will leverage the resurgence of New Jersey's film and TV production sector. This presentation will showcase an innovative approach to meeting the industry's evolving demands. Attendees will gain insights into how the NJ Pathways to Career Opportunities provides the framework for fostering a skilled and credentialed workforce to position New Jersey as a national leader in film production.
 - **Sherri Pullum, Pullum Productions**
 - **The Art of Authenticity Using the Drama-cize Method:** This 2-hour workshop, facilitated by Sherri Pullum and designed specifically for the Garden State Employment Training Association, aims to promote quality and excellence in New Jersey's workforce development system. The workshop will help foster authenticity, mental well-being, and effective communication among its leaders and professionals. Using the innovative Drama-cize Method, participants will engage in a blend of artistic and wellness practices, including acting techniques, mindfulness meditation, storytelling, and creative journaling, to enhance their leadership skills and professional growth. Key themes include unmasking, leading without labels, and avoiding judgment of self, clients, and customers.

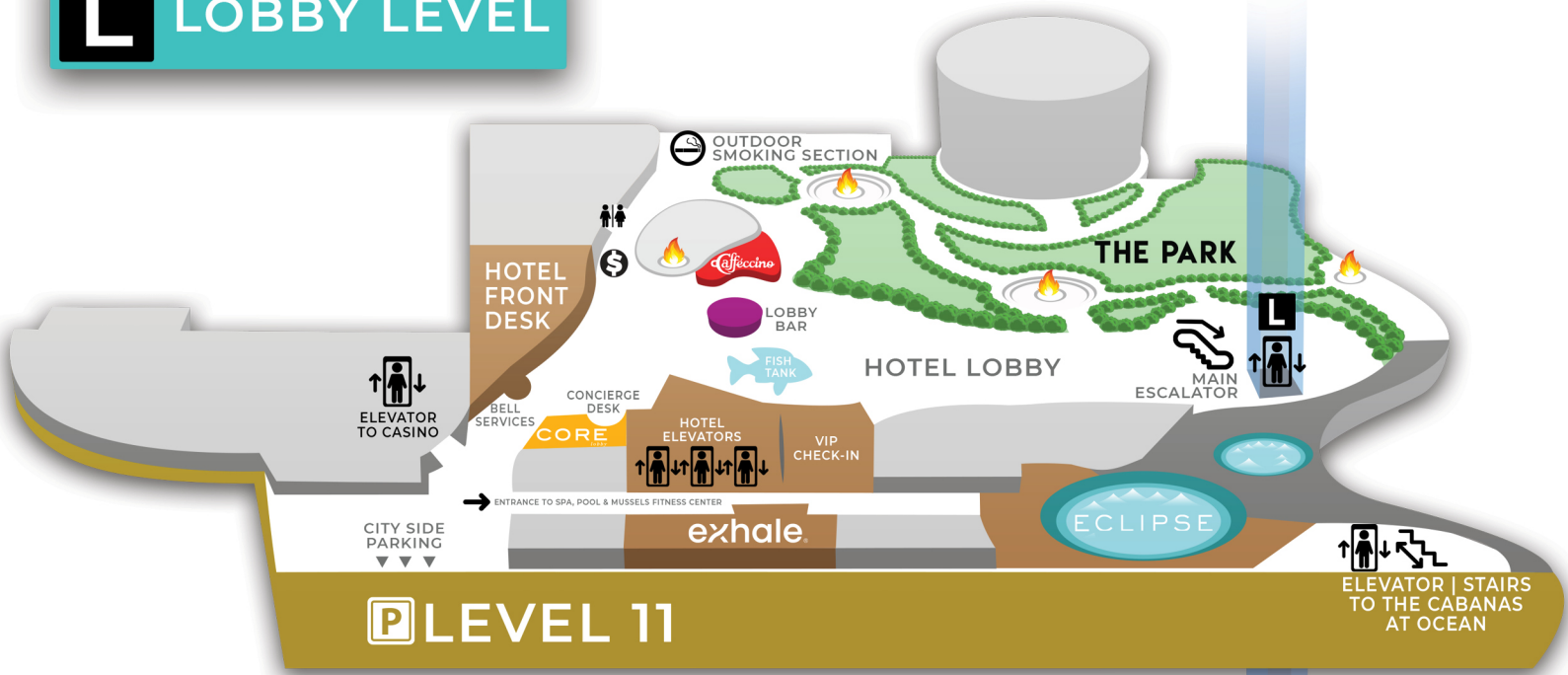
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- LEVEL 6 | TEAL | CASINO LEVEL
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- LEVEL 8 | BROWN
- LEVEL 9 | ORANGE
- LEVEL 10 | PINK
- LEVEL 11 | LIME | HOTEL LEVEL
- LEVEL 12 | BLUE
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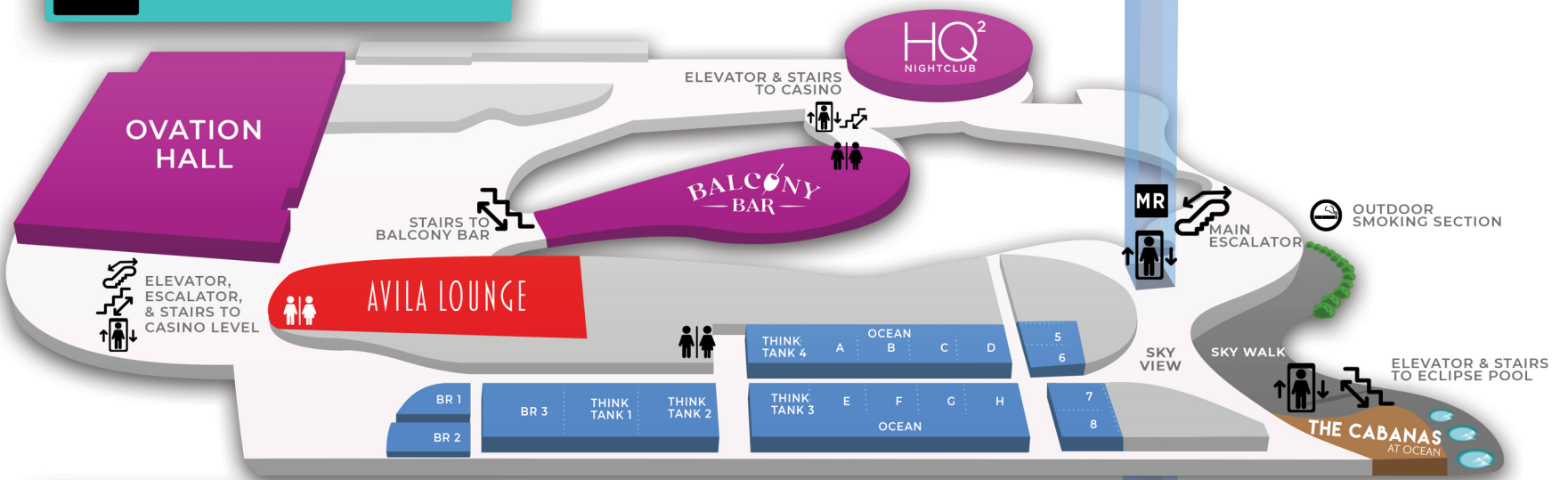
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- STAIRS
- ATM
- TICKET REDEMPTION MACHINE

- ENTERTAINMENT
- RESTAURANT
- RETAIL SHOPPING
- GAMING
- MEETING ROOMS
- HOTEL AMENITIES

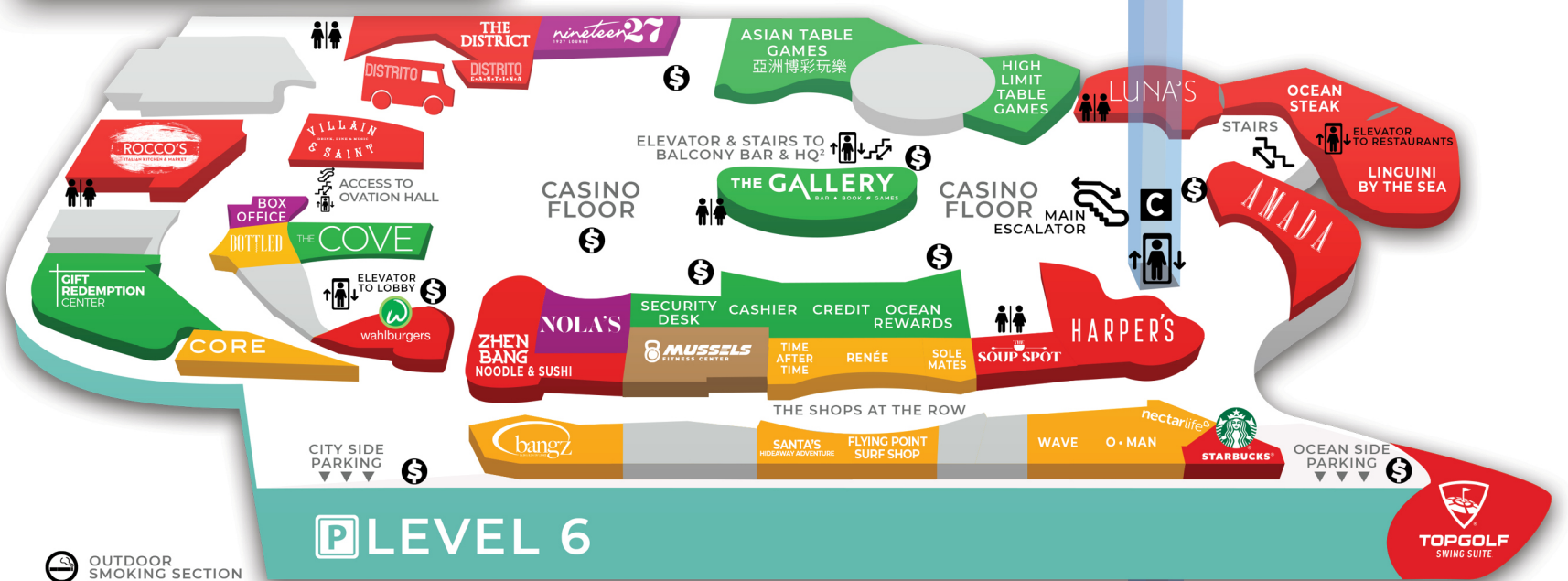
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MR MEETING LEVEL



C CASINO LEVEL



OB BOARDWALK

V VALET PICK-UP

