



California Placement Association Conference
Professional Development Training
March 2 - 4, 2016
Holiday Inn, San Diego, Bayside
“Casting A Wider Net”



Register Now!

Conference topics and workshops include:

- Job Development/Placement Strategies • Interview Techniques
- Best Practices • Time Management • Job Search Plans • Resume Writing
- Job Search for Millennials • Social media from the employer’s perspective
- WorkAbility Issues • Job Fairs: Planning, Success • WIOA Update
- Barriers to employment: Disabilities, Ex-Offenders, Veterans Challenges
- Engaging Employers • Job Seeker Motivation
- EMPLOYERS answer YOUR questions & MORE!



Holiday Inn, San Diego, Bayside

CPA Conference Opening Keynote Speaker:



Maxine Shapiro

Speaker, Training Professional & Coach

maxine@maxineshapiro.com www.maxineshapiro.com

Collaborcate!TM : Get the Results You Want By Exceeding Expectations (no, really...)

In this *highly interactive* keynote you will learn the process on how to Collaborcate!TM: collaborate, communicate and create extraordinary results for both the job seeker and business client. Mixing laughter with learning, *experience* the foundation by which you can successfully collaborate at the conference, at home with your clients, your teams and the businesses you need so badly to be on your side. Play with the take-aways you can implement immediately and for years to come. This process means you may have to relinquish a status quo, this-is-as-good-as-it-gets mentality. The net you’re casting is much wider than you think - promise!

About Max: Maxine is a vibrant speaker, training professional and coach whose quick wit and passion for excellence has created a national demand for her Inside the Box and Collaborcate!TM keynotes and workshops. Maxine is a 25-year veteran of the business world - from the floor of the Chicago Board of Trade to being a weekly financial commentator on NPR’s “Marketplace,” (one of the most widely listened business broadcasts in the country). She’s also an accomplished actor and comedienne and was a student of the Second City Improv Lab.

Thousands of people from FOX to the Feds, from retail to cargo, from profit to non-profit have benefited from Max’s innovative training using one of the most exhilarating forces in business today – IMPROVASATION. This empowers leaders to be more agile and collaborative; employees to be highly vested and valued while setting in place an Awesome and Outrageous Customer Experience that soon becomes legendary. Be prepared to engage...



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Conference Speakers:



Paul Butler

Client Partner, Newleaf Training & Development

www.newleaf-ca.com



CPA Conference Presentations:

“The Art of Execution”

Technology makes everything faster and change seems to be the only constant! Individuals and teams have to do more with less. “The Art of Execution” will help you navigate effectively through today’s whirlwind to consistently get things done and be more successful. This presentation focuses on four benefits:

1. **Clarify the Win:** Highly effective organizations, teams and individuals stay laser-focused on who their customers are, and how everyone wins from the services they provide.
2. **Identify the Milestones:** Being clear on the timeline, task, goals and budgets.
3. **Dealing with the Difficult:** Effective project management attempts to foresee any issues or roadblocks and proactively solve them.
4. **Staying Focused:** Effective project management focuses on the priorities that must be completed this week to keep on track.

“Workplace Balance & Goal Setting”

As our work lives become more intense, many people find themselves at work over-scheduled, over-committed and under-resourced. Successful organizations realize more than ever that balanced individuals make better employees, co-workers, supervisors, managers and future leaders.

This keynote is full of practical ideas to help employees lead much more balanced lives, which in turn helps them be more effective in the workplace, more focused on the organization’s highest priorities and even better equipped to make their best contribution in the workplace.

This program also includes how to set and achieve worthwhile goals. It presents what we can learn from the work of Ornstein and Sperry, Nobel Prize winners, about how the brain works.

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Jared Smith

Co-founder & CEO, Talent Evolution

John Walker

*Chief Career Solutions Officer
 & Co-Founder, Talent Evolution*

talentevolution.com



CPA Conference Presentations:

“Social Media 101: The Basics for Recruitment”

Finally, we can learn from the employer’s point of view: At what point in the hiring process do employers use social media as a recruitment tool? What do employers actually look for when they look at Facebook or LinkedIn? What do they want to see and what is the thing that will make them consider and/or stop considering a candidate? Find out! During this interactive session you will learn the current online tools and techniques that employers leverage to recruit the best employees.

“Creating an Effective Job Search Plan”

Yes, the job market is always changing! The economy is improving, employers are hiring, but there is a lot of competition for those job openings! Fortunately, common sense rules the day. We know employers will always look for the crème de la crème in their industries. So now, more than ever, job seekers need to be in front of and in direct communication with those making the decisions about who to add to their team. Talent Evolution will teach you how to create and implement a job search strategy for your clients and students using online marketing tools including: The elements of an effective job search plan, job search tools, current trends, communications strategies, resumes, cover letters and networking.



Eric Fan, Founder, Squarage, LLC

www.squarageglobal.com

CPA Conference Presentation:

**“Interview Skills for Millennials:
 Pushing the Boundaries of Social Science”**



An age group of individuals called “Millennials”, also known as Generation Y or the Net Generation, are of individuals born between 1982 and 2004. As this group has become working adults, they have become a challenge to both employment professionals and employers. Squarage is here to help!

Eric Fan, founder of Squarage, says his program pushes the boundaries of social science so Millennials can bridge the social tension they have with older generations in the workforce. Squarage also remedies the unfavorable reputation Millennials have in the workforce. Learn how to assist Millennials in a successful job search as well as keeping the job. A teaser preview will be exhibited for those in attendance to showcase the interview skills curriculum that was constructed from 200+ interviews from the "job-seekers" perspective and 10 years of corporate experiences from Fortune 500 organizations and small-to-mid-size companies.



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2016 CPA Conference Agenda

Wednesday, March 2, 2016

| | |
|------------------------|--|
| 11:00 a.m. – 5:00 p.m. | Conference Registration Open |
| 1:00 p.m. – 1:15 p.m. | Welcome/Introductions/Door Prizes |
| 1:15 p.m. – 2:45 p.m. | Maxine Shapiro: <i>“Collaborate!™: Get the Results You Want By Exceeding Expectations (no, really...)”</i> |
| 2:45 p.m. – 3:00 p.m. | Break/Networking |
| 3:00 p.m. – 4:00 p.m. | Eric Fan, Squarage <i>“Interview Skills for Millennials”</i> |
| 4:15 p.m. – 5:15 p.m. | Breakout Sessions |
| 6:30 p.m. – 8:30 p.m. | President’s Reception! Hors d’oeuvres /Door Prizes/Networking/Fun |



Thursday, March 3, 2016

| | |
|-------------------------|--|
| 8:00 a.m. – 5:00 p.m. | Registration Open |
| 8:00 a.m. – 9:00 a.m. | Continental Breakfast |
| 9:00 a.m. – 10:30 a.m. | Jared Smith & John Walker, Talent Evolution <i>“Social Media 101: The Basics for Recruitment”</i> |
| 10:30 a.m. – 10:45 a.m. | Break/Networking |
| 10:45 a.m. – Noon | Paul Butler <i>“The Art of Execution”</i> |
| 12:00 p.m. – 1:00 p.m. | Lunch/Awards/Door Prizes |
| 1:15 p.m. – 2:30 p.m. | Paul Butler <i>“Workplace Balance & Goal Setting”</i> |
| 2:30 p.m. – 2:45 p.m. | Break |
| 2:45 p.m. – 3:45 p.m. | Workshop Breakout Sessions |
| 4:00 p.m. – 5:00 p.m. | Workshop Breakout Sessions |
| 6:00 p.m. - ? | Dinner Groups/Networking (<i>Meet in the Hotel Lobby</i>) |



Friday, March 4, 2016

| | |
|-------------------------|---|
| 8:00 a.m. – 9:00 a.m. | Full Breakfast |
| 8:00 a.m. – 8:30 a.m. | CPA Business Meeting – All Welcome |
| 8:45 a.m. – 9:30 a.m. | WIOA UPDATE – CA Community College Foundation |
| 9:30 a.m. – 10:45 a.m. | Dr. Frances Siu, Associate Professor, CSU Los Angeles <i>“Preparing Job Seekers to Impress”</i> |
| 10:45 a.m. – 11:00 a.m. | Snack/Break |
| 11:00 a.m. – 12:30 p.m. | Employer Panel: <i>“Casting a Wider Network”</i> <i>Experts share tips and secrets for success</i> |
| 12:30 a.m. – 12:45 p.m. | Door Prizes/Evaluations/ GRAND DOOR PRIZE /Adjourn |

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Note: Agenda is subject to change.



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2016 CPA Conference Facts:

Conference Registration:

www.calplacement.org

Member: \$275 Non-member: \$325
PO's, credit cards, PayPal & Eventbrite

Hotel Reservations:

www.holinnbayside.com

(619) 224-3621 or (800) 662-8899
Ask for CPA 2016 rate, \$139 per night before 1/25/16

- **Conference Dress:** Casual
- **Weather:** Cool in the evenings
- **Parking:** \$5.00 per day

- **Meals:**

Conference fees include all scheduled meals. (*see agenda*) There are also great restaurants nearby; a list will be provided at the registration table. Tickets for your guests may be purchased for meals and the president's reception when you register.

- **President's Reception:**

Be sure and attend the President's reception on Wednesday, March 2 at 6:30 p.m. It's a great way to network, eat some great food and have fun!

- **Resource Table!**

A resource table will be available for attendees to share informational materials. Please bring items to the registration area. (*100 of each*)
(*Examples: pens, pencils, notepads, candy, highlighters, brochures*)

- **Please Bring Door Prizes!**

Drop off your door prizes at the conference registration table. YOU will have a chance to win door prizes throughout the conference, with a GRAND door prize at the end of the conference on Friday.

Questions?

CPA Conference Registration:

Contact: Rosa Asencio, Mt. San Antonio College
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Conference Co-Chairs

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