

# **ICD National Conference 2018**

**June 6-7**



**Learning. Your Benefit For Life.**

# WELCOME

## From the ICD Staff



**Stephanie Stalmah**  
Assistant Director



**Sean Hayden**  
Executive Director



**Lillie Lowe**  
Office Manager  
Bookkeeper

### **Getting to know Sean Hayden** **ICD's new Executive Director** *(familiar face, new role)*

Sean Hayden was appointed Executive Director of the Institute for Career Development on June 1, 2018. Prior to his appointment, he served as ICD's Assistant Director, having been appointed to that role in November, 2013.

A Massachusetts native, Hayden graduated from the University of Massachusetts at Amherst in 1994 with a Bachelor's of Arts degree in Journalism. He joined The Times of Northwest Indiana as a sportswriter that fall before being hired at ICD as a Program Specialist and Communications Coordinator in March, 2004.

Sean and his wife Tyann have three children and reside in Crown Point, IN.



**Korey Fiste**  
Program Specialist



**Brian Waddle**  
Program Specialist



**Cecelia Wagner**  
Program Specialist

# AGENDA

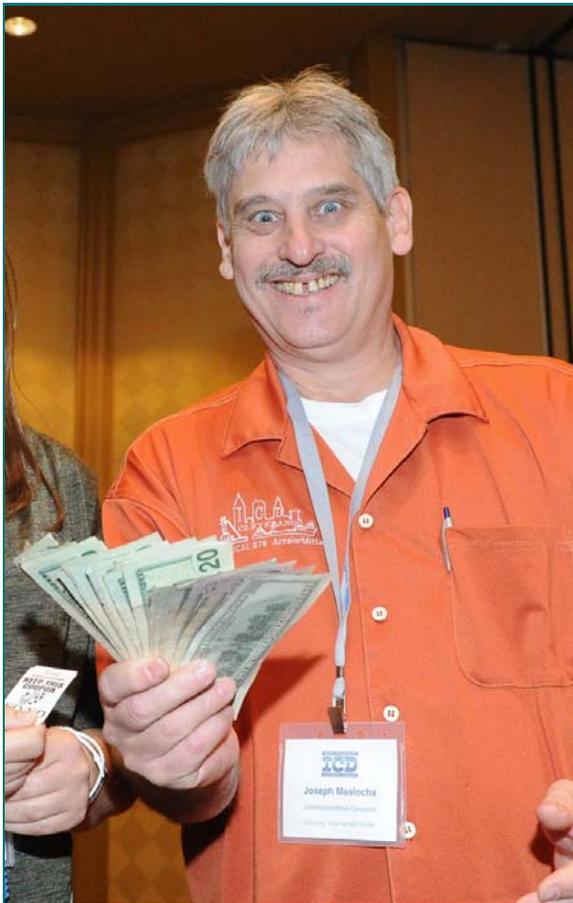
## AT A GLANCE

### WEDNESDAY, JUNE 6

7:30-9:00	Registration and Continental Breakfast	Wyeth Foyer
7:30-4:00	Provider Exhibit	Wyeth Foyer
9:00-Noon	Opening General Session	Wyeth Ballroom
Noon	Lunch Buffet	Wyeth Foyer
1:15-2:15	Breakout Session Workshops	Various
2:15-3:00	Provider Meet & Greet Coffee Break	Wyeth Foyer
3:00-4:00	Breakout Session Workshops	Various
4:00 p.m.	Adjourn for the Day	

### THURSDAY, JUNE 7

7:00-8:00	Continental Breakfast	Wyeth Foyer
8:00-9:15	Breakout Session Workshops	Various
9:15-10:00	Site Showcase	Wyeth Foyer
10:00-11:15	Breakout Session Workshops	Various
11:15-12:15	Lunch Buffet	Wyeth Foyer
12:30-1:45	Breakout Session Workshops	Various
2:00-4:00	Closing General Session	Wyeth Ballroom
4:00 p.m.	Conference Adjourns	



## DOOR PRIZES

SWEATSHIRTS SITE SAMPLES

Look inside your folder for a  
DOOR PRIZE TICKET

If your blue ticket  
matches one at the  
Registration Table  
you win a prize.

COOZIES NOVELTIES



# 50/50 Drawings

The concept is simple. You buy tickets. We draw one winner.

The winner gets half the cash.

The scholarship fund gets half the cash.

Tickets are available at the Registration Table  
or from any ICD Staff Member

**3 for \$5**

**7 for \$10**

**15 for \$20**

## TWO DRAWINGS:

*Wednesday at Lunchtime*

AND

*Thursday at the Closing Session*

## MUST BE PRESENT TO WIN

**so get your tickets now to win  
HALF the CASH**

### It takes more than raffles to build a scholarship fund!

Thanks to these generous sites for their fundraising efforts  
in support of this year's Scholarships:

USW/ArcelorMittal-Indiana Harbor East

USW/ArcelorMittal-Indiana Harbor West

USW/Goodyear-Fayetteville

USW/U.S. Steel-Midwest

# RAFFLE

## Prizes

**Three winners** will be drawn in the prize raffle.  
The first winner drawn chooses from **three prizes**.



### Amazon Echo (2nd Generation)

Amazon Echo is a hands-free speaker you control with your voice. Echo connects to the Alexa Voice Service to play music, ask questions, make calls, send and receive messages, provide information, news, sports scores, weather, and more-instantly.

### KONG Cooler Made in USA 25 quarts

Capacity (half beverages/half ice)  
18 12-oz. cans and 12.5 lbs of ice



### "Tree of Life" Wall Art

(approximately 25" diameter)

Built from American steel  
at the ICD Learning Center at  
USW/U.S. Steel-Great Lakes Works  
CNC Plasma Arc Cutting & Powder Coating Classes



Get your raffle tickets at the Registration Desk  
or from any ICD Staff Member

**\$5 each**

**or**

**3 for \$10**

**One Drawing Thursday at the Closing Session**

**MUST BE PRESENT TO WIN**

*100% of raffle proceeds benefit the  
Tino Fulimeni Memorial Scholarship Fund.*

## TINO FULIMENI

### Memorial Scholarship Fund

Tino Fulimeni was a lifelong Steelworker who rose to Special Assistant to former USW President George Becker. Tino was a great supporter of the Career Development Program. He believed very strongly in education for Steelworkers and the value of the learning process.

This Institute for Career Development scholarship is a tribute to Tino and all he stood for and fought for. He would be proud that we are giving money in his name to young deserving children or grandchildren of Steelworkers to support their college education.





# PRE-CONFERENCE ACTIVITIES

## Tuesday, June 5

### CONFERENCE HIGHLIGHTS NOT TO BE MISSED

#### Tuesday

- Welcome Reception for all attendees and their adult guests at 5:30pm at Misconduct Tavern  
1801 JFK Boulevard

#### Wednesday

- Conference Photo: A group photo will be taken at end of the morning session. Don't be the only one not in the picture!
- 50/50 DRAWING at lunchtime
- Provider Exhibit all day long

#### Thursday

- Site Showcase
- 50/50 and RAFFLE DRAWINGS at the end of the day



2:00-4:00

Coordinator Meeting

Homer

Site Coordinators from across the ICD nation meet to network and discuss issues. We'll cover topics suggested from the field as well as other pressing matters of the day.

4:00-5:00

EARLY REGISTRATION

Wyeth Foyer

Pick up your packet early and beat the morning crowd. Raffle tickets will also be available for purchase during all registration times.

5:00

Union Only Meeting

Wyeth AB

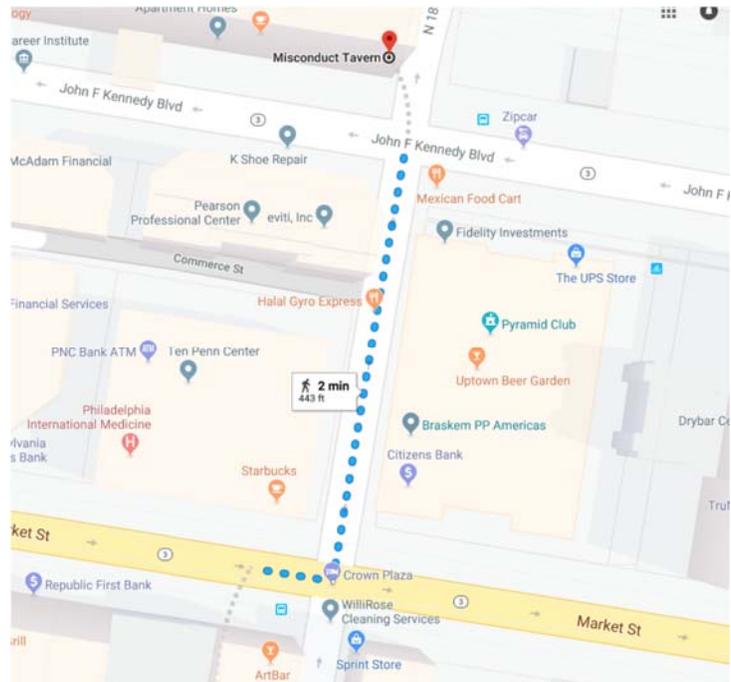
United Steelworker members may attend a special session to discuss ICD issues with Union Leaders in an open forum.

5:30-8:00

Welcome Reception

Misconduct Tavern

All conference attendees and their adult guests are invited to ICD's welcome reception. Take this opportunity to socialize and network, reconnect with old friends and make new acquaintances in a casual atmosphere. Appetizers and open bar. **1801 JFK Boulevard**



# KEYNOTE SPEAKERS

## Wednesday, June 6

### Dan Flippo

Dan Flippo began his career in 1980 as a production worker for Conoco Chemicals in Aberdeen, Miss. Dan joined Local 15198, quickly became a union activist and took on a variety of roles before he was elected president of the local in 1986. After completing training at the AFL-CIO's Organizing Institute, Flippo worked as a local union activist in organizing throughout the District, becoming a staff representative for the International union in 1996. Prior to becoming Director, Flippo was named Assistant Director in 2007 and served as District 9 PAC coordinator, first contract coordinator and education coordinator. Flippo was elected Director of District 9 in 2009.

In August 2014, Daniel was awarded the Alabama Organized Labor Awards Foundation's 2014 Labor Person of the Year in Birmingham, AL because of his tireless efforts on behalf of the USW and all of Alabama's labor force.

Flippo was raised in a union household, the son of a Teamster truck driver, attended Amory High School, Itawamba Community College and the Trade Union Program at Harvard University.

### Meghan Ambrose

Meghan Ambrose is an administrator with the Human Resources Talent Acquisition and Recruitment department and the ICD Company co-chair of ATI-Flat Rolled Products. She is currently on a two person team responsible for staffing, recruitment, and onboarding of all salary and hourly new hire employees for 13 facilities across the US. Meghan has been with ATI for 5 years, beginning as an ICD and EH&S Training Administrator.

Prior to joining ATI, Meghan was a middle school social studies teacher in western Pennsylvania. She holds a Masters in Secondary Social Studies Education and a Bachelors in History from the University of Pittsburgh.

### Mike Millsap

A second-generation Steelworker, Mike Millsap has spent the past 40 years fighting for fairness, safety and better treatment for USW members and all workers.

Mike joined USW Local 3069 in 1973 when he started work at Republic Steel in Gary, Ind. He served six terms on the local union's grievance committee, including three terms as the committee chair. In 1991, he was elected president of Local 3069 and served three terms. In 1997, Millsap was appointed as a USW International staff representative. After serving as secretary of the USW's bargaining committee during talks with Republic Steel, he was appointed in 2000 as a Sub-District Director. In 2008, Vice President Tom Conway appointed Mike as the secretary of the U.S. Steel bargaining committee. Millsap is currently in his second term as District 7 Director.

In addition to his extensive experience as a local leader and standing up for members at the bargaining table, Mike has served on the board of trustees for the Republic Steel Voluntary Employee Beneficiary Association (VEBA), which administers benefits, and as a member of the Advisory Board for the Institute for Career Development.



## OPENING SESSION KEYNOTE ADDRESS

### ICD Perspectives

ICD operates as an educational program benefitting workers in USW industries, but ICD is part of a community that reaches far beyond the individual. We are greater than the sum of our parts. We are local unions; we are the companies that employ workers; and we are the USW at district and national levels. We see ICD from many views.

In a three-part address, our speakers will discuss ICD's impact and import from their own perspectives.

### Dan Flippo

Director, USW District 9

### Meghan Ambrose

Human Resources Administrator, ATI

### Mike Millsap

Director, USW District 7

ICD Advisory Board Member





## FAMILY BREAKFAST

**Wednesday, June 6**

**Your family and guests are invited to breakfast!**

Many of us have our family with us on this trip, and they need to eat, too. So while we're in our Opening General Session our guests can enjoy a leisurely breakfast on ICD.

ICD staff members' families will be there to greet all guests.

**Breakfast available  
9:00 am until 10:30 am**

**Location: Homer (2nd Floor)**



# AGENDA DETAILS

## Wednesday, June 6

**7:30-9:00**

**Registration & Continental Breakfast**

**Wyeth Foyer**

**9:00-Noon**

**Opening General Session**

**Wyeth Ballroom**

*Invocation*

*Dean Anderson, Goodyear-Fayetteville*

*Pledge of Allegiance*

*Nellie Caraballo, USW District 1*

*District Welcome*

*Bob MacAuliffe, Director, USW District 10*

*Governing Board Report*

*Tom Conway, USW Intl. Vice President*

*Keynote Address*

*"ICD Perspectives"*

*Panel Presentation*

*"Learning Opportunities Week"*

*Conference Photo*

**Noon**

**LUNCH BUFFET**

**Wyeth Foyer**

**1:15-2:15**

**Breakout Session Workshops**

*Choose to attend any of these interactive workshops on topics customized for ICD Learning Centers. All workshops are presented twice.*

*See detailed descriptions on the next page.*

**ICD 101: A Newcomer's Guide to ICD**

**Wyeth A**

**Convenience & Education with Online Learning**

**Whistler**

**Recruiting Roundtables**

**Wyeth B**

**Writing Effective Course Descriptions**

**Wyeth C**

**2:15**

**Provider Meet & Greet Coffee Break**

**Wyeth Foyer**

*Network with a variety of exhibitors. Educators, service providers and USW affiliate organizations are here to provide information and answer questions.*

**3:00-4:00**

**Breakout Session Workshops**

*Choose to attend any of these interactive workshops on topics customized for ICD Learning Centers. All workshops are presented twice.*

*See detailed descriptions on the next page.*

**ICD 101: A Newcomer's Guide to ICD**

**Wyeth A**

**Convenience & Education with Online Learning**

**Whistler**

**Recruiting Roundtables**

**Wyeth B**

**Writing Effective Course Descriptions**

**Wyeth C**

**4:00 ADJOURN FOR THE DAY**

# WORKSHOP DESCRIPTIONS

## Wednesday, June 6

Wednesday's workshops will each be offered twice.

1:15-2:15 AND 3:00-4:00

### ICD 101: A Newcomer's Guide to ICD

Wyeth A

ICD is a unique educational benefit. If you are new to the program, whether you are an LJC Member, a Coordinator, or something else — and are looking for basic information, or have specific questions — stop by this workshop for a discussion about all things ICD.

*Presenter: Stephanie Stalmah, ICD*

### Convenience & Education with Online Learning

Whistler

With today's hectic lifestyles, some Steelworkers feel they are unable to commit to a scheduled class. Online training allows an individual to access learning opportunities based on their own time schedule. In this workshop, actual online providers will discuss the benefits of online learning, how online learning can be structured for a learner, the different teaching methods used and the support an individual can receive in order to be a successful learner.

*Panelists:*

*Collin Gutman, Head of Skilled Trades Training & Strategy, Penn Foster*

*Martha Teu, Account Manager – Public Sector, Rosetta Stone*

*Rob Coolidge, Director, Business Development & Sales, Tooling U-SME*

*Moderator: Korey Fiste, ICD*

### Recruiting Roundtables

Wyeth B

This workshop will be an interactive discussion on the topic of recruiting new program participants. Attendees will learn about innovative recruiting strategies used by other adult learning programs, hear about successful practices at other ICD sites, and engage in brainstorming with peers. Leave the session with a list of recruiting ideas to try out at home.

*Facilitator: Cecelia Wagner, ICD*

### Writing Effective Course Descriptions

Wyeth C

Good course descriptions can make or break a class. Learn what questions an effective course description should answer, what language to avoid, and how to write useful titles. This class will be interactive; please bring 2 or 3 descriptions from underperforming classes that we will revise together. Students will leave with a template for creating successful course descriptions and titles.

*Presenter: Mary Beth Harding, Executive Director,*

*Nashville Community Education*



## OPENING SESSION PANEL PRESENTATION

### Promoting ICD through Learning Opportunities Week

A panel of ICD Coordinators from the field will discuss their experiences in the first Learning Opportunities Week and how their plans for the second Learning Opportunities Week have changed. Audience members will hear promotion ideas and will have the opportunity to ask questions of the panelists.

Moderated by Stephanie Stalmah, ICD Assistant Director.

### Panelists

**Jermaine Abram**

Local 715L

Coordinator

USW/BF Goodrich – Ft. Wayne

**Jennifer Kuzdas**

Coordinator

USW/ArcelorMittal – I/N Tek & I/N Kote

**Cindy Odden**

Local 904L

Coordinator

USW/Continental-ContiTech – Sun Prairie



# PROVIDER EXHIBIT

## Wednesday, June 6

### EXHIBITORS

### At a Glance

*Provider exhibits are available all day Wednesday In Wyeth Foyer. At 2:15, we'll have a meet-and-greet coffee break with the exhibitors, allowing dedicated time for networking.*

#### Participating Providers

- Alliance for American Manufacturing
- American Business and Technical University
- C & C Operations
- Cyber Onsite Services
- Educational Investor Services
- Equilibria
- Hands In Harmony
- Live and Online
- Penn Foster
- Ramey Photography
- Rosetta Stone
- Tooling U SME



#### Alliance for American Manufacturing (AAM)

The Alliance for American Manufacturing is a non-profit, non-partisan partnership formed in 2007 by some of America's leading manufacturers and the United Steelworkers. Our mission is to strengthen American Manufacturing and create new private-sector jobs through smart public policies. AAM achieves this mission through research, public education, advocacy, strategic communications, and coalition building around the issues that matter most to America's manufacturers and workers.

Lou Delatore                      [info@aamfg.org](mailto:info@aamfg.org)                      (202) 393-3430  
 Mike Millsap Jr.                      Mark Musho

#### American Business & Technology University (ABTU)

ABTU is dedicated to providing skill-focused education and training to participants and their families. ABTU supports "Debt Free Education" by matching ICD funds with a dollar for dollar match. Books, software and tutoring are included at no additional cost. All lectures are delivered live, 100% online with 24/7 support to accommodate all shifts. Choose from over 100 courses of study. Classes start every 6 weeks.

Amber Atieh                      [ambera@abtu.edu](mailto:ambera@abtu.edu)                      (816) 279-7000 x1901

#### C&C Operations, LLC

C&C Operations, LLC has extensive experience in bringing all types of training to the adult learner. We pride ourselves in tailoring our classes to meet your membership's needs. We are shift-friendly, adjusting the class times to fit with your location. Our goal is to provide the adult learner with a positive training experience & the necessary skills to achieve their goals.

Carol Fuller                      [fullercarol029@gmail.com](mailto:fullercarol029@gmail.com)                      (248) 860-1076

#### Cyber Onsite Services

Cyber Onsite Services offers the computer training you need! Technology is wonderful if you know how to use it. Many people are barely scratching the surface of what their hardware and software can do. Many would like to upgrade to a new technology but fear the large learning curve that will be involved. Come visit my table to see the computer and software classes that I offer.

Joe Knezovich                      [joe@cyberonsiteservices.com](mailto:joe@cyberonsiteservices.com)                      (260) 413-1758

#### Educational Investor Services

Educational Investor Services has been enlightening employees about their 401k plans for more than 15 years. Some of our current customers include General Motors, Rolls Royce, Allison Transmission, Goodyear, U.S. Steel, BF Goodrich, Bridgestone, ArcelorMittal, ATI, and ContiTech. Educational Investor Services does not sell mutual funds or other securities, and we're not associated with any brokerage companies. As a result, we offer unbiased 401k education with the ultimate goal for individuals to obtain the required knowledge to develop a portfolio to meet their financial goals. Our classes have been immensely well received.

Steve Williams                      [eis@provide.net](mailto:eis@provide.net)                      (850) 502-0909

# PROVIDER EXHIBIT

## Wednesday, June 6

### Equilibria

Equilibria works with major corporations and organizations worldwide to improve safety, teamwork and communications. We guide individuals and teams to understand and leverage diversity of personal thought to minimize risk, increase quality and efficiency, and enhance overall human performance. With knowledge of what triggers actions and reactions in ourselves and others, it is possible to make conscious choices, choosing to succeed and perform to our highest potential, both individually and collectively. At Equilibria, we call this Living with Intention. Our main areas of expertise are: Safety & Risk Management; Error Reduction; Communication & Teamwork; Leadership & Engagement; Diversity & Inclusion; and Influencing Commitment. Visit us at: [www.equilibria.com](http://www.equilibria.com)

David Senior Garcia [david.senior@equilibria.com](mailto:david.senior@equilibria.com) +34 617 406 426

### Hands In Harmony

Hands In Harmony provides training in: American Sign Language, Jewelry Making and Dementia Care. The American Sign Language classes range from beginning to advanced level and provide the necessary skills to communicate with the deaf or hard-of hearing person. In the Jewelry Making class, one will learn how to make unique and gorgeous jewelry for everyday wear and those special nights out. The Dementia Care class provides valuable insight to the participant for providing better care for a loved one with dementia.

Rhoda Jenkins [rjhands@sbcglobal.net](mailto:rjhands@sbcglobal.net) (313) 779-1382

### Live & Online Classes

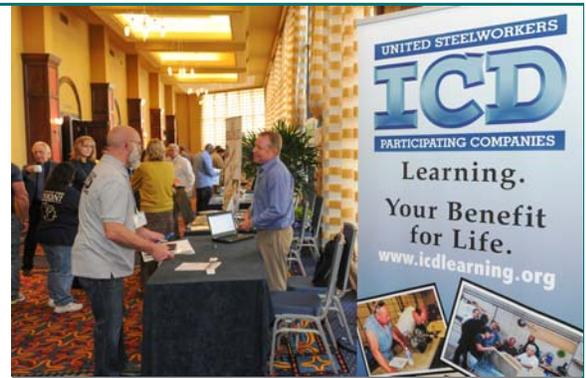
L&O classes are Career Development classes offered by the JobLink and Leon Lynch Learning Centers at USW/ArcelorMittal-Indiana Harbor East & West. These classes are all recorded and uploaded to the Internet which means sites around the country are able to access them. Participants who are located in Northwest Indiana can attend classes live and watch them online. Those who are distant can view them online via streaming technology. Contact the JobLink Learning Center for more L&O class information or to register your students.

Karen Farrer [karen.farrer@arcelormittal.com](mailto:karen.farrer@arcelormittal.com) (219) 399-8135

### Ramey Photography

"Whatever your skill level, we will help you push your Photography to New Heights". Instructor Larry Ramey, has 30+ years of experience. Classes are fun, and we keep it simple for everyone to understand. We can blend our classes for the beginner, intermediate or advanced photographer. All classes are hands on, outside shooting (weather permitting). It doesn't matter if you are using a Point-N-Shoot, DSLR, or your Phone.

Larry Ramey [larry.ramey@outlook.com](mailto:larry.ramey@outlook.com) (260) 710-4599



## ONLINE LEARNING PROVIDERS

### Penn Foster

Preparing and training the workforce of tomorrow has been at the core of Penn Foster since our inception in 1890. Penn Foster is a leading provider of online skills training, credentialing, and apprenticeship solutions designed to help middle-skilled workers launch and advance their careers. The trusted partner to over 1,000 organizations, Penn Foster offers skilled trades training for 35+ occupational pathways in industries such as manufacturing, utilities, and construction. Offered online, our programs are delivered in a self-paced, competency-based model wrapped by comprehensive academic, professional and personal support and coaching.

Drew Fuhrmann  
[drew.fuhrmann@pennfoster.edu](mailto:drew.fuhrmann@pennfoster.edu)  
(603) 502-1696

### Rosetta Stone®

Rosetta Stone® provides complete language solutions for beginner, intermediate, and advanced learners in both English and World Languages. Rosetta Stone® offers personalized, online learning experience based on a learner's proficiency and goals in 24 languages and includes live online tutoring. Partnership with ICD gives ICD participants exclusive access to the Rosetta Stone® Catalyst™ Language Solution for 12 months.

Martha Teu  
[mteu@rosettastone.com](mailto:mteu@rosettastone.com)  
(540) 280-9578

### Tooling U-SME

Tooling U-SME delivers versatile, competency-based learning and development solutions to manufacturing, working with over half of all Fortune 500® manufacturing companies, plus educational institutions across the country. A division of SME, Tooling U-SME partners with customers to build high performers who help their companies drive quality, productivity, innovation, and employee satisfaction.

Paul Kovacs  
[paul.kovacs@toolingu.com](mailto:paul.kovacs@toolingu.com)  
(216) 706-6611



## SITE SHOWCASE

**Thursday, June 7**

Over the years, we have featured sites in a variety of ways, including Best Practice presentations, Learner Profiles, slide shows, videos, etc., etc. This year we invited all of our Career Development Programs to participate in a Site Showcase. Participating Career Development programs have set up exhibits showcasing some of the great things they do.

Exhibits will be set up all day Thursday in Wyeth Foyer

**9:15**

Site Showcase  
Networking Coffee Break

So stop by to see what other sites have accomplished, share some of your own ideas, and take some time to network with your peers from across the nation.

# AGENDA DETAILS

## Thursday, June 7

<b>7:00-8:00</b>	<b>Continental Breakfast</b>	<b>Wyeth Foyer</b>
<b>8:00-9:15</b>	<b>Rotating Breakout Sessions</b>	<b>Various Rooms</b>
<b>9:15</b>	<b>Site Showcase</b>	<b>Wyeth Foyer</b>
	<i>Spend some time checking out some best practices from ICD sites. Visit the exhibits, learn from each other and network with peers.</i>	
<b>10:00-11:15</b>	<b>Rotating Breakout Sessions</b>	<b>Various Rooms</b>
<b>11:15</b>	<b>LUNCH BUFFET</b>	<b>Wyeth Foyer</b>
<b>12:30-1:45</b>	<b>Rotating Breakout Sessions</b>	<b>Various Rooms</b>
<b>2:00</b>	<b>Closing General Session</b>	<b>Wyeth Ballroom</b>
	<i>State of ICD by Sean Hayden, ICD Executive Director</i>	
	<i>Tino Fulimeni Memorial Scholarship Winners</i>	
	<i>50/50 and Raffle Drawing</i>	
	<i>Site Recognitions</i>	
	<i>Lynn Williams Award</i>	
<b>4:00</b>	<b>ADJOURN</b>	

### THURSDAY ROTATING WORKSHOP SCHEDULE

*The colored dot on your name badge indicates your rotation group.*

#### RED GROUP SCHEDULE

<b>8:00</b>	<b>Intentional Communication &amp; Learning</b>	<b>Wyeth C</b>
<b>10:00</b>	<b>Effective Graphic Design</b>	<b>Whistler</b>
<b>12:30</b>	<b>We've Got an App for That</b>	<b>Wyeth A</b>

#### BLUE GROUP SCHEDULE

<b>8:00</b>	<b>Effective Graphic Design</b>	<b>Whistler</b>
<b>10:00</b>	<b>We've Got an App for That</b>	<b>Wyeth A</b>
<b>12:30</b>	<b>Intentional Communication &amp; Learning</b>	<b>Wyeth C</b>

#### YELLOW GROUP SCHEDULE

<b>8:00</b>	<b>We've Got an App for That</b>	<b>Wyeth A</b>
<b>10:00</b>	<b>Intentional Communication &amp; Learning</b>	<b>Wyeth C</b>
<b>12:30</b>	<b>Effective Graphic Design</b>	<b>Whistler</b>

# WORKSHOP DESCRIPTIONS

## Thursday, June 7

Our guest presenters offer professional expertise and new perspectives on issues that pertain to our work. Attendees will have the opportunity to participate in all three of these guest-speaker sessions.

The colored dot on your name badge identifies your rotation group.

### Intentional Communication & Learning

Participants in this experiential learning workshop will acquire an understanding of personality diversity and engage in an interactive discussion to develop practical applications of this knowledge. Committee members will leave with a heightened awareness of self and team through knowledge of the e-colors. Combining this knowledge with personal intervention techniques, they will be able to leverage team diversity, reduce misunderstandings and friction, and elevate levels of learning, commitment and trust.

All attendees should answer the Personality Diversity Indicator questionnaire before the session at: [www.equilibria.com/PDI-home](http://www.equilibria.com/PDI-home)

*David Senior Garcia*                      *Laura Senior Garcia*  
*Regional Operations Mgr., Equilibria*    *Global Operations Dir., Equilibria*

### Reach your Audience with Effective Graphic Design

Graphic design is an essential part of modern-day marketing efforts including catalogs, fliers and online communication tools. Done well, it can help bring clarity, create brand consistency and spark interest from your perspective audiences. Participants will learn about the building blocks that create good graphic design. You'll be shown easy-to-implement "do's and don'ts" and walk away with actionable steps to immediately start improving the design of your marketing materials.

*Sara Strese*  
*Senior Designer, Delevante Creative/Freelance Graphic Designer*

### We've Got an App for That

We can't live without our cellphones. We've got them on or near us 24/7. So why not use that as a marketing opportunity for your Career Development Program? Learn how JobLink created apps for its program on both the iOS and Android platforms. The best part? JobLink did it using its own participants. And with the ICD Database expanded capabilities allowing participants to access their personal data from anywhere, there has never been a better time for your program to get into the app world.

*Bill Needles*  
*CEO & President, PC-Plus!, LLC*

## GUEST PRESENTERS

### Laura Senior Garcia

Laura truly believes in the power of personality diversity because she's seen first-hand how it has helped her realize her own potential. She is the co-author of a book, *At the End of the Day*, that chronicles relationship struggles with her father and how she and he began to communicate in new ways. Laura, who is fluent in Spanish and English and proficient in French and Portuguese, has facilitated more than 200 Equilibria workshops and consulted globally with individuals and teams around the globe.

### David Senior Garcia

David is an experienced facilitator, consultant and coach specializing in helping organizations to reduce errors, improve communication, minimize risk and enhance performance through the understanding and application of Advanced Error Reduction in Organization technologies. He has always had a passion for understanding human behavior. From a very young age he always tried to figure out why people do what they do and what motivates each person to perform. This inherent curiosity is reflected in his ability to build relationships and truly understand client needs.

### Sara Strese

Sara is an award-winning senior graphic designer at Delevante Creative where she heads up branding and web design initiatives for a variety of corporate and non-profit clients. In her freelance career, she loves to work with small businesses and start-ups that aspire to make a big impact in the world. She lives in Nashville, TN with her two Jack Russell puppies, Bacon & Elvis.

### Bill Needles

Bill has 25+ years of computer design and information technology experience and holds multiple United States Patents and certifications in advanced computer technology development. Prior to obtaining a Bachelor of Science degree in Electrical Engineering from the University of Texas, Bill was a steelworker and USWA union steward at Blaw Knox and also worked at US Steel South Works in Chicago. Bill is married to Teresa; they have three children and live in Northwest Indiana.

# SO LONG...

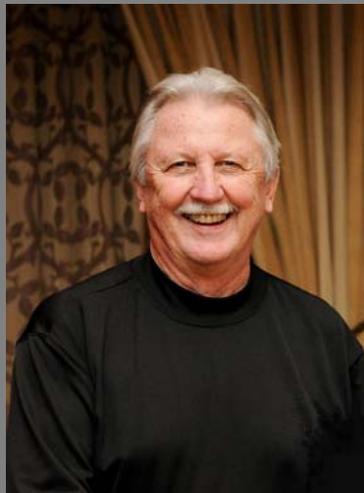
## ...and thanks for the memories.

Since we were last together in Mobile in 2016, ICD has said goodbye to some good friends. These individuals have left some impressive shoes to fill.

**Congratulations  
on your retirement!**



**Georgia Allison**  
Coordinator  
USW/U.S. Steel-Great Lakes  
*Retired December 2017*



**Al Long**  
ICD Executive Director  
*Retired May 2018*



**Earl Case**  
Coordinator  
USW/Bridgestone-Akron  
*Retired June 2017*



**Mike McCormick**  
Coordinator  
USW/AK Steel-Ashland  
*Retired May 2018*



**David Austin**  
Coordinator  
USW/Goodyear-Danville  
*Passed Away November 2016*  
*Rest in Peace.*



**Bruce Phillips**  
Coordinator  
USW/Goodyear-Gadsden  
*Retired November 2016*

**You will all be  
missed!**

**Best wishes in life's  
next adventures!**



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