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**GOVERNOR'S WORKFORCE SUMMIT 2009
Steering Committee**

**Minutes
January 28, 2009**

Meeting Time & Date: January 28, 2009 at 1:30 p.m. - Department of Commerce, Icelandic Room (via teleconference).

Present: Lelan Bosch (for Maren Daley), Shane Goettle, David Farnsworth, Tifanie Gelinske (via teleconf), Jim Hirsch, David Martin (via teleconf), David Massey, Debbie Painte (for David Gipp), Brandi Pelham (via teleconf), Jackie Velk (via teleconf), Jim Walker

Members Absent: Tracy Finneman, Wayne Kutzer, John Machacek, Dave Maclver, T.J. Russell

Staff Present: Cheryl Leach

Opening Remarks & Introductions: Jim Hirsch opened the meeting and welcomed everyone in attendance.

Summit Theme Finalization: Jim Hirsch addressed the committee regarding the theme of the Summit. The theme as selected will be "***North Dakota Talent Strategy: Bridging the Gap to the Future***".

Program Keynote Speaker: Jim Hirsch noted that we currently have Greg Newton and Silver Rose under contract for the Summit. Several attempts have been made to contact Ed Barlow with no response; therefore we have proceeded to contact other keynote speakers. Jim mentioned that first generational speaker Jason Ryan Dorsey was suggested as a keynote speaker, however in speaking

with his agent, he is already contracted for the dates we would like him to present. Cam Marston was also suggested as a possible keynote speaker. He has a number of programs he could provide and has presented as a keynote at the South Dakota Governors Summit in 2007. He is available on October 08-9, 2009. His fees are \$15,000 - \$20,000 depending on the keynote for ½ day or full day. He also has an additional expense for travel of \$1,900. Jim Hirsch noted that we will be over budget if we have him conduct workshops. The budget is for \$18,500 and will need to be raised in order to hold the keynote for a full day. Jim mentioned that sponsorship can provide some funding in addition to the budget.

Jim Walker moved to bring Keynote speaker Cam Marston under contract for a full day for the Workforce Summit 2009. Jackie Velk seconded the motion. Motion carried.

Program Recommendations: Jim reminded the committee about the program recommendations. Again we will have the Governor, the keynote, and then the breakout tracks and panels. We need to start identifying the tracks we want focusing on “bridging the gap to the future”.

It was asked if the Governor was locked in for those dates. Brandi Pelham confirmed that the dates are on his calendar; however a notice of confirmation form will be needed to lock in the date. It was suggested that the Governor attend the Summit longer this year in order for feedback from the attendees. Brandi Pelham suggested when submitting the confirmation scheduling form identify the committee’s intentions for the Governor in addition to his regular duties.

Dave Massey asked whether the Summit could be Webcast. Shane Goettle mentioned that this would be an additional expense to the budget. However, we could look into the cost and decide how much to record and make available as a Webcast. Shane Goettle stated that this idea could also be used to promote Career Conversations.

Project Calendar: Jim Hirsch reviewed the Project Plan and Due Dates. Once we lock in the keynote we will finalize the sponsorship and registration applications. Jim mentioned The Project Plan identifies securing sponsorship of \$50,000 by August 01, 2009. Jim mentioned that we are working with the Workforce Intelligence Council in updating the State of the Workforce Report. A decision will have to be made whether we print the report or make it available electronically.

Jim Hirsch mentioned that we will prepare a draft of the registration material for the next meeting. The plan is to start sending out initial electronic mailings announcing the dates of the Summit and examples what will be presented at the Summit. David Massey requested that information be sent to the K-12 people. David suggested a possible session could be developed for education. David Massey also suggested inviting students from high schools that could speak for

the young people that indicate interest in the industry panel. Shane Goettle stated that he would like to hear from the youth that are interested in these opportunities and their feedback. We will look into adding a second panel after the industry panel for the youth. We may want to obtain assistance from the high school principals in suggesting youth that could speak. It was suggested contacting Kayla Effertz to provide connections that could make this work.

Activity:	Target Due Dates:	Responsible Party:
Identify and appoint a steering committee for the Governor's State of the Workforce Summit	November 2008	T. J. Russell, Chair ND Workforce Development Council
Identify and organize the sub-committees for the Governor's State of the Workforce Summit <ul style="list-style-type: none"> ◆ Summit Sponsor Committee 	December 2008	Steering Committee Chair & Council Director
Arrange for a time and sight for the Governor's State of the Workforce Summit	Done Ramada Suites, Fargo, ND October 8 & 9, 2009	Department of Commerce – Workforce Development Division
Secure sponsor's for the State of the North Dakota Workforce Summit Platinum \$5,000 Gold \$2,000 Silver \$1,000 Bronze \$500 Goal is to raise \$50,000	Complete by August 1, 2009	Chair - Sponsor Subcommittee
Make arrangements for the keynote and other key speakers <ul style="list-style-type: none"> • Greg Newton • Silver Rose • Keynote pending 	April 30, 2009	Department of Commerce – Workforce Development Division with input from the Steering Committee
Confirm sponsorship exhibit booths space by personal contact with each sponsor to get a yes or no	August 15, 2009	Workforce Development Division
Finalize a Governor's State of the North Dakota Workforce Summit Agenda	September 1, 2009	Steering Committee will finalize
Finalize a Governor's State of the North Dakota Workforce Summit Budget and Local Arrangement Contract	July 15, 2009	Department of Commerce – Workforce Development Division
Develop and distribute the Governor's State of the North Dakota Workforce Summit advertisement and publicity campaign	February – September 2009	Workforce Development Division
Send out personal invitations to North Dakota business, business associations, chambers of commerce, and other organizations and groups <ul style="list-style-type: none"> ◆ Educators ◆ Elected officials ◆ Economic developers ◆ Employers 	April 2009 and July 2009	Workforce Development Division

Update the Governor's State of the North Dakota Workforce Report	August 1, 2009	Workforce Intelligence Council
Arrange for printing of the Program Book, Banquet Menu, and State of the North Dakota Workforce Report	August 15, 2009	Workforce Development Division
Arrange for signage for sponsors promotion, breakout session rooms and registration desk	September 1, 2009	Workforce Development Division
Host a Governor's State of the North Dakota Workforce Summit	October 8 & 9, 2009	Steering Committee
Develop Final Report on the Governor's State of the North Dakota Workforce Summit	December 2009	Steering Committee

Summit Budget: Jim Hirsch reviewed the Summit budget making note of the additional expense for the keynote speaker. There will need to be an adjustment to the budget due to this additional expense.

EXPENSE:

Speakers	\$18,500
State of the ND Workforce Report	\$ 6,000
Advertising (Sponsors, Displays, etc.)	\$ 5,000
Postage	\$ 2,000
Meals, Breaks	\$16,000
Registration Packets	\$ 7,625
Equipment	\$ 1,000
Facilities	\$ 2,000
Honorariums/Travel	\$ 5,375

Total Expenses:	\$63,500
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INCOME:

Sponsorships	\$35,000
Registration (200@ \$150)	\$30,000

Total Income:	\$65,000
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Sponsorship Packages: Jim Hirsch stated that the sponsorship packets will be finalized and sent out. We will do an initial mailing to those that indicated an interest in sponsorship. Shane Goettle asked the committee if there were any suggestions for additional sponsors that could be added to the packet. Jim Hirsch mentioned that he would provide a current list of sponsors to the steering committee for review and suggestion of additional sponsors.

Next Meeting: The next meeting will be held in February. Cheryl will coordinate a date, time, and location for the meeting.

Action Items:

- **Bring keynote speaker Cam Marston under contract for a full day**
- **Send confirmation form locking in the date with Governor's office, and identifying additional duties of the Governor**
- **A draft of the registration brochure available for next meeting**
- **Finalize sponsorship packet and send out to sponsors**
- **Send current sponsorship list to steering committee**

Adjournment:

Motion by David Massey to adjourn the meeting. Seconded by Jim Walker. Motion carried. The meeting adjourned at 2:15 p.m.