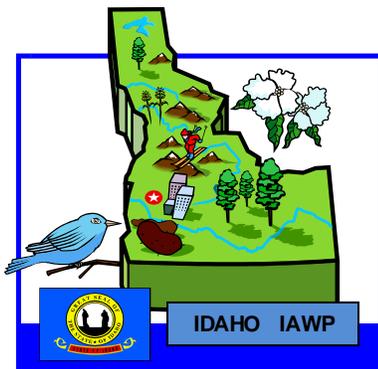


# ITEMS

World Leaders in Workforce Systems

Jan/Feb/Mar 2014 Volume 48 Issue 1



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## What is IAWP?

The International Association of Workforce Professionals is a non-profit professional organization made up of employees or any person interested in the workforce system. Members in IAWP include those working in programs such as Employment Services, Unemployment Insurance – Benefits and Tax, Workforce Investment Act, Veterans, Vocational Rehabilitation, Job Corps, Trade Act, Farmworker Services, as well as those serving in a support capacity including information technology, accounting, labor market information, human resources, etc. All employees of the Idaho Department of Labor are eligible and encouraged to join.

IAWP is an international organization with members in every state and many foreign countries. State IAWP chapters are organized in many states including Idaho. The current officers are listed on page six of this newsletter.

Over the last few years it has been difficult to squeeze in IAWP activities with the tremendous workload brought on by the Great Recession. This newsletter is the first step in revitalizing and energizing IAWP in Idaho. We want to hear from you so please send your comments and suggestions to [sandee.garcia@labor.idaho.gov](mailto:sandee.garcia@labor.idaho.gov).

## Logan S. Chambers Scholarship

The Logan S. Chambers Scholarship is designed to provide financial assistance to IAWP full members who wish to increase their knowledge, skills and abilities in a course(s) of study that pertains to employment and training work, or toward a degree program that relates to job performance and/or promotional possibilities.



To be eligible, an applicant must be an IAWP full member. The full member may apply for a grant on a yearly basis - January 1 - December 31.

The maximum grant amounts are based on the number of the full member's consecutive years of IAWP full membership, which may include the current full membership year.

One Year = \$100.00

2 - 4 Years = \$225.00

5 or More Years = \$350.00

The total grant award may not exceed the allowable maximum for total instructional purposes, but can be applied toward several courses up to the allowable maximum as long as all courses are completed within the eligible year. If a full member receives partial reimbursement by direct employer payment, the full member's grant may not exceed the total instructional cost less the employer reimbursement amount. The full member can receive grants at any time during the year or until IAWP depletes the budgeted grant funds.

Grant requests may not be covered in whole by direct employer payment; covered in whole by an IAWP chapter grant; financed in whole through other sources directly related to government type appropriations, such as PELL grants. Up to twenty percent of the grant awarded may be applied toward books, student parking or noncourse-related fees.

Course Requirements: Instruction must be provided by an accredited institution (college, university, business school or high school) OR by a recognized professional or consulting organization (such as the American Management Association) OR by a documented professional certificate program. The course may not be a duplication of Employment and Training or Workforce out-service training programs. A description of the class, training or seminar along with who is sponsoring the class, training or seminar, must be submitted with the full member's grant application.

Application Procedures: An IAWP full member may obtain grant applications from IAWP chapter presidents or their official designees, from the IAWP Administrative Office, or from the IAWP website at [www.iawponline.org/scholarship.html](http://www.iawponline.org/scholarship.html). The full member must submit a completed application with all appropriate documentation to the IAWP Administrative Office no later than 90 days from the course-ending date. The Administrative Office will promptly advise the full member of the final grant status. If the Administrative Office has reason to believe that a grant application should be denied, the application and the reason for denying it shall be forwarded to the International Education Development Committee chair for appropriate review and final decision.

## The Workforce Professional Development Program (WPDP)



### What is WPDP?

A series of study guides and tests to increase your knowledge about the workforce development system.

### Why do it?

Job excellence in the 21st century requires enhanced professional development and “big picture awareness.” This program provides you with that awareness. The

WPDP classifies your knowledge level and may be used as a substitute for experience or education. It has become a respected and recognized measurement of core program knowledge.

### Modules:

- History of Workforce Development (Units 1-4)
- Labor Market Information (Units 1-4)
- Unemployment Insurance (Units 1-4)
- Business and Job Seeker (Units 1-4)

### Costs:

- \$10 for each unit (includes study guide and exam)

Once you complete all the WPDP units you will receive a WPDP Master designation and are qualified to apply for certification as an IAWP Certified Workforce Specialist (CWS).

**FOR MORE INFORMATION: [www.iawponline.org](http://www.iawponline.org)**

## Looking for a Few Members



Not a member? Why not? There are many reasons why you should join IAWP and just a few are listed below:

- ✓ Education and Training: Attend conferences, seminars, learn at lunch and other educational events.
- ✓ Scholarships: Apply for a Logan S. Chambers Individual Scholarship and receive up to \$350 for educational expenses.
- ✓ Certification: Become a Certified Workforce Specialist by participating in the Workforce Professional Development Program (WPDP).
- ✓ Communication: Receive the Workforce Professional quarterly publication from the International IAWP, the Idaho Chapter ITEMS newsletter, and access the IAWP websites at [www.iawponline.org](http://www.iawponline.org) and <http://labor.idaho.gov/dnn/iawp/Home.aspx>. Also IAWP has Facebook and LinkedIn group pages.
- ✓ Legislative Education: IAWP is your place for vital news on legislative movement related to workforce systems through updates on the website and periodic memos.
- ✓ Awards: Annual recognition of members, employees and partners to highlight outstanding work by workforce professionals.
- ✓ Leadership Development: Membership and participation in IAWP can help you enhance your leadership skills and show individual initiative.
- ✓ Networking: Share information and ideas with workforce professionals from around the state, nation and internationally.
- ✓ Pay it Forward: Join fellow members in raising money, donating time, or participating in a charity event.

It's easy to join. Payroll deduction is available so all you have to do is complete the membership form at the end of this newsletter and send it in. If you are already a member, share the benefits of being a member of IAWP with a coworker, or get involved in or organizing a local group of IAWP members.

## Nominee for Deputy/Assistant Secretary of Labor

On Tuesday, February 11, the Senate Committee on Health, Education, Labor and Pensions (HELP) held a confirmation hearing for the President's nominees for the Deputy Secretary of Labor and Assistant Secretary for Employment and Training. Christopher Lu was nominated by President Obama for the Deputy Secretary of Labor on January 2, which is the second-highest ranking USDOL official and is responsible for overseeing the USDOL's day-to-day operations. Currently Mr. Lu is a senior fellow at the Center for the Study of the Presidency and Congress, a nonpartisan policy center in Washington, D.C. From 2009 to 2013, he served as a presidential assistant and the cabinet secretary for the White House Office of Cabinet Affairs, the President's primary liaison to the federal departments and agencies. Mr. Lu also co-chaired the White House Initiative on Asian Americans and Pacific Islanders from 2011 to 2013 and was executive director of the Obama-Biden transition team in 2008.

Portia Wu, nominated a month earlier on December 12, 2013, for Assistant Secretary for Employment and Training position, is a special assistant to the President for labor and workforce policy on the White House Domestic Policy Council. She previously worked on the

HELP Committee as chief labor and pensions counsel, general counsel and labor policy director, as well as at the National Partnership for Women and Families.

Senate Committee on Health, Education, Labor and Pensions Chairman Tom Harkin (D-IA) opened the hearing stating his support for the nomination of Christopher Lu and Portia Wu for their respective posts, indicating their nominations were, “critically important, both for the Department of Labor and for the countless working families across the country who depend on the programs, services, and protections provided by the Department...Of all the executive agencies, it may be the Department of Labor that touches the lives of ordinary working Americans the most on a day-to-day basis.” Senator Harkin also said he supported the nominations of Christopher Lu and Portia Wu because of their extensive experience and expertise in workforce development, and in the Administration and on Capitol Hill will make them effective in working with Congress on issues facing American workers and businesses.

Senate HELP Committee Ranking Member Lamar Alexander (R-TN) urged the nominees to work closely with the governors because, according to Senator Alexander, “that’s where the action is” on workforce development. “Every governor I know is focused on it,” he said. Senator Alexander said delegation of responsibilities in the Workforce Investment Act to the states will be an issue as the HELP Committee continues to work on reauthorization of WIA and urged the nominees to be, “skeptical about too many rules from Washington” regarding workforce development issues because the states are often better judges of local needs than the federal government.

## Five Do's and Don'ts for Calming Cranky Customers by Jeff Mowatt



Perhaps you’ve noticed that customers are becoming increasingly hostile. Case in point was the highly publicized incident where a patron in a fast food restaurant became so enraged that he attacked the restaurant manager. The customer spilled his coffee on his breakfast and when the manager refused to replace the meal, the ensuing argument led to violence that ended with the customer being arrested.

It seems in our fast-paced frenetic world customers are now more tired, rushed, stressed, and downright fed-up. Here are five Do’s and Don’ts for calming cranky customers.

### *1. Do consider the big picture. Don’t focus on the single transaction*

The fast food fisticuffs could have been avoided if the restaurant manager (better yet the frontline employee) would have cheerfully replaced the patron’s meal for free. The incremental cost to the restaurant would have been nominal, and the loyalty and subsequent return on investment would have been substantial. Instead, the manager took the low road and focused on the cost of the meal and the fact that it wasn’t the restaurant’s fault.

### *2. Do acknowledge feelings. Don’t say, “Calm Down.” Ever.*

Can you think of a single example in the history of the world when telling somebody to, “Calm down” did anything other than make things worse? Me neither. It’s never appropriate to tell someone how

they should feel. On the contrary, you'll improve their demeanor by validating their feelings with empathic statements like, "That sounds frustrating."

### *3. Do ask the four Ws. Don't ask "Why"*

When a customer has a problem and you need the pertinent details, ask the four Ws: who, what, where, and when. But avoid asking Why. Generally, the response to why something went wrong is that someone was inept. Imagine asking a customer, "Why didn't you read the instructions?" This is not constructive and just makes things worse.

### *4. Do apologize for foul-ups. Don't over explain*

Over the 20 years that I've written and delivered customized customer service seminars, I've discovered that the main reason customers become irritated is simple - the organization broke a promise; one that was either expressed or implied. Telling a customer, "I'll call you back", then neglecting to do so is called lying. If we normally complete a project in 3 days, and this time it takes 3 weeks, we are now breaking an implied promise. In both cases the customer didn't get what they expected so we need to apologize. It's also helpful to give them something extra to make up for the customer's hassle factor. If there are extenuating circumstances then give the customer a brief explanation. But keep it short. Going into lengthy details about why you couldn't keep your end of the bargain sounds like trying to rationalize poor service. It only makes matters worse.

### *5. Do be respectful. Don't become a doormat*

Some customers are not in their best when they get angry. They can shout, swear, cry, or become abusive. That does not give us license to react in kind. We do need to be respectful. We don't need to kowtow. Imagine a customer, upset about a late delivery, is swearing at a supplier on the phone. In that case the supplier would do well to respond with something like, "Sir, I want to help you. Using that language however, is preventing me from focusing on resolving this issue. So I'm going to ask you to stop using that language so we can focus on fixing the problem." If the customer continues with the verbal abuse, close the conversation with, "Sir, as I explained earlier I want to help you, but I can't help you when you're using that kind of language. I'm going to hang up now, but please call back when you can talk to me without using that language. Goodbye." Then go immediately to your supervisor and give them the details of the conversation. That way, they'll be forewarned when the customer calls back demanding to talk with the manager.

Bottom line - have some empathy

Who among us can claim that as a customer, we've never been terse or worse with a service representative who was in no way responsible for the foul-up? Some customers are cranky because stuff happens in their lives that has nothing to do with you. So before becoming too self-righteous or casting proverbial stones at those miserable customers, we'd do well to put ourselves in their shoes.

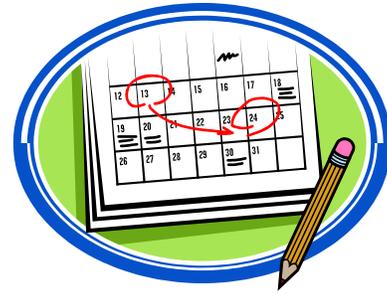
It's also worth remembering that if work was supposed to be fun they wouldn't need to pay us. Dealing with upset customers sometimes comes with the territory. Fortunately, by learning to handle difficult customers well, you'll make them even more loyal than before the foul-up. That makes the job less stressful and more rewarding for everyone.

*This article is based on the critically acclaimed book "Becoming a Service Icon in 90 Minutes a Month," by customer service strategist and professional speaker Jeff Mowatt. To obtain your own copy of his book or to inquire about engaging Jeff for your team, visit [www.jeffmowatt.com](http://www.jeffmowatt.com) or call 1.800.JMowatt (566.9288).*



## Idaho Chapter Board of Directors

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Michael Faircloth, Retiree Chair  
Dan Scott, Wellness Coordinator  
Chuck Vanderhoff, Website  
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Eric Beck, IDOL Liaison



## Calendar of Events

Spring 2014  
Idaho Chapter State Educational  
Conference

June 22-15, 2014  
International Educational  
Conference, Portland, OR

Fall 2014  
District 7 Institute  
Montana



## *Portland: A Pathway To The Future...*

Come Join Us At The  
101st IAWP International Educational Conference  
June 22-25, 2014  
at the Red Lion Hotel on the River in Portland, Oregon

The ITEMS is published quarterly by the Idaho Chapter IAWP. Please send articles to for the next issue of the ITEMS to [sandee.garcia@labor.idaho.gov](mailto:sandee.garcia@labor.idaho.gov) by April 15, 2014.

