



Preview of Saffron Strand's 5th Annual Homeless Workforce Conference
June 16-17, Richmond Memorial Auditorium, Richmond, CA

“Let’s Get Serious: Skills, Jobs, Careers as Paths Out of Homelessness and Poverty”

Saffron Strand's 2014 Conference is the only forum nationwide that offers what you need to know to help the homeless, hard-to-employ, and long-term unemployed re-enter and remain in the workforce.

This Conference empowers you to help clients and consumers to gain skills, build careers, and embark on paths out of homelessness and poverty. Our unique 2-day program presents:

- Plenaries with leading national and Bay Area authorities detailing critical issues affecting the homeless and hard-to-employ workforce
- Expert workshops with professional training on specialized tools, effective models, and useful examples
- Luncheon Round Table Discussions on timely workforce issues
- Advocacy Luncheon with the 2014 Jesse Curtis Awards for Reducing Homelessness
- Evening of Diversity Reception with food and entertainment showcasing the wealth of Richmond cultures
- Breakfasts and luncheons catered by Conference sponsor La Bonne Cuisine

Plenary – Monday, June 16

Keynote: Dr. Ira Wolfe -- *Caught in the Perfect Labor Storm: The Homeless, Hard-to-Employ, and Long-Term Unemployed*. The nationally-acclaimed consultant, author of *The Perfect Labor Storm*, and blogger for *The Huffington Post* says few had forecasted how difficult it would be to get the long-term unemployed back to work following the Great Recession.

Brian Zralek (National Health Care for the Homeless Council) -- *Policies and Programs: Integrating Employment-Related Interventions into HCH Services*.

Amy Wallace (California Labor and Workforce Development Agency) -- *Critical for California: Getting the Long-Term Unemployed Back into the Job Market*.

Plenary – Tuesday, June 17

Keynote: Judge Katherine Lucero (Superior Court of Santa Clara County) -- *At-Risk Youth and the Legal System: Confronting a Huge Barrier to Employment*. Based on her supervision of Juvenile Dependency Court, Juvenile Delinquency Court, Family Courts, and more, Judge Lucero knows the challenges youth involved in the justice system face in achieving education, gaining job skills, entering the workforce, and sustaining employment.

Dr. Don Schweitzer (Pacific University) – *Getting to Work: At-Risk Youths Tell Us How to Help*.

Bob Lanter (California Workforce Association) -- *Stand and Deliver: Building Career Pathways that Connect At-Risk Youth to Real Jobs*.

Anne Wunderli (Pine Street Inn) – *Employment: Our Goal for Homeless Youth*.

Select Workshops, June 16-17

- *Quality of Motivation: Research and Practice to Help the Homeless Climb Out of the Hole* – Ira Wolfe, PhD (Success Performance Solutions, Lancaster, PA)

- *IMPACT Employment Services for Young Adults: A Working Model* Aneesa Nichols (Pine Street Inn, Boston, MA)
- *Motivational Interviewing as a Tool for Workforce Specialists – Key Concepts and Spirit (Part 1) and Skills You Can Use (Part 2)* – Matt Bennett, MBA, MA (Coldsprings Center, Denver, CO)
- *Punks, Delinquents and Dropouts: The Effects of Societal Views of Youth on Youth Practice* – Don Schweitzer, PhD (Pacific University, Forest Grove, OR)
- *Work Matters: Employment as a Tool for Ending Homelessness and Improving Health* – Brian Zralek, MSSW (National Health Care for the Homeless Council, Nashville, TN), Chris Warland, AM and Caitlin Schnur, AM (National Transitional Jobs Network, Chicago, IL)
- *Trauma-Informed Care: Managing the Intersection of Trauma and Employment with the Homeless and Hard-to-Employ* – Jamie Lavender, MFT (Harm Reduction Therapy Center, San Francisco, CA)
- *“Strategic Sharing”: How Homeless Consumers and Providers Can Maintain Focus* – Amy Grassetto (National Health Care for the Homeless Council, Nashville, TN)
- *Breaking the Cycle of Poverty and Incarceration* – Joshua Eunsuk Kim, JD (A New Way of Life Re-Entry Project, Los Angeles, CA)
- *Trauma-Informed Excellence: THRIVE Self-Care for Helping Professionals* – Matt Bennett, MBA, MA (Coldsprings Center, Denver, CO)
- *Working in Partnership: How Raphael House of San Francisco Works with Families and Community Partners to Achieve Results* – Sophia Selassie (Raphael House of San Francisco, San Francisco, CA)
- *Best Practice: Work Experience Model for Individual and Societal Change* -- Andrew Hening and Chris Richardson (Downtown Streets Team, San Rafael, CA)
- *Steps to Success for Transition Age Youth* -- Veronica Boutelle, MFT, Maddy Russell-Shapiro, EdM, Harry Williams, Pastor (First Place for Youth, San Francisco, CA)

Saffron Strand’s 2014 Conference provides key training for everyone who works with the long-term unemployed, hard-to-employ, and homeless. Professionals and case workers in employment, health care, and housing services all need new tools to help their clients and consumers. Only this Conference offers a Certificate of Completion for such specialized training.

Saffron Strand’s Annual Homeless Workforce Conferences have earned a national reputation for quality professional training and excellent customer service. A few participant comments on 2013 Conference:

- “It was out of the box forward thinking. It is building toward a new vital shift in understanding how we break the homeless cycle.”
- “Excellent experts across the country to explore new approaches to reduce homelessness.”
- “Networking.”
- “Meeting diverse partners in homeless and workforce development service providers and learning scope of work.”

For more about the 2014 Conference, see <http://www.saffronstrand.org/fifth-annual-homeless-workforce-conference/>.

To register, go to <https://co.clickandpledge.com/advanced/default.aspx?wid=51275>. For more about Saffron Strand, please visit <http://saffronstrand.org> or contact Yvonne Nair (tel. 510.275.9594, e-mail yvonne@saffronstrand.org).