

TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: WSD REGIONAL ADVISOR ASSIGNMENTS

The purpose of this bulletin is to announce new [Regional Advisor](#) assignments in the Workforce Services Division (WSD). The assignments are now divided into three geographical regions: Region I (Northern/Valley), Region II (Coastal), and Region III (Southern).

The Regional Advisors are responsible for providing consultation and technical support to California's Local Workforce Investment Area administrators and their One-Stop Career Center partners, and for promoting the development and operation of an effective workforce investment system. They also serve as liaisons between the State and local workforce entities, and work throughout their assigned regions and with other nearby regions, to promote collaboration and make efficient use of workforce development resources.

The Regional Advisors are expected to work with all partner organizations to:

- Develop local and regional solutions that promote effective administration of the Workforce Investment Act (WIA) program.
- Facilitate the delivery of coordinated technical assistance and training by federal, State, and other entities for local WIA program partners.
- Participate with local partners in developing effective strategies to address employment and training services specific to rapid response, and other dislocation events.
- Assist in the development and improvement of California's local workforce delivery system.
- Serve as a key resource for State and local-level WIA administrators regarding the development, implementation, and administration of WIA programs that support the State's WIA Strategic Plan.

The Regional Advisors work with workforce partners to help them coordinate employment, training, literacy, and vocational rehabilitation programs to build a streamlined and more flexible workforce development system. The Regional Advisors are your first resource for policy and program issues and we hope you will find their assistance to be of great value.

A list of the Regional Advisors and their assigned areas is attached. We look forward to working with you, our customers, to determine how we can be of greatest assistance in the development of the workforce investment system.

If you have any comments or questions about the new Regional Advisor assignments, please contact the appropriate Section Manager: Region I - Don Migge, (916) 654-6206, Region II – Dathan Moore, (916) 653-3274, Region III – Norma McKay, (916) 654-6873.

/S/ BOB HERMSMEIER  
Chief  
Workforce Services Division

Attachment

WORKFORCE SERVICES DIVISION  
REGIONAL ASSIGNMENTS

June 1, 2007

<b>Region Manager</b>	<b>Regional Advisor</b>	<b>Local Areas</b>
<p style="text-align: center;">Region I (Northern/Valley) Don Migge</p>	Linda Beattie	Humboldt, Mendocino, North Central Counties Consortium, NoRTEC
	Judy Branaman	Golden Sierra, Motherlode, Sacramento, San Joaquin, Yolo
	Roger Schmitt	Fresno, Madera, Merced, Stanislaus
	Lydia Rios	Kern/Inyo/Mono, Kings, San Luis Obispo, Tulare
<p style="text-align: center;">Region II (Coastal) Dathan Moore</p>	Ron Addy	Contra Costa, Marin, Napa, Richmond, Solano, Sonoma
	Linda Palmquist	Alameda, Oakland, San Francisco, San Mateo
	Eileen Rohlfing	Monterey, NOVA, San Benito, San Jose, Santa Cruz
<p style="text-align: center;">Region III (Southern) Norma McKay</p>	Vacant <i>(Back-up: Linda Patton-Finch)</i>	Long Beach, South Bay, SELACO
	Larry Scaramella	Foothill, Los Angeles City, Verdugo
	Linda Patton-Finch	Los Angeles County, Santa Barbara, Ventura
	Gilbert von Studnitz	Anaheim, Orange County, San Diego, Santa Ana
	Lloyd Saito	Imperial, Riverside, San Bernardino City, San Bernardino County