



**NCIA 2025**

**ST. LOUIS**

**Reimagining Futures**

Believe ▶ Transform ▶ Succeed

**APRIL 14-17, 2025**

**St. Louis, Missouri**



**2025**



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**NCIA 2025**

**ST. LOUIS**



# Reimagining Futures

Believe ▶ Transform ▶ Succeed

**APRIL 14-17, 2025**

**JOIN US**

**St. Louis, Missouri**

**Mark your calendars and join us for NCIA's 2025 National Training Conference**, where Correctional Industries professionals from across the US will meet to network and learn about innovative programming trends, best practices and cutting-edge technologies in the field.

Join us in St. Louis and experience the best professional development Correctional Industries has to offer. Discuss current issues and trends in CI with your peers at the CI Staff Roundtables. Learn from CI experts and thought leaders in a series of educational workshops. Explore new products, services, clients and partners in the Exhibit Hall, at State Date, and at the very-popular Vendor Spotlight.

***See you in St. Louis!***



# Conference at-a-Glance



## Registration

(Available online starting November 1, 2024)

► See Page 17

(Risk Free Cancellation)

<b>FEES</b>	<b>On OR Before 3/20/2025</b>	<b>After 3/20/2025</b>
Full Day, NCIA Member	\$ <b>360</b>	\$ <b>380</b>
Full Day, Non-Member	\$ <b>410</b>	\$ <b>430</b>
<i>(Both full conference registrations include a ticket to the NCIA Awards Banquet – a \$110 value!)</i>		
One-Day, Member	\$ <b>150</b>	\$ <b>170</b>
One-Day, Non-Member	\$ <b>175</b>	\$ <b>195</b>
Awards Banquet Ticket	\$ <b>110</b>	\$ <b>110</b>

## Registration Options:

1. Register online at: [nationalcia.org](http://nationalcia.org)
2. Give us a call at: (410) 230-3972

## Workshops

► See Page 15

Learn from the best at our selection of conference workshops!

## CI Staff Roundtables

► See Page 20

Join a roundtable discussion with peers in your industry!

- Sales and Marketing
- Custom Product Designs
- Impact of Mental Health on Incarcerated Individuals
- Reentry Training and Employer Partnerships
- Ecommerce
- Staff Wellness

## Hotel Information

**Hyatt Regency St. Louis at the Arch**

315 Chestnut Street  
St. Louis, MO 63102  
(314) 655-1234

**Group Rate: \$150.00**

*plus 17.929% tax per night*

Reserve Your Room ONLINE:

Click **HERE** to reserve online

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# Sponsors





# Schedule of Events

## Monday, April 14

9:00 AM – 6:00 PM	<b>Conference Registration</b>
9:00 AM – 3:00 PM	<b>Exhibitor Setup</b>
9:00 AM – 12:00 PM	<b>NCIA Board of Directors Meeting</b>
10:00 AM – 11:30 AM	<b>CI Staff Roundtables</b>
1:00 PM – 2:00 PM	<b>State Date</b>
2:00 PM – 3:30 PM	<b>CI Staff Roundtables</b>
3:45 PM – 5:00 PM	<b>Opening Session and Keynote Address</b>
5:00 PM – 7:00 PM	<b>Exhibit Hall Grand Opening and Reception</b>

## Tuesday, April 15

8:30 AM – 4:30 PM	<b>Conference Registration</b>
9:00 AM – 9:45 AM	<b>Vendor Spotlight and Coffee Break</b>
9:45 AM – 12:00 PM	<b>Exclusive Exhibit Hours</b>
1:00 PM – 3:45 PM	<b>Workshops</b>



# Schedule of Events

## Wednesday, April 16

8:30 AM – 2:00 PM	<b>Conference Registration</b>
9:00 AM – 10:15 AM	<b>Concurrent Workshops</b>
10:30 AM – 1:30 PM	<b>Exclusive Exhibit Hall Hours</b>
1:30 PM – 10:00 PM	<b>Exhibit Hall Dismantle</b>
2:00 PM – 3:15 PM	<b>Concurrent Workshops</b>
3:30 PM – 4:15 PM	<b>Regional Meetings</b>
6:45 PM – 9:30 PM	<b>Closing Awards Reception and Banquet</b>

## Thursday, April 17

8:00 AM – 12:00 PM	<b>Correctional Industries Virtual Tour</b> <i>Hosted by Missouri Vocational Enterprises</i>
8:00 AM – 12:00 PM	<b>Federal Prison Industries Site Tour</b> <i>Hosted by UNICOR/Federal Prison Industries</i>





## Keynote Speaker



### Kardell Sims | *From Incarceration to Inspiration*

Kardell Sims is a testament to the power of transformation and the importance of second chances. Growing up on the Northside of Sedalia, Missouri, Kardell experienced firsthand the challenges of racial segregation, community decay, and the devastating impact of the crack

epidemic. His early life was marked by a cycle of incarceration that lasted from age 15 to 39, including multiple stays in juvenile detention, foster homes, county jails, treatment facilities, state prisons, and federal prison.

However, during his final federal prison sentence, Kardell made a pivotal decision to change his life's trajectory. Through sheer determination, careful planning, and a significant mindset shift, he broke free from the cycle of recidivism that had defined his past.

Today, Kardell is an accomplished entrepreneur, author, and one of the emerging leaders in the field of reentry. He is the founder of **On the Inside Reentry Academy** and the driving force behind the **On the Inside Empowerment Workshop Tour**, which has visited over 20 institutions across 8 states, providing full-day workshops featuring successful formerly incarcerated educators and correctional educators.

Kardell is also the host of **The Reentry Journey Podcast**, where he shares valuable insights and stories to inspire and guide others on their journey

to successful reintegration. His expertise as a Reentry Consultant, Master Certified Empowerment Life Coach, and Reentry Peer Support Specialist has made him a sought-after voice in the field of criminal justice reform and rehabilitation.

As a 9-time author and national speaker, Kardell uses his platform to advocate for better programming inside prisons, emphasizing that successful reentry begins long before release. His mantra, "*Reentry Starts on the Inside of Prison and Self*", underscores his belief in the power of personal transformation and preparation.

Kardell's entrepreneurial spirit has led him to establish two businesses: **Kardell Sims Enterprises LLC**, a for-profit venture, and **N.O.R.T.H Org**, a non-profit organization dedicated to supporting individuals in their reentry journey.

Through his work, Kardell passionately pushes for comprehensive, effective programming within correctional facilities. He believes that by addressing trauma, providing education, and fostering personal growth during incarceration, we can significantly reduce recidivism rates and help individuals successfully reintegrate into society.

Kardell Sims' journey from a troubled youth to a beacon of hope for others is a powerful reminder of the potential for change that exists within every individual, regardless of their past. His work continues to inspire and empower those navigating the challenging path of reentry, proving that with the right mindset, support, and preparation, a new life is possible.

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# Hotel Information

## Hyatt Regency St. Louis at the Arch

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Start your St. Louis getaway at our hotel overlooking the iconic Gateway Arch. Our downtown location offers easy access to Busch Stadium, Enterprise Center, and America's Center Convention Complex. After a day of exploring, unwind in contemporary rooms or spacious suites with views of the city and the Arch. Savor breakfast offered daily, featuring seasonal and specialty menu items. Indulge in

local flavors to kickstart your morning in downtown St. Louis.

We're located just steps from St. Louis' iconic Gateway Arch National Park and within walking distance to both Ballpark Village and Busch Stadium. Other nearby attractions include the Anheuser-Busch brewery, St. Louis Aquarium and City Museum.

### Reservations:

Call: 1-800-233-1234 | Online: Click [HERE](#)

NCIA conference attendees can make their hotel reservations online or by phone. When making the reservation by phone (1-800-233-1234) please mention the group block code of National Correctional/NCIA in order to get the **discounted conference rate of \$150 plus 17.929% tax/night**. To make changes to an existing reservation, please contact the number above. **All reservations must be accompanied by a first night room deposit guaranteed with a major credit card.**

Reservations must be made **by March 29, 2025**, in order to receive the NCIA Group Rate. After this date, rooms may not be available at the reduced rate, so you are strongly encouraged to make your room reservations early. Rooms are assigned on a first-come, first served basis.

### Cancellation Policy:

You may cancel your reservations within **72 hours prior to 11:59 PM** local time the day of arrival. Cancellations received after this time frame will be charged one night's room and tax.

**Check-in Time: 4:00 PM | Check-out Time: 11:00 AM**

### Parking:

Our group receives a **20% discount** off 2025 parking rates.

#### Valet Parking

Our hotel makes parking in downtown St. Louis simple and safe with valet parking at Hyatt Regency St. Louis at The Arch.

For additional parking in nearby garages, contact:

**+1-314-621-1600**

**0-1 Hour: \$30.00** US dollars (daily fee plus tax)

**1-4 Hours: \$35.00** US dollars (daily fee plus tax)

**4-6 Hours: \$40.00** US dollars (daily fee plus tax)

**6 Hours-Overnight: \$48.00** US dollars (daily fee plus tax; in/out access allowed)

#### Self-Parking

Our hotel makes parking in downtown St. Louis simple and safe with a self-parking lot with limited availability.

For additional parking in nearby garages, contact:

**+1-314-621-1600**

**0-1 Hour: \$20.00** US dollars (daily fee plus tax)

**1-4 Hours: \$25.00** US dollars (daily fee plus tax)

**4-6 Hours: \$36.00** US dollars (daily fee plus tax)

#### Kiener East Garage

Located at 500 Pine St. No in/out privileges. Rates subject to change during special events and cannot be billed to the guest room. Currently, we cannot accommodate oversized vehicles. Pre-purchase parking and gain access to the garage via our app. [Download HERE](#). All pedestrian entrances and stairwells are locked down and require the app or QR code to access the garage. **Please Note:** Kiener East Garage has a 6'10" clearance.

Contact information is: **+1-314-421-2613**

[STLiparkit@intpark.com](mailto:STLiparkit@intpark.com)

**Overnight: \$30.00** US dollars (No in/out privileges)

#### Mansion House Garage

Located directly behind the Hyatt at 330 N 4th St. Please enter at Mansion House Apartments. No in/out privileges. Rates subject to change during special events and cannot be billed to the guest room. **Please Note:** Mansion House garage has a 6'2" clearance.

**Daily Fee: \$20.00** (No in/out privileges)



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## Transportation:

### Getting Here

St. Louis Lambert International Airport (STL)  
*(14 miles to the hotel)*

### Terminal Shuttle

STL Airport provides free 24-hour shuttle service between Terminal 1 and Terminal 2. The shuttle runs between Exit 12 at Terminal 1 and Exit 10 in Terminal 2 in 8-15 minute intervals.

### Rental Cars

Free shuttle service is provided by all rental car companies to off-airport facilities. Please return vehicles directly to off-site locations. Information regarding off-airport rental car companies can be found under Ground Transportation Providers.

### Taxis

#### Taxi Zones:

- ▶ **Terminal 1: Door 14** *(to Garage Yellow Level)*
- ▶ **Terminal 2: Door 12**

Exact fares depend on the final destination. Each taxi will have an Airport Use Fee of \$4 per pickup.

Airport taxis are regulated by the Metropolitan Taxicab Commission.

#### For General Information: [info@stl-taxi.com](mailto:info@stl-taxi.com)

ADA accessible taxis are available through the following companies:

- ▶ **Airport On-Call Taxicabs**  
*(See Taxi Booth for information)*
- ▶ **Metro West Transport**  
*(Call to reserve ADA taxicab at 636-272-TAXI)*

### Ride App

Ride App companies **Lyft** and **Uber** operate at St. Louis Lambert International Airport. Reservations **MUST** be made online.

#### Ride App Pickup Zones:

- ▶ **Terminal 1: Door 6** *(Ticketing Level)*
- ▶ **Terminal 2: Door 12**

### Ground Transportation Providers

St. Louis Lambert International Airport offers access to a number of local bus, limo, sedan and van services to accommodate the unique needs of our travelers.

### Getting Around From the Hotel

#### MO 99 Downtown Trolley

*(Service to City Garden and Washington Avenue)*

### Dining:

Indulge in the vibrant flavors of the Midwest right here in downtown St. Louis, at one of our diverse hotel restaurants and bars.

Kickstart your day at **RED Kitchen**, where a delightful breakfast menu awaits. Alternatively, make a quick stop at **Starbucks** for a bite to eat as you venture out to explore the city.

When evening arrives, join us at **Brewhouse Historical Sports Bar**, a beloved local establishment that features appetizers, burgers, salads and more.

If you're in the mood for handcrafted cocktails or a fine glass of wine, make your way to **RED Bar**. This inviting spot is the perfect setting to gather with colleagues and friends.

For an unparalleled dining experience, look no further than **Ruth's Chris Steak House**. Here you can relish in the pleasure or savoring aged Midwestern corn-fed prime rib steaks, each one expertly cooked to perfection.

**Please Note:** This hotel only accepts credit cards, debit cards and, where applicable, other contactless forms of payment. It is a cash-free environment.

*NOTE: Taxi, shuttle, and parking rates may vary and are subject to change. Gratuity is not included in price estimates.*



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# Conference Workshops Preview

- **Enhancing Strategic Planning**
- **Unlock Continuous Improvement—Toyota Kata (Workshop 1)**
- **Deepening Your Continuous Improvement Journey—Toyota Kata (Workshop 2)**
- **Effectively Marketing CIs in a Shifting Landscape**
- **Insight from Sound: The Impact of Speech Analytics in Correctional Facility Call Centers**
- **Streamlining Efficiency and Automation: Implementing a Human Resources Information System**
- **The OCE Reentry Program—A Continuum of Care Model**
- **Training For Technical Excellence: How Washington State Correctional Industries is Providing Technical Manufacturing Skills and Teaming up With Employers to Support Successful Reentry**
- **Missouri Department of Corrections Dynamo Community Experience.**
- **Identifying Your CI's Next Generation of Leaders**
- **Rebranding your CI**
- **Customer Relationship Management and Beyond**
- **Implementing Quality Healthcare Cleaning Services—Post Pandemic**
- **Private Industry Hiring Made Easy (Electronic Portal for Job Applications, Interviews and the Hiring Process for Success)**
- **The Art of Coaching: 10 Steps to Establishing Excellence**
- **Industries Products, Equipment, and Operations**
- **The Logistics of Post-Release Success**
- **Correctional Industries: A Road to Retirement for Incarcerated Workers**
- **Reentry Building Success**
- **Nursery—Planting the Seeds for Successful Reentry**





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# Conference Registration



## Register Online Starting 11/01/2024: [nationalcia.org](http://nationalcia.org)

- ▶ Visa, MasterCard or American Express accepted for ONLINE registration payment.
- ▶ If paying with **CHECK OR PURCHASE ORDER**, please **COMPLETE** this registration form.

### Attendee Information:

*(Please type or print clearly)*

ATTENDEE NAME (as you wish it to appear on your registration badge)

TITLE (as you wish it to appear on your registration badge)

AGENCY/COMPANY (as you wish it to appear on your registration badge)

ADDRESS

CITY STATE ZIP

EMAIL ADDRESS PHONE

### Please Check the Day you Will be Attending:

- Monday, 4/14  Tuesday, 4/15  Wednesday, 4/16

### Dietary Options:

**Please Specify any Dietary Requests**  
*(Guaranteed for only the awards banquet)*

- Vegetarian  Vegan  Gluten-Free  Other: \_\_\_\_\_

FEES	On OR Before 3/20/2025	After 3/20/2025
<input type="checkbox"/> Full Day, NCIA Member*	\$ 360	\$ 380
<input type="checkbox"/> Full Day, Non-Member	\$ 410	\$ 430
<i>(Both full conference registrations include a ticket to the NCIA Awards Banquet – a \$110 value!)</i>		
<input type="checkbox"/> One-Day, Member*	\$ 150	\$ 170
<input type="checkbox"/> One-Day, Non-Member	\$ 175	\$ 195
<input type="checkbox"/> Awards Banquet Ticket	\$ 110	\$ 110

\*In order to receive the NCIA Member Rate, your membership **MUST** be valid through **May 31, 2025**.

One-Day registrations are valid for only one day. Registrants may only purchase a single one-day pass per attendee. If they wish to attend events on more than one day, they must purchase a full conference registration. **One-day registrations DO NOT include an Awards Banquet ticket!**

**▶ TOTAL AMOUNT DUE: \$**

### Payment Information:

1. Online at: [nationalcia.org](http://nationalcia.org)
2. Give us a call at: (410) 230-3972

### Risk Free Cancellation Policy:

We understand that circumstances arise that may require you to cancel your registration. Submit your written request for a refund to NCIA **on OR before March 27, 2025**.

### Vendor Policy:

Corporate members and non-member vendors that have never previously exhibited may register as attendees for one year, after which the company must exhibit for their staff to attend.



**QUESTIONS?**



**(410) 230-3972**



**[memberservices@nationalcia.org](mailto:memberservices@nationalcia.org)**



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Commercial Clothing Manufacturing  
Mattress Manufacturing  
Metal Signs • License Plates • Hand Sewn Flags  
Graphic Arts, Decals, Stickers & Banners  
Plaques, Awards, & Picture Frames  
Chemical Compounding & Mixing  
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# Staff Roundtables

**Monday, April 14, 2025**

**Back by Popular Demand Morning Session!**

**10:00 AM – 11:30 AM and 2:00 PM – 3:30 PM**

## **Curious About how Other CIs Run Their Industries?**

Don't miss the opportunity to engage in roundtable discussions focused on individual industries and enterprise-wide issues. Prepare for a dynamic and informative conversation as CI practitioners from around the country share their insights into making great CI operations.

**Participation in the CI Staff Roundtables is limited to Correctional Industries practitioners. Additionally, registration and participation in any single roundtable is limited to two (2) staff per state.**

## **Share your experiences and learn from your peers in one of six roundtable discussions:**

- Sales and Marketing
- Custom Product Designs
- Impact of Mental Health on Incarcerated Individuals
- Reentry Training and Employer Partnerships
- Ecommerce
- Staff Wellness



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## Exhibit Hall Schedule

The NCIA National Training Conference gives you the best opportunity to see, touch, and feel the latest technologies, products and services in Correctional Industries—all under one roof in the NCIA 2024 Exhibit Hall! With vendors from across the U.S. and Canada expected to attend, the exhibit hall is truly a one-of-a-kind event.

**Come take advantage of an exclusive networking opportunity replicated nowhere else in the industry!**

### Monday, April 14

5:00 PM – 7:00 PM

**Exhibit Hall Grand  
Opening and Reception**

### Tuesday, April 15

9:45 AM – 12:00 PM

**Exclusive Exhibit Hours**

### Wednesday, April 16

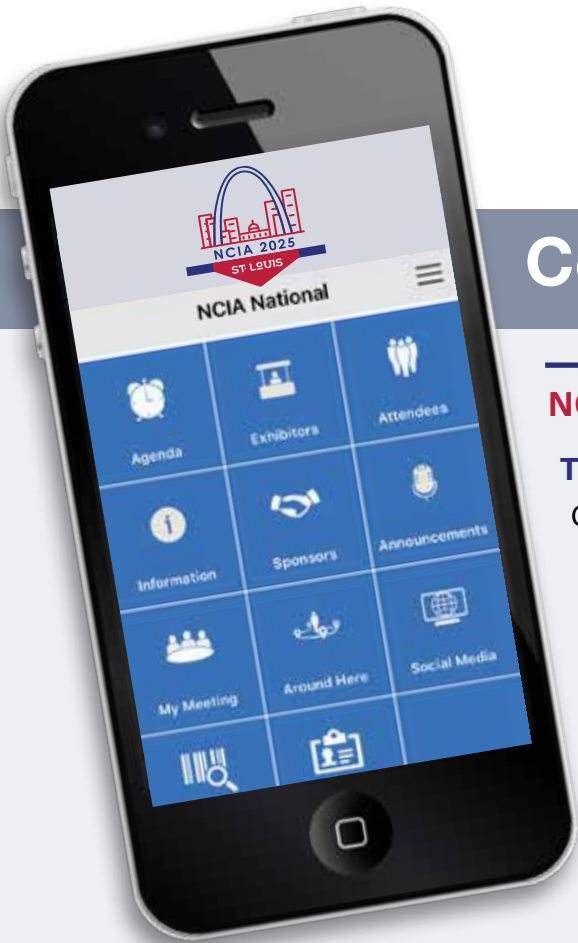
10:30 AM – 1:30 PM

**Exclusive Exhibit Hours  
and Lunch**

### Don't Forget the Vendor Spotlight!

Join your colleagues on **Tuesday, April 15** at **9:00 AM** for the Vendor Spotlight and Coffee Break. Enjoy coffee and refreshments while learning about what each exhibitor is bringing to you for 2025!





## Conference App

**NCIA's Popular Conference Innovation Returns for 2025!**

### The Conference Smartphone App!

Create your own personalized conference experience by utilizing NCIA's conference app.

- Find real-time event information, including the conference agenda and announcements.
- Make networking easy by using a search engine to find people, products, vendors and sessions.
- Create a customizable list of people to meet, products to see and sessions to attend.
- Locate exhibitors using the Exhibit Hall floor plan.

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# Awards Banquet

**Wednesday, April 16, 2025**

**Reception: 6:45 PM – 7:30 PM**

**Banquet: 7:30 PM – 9:30 PM**

Every year, NCIA makes a special effort to acknowledge individuals whose extraordinary skill and leadership in their respective programs improve Correctional Industries as a whole. Join your fellow CI professionals in recognizing the 2025 award winners for all their hard work and celebrate their achievements at the NCIA Awards Banquet.

## Award Categories Include:

**Rodli Award | National Staff Award**

**Regional Staff Awards | Honor Roll Staff Awards**

**Performance Excellence Award**





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## **MVE | Virtual Tour**

Jefferson City Correctional Center,  
Jefferson City, Missouri

Jefferson City Correctional Center (JCCC) is located just miles away from the historic Missouri State Capitol, in Jefferson City. JCCC opened in September 2004 and is located on a sprawling 42 acres. This facility houses approximately 1,800 residents and is a medium/maximum security camp.

In addition to correctional industries, JCCC has several programs in place to help our residents prepare themselves to be productive citizens upon release. Some of these programs include the HiSet Program, Restorative Justice, Intensive Therapeutic Community, Jeftown Productions (video team), Center for Braille and Narration Production, and Puppies for Parole.

Missouri Vocational Enterprises (MVE) proudly employs 258 resident workers through several correctional industries located within JCCC. Industries include furniture, engraving, sign shop, graphic arts, cartridge recycling, license plates, and clothing. Our resident workers are perceived as an extension of MVE's mission for training today for a successful tomorrow. The residents can gain valuable knowledge, skills, and training that they can apply once placed back into our communities throughout the state and the country.

Our largest industries located inside of JCCC are easily the clothing, license plates, and the furniture factories. The clothing factory boasts embroidery, screen printing, and several product lines ranging from officer clothing to resident clothing. The clothing factory produces the majority of softline items that are distributed around the state.

Step inside MVE's furniture factory, and a warm, freshly cut wood scent greets you. Sawdust peppers the floor as resident workers cut, measure, stain, seal, and create heirloom quality furniture. Finished furniture products span all over the state – from the Governor's Mansion to college campuses, and firehouses. MVE's license plate factory pumps out 2.5 million license plates each year. This factory produces standard embossed license plates, specialty flat plates, city and county plates, and custom created plates for gifts. Without virtually any slow periods, the license plate factory runs at full speed five days a week, all year long.

The sign shop creates everything from basic street signs to National Park signs! In fact, most of Missouri's street signs are made right here, in our humble factory.

Graphic arts is a unique, and complimentary piece to the sign shop and license plate factories. Here, our resident workers create stickers (including diecuts), labels, graphic design, custom license plate designs, and more!

Our most unique factory at JCCC is engraving! This factory boasts leather work, stained glass, art works in various forms, wood working, laser engraving, braille signs, framing, and so much more! This factory is chock-full of creativity and productivity. These residents are truly artisans!

At MVE, we are very proud of all the workers in our JCCC factory complex. Our resident workers are dedicated to earning their DOL Apprenticeships while providing high quality product, and services, to the end users. We appreciate you allowing us the opportunity to proudly share our MVE JCCC factories with you.



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# NCIA 2025 TOUR



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Federal Prison Industries, Inc.

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During the tour, you will have the opportunity to visit the textile factory that is capable of producing a daily average of over 600+ army combat uniforms for the U.S. army. You will also have the opportunity to see incarcerated individuals learning one of the trades offered at FCI Greenville.

### **Apprenticeship Programs**

- Textiles
- Sewing Machine Operator
- Sewing Machine Repairer
- Quality Assurance
- Cabinet Making
- Landscaping
- Carpentry

Hosted by Federal Bureau of Prisons and  
Federal Prison Industries (UNICOR)



Automating Factory Processes &  
Training Inmates in High-Demand  
Hardware Skills for Re-entry

# UNLOCK ULTIMATE EFFICIENCY



CI Success Story



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# MEET SOPHIA BROWN, A CALPIA SUCCESS STORY

“**CALPIA gave me my start in my career.**

I was in and out of prison for about 25 years and it was my time in the Dental Lab where I learned valuable job skills, a great work ethic, and how to provide for myself and my family. I have been home now for almost a decade, and I love giving back and encouraging others.

- SOPHIA BROWN

**SOPHIA BROWN** earned certifications through CALPIA's Dental program at the Central California Women's Facility. She worked for CALPIA for four years and also served time at the California Institution for Women and at a fire camp. Sophia returned to her community in 2015 and was able to work in a private dental lab in Rialto, California. She attended college and decided to pursue her passion to help others succeed. She is now the Reentry Case Coordinator for the Inland SoCal United Way which supports people with education, health, and financial stability. Sophia is married and has four children, eight grandchildren, and one great grandchild.



SCAN THIS QR CODE  
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SUCCESS STORIES



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# PARTNERING WITH CORRECTIONAL INDUSTRIES TO HELP BUILD LIVES, ONE JOB AT A TIME.



For more than 40 years, Keefe Group has been delivering innovative solutions and exceptional customer service to the corrections industry. We are proud to partner with Correctional Industries in their mission to help offenders develop marketable job skills, positive work ethic and better lives.

Because Keefe Group provides a wide variety of products and services to the corrections industry, we have many opportunities to develop custom inmate work programs. The possibilities are almost endless; if you have ideas, we're happy to partner with you. Contact us today to learn how we can meet your needs.

