

EXPERT CONTRIBUTOR



Annual Conference Offers Clear Vision for Focusing on Your 21st Century Workforce

By Laura Byrnes, APR, CPRC, Communications Manager



Last year's inaugural State of the Workforce conference explored ways to cultivate the 21st-century workforce by addressing complex challenges faced in growing the region's talent pipeline.

For 2020, *Focusing on Your 21st Century Workforce* examines how best to retain a workforce critical to the region's collective economic prosperity and quality of life. This event is designed to provide vision and insight into workforce retention for business and community leaders, HR professionals, education and economic development partners, and local decision makers.

The conference takes place Thursday, April 23, from 7:30 a.m. to 1 p.m. at the Circle Square Cultural Center in Ocala. Individual tickets are just \$25 per person and include breakfast and lunch. Sponsorships for tables of eight are also available for \$300 and are ideal for companies or organizations that wish to sit together and have their name and corporate logo on the table. If interested in a sponsorship, call 352-816-1657.

Last year's conference sold out, so if you're interested in learning ways for your business to succeed, you'll want to get it on your calendar - or smarter yet, register now. You can do so by going to 2020workforce.eventbrite.com or visiting bit.ly/2020workforceFocus on our website.

2020 STATE OF WORKFORCE CONFERENCE
Focusing on Your 21st Century Workforce

APRIL 23, 2020
7:30 A.M. - 1 P.M.
CIRCLE SQUARE CULTURAL CENTER
\$25 INCLUDES MEALS
TICKETS AVAILABLE AT:
2020workforce.eventbrite.com

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I know, the conference is not in Citrus County, but it's only 22 miles from Black Diamond, Terra Vista, and Citrus Hills. In other words, about a half hour's pleasant drive into southwest Marion County. That's not far to go for a nice breakfast and lunch, let alone topnotch presentations.

By attending, you can expect to walk away with ways to:

- Retain employees by capitalizing on Millennials in the workforce
- Get the most out of the 2020 Workforce Retention Survey
- Leverage the region's Labor Market Information and trends

Let's start with the keynote speaker, Matt Havens. Nationally acclaimed, Havens has been described as "engaging, hilarious, unique and impactful." Significantly, he has been at the forefront of generational issues for the past decade. His presentation, "In order to retain your workforce, you might have to stop acting your age," draws on his diverse leadership experience helping C-suite executives transform their Fortune 50 business to better capitalize on the "Millennial" opportunities present in the marketplace and workforce. Havens has dedicated his career to helping others gain a great appreciation for "Why?" and specifically how the answer relates to the meaningful connections we make.

Additional featured speakers include:

- **Adrienne Johnston** - Chief of the Florida Department of Economic Opportunities' Bureau of Workforce Statistics and Economic Research
- **Ken Lawson** - executive director at the Florida Department of Economic Opportunity
- **Kristen Barry** - director of workforce solutions at Thomas P. Miller & Associates

As with last year's conference, presenting sponsors for *Focusing* are Benefit Advisors and the Ocala/Marion County Chamber & Economic Partnership (CEP). The conference culminates with a presentation of the Second Annual *Bridging the Gap* award. The award recognizes area businesses that have gone above and beyond to support regional efforts to build the workforce by bridging gaps in skills, training, and opportunity.

Remember, the \$25 fee includes breakfast and lunch, and tickets for those with dietary restrictions are available. Register now at 2020workforce.eventbrite.com or bit.ly/2020workforceFocus.

Laura Byrnes, APR, CPRC, communications manager at CareerSource Citrus Levy Marion, is Accredited in Public Relations, a Certified Public Relations Counselor, and a Florida Certified Workforce Professional.

She would love to hear from you and learn what kind of information you'd like to see each month. Please contact her at (352) 291-9559, (800) 434-5627, ext. 1234 or lbyrnes@careersourceclm.com.

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