



**THE LABOR DEPARTMENT** is pushing workforce development systems that are “demand-driven” by the needs of employers. Yet, try as you might, your staff may simply lack the time or the experience to work more closely with seasoned employers.

Now you can invite your local employers to spend three hours with two of the nation’s most experienced workforce development specialists. “Hiring for Retention” tackles head-on a costly and frustrating problem faced by most employers. Rapid turnover saps skills and profits and diverts owners and managers from more important tasks.

And while no “magic bullet” exists, employers can reduce turnover to a manageable level by pursuing several inexpensive, tried-and-true strategies. It’s simply a question of knowing all the places where problems hide and solving them one-by-one.

And no one knows more hiding places or solutions than Jodie Sue Kelly and Sandi Scannelli. Each has more than 25 years of experience in workforce and business development and entrepreneurship. Together, they’ll present a fast-moving program of practical action.

YOU ARE INVITED to sponsor this new workshop as a service to your employer community. It’s priced as a “turn-key” package.

## HOW YOUR WIB AND ONE-STOPS WILL BENEFIT

- **Meet the WIA retention more easily with greater employer involvement**
- **Comply with USDOL mandates that workforce development be "demand driven" by employers**
- **Expand WIB and one-stop name recognition among employers**
- **Take pressure off busy staff to provide more services to employers**
- **Add perceived value to one-stop services**
- **Expand employer contacts among your job developers**
- **Give your WIB and one-stops increased credibility among employers**
- **Gain new opportunities to promote underutilized services to employers**

## HERE'S WHAT YOU GET

- **One three-hour "Hiring for Retention" workshop conducted at your site personally by Jodie Sue Kelly and Sandi Scannelli**
- **A customizable master template of a promotional flyer targeted at employers**
- **A master copy of workshop handouts for you to copy for each attendee**

All you do is copy the materials, provide the location, and market to your employers.

