



**Best Practices in Workforce Attraction**  
**September 28, 2022**  
**9 a.m. – 1 p.m.**  
**Radisson Hotel, La Crosse**

Organization Contact Person and Contact Information	Kathleen Heady, CEcD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e. website address, short description of organization, etc.)	The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin's economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin. Through the Wisconsin Economic Development Academy, WEDA provides educational programming to meet the needs of local officials, board or commission members, private sector businesses and professionals in the planning, community, and economic development fields.
Academy Course Model	Comprehensive Program
Name of Academy Course:	<b>Best Practices in Workforce Attraction</b>
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide a broad introduction to workforce attraction including essential components, utilizing data to support and develop initiatives, and accessing targeted attraction opportunities. Best practice concepts will be reinforced through examples, table discussion and an in-depth look at talent attraction efforts underway in the La Crosse area. In this course, participants will develop the knowledge and expertise to explore adding or enhancing talent attraction into their workforce development strategies.
Description of Session or Course	<p>The shortage of workers to fill available jobs continues to be a high priority issue in communities across Wisconsin. Increasingly, economic developers have been looking to add talent attraction initiatives to their local and regional workforce development strategies to help address the limited workforce supply.</p> <p>Through this course, essential components of workforce attraction will be introduced including a discussion of using data to support and develop initiatives. Targeted attraction opportunities - focusing on out-of-state recruitment, transitioning military service members, and justice involved individuals - will be explored. Examples of successful talent attraction efforts, including best practices, will be shared throughout the program with an in-depth look at initiatives underway in the La Crosse area.</p>
Training Deliverables	Through this course, attendees will learn –

	<ul style="list-style-type: none"> <li>• Essential components of workforce attraction, including best practices</li> <li>• Using data to support and develop initiatives</li> <li>• Targeted attraction opportunities</li> <li>• Examples of successful initiatives</li> </ul>
<p><b>Instructors' Names</b></p> <p><b>Speaker 1: Introduction to Workforce Attraction</b></p>	<p><b>Rebecca Deschane, Vice President, Talent Development, New North, Inc.</b></p>  <p>Rebecca Deschane is the Vice President, Talent Development at New North Inc., the regional marketing and economic development organization for the 18 counties of Northeast Wisconsin. She has held the position since January 2021.</p> <p>In her role, Deschane enhances strong collaborations with local and regional partners while coordinating and managing initiatives, projects and programming focused around talent development. Included in her responsibilities are the implementation and enhancement of the New North Talent Hub; military-veteran attraction efforts in conjunction with Mission Wisconsin; coordination of college-alumni recruitment with area institutions of higher learning; oversight of New North's Inspire deployment and its IntelTracker tool; support of the Diversity, Equity and Inclusion task force; identification of career pathways for key regional industries; and retraining initiatives such as the Microsoft/gener8tor Upskilling program.</p> <p>Deschane spent the prior decade with the Wisconsin Economic Development Corporation (WEDC), the state's lead economic-development organization. From 2017-20 she served as its Talent Initiatives Director, a joint liaison position with the University of Wisconsin System, working on talent retention, development and attraction efforts. In this role, she was responsible for developing and implementing statewide talent strategies, along with coordinating with internal stakeholders and external partners to address current and future workforce needs.</p> <p>Other talent-related initiatives that Deschane had a primary role in include attraction of military veterans to the state, expanding prison education opportunities through the UW System, and Inclusivity, Diversity and Equity outreach. She also helped to launch the statewide expansion of YPWeek, a NEWaukee initiative in support of a better connected young professional network in Wisconsin.</p> <p>Deschane received a bachelor's degree in political science from Marquette University in 1997. She is a native of Crivitz, Wis.</p>

**Speaker 2: Using Data in Workforce Attraction**

**Scott Hodek, Section Chief, Office of Economic Advisors, Wisconsin Department of Workforce Development**



Scott Hodek is the Section Chief of the Office of Economic Advisors (OEA), an office within Wisconsin's Department of Workforce Development. The Office assists economic data users to better understand the relationships between labor markets and other economic and demographic trends. Scott has been with OEA since returning to his home state of Wisconsin in Jan '06, covering multiple areas throughout the state. Prior to this position, he was a regional economist in Oregon, covering the Columbia Gorge region, as well as a marketing analyst in the private sector. Scott earned a bachelor of science degree in Economics from the University of Wisconsin - Eau

Claire in 2002.

**Speaker 3: Targeted Attraction**

**Scott Champion, Vice President of Marketing and Brand Strategy, Wisconsin Economic Development Corporation (WEDC)**



Scott Champion is vice president of marketing and brand strategy for WEDC. He joined WEDC in March 2021. Scott is a business-to-business marketing leader, communications professional, creative director and writer who has built two successful agencies, led communications for a billion-dollar CPG business, and directed the national marketing infrastructure of a \$1.1 billion accounting, tax and advisory firm. Scott's skills include marketing strategy, marketing program management, writing and editing, creative direction, internal and external communications strategy, customer and client service, project and operations management, and personnel management and development. He holds a bachelor's degree in Journalism from

the University of Illinois at Urbana-Champaign.

The **Wisconsin Economic Development Corporation (WEDC)** is committed to creating and maintaining a business climate that allows you to maximize your potential. Working with more than 600 statewide partners, including regional economic development organizations, academic institutions and industry groups, we're enhancing our communities, supporting business development, advancing industry innovation, tapping global markets and developing a talented workforce to help Wisconsin realize its full economic potential.

**Speakers 4: Targeted Attraction**

**Tasha Jenkins, Director, Bureau of Job Service, Wisconsin Department of Workforce Development**



Tasha Jenkins joined the Wisconsin Department of Workforce Development in December 2019 and currently serves as the Director of the Bureau of Job Service. The Job Service Bureau is the largest customer facing side of the Division of Employment and Training with staff in the job centers across Wisconsin. Job Service also manages other job seeker and employer related services, includes Wisconsin's labor exchange system (Job Center of Wisconsin), re-employment services for Unemployment claimants, training for workers impacted by trade, migrant seasonal farmworkers, work

opportunity tax credit, and fidelity bonding.

Tasha brings a wealth of knowledge and experience in creating policies and procedures in the state system in the Department of Health Services and the Department of Corrections, in the local level with the City of Milwaukee Health Department and at the federal level with the U.S. Census Bureau. In addition to her government experience, Tasha also has worked in the non-profit sector when she served as the Director of Fighting Back, Inc. in Milwaukee.

**Becky Kikkert, Director, Office of Special Initiatives (Division of Employment & Training), Wisconsin Department of Workforce Development**



Becky Kikkert serves as the Director for the Office of Special Initiative for the Wisconsin Department of Workforce Development (DWD). In this role, Becky is responsible for planning and implementation of innovative solutions that bring together Industry, Education and Workforce components to meet regional labor market needs in fast growing sectors. Becky brings over a decade of experience in workforce development coordinating the creation of policies and procedures for statewide workforce initiatives including youth services, re-entry workforce strategies, grant writing, and overseeing and

managing multi-million dollar grant programs all through effective partnership with stakeholders at the local, state and federal levels. Becky was born in Madison, WI and grew up in Horicon, WI.

**Speaker 5: Targeted Attraction**

**Steve Janke, Founder and CEO, Mission Wisconsin**



**Steve Janke** is a U.S. Marine Corps veteran and self-described “Wisconsin nerd” who in 2020 founded the nation’s first for-profit talent attraction business focused on transitioning service members: Mission Wisconsin. With 70% of transitioning service members saying their next step is strictly about finding the next best opportunity, Janke believes wholeheartedly that opportunity is in his home state. Previously, Steve worked for the Wisconsin Department of Veterans Affairs and Wisconsin Economic Development Corporation as the statewide veterans field representative and military talent attraction program Manager. He was a fifth-generation dairy farmer in South Central Wisconsin.

The vision of **Mission Wisconsin** is to help employers connect with service members transitioning out of the military, spouses/life partners, and veterans through direct engagement.

**For Transitioning Service Members:**

We are dedicated to serving all military veterans including their spouses and families by connecting them to professional opportunities, resources, and benefits throughout the State of Wisconsin.

**For Businesses and Employers in Wisconsin:**

We aim to assist Wisconsin businesses in attracting, retaining, and developing veteran and spouse talent and relations within their companies and the communities they live in.

**Speakers 6: La Crosse Area Talent Attraction Initiatives**

**Beth Franklin, Community Concierge, La Crosse Area Chamber of Commerce**



Beth Franklin is the Community Concierge at the La Crosse Area Chamber of Commerce where she leads the First Friend Newcomer Connection Program. Through First Friend, Beth assists a wide variety of area businesses with recruiting and retaining their job candidates. Since the inception of this unique concierge program in 2019, Beth has assisted over 325

individuals as they consider relocating to Greater La Crosse. Beth takes great care in selling the community to potential newcomers by providing customized community tours and resources to help them learn about Greater La Crosse, and then connecting them to the people, places, and organizations that make them feel right at home after they relocate. Prior to working at the Chamber, Beth taught middle and high school English for over a decade and also worked in arts education.

	<p><b>Neal Zygarlicke, Chief Executive Officer, La Crosse Area Chamber of Commerce</b></p>  <p>Neal Zygarlicke is the Chief Executive Officer of the La Crosse Area Chamber of Commerce, where he has led the organization since November 2020. The Chamber of Commerce unites more than 550 businesses in the La Crosse area to help cultivate a strong business community and local economy.</p> <p>Prior to taking on the Chamber position, Zygarlicke served as Property Executive and Internal Audit Manager for First Supply, LLC, located in La Crosse, Wisconsin. He holds his Master of Business Administration with an emphasis on Servant Leadership from Viterbo University. Neal’s passion for service and love for the La Crosse community extends beyond his role as CEO, as he and his wife, Whitney, are both active in the community. Neal, Whitney, and fur-child Sata Mae, reside in the City of La Crosse.</p> <p>The <b>La Crosse Area Chamber of Commerce</b>, founded in 1868, is a nonprofit membership association led by an active Board of Directors. It lives its mission to elevate and strengthen the business community to enhance the La Crosse area’s quality of life. Serving over 560 members, the Chamber’s main priorities include providing workforce solutions to attract, develop, and retain talent; to serve as the voice of the business community by advocating on issues across various levels of government; to prepare the next generation of business leaders; to support businesses by providing programs and opportunities; and to build the Chamber community by connecting members and keeping business local. The Chamber’s vision is that the La Crosse area will thrive because its residents are employed by prosperous companies.</p>
<p>Location (city, state) of each Instructor/Planning Committee</p>	<p>Rebecca Deschane, Green Bay, WI</p> <p>Scott Hodek, Eau Claire, WI</p> <p>Scott Champion, Madison, WI</p> <p>Tasha Jenkins, Milwaukee, WI</p> <p>Becky Kikkert, Madison, WI</p> <p>Steve Janke, Green Bay, WI</p> <p>Beth Franklin, La Crosse, WI</p> <p>Neal Zygarlicke, La Crosse, WI</p>