



**Workforce Development: Overcoming Barriers and Building Opportunities**  
**September 29, 2021**  
**9:00 a.m. – 1:00 p.m.**

**Red Lion Hotel Paper Valley, Appleton**

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
Name of Academy Course:	<b>Workforce Development: Overcoming Barriers and Building Opportunities</b>
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide an understanding of key principles of a healthy workforce ecosystem and to create an awareness of resources, tools, and approaches to assist businesses facing workforce challenges. Through this course, participants will develop knowledge and expertise needed to address talent issues in their communities.
Description of Session or Course	<p>The course will begin with a discussion of <i>Principles of a Healthy Workforce Ecosystem</i>. A crucial element of a high-functioning workforce ecosystem is an engaged, multifaceted education and training system. These Principles include knowing your labor market, ensuring career awareness, engaging employers, supporting all learners, creating workforce resiliency, and achieving scale. How communities across the U.S. have used these principles for effective, inclusive workforce and economic development initiatives will be explored.</p> <p>The remainder of the program will delve into resources, tools, and approaches that you can use to assist employers in your community that are experiencing worker shortages. Through the course you will learn how WMEP Manufacturing Solutions works to optimize stakeholder value for Wisconsin Manufacturers by expanding their capabilities to grow, be innovative, and achieve operational success. WMEP’s approach to talent and workforce effectiveness focuses on diagnosing critical workforce skills and competency gaps.</p> <p>How can businesses become an employer of choice? The “Winning the War for Talent” model will be presented, highlighting process-oriented</p>

	<p>ways for companies to recruit, engage and develop talented employees. Course participants will develop an understanding of changes in approaches that business can undertake to become more successful in their efforts to secure and retain talent.</p> <p>The program will finish with an up-to-date look at programs, tools, and resources to reach untapped talent pools. New and expanded initiatives at the Wisconsin Department of Workforce to bring people back to work, to build skills, and link employers to the workforce will be discussed.</p> <p>Workforce housing is often referenced as a barrier to attracting and retaining talent. Course attendees will have the opportunity to attend the Appleton Workforce Housing Site tour after the conclusion of the Academy program at no additional cost. Please note that space may be limited.</p> <p>Overcoming barriers that may prevent potential workers from entering or staying in the job market will be more fully explored at the November 10 Academy webinar. Information, resources, and examples will be presented, focusing on the challenges of transportation and childcare.</p>
<p>Training Deliverables</p>	<p>Through this course, attendees will learn about –</p> <ul style="list-style-type: none"> <li>• Principles of a healthy workforce ecosystem</li> <li>• Resources, tools, and approaches to assist employers secure and retain talent</li> <li>• <i>Winning the War for Talent</i> model</li> <li>• Up-to-date programs and initiatives at the Department of Workforce Development</li> </ul>
<p><b>Instructor #1</b></p>	<p><b>Barry Nickerson, Director, Initiatives, The Council for Adult and Experiential Learning (CAEL)</b></p>  <p>As director of initiatives, Barry Nickerson, MBA (pronouns: he/him/his) engages with higher education and workforce partners to uncover and resolve inequities in access and success. As a subject matter expert in institutional assessment and change management, he engages with statewide, regional, and international higher education systems to elevate adult learner success.</p> <p>Prior to joining CAEL in 2016, Nickerson managed Rhode Island’s Governor’s Workforce Board healthcare industry partnership, oversaw the implementation of RI’s first statewide Nurse Residency program, and served on the executive board for the State Implementation Plan for the Institute of Medicine’s Future of Nursing report recommendations. His experience includes career and academic advising, designing, and implementing articulation agreements, implementing community-to-college pathways, and convening employer and education stakeholders to address talent gaps through strategic partnerships.</p> <p>The <b>Council for Adult and Experiential Learning (CAEL)</b> is a national nonprofit working to improve education-to-career pathways for adult learners. We help organizations succeed by providing expertise, resources, and innovative solutions that effectively support adult learners as they navigate on- and off-ramps between education and employment.</p>

Instructor #2

**George Bureau, VP Consulting  
WMEP Manufacturing Solutions**



George serves as VP Consulting for WMEP Manufacturing Solutions (Wisconsin Manufacturing Extension Partnership) a not-for-profit, professional services consulting firm focused on helping Wisconsin small and mid-sized manufacturers grow more profitable and successful. In this role George is responsible for all consulting operations and the service portfolio (growth, operational excellence, human capital, certifications, and automation). Prior to this role, George served as Director of Growth and Certification Services. George joined WMEP in the summer of 2015.

George has served in various general management and sales & marketing leadership roles in the energy, packaging, consumer products and paper sectors in both the B2B and B2C channels. Before joining WMEP, George served as principal of Straxios Consulting, which focused on profitably growing businesses through strategy development, deployment, alignment, growth initiatives and cultural change. His core competencies include growth, strategy, customer focus and workforce engagement.

He earned a Bachelor of Science degree in Geological Science from Penn State University and an MBA from York College in York, Pennsylvania. George also has served as an adjunct professor, teaching corporate strategy and international trade and finance in the Lakeland College MBA program. He has also taught international leadership for Concordia University Wisconsin's Master of Liberal Arts program and entrepreneurship at the University of Wisconsin-Stevens Point.

**WMEP Manufacturing Solutions** is a not-for-profit professional services organization whose mission is to optimize stakeholder value for Wisconsin Manufacturers by expanding their capabilities to grow, be innovative, and achieve operational success. WMEP provides a breadth of consulting services to small and medium manufacturers in Wisconsin becoming their go-to trusted business partner. WMEP is an affiliate of the Department of Commerce, National Institute of Standards and Technology's National Manufacturing Extension Partnership program.

Instructor #3

**Chris Czarnik, Career [RE]Search Group**



Chris Czarnik is a national career search and talent acquisition expert with 20 years of HR, training, and conference speaking experience. He created and refined the innovative process approach to job search, known as "The Human Search Engine®" by working with thousands of job-seekers.

Human Search Engine was introduced to the 113th Congress as a national job search model. In Sept of 2016 the US Congress adopted this process as their outplacement tool for outgoing members and their staff. Also, in 2016 Chris was named a Subject Matter Expert on career related topics for Pearson Publishing, the largest publisher in

the country.

He serves as a Subject Matter Expert on Recruiting, Retaining and Developing Talent for Vistage, a group of 30,000 business owners and executives. In 2019 he was recognized as an outstanding Vistage speaker by members across the country. His third book, "Winning the War for Talent" was released in July of 2018 and serves as a talent model to more than 2,500 organizations across the country.

**Career [RE]Search Group** is a consulting organization focused teaching process oriented ways for companies to recruit, engage and develop talented employees using the "Winning the War for Talent" model. It has served more than 100 companies across the country and is currently engaged in more than 20 employee acquisition training programs with companies right here in Wisconsin.

Instructor #4

**Bruce Palzkill, Assistant Administrator, Division of Employment and Training, Wisconsin Department of Workforce Development**

Bruce Palzkill is an Assistant Administrator for the Division of Employment and Training, at the Wisconsin Department of Workforce Development. He began his 29<sup>th</sup> year with the Department in January of this year. His career began as a field Manager for Job Service, managing Job Center operations in Southwest WI for 16 years. For the last 13 years, he first worked in the Central office as the Job Service Section Chief, then promoted to Bureau Director. In his current role as Assistant Administrator, he oversees program managers with areas of responsibility that include the JVSG grant, LMI/BLS programs, Job Service/Labor Exchange, and Workforce Training/WIOA programming. He works closely with the Administrator's office in other program areas as well, including Apprenticeship services (Adult and Youth), Budget areas, and in varied State funded workforce programs. He works closely with workforce partners around the State, including the Workforce Boards, Vocational Rehabilitation, Technical Schools, and other local partners.

Location (city, state) of each Instructor/Planning Committee

- Barry Nickerson, St. Louis, MO
- George Bureau, Neenah, WI
- Chris Czarnik, Appleton, WI
- Bruce Palzkill, Madison, WI

