

2019 Outreach Event

Although spring is still hiding the sun from us, OED held its 12th Annual Outreach Event at Shully's and while the sun didn't shine, the speakers surely did. Outreach is one of the top networking events in the County and approximately 200 Business and Government executives attended.

The evening began with Shully's excellent hors d'oeuvres and networking among our Gold level sponsor booths. The program was kicked off by OED President Dean Rennieke. Dean noted that OED will be celebrating its 30th anniversary this summer. Tom Metcalfe, President of the WEC Energy Group, welcomed the crowd. He highlighted the close relationship between We Energies and economic development. Kathleen Cady Schilling followed giving a brief snapshot of the past twelve months accomplishments at OED including the educational programs and services offered by the organization. Kelly Elkins, President of Ascension-Columbia St. Mary's spoke about the 25th anniversary of Columbia St. Mary's Mequon Hospital and the services they offer to the Ozaukee Community. She introduced our key note speaker, Mark Toth, Chief Legal and Public Affairs Officer for Manpower North America.

Mr. Toth's program focused on the current labor force market and what employers can do to be an employer of choice. He highlighted key facts on the economy: 12 straight months of job growth; 102 straight months of higher job openings than unemployed personnel, increasingly tough employment markets, especially in the skilled trades, sales and health care fields; and the belief that the US economy is not headed for a recession. Mr. Toth then explored the issues surrounding increased automation. While a majority of businesses are looking to expand automation within their companies, 71% expected that they would maintain their current employment and 20% expected to increase their employment with new automation.

So what are companies to do to find the labor they are looking for? He recommends that companies look at four key elements: Build, invest in training your workforce; Buy; when you can't find the talent in-house, plan on paying for it; Borrow, find ways to connect with other places to utilize talent and Bridge; make sure you are creating employment ladders within your organization so that you can keep your talent rather than having them move up and out. Lastly he highlighted one of the best ways to keep your employees is to love them. If you value your employees and give them the empowerment they need, you will keep them.



Dean Rennieke



Tom Metcalfe



Kathleen Schilling



Kelly Elkins



Mark Toth

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Ozaukee Economic Development 2019 Outreach Event



Hire and Keep Great Employees...



Lois Sokol



Carol Schneider



Laura Catherman



On March 19th, the Hiring and Retention Lunch and Learn was held at MATC—Mequon. The sold out audience heard from **Lois Sokol** an Instructor at the MATC School of Business/Human Resources Program who shared things that go right while onboarding new employees, and some things that go terribly when onboarding that new employee. She talked about the cost to hire and train a new employee being close to the yearly salary of that employee, and stressed how important the onboarding experience is to the employee and keeping them at the company. Lois shared that everyone in the company, from top to bottom, is responsible for the onboarding process and the retention of good employees.

Carol Schneider, CEO & Founder SEEK Careers/Staffing Professionals highlighted that minimizing turnovers is very important for companies. She shared some of the reasons people quit their jobs. Carol noted some of the ways they've changed their communication strategies throughout the years to make sure they are communicating with different generations currently in the workforce.

Laura Catherman, Director, WOW Workforce Development, rounded out the day and shared with the group the programs and services they offer. She talked about some unique ideas companies should consider when trying to fill openings, considering non-traditional hires and focusing on in-house referrals.

The Program concluded with a Q & A session.

Thank you to SEEK Professional for sponsoring the event

Run, Hide, Fight

**Is your business prepared for a Workplace emergency?
Active Shooter & Stop the Bleed**

Lunch and Learn

**Join us at the MATC Mequon Campus
Wednesday May 29th**

11:45—2:00 (Box lunch 11:45—noon)

Cost \$20 for Chamber Members—\$25 for non members

To Register : online www.Ozaukeebusiness.org/news.cfm

Kathleen Schilling at 262.238.7730 or kschilling@co.ozaukee.wi.us

Please RSVP on or before May 22nd

Ozaukee Economic Development

Business of the Year Nominations Due May 15th

Go to www.ozaukeebusiness.org for the nomination form