

HEADS UP!

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March 2021

CENTRAL WISCONSIN DAYS

Topic: New Workforce Recruitment and Retention Options



Competitive Wisconsin, Inc.'s BE BOLD 4 Workforce Recruitment and Retention recommendations is one of three important initiatives Centergy selected to feature in their March 2nd annual regional briefing for Wisconsin legislators.

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Centergy, the regional economic development entity supporting and promoting Wisconsin's key central region, convened its annual Central Wisconsin Days visit to meet with legislators in a virtual gathering on March 2. The day-long meeting featured 10 teams of local leaders, each hosting meetings with four to five individual legislators and/or staff from across the state to share their ideas and concerns and to encourage legislative consideration of, and support for, specific proposals in three topic areas. Workforce development was one of the designated areas and all of us at Competitive Wisconsin were pleased that Centergy decided to highlight workforce recruitment and retention as a priority issue and honored that they selected CWI's BE BOLD recommendations as an initiative in that area that they believe warrants legislative consideration and support.

Wisconsin Dairy Business leaders talk about today... and tomorrow

Wisconsin Dairy Business Association President Amy Penterman and Director of Government Affairs John Holevoet talked about the critical role dairy businesses play in Wisconsin's economic wellbeing. They see positive things happening and identify some exciting potential opportunities, but they



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Podcast

On the front lines...

...a conversation with Wisconsin Dairy Business Association leaders



Amy Penterman
President
WDBA



John Holevoet
Director
Government Affairs
WDBA

also offer a hard-headed assessment of the challenges rural employers and businesses are facing when it comes to workforce shortages and access to broadband.

[Listen to the Podcast Now](#)

[Dairy Task Force 2.0 Final Report](#)

[US Dairy Export Council - Top Charts](#)



In collaboration with a variety of organizations (1) and with county and economic development leaders in Dodge County and Portage County, CWI has convened a series of virtual meetings with business, community, educational, developmental, and agricultural leaders in those counties. Six virtual meetings are being held in each county to discuss issues ranging from capital investment opportunities to broadband to the need for population growth and affordable workforce housing to transportation, health care and other infrastructure concerns. The meetings are being recorded and will contribute to the design and focus of statewide virtual meetings with leaders and citizens from all of Wisconsin’s rural communities, areas and counties.

1. e.g., Wisconsin Counties Association, the Cooperative Network, the Rural Wisconsin Health Cooperative, the Wisconsin Dairy Business Association and Wisconsin Rural Partners.

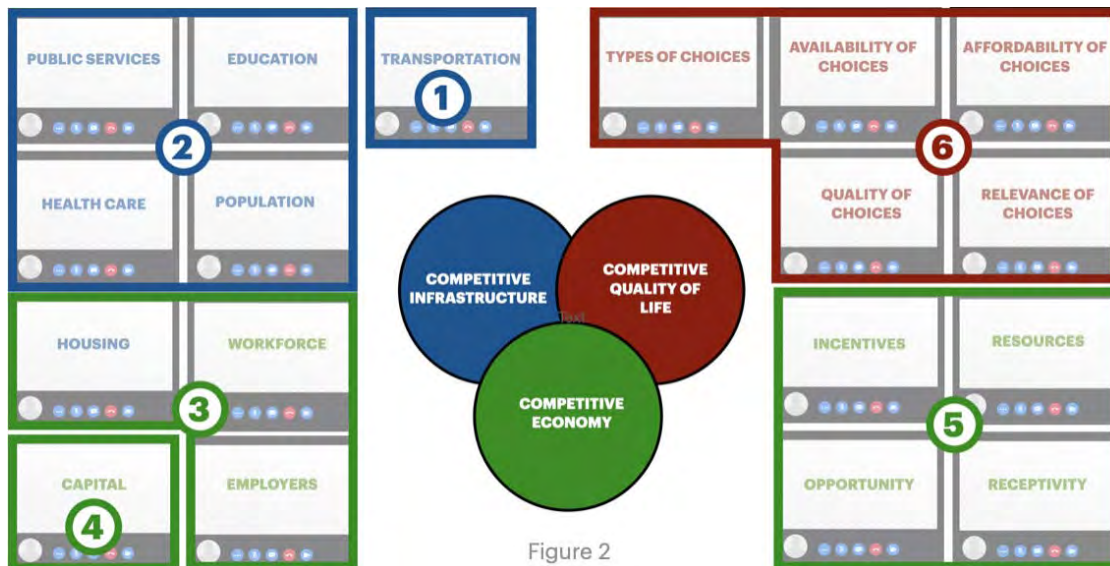


Figure 2

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