

MEDIA ADVISORY

January 9, 2020

TDCON20 to Take Place on February 26, 2020

Stevens Point, WI – The [Wisconsin Workforce Development Association](http://www.wwda.org) (WWDA), comprised of leadership from the eleven regional workforce development boards in Wisconsin that engage and provide statewide talent development strategies tailored to meet the needs of businesses and jobseeker, announces its first conference “TDCON20: Developing Talent for the Future to Give Wisconsin a Competitive Edge”. The full-day conference will take place on February 26 at the Ingleside Hotel in Pewaukee, WI.

The conference will bring the leading voices in workforce and talent development community for a day of dialogue to explore promising practices around talent attraction and retention, the impact of technology on businesses, emerging technology trends, and much more.

Attendees will have the opportunity to learn from the following industry experts, business leaders, and influencers:

- **Welcome** by Caleb Frostman, Secretary of the Wisconsin Department of Workforce Development
- **Uniquely Human: Building the Workforce of the Future** by Todd McLees, Founder of Pendio Group and TENXEcosystems (Keynote)
- **Cities and Companies as Beacons of Belonging** by Jeremy Fojut, Co-Founder & Chief Idea Officer of NEWaukee
- **Ghosting Strategies** by Chad Kopitzke, Founder of NeXtGen Advantage
- **Digital Ecosystems: The Future Works Better Together** by Todd McLees, Founder of Pendio Group and TENXEcosystems
- **The Growing Importance of Cyber Security** by Chris Gerg, CISO & Vice President of Cyber Risk Management at Gillware & Brian Dennis, Director of Cyber Security Center for Small Business at UW Whitewater
- **Welcome to a New Reality: An Intro to Augmented Reality, Virtual Reality+** by Oliver Buechse, Director at Advancing AI Wisconsin
- **How to Incorporate Storytelling in your Recruiting Strategy** by Sara Meaney, Secretary of the Wisconsin Department of Tourism
- **Panel Discussion: Training the Future Workforce** with:
 - Anne Troka, Workforce Development Liaison at Sargento
 - Chuck Klein, Sr. Director of HR Systems & Operations at Exact Sciences
 - Dr. Bridgett Willey, Director of Allied Health Education and Career Pathways at the University of Wisconsin (UW) Health
 - Dr. John Y. Walz, President of Milwaukee School of Engineering
 - Kaylen Betzig, President of Waukesha County Technical College
- **Amazon’s Culture of Innovation** by Jason Mortensen, Strategic Business Development Principal at Learning from Amazon (Keynote)

Registration is available at www.wwda.org/tdcon20

To inquire about TDCON20, please contact wwda@wwda.org.



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The Fox Valley Workforce Development Board (FVWDB) is a member of the Wisconsin Workforce Development Association and leads a number of workforce and job search programs in its six county area. The Board's services are open to all residents. To find out more, please visit the Fond du Lac or Menasha Job Centers, or visit our web site at www.foxvalleyjobcenters.com.

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Fox Valley Workforce Development Board (FVWDB) is a not-for-profit working to build a world-class workforce in northeast Wisconsin. Serving six counties — Calumet, Green Lake, Fond du Lac, Waupaca, Waushara and Winnebago — FVWDB collaborates with a number of state and local agencies to help job seekers gain the skills needed to find employment, and to help businesses find the highly skilled workers they need.

FVWDB is an Equal Opportunity Employer and Service Provider.

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