



news release

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Greater Mankato Growth Receiving Next Generation Community Impact Award

MANKATO, Minn. (October 15, 2009) –Greater Mankato Growth will receive a Next Generation Community Impact Award for creating successful workforce development initiatives. Other award winners include Best Buy, Cargill and I Love Rewards. The awards will be presented at the RockStars@Work Conference Luncheon and Awards Show on **October 20** from Noon to 1:45 p.m. at the Minneapolis Convention Center.

“With 40% of America’s workforce eligible to retire in 2010 and professionals under the age of 35 spending an average of 20 months on a job, the talent gap is a serious concern,” stated Generation Expert Sarah Sladek, president and CEO of Limelight Generations, the generational company that created the RockStars@Work Conference. “Greater Mankato Growth, Inc. deserves to be recognized for its tremendous workforce development and retention efforts. From young students to young professionals—no generation has been overlooked in the Mankato region. Greater Mankato Growth, Inc. is working to secure a future for its region, which is an incredibly noble and worthwhile cause. I hope other organizations will realize that they, too, can make a difference for our businesses, industries, communities, and economy simply by taking the time to focus on the future.”

Greater Mankato Growth (GMG) is the region’s integrated chamber of commerce and economic development organization dedicated to supporting and promoting the economic growth and vitality of its business community members and the regional marketplace as a whole. GMG’s workforce talent initiatives include K-12 Career and Technical Education, college student recruitment and retention and young professional development, as well as efforts to engage community alumni and older workers.

“The credit for our next generation talent initiatives goes to our progressive business community who provided the impetus to get them started by sending us a strong message of the importance of talent attraction, development and retention to our community’s economic vitality,” said Greater Mankato Growth President and CEO Jonathan Zierdt. “On behalf of the Greater Mankato business community, we are thrilled to receive this award at an event solely focused on recruiting and retaining the best young employees.”

The RockStars@Work Conference is the nation’s first generation-themed business conference, drawing more than 600 business and non-profit leaders from across the country to learn how to relate to the next generation of workers and address the approaching talent gap in America’s workforce. The event will include executives from leading U.S. companies sharing their stories of success as a result of working with younger generations. Attendees will also have their choice of break-out sessions on a variety of topics, including “Should I Stay or Should I Go: Preventing Backyard Brain Drain,” featuring a panel of experts that includes Greater Mankato Growth Talent Initiatives Director Bryan Stempka.

More information on the RockStars@Work Conference is available at rockstars@work.com.

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