

News Release



Northwest WI Workforce Investment Board
PO Box 616
422 West Third Street
Ashland, WI 54806

For Immediate Release
March 25, 2008
Contact: Mari Kay-Nabozny
Phone: 715-682-9141 x103

Switching Gears... Meeting Challenges! Conference Targets the Needs of Small and Medium Businesses in the Region

On May 7-8, the Northwest Wisconsin Workforce Investment Board, Inc. (NWWIB) will be hosting the sixth annual business development conference at the Lakewoods Resort in Cable. Relative to the theme of the event, the conference is focusing on assisting businesses in exploring ways to adapt to changing healthcare and energy costs, labor markets, and demographics. Workshop topics include Securing Funds for Start-Up Businesses; Communication and Marketing in a New Age; Fair Employment Legislation; Energy and the Small Business; Immigration Laws You Need to Know; and Job Accommodations and the ADA.

This year's keynote speaker, Robert Ian, is the Author of *How To Identify, Master and Conquer Change*. As an entertainer, Robert will dazzle you with feats of magic and illusion. As an educator, he will deliver solid take home skills that will transform your ability to conquer change. As a motivator, he will show how the content of his remarks can be applied personally and professionally. Robert has appeared on ABC, CBS, NBC and the FOX Television Networks and has been a guest on over 250 radio talk shows across America. He has delivered over 2000 shows, speeches and seminars worldwide for clients ranging from Amoco to Zenith. Legendary Head Football Coach, Lou Holtz, calls Robert "A first class act". People Magazine calls him "amazing".

Conference registration is just \$65.00 for both days! Business Scholarships in the form of complimentary registrations to the conference will again be distributed to those businesses that are unable to find funding to cover the conference fee and are interested in participating.

For more detailed information, including online registration, a detailed conference agenda, sponsor/exhibitor information, and information on business scholarships, please visit <http://www.nwwib.biz/press/events.html>, or call Mari Kay-Nabozny at 715-682-9141 Ext. 103.