

News Release



Northwest WI Workforce Investment Board
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Industries in Demand Day Provides High School Sophomores with Real Local Career Information

On October 7th high school sophomores from Ashland, Drummond, Glidden, Mellen, and Washburn will experience a career fair unlike any other! Industries in Demand Day is an industry based event organized by the Northwest Wisconsin Workforce Investment Board, Inc.(NWWIB) which provides local industry representatives with an opportunity to showcase their labor needs and occupational data with the youth. Those industries that were targeted for the event include those who anticipate a shortage of skilled labor in the future.

Training opportunities will be a component of the event, but the industry fair will focus on providing students with information on locally available jobs, wage information, job growth, vacancies, and more. Event sponsors and featured industries will have the opportunity to present to youth directly while many other exhibitors will be in attendance with booths and information on their industries.

Anticipated labor shortages in key industries such as energy, healthcare, skilled trades, and transportation will continue to grow in northwest Wisconsin until 2020. Add to this statistic the fact that youth are not well informed about various career opportunities in the region and we have a potentially disastrous situation for local employers. Northwest Wisconsin is experiencing a “brain drain” that impacts the ability of some industries to recruit and retain young workers.

The goals of the event include: Provide high school sophomores with an innovative new career fair that focuses on industry specific needs, labor market information, and local need/availability in order to bring them real time data and information they can use to make wise career decisions; Educate high school sophomores about the opportunities available in targeted industries in order to create a labor pool for these industries in the future; Provide industries with a forum to speak to youth about careers in their industry to encourage youth to go into training for such careers; Provide youth with wage, training, job vacancy, and other labor market information for high-demand local industries.

Industries in Demand Day will take place from 10am -2:30 at the Bretting Community Center in Ashland and is open to high school sophomores from Ashland, Drummond, Glidden, Mellen, and Washburn schools. This is a pilot event and the NWWIB anticipates holding another event in the near future for additional local high schools. Event sponsors include Xcel Energy, WITC, Memorial Medical Center, and Brettings Manufacturing.

For more information on the event please contact Mari Kay-Nabozny at 715-682-9141 Ext. 103.