



For Immediate Release  
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## **MAKING YOUR COMPANY AN AWARD WINNING WORKPLACE**

### **Annual Workforce Conference to Host National Speakers for Discussions on Building a Competitive 21<sup>ST</sup> Century Workforce**

(TAMPA, FL) – The Greater Tampa Chamber of Commerce’s is pleased to kick-off its 2006 Annual Workforce Conference, Wednesday, November 1<sup>st</sup>, 8:00 A.M. at the WorkForce Tampa Career Center, located at 9215 N. Florida Ave., Ste. 101, Tampa.

This year’s conference explores how the area’s workforce can stay competitive in today’s integrated economy by presenting ways to help companies identify how to make their company an award winning workplace. The conference will examine the changing nature of employment and learn what it means to offer the best workplace environment to ensure the right job for everyone who needs one and the right employee for every job that’s created.

The conference is pleased to host **Cathy Healy**, Director of Education and Workforce Programs at the U.S. Chamber of Commerce’s Institute for a Competitive Workforce in Washington, D.C., and **Russ Eckel**, President of Nommos, a Boston-based research and consulting firm dedicated to aiding employers in understanding, evaluating, and preparing for the nuances of the Millennial generation’s entrance into the workforce.

“By gaining knowledge of the area’s workforce trends and capacities, companies can better prepare to attract and retain a quality workforce to ensure future business success,” said Renee Benton, Chair of the Chamber’s E3 (Education, Employment, and Economic Development) Subcommittee and President and CEO of Tampa Bay WorkForce Alliance, Inc. “Our annual workforce conference offers companies a premier opportunity to best understand and prepare for workforce challenges and opportunities.”

The 2006 Annual Workforce Conference will also recognize the 2006 Alfred B. Sloan Award recipients. The prestigious Alfred B. Sloan Award for Business Excellence in Workplace Flexibility recognizes employers that are successfully using workplace flexibility to meet both business and employee goals. The 2006 recipients are:

- Kingery & Crouse, P.A., CPA's
- Retail Merchandising Xpress
- Dynamark

Since 2000, the Greater Tampa Chamber of Commerce has presented this annual workforce conference, bringing together key businesses, educators, and community leaders to address our most important challenges.

**About the Greater Tampa Chamber of Commerce**

The Greater Tampa Chamber of Commerce serves our members and enhances our community by building business success. The Chamber's Committee of One Hundred is Tampa/Hillsborough County's official economic development organization, funded in partnership with Hillsborough County, the cities of Tampa, Temple Terrace and Plant City, and private investors.

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