



FOR IMMEDIATE RELEASE

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WINNING THE WAR FOR TALENT

DATE: September 30, 8 a.m. – 11 a.m.

LOCATION: Boarders Inn & Suites, W7393 River Bend Road, Shawano

8 a.m. – 8:30 a.m.—Registration, Networking, and Continental Breakfast

8:30 – 11:00 a.m.—Presentation by Chris Czarnik

COST: \$20/Person

SHAWANO, WI—The number one issue facing most organizations today is finding and retaining great talent. Two Shawano County organizations are partnering to help local companies address this challenge. Shawano County Economic Progress, Inc. (SCEPI) and the Shawano Country Chamber of Commerce are bringing nationally known talent attraction guru Chris Czarnik to Shawano. Czarnik will share his expertise during a special 2 ½ hour workshop “Winning the War for Talent” on Thursday, Sept. 30 at Boarders Inn & Suites. During this interactive and information-packed session, Czarnik will focus on new ideas in recruiting, retaining and developing talent for businesses and organizations. These zero cost ideas will allow employers to define and market directly to their ideal candidates regardless of the job type or level.

This workshop is presented by SCEPI in partnership with the Chamber and sponsors AbbyBank and KerberRose S.C. The cost is \$20 per person. To register, email chamber@shawanocountry.com or call 715-524-2139.

According to a recent survey by the Shawano Country Chamber, a majority of Shawano County employers indicated recruiting and retaining qualified employees as a top pressing concern. “The Chamber’s role is to connect our businesses with resources and advocate for them as they work to solve their immediate and long term talent and workforce challenges,” said Nancy Smith, Executive Director, Shawano Country Chamber of Commerce. “We’re hoping our businesses will take time to learn from this highly qualified expert.”

Peter Thillman, Chief Economic Development Officer with SCEPI, recognizes the importance of helping local employers address this workforce challenge. “Chris Czarnik has a history of working with businesses to develop low-cost, no-cost strategies to find new workers and retain the existing workforce. SCEPI is excited to co-host this event with the chamber bringing Chris here where he can share some of these strategies with Shawano County Employers.”

Chris Czarnik is a national career search and talent acquisition expert with 20 years of HR, training and conference speaking experience. He created and refined the innovative process approach to job search, known as “The Human Search Engine®” by working with thousands of job-seekers. Human Search Engine was introduced to the 113th Congress as a national job search model. In September of 2016 the US Congress adopted this process as their outplacement tool for outgoing members and their staff. Also in 2016 Chris was named a Subject Matter Expert on career related topics for Pearson Publishing, the largest publisher in the country.

He serves as a Subject Matter Expert on Recruiting, Retaining and Developing Talent for Vistage, a group of 30,000 business owners and executives. In 2019 he was recognized as an outstanding Vistage speaker by members across the country. His third book, “Winning the War for Talent” was released in July of 2018 and serves as a talent model to more than 2,500 organizations across the country.

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