

# PRESS RELEASE



## FOR IMMEDIATE RELEASE ##

## **Area construction firms offered new solution for next generation workforce** *Youth Apprenticeship Panel Discussion being held April 19 at NWTC Corporate Conference Center*

NEW NORTH, April 13, 2022 – Building the next generation construction workforce through active engagement with youth apprenticeship is the theme of a free event being held next Tuesday, April 19, at the NWTC Corporate Conference Center, 2740 W. Mason St. in Green Bay. The panel discussion is being held by the [Northeast Wisconsin \(NEW\) Construction Alliance](#), with the support of New North Inc.

The event focuses on how construction companies can become more involved in bringing students into their firms and building students' skills within the industry. Panelists will discuss the youth apprenticeship work experience through the eyes of the student, educators and the company. Youth Apprenticeship integrates school- and work-based learning to instruct students in employability and occupational skills defined by Wisconsin industries.

Panelists include youth apprenticeship specialists Jen Johnson of CESA 7, Ginelle Hussin of The Boldt Company, and Tanya Jaeger and Claire Pszeniczny of Lakeshore Technical College. They will be joined by a sister-brother duo of program participants: Olivia Hanson, a first-year welding apprentice, and Luke Hanson, a third-year construction electrician apprentice. New North Inc. Vice President of Talent Development Rebecca Deschane will moderate the discussion.

The event begins at 7:30 a.m. with a welcome message and a networking breakfast. The panel discussion will be held from 8-9 a.m.

The no-cost registration can be completed at <https://conta.cc/3vcjvKq>. Attendees should park in NWTC Lot 7 and enter through Door 7.

While this event features the construction industry, any organization interested in learning more about how youth apprenticeship can be leveraged as a talent pipeline is encouraged to attend.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. [www.thenewnorth.com](http://www.thenewnorth.com)

NEW Construction Alliance is an association of employers in the construction trades collaborating to work with educators, workforce development, economic development and government to promote careers in the building and construction trades in Northeast Wisconsin.

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