

Fox Cities Chamber of Commerce: January Business Breakfast Bytes, from the Fox Cities Chamber, to provide insight on the impact of professional development for employee retention

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APPLETON, Wis. (December 20, 2018) – The Fox Cities Chamber’s monthly educational program, Business Breakfast Bytes, will provide attendees with education on the need for investing in professional development for employee retention and satisfaction at the morning session on January 15.

This session will feature a panel of experts who are knowledgeable on the reasons why an employer should encourage their employees to continue education and the ways they, as a business, can provide incentives or assistance with that process.

In a business climate where finding and retaining quality employees is dire, employers should be constantly seeking ways to create an appealing workplace and top-notch staff. One way to do so is by encouraging their employees to continue in

education. This can be done by providing specific and occasional opportunities (such as partnering with a local university to offer certification courses to your employees), to a more in-depth process such as providing financial assistance for an employee to go back to school (whether through full or partial tuition reimbursements).

Scott Jensen, Director of Marketing & Digital from Wisconsin Herd, will lead the session and facilitate the presentation featuring a panel of local experts:

- Christie Evers, Senior HR Generalist, SECURA Insurance Companies
- Dale Feinauer, Assistant Dean of Graduate Programs, UW Oshkosh College of Business
- Tara King, Leadership Development Specialist, Menasha Corporation
- Amy Pearce, Fox Cities Director, Lakeland University
- Sarah Schneider, Regional Director of Centers, Concordia University Appleton
- Arthur Shattuck, Financial Technology Consultant, Associated Bank

“This panel will identify opportunities for companies in the Fox Cities to add to their benefits packages including tuition reimbursement incentives and guide professionals interested in furthering their education a road map to achieve their educational goals,” shared session facilitator Jensen.

Business Breakfast Bytes are a monthly business educational program focused on providing our small to mid-sized business members across the Fox Cities Region with education and resources addressing top business concerns.

Registration for each individual session is required. Fox Cities Chamber members are allowed to bring a guest and may use the registration link on the Chamber website or call (920) 734-7101 to register. Please visit the Chamber website for complete details of the January session, sponsored by Menasha Corporation in Neenah and co-hosted with the Leadership Fox Cities Alumni Association from 7:30 AM – 9:00 AM on Tuesday, January 15. Details and registration can be found at foxcitieschamber.com.

For immediate questions, please contact MiKayla Kunde, Member Programs Manager, by email mkunde@foxcitieschamber.com or phone (920) 734-7101.