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FOR IMMEDIATE RELEASE

New Initiative to Help Employers Attract and Retain Top Talent

Employee Friendly Workplace seeks to increase employee engagement, while reducing turnover and increasing productivity.

APPLETON, Wis. (September 17, 2019) – The Fox Cities Chamber of Commerce is set to launch its newest talent initiative and certification program on October 29, 2019. The Employee Friendly Workplace initiative and certification program is focused on encouraging the adoption of more employee friendly workplace practices and policies in the Fox Cities. These practices will help employers enhance work/life balance integration and successfully attract and retain the best employees in the region.

The initiative's Event/Founding Sponsor, Werner Electric (4800 W. Prospect Ave.) will host the launch of Employee Friendly Workplace on October 29th from 7:30 am -9 :00 am. Attendees will receive exclusive insight into unlocking the competitive advantage to retaining and attracting talent, increasing employee productivity and engagement.

“The Fox Cities Chamber of Commerce is committed to helping employers attract and retain a highly talented workforce,” shared Jennifer Brown, Director of Existing Industry and Innovation at the Fox Cities Chamber and Regional Partnership. “Therefore, we need to continue to develop innovative tools and programs that address the evolving demands of the tight labor market. The Fox Cites Employee Friendly Workplace initiative and certification program will offer a unique opportunity for our regional employers to showcase supportive work environments, reduce turnover and promote a positive company image.”

The Employee Friendly Workplace Initiative is a collaborative effort between businesses and community organizations. Special partnering organizations include United Way Fox Cities, Child Care Resource & Referral and First Five Fox Valley. Founding Sponsors for the Employee Friendly Workplace initiative are Werner Electric Supply and Jewelers Mutual Insurance.

Registration for the Fox Cities Employee Friendly Workplace Initiative and Certification launch is available at [Fox Cities Chamber of Commerce](http://www.foxcitieschamber.com). General admission is \$10 and includes a light breakfast. For more information, please contact Jennifer Brown, Director of Existing Industry

and Innovation at the Fox Cities Regional Partnership at jennifer@foxcitiesregion.com or (920) 831-4905.

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[Fox Cities Regional Partnership](#) is the economic development division of the [Fox Cities Chamber](#). It exists for the purpose of strengthening our local economy by supporting local job creation through the retention, expansion and attraction of primary employers. The Regional Partnership serves as the point of contact for local businesses seeking assistance with labor training, funding, government advocacy, building and land opportunities, research (including demographic and economic information) and other individual needs. The Regional Partnership serves the communities of Outagamie and Calumet Counties, as well as the northern portions of Winnebago County.

The [Fox Cities Chamber of Commerce](#) captures the energy of one of Wisconsin's most dynamic regions and transforms it into innovative programs and services for its business members. The Fox Cities Chamber serves all of the Fox Cities communities within the counties of Outagamie, Calumet and the northern portion of Winnebago. The Fox Cities Chamber plays a leadership role in regional economic development efforts in Northeastern Wisconsin. For more information, visit www.foxcitieschamber.com.