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# Center on Wisconsin Strategy

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## MEDIA ADVISORY

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- WHO:** Roberta Gassman, Secretary, Wisconsin Department of Workforce Development (DWD)  
Terry Ludeman, Chief, Office of Economic Advisors, DWD  
Area business and industry leaders
- WHAT:** “What Lies Ahead: Workforce of the Future,” the Second Annual Industry Partnerships Summit
- WHEN:** Tuesday, October 12, 2004, 8am-1pm
- WHERE:** Monona Terrace Community and Convention Center, Madison, WI

**Madison**—Dramatic changes are afoot in South Central Wisconsin’s economy, and new strategies are needed to help workers prepare for quality jobs.

That’s the focus of “What Lies Ahead: Workforce of the Future,” the Second Annual Industry Partnerships Summit, to be held on Tuesday, October 12, 2004, at the Monona Terrace Community and Convention Center in Madison.

At the Summit, employers, educators, and government leaders will assess labor-market trends in the region and chart new pathways to improve job opportunities and keep businesses competitive.

*Industry Partnerships is a project of Jobs With a Future (JWF), a partnership of employers, Job Centers, technical colleges, the Workforce Development Board of South Central Wisconsin, and others that seeks to improve and align the workforce development system in the region.*

### Agenda

- 8-8:30am                    **Registration/Continental Breakfast**
- 8:30-8:50am                **Welcoming Remarks:** Roberta Gassman, Secretary, DWD
- 8:50-9:50am                **Keynote Panel**
- Terry Ludeman, Chief, Office of Economic Advisors, DWD
  - Gary Wolter, CEO, Madison Gas & Electric Co.
  - James Bradley, CEO, Home Savings Bank
  - Terri Potter, President and CEO, Meriter Health Services

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9:50-10am **Break**

10-11:30am **Industry Breakout Sessions**

**Manufacturing**

Focus: Impact of New Technology on Business and Workforce

- Rajan Suri, Professor and Director, Center for Quick Response Manufacturing, UW-Madison School of Engineering
- Wendy Crone, Associate Professor, UW-Madison School of Engineering
- Marty Mittelstadt, Vice President of Operations, Serigraph, Inc.

**Health Care**

Focus: Health Care Redesign and Developing a Sustainable Nursing Workforce in Wisconsin

- Marilyn Meyer Bratt, R.N., Ph.D., Director, Wisconsin Nursing Redesign Consortium, Clinical Assistant Professor, Marquette University

11:30-11:45am **Break**

11:45am-1pm **Luncheon Keynote:** Peter Wheeler, SPRY (Setting Priorities for Retirement Years) Foundation

1pm **Closing Remarks/Adjourn**