



media release

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**Greater Mankato Growth to host Talent Symposium**

Mankato, MN (April 23, 2012)-Greater Mankato Growth, together with the South Central Workforce Council, will be holding a Talent Symposium on Wednesday, May 2 from 8:00 a.m. - 1:30 p.m. at the Verizon Wireless Center. The business community, educators, and students are encouraged to attend. The cost of the event is \$30 and \$15 for students. The cost will include lunch and necessary materials. The deadline to register is Friday, April 27.

The Talent Symposium is aimed at helping the region capitalize on talent. During the event, the results of the Greater Mankato Talent Supply & Demand Study will be revealed. The study is unique and has never been done before in this region. It includes data from the MN Department of Employment and Economic Development (DEED) and the five regional higher education institutions: Bethany Lutheran College, Gustavus Adolphus College, Minnesota State University, Mankato, Rasmussen College, and South Central College. The study's purpose is to identify opportunities for our community to capitalize on our talent.

The Talent Symposium will address how to capitalize on talent by:

- Matching our talent to our current and future business needs
- Developing and/or attract talent in areas where we have a shortage
- Attract businesses in areas where we have a surplus of talent
- Analyzing the anticipated employer demand against our talent supply to identify our opportunities for increased business and talent development

Barb Embacher, Vice President of Greater Mankato Growth (GMG) states, "We believe there are more opportunities to align our business growth with our education and training programs. GMG realized we could be helpful in providing this significant regional data to our businesses, workforce staff, education leaders and students. Greater Mankato has many assets that make it a great place to live, learn and do business. Attracting, developing and retaining talent will be a main priority for our future success."

**About Greater Mankato Growth**

Greater Mankato Growth (GMG) is committed to advancing business for a stronger community. As the Chamber of Commerce and Economic Development organization serving the regional marketplace, GMG advances business through: existing business support, new business growth, business promotion, talent development, public affairs, community marketing, visitor attraction and servicing and civic engagement.

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