



Simcoe Muskoka Workforce Development Board



Presentation for Employers on Employment Issues in Today's Workforce

Employers in Simcoe and Muskoka are invited to join us for a Lunch & Learn in the Silver Nightingale room at Casino Rama from 10 a.m.— 3 p.m. on October 10th. *There is no charge for the event and the lunch.*

*"Creating and managing a diverse workforce is a process, not a destination."
—R. Roosevelt Thomas, Jr.*

Employers are often unable to fill positions, conversely, job seekers with job placement challenges find it difficult to secure employment due to a lack of understanding of their unique value.

SMWDB, in conjunction with a panel of experts, plans, at this presentation, to address challenges in attracting, retaining and enhancing local talent by discussing diverse groups (youth, immigrants, aboriginals, people with diversity issues and those with criminal records) so local employers can expand their labour pool.

Time will be allocated after presentations for questions.



Simcoe Muskoka
Workforce Development Board

t 1.705.725.1011
or 1.800.337.4598
f 1.705.725.1687
www.smwdb.com
info@smwdb.com

Key Note Speaker and Youth Expert Panelist



Max Valiquette is one of Canada's best known culture and media experts and commentators. He focuses primarily on media, youth and popular culture, and marketing. Max is a regular contributor to CBC Radio and also a featured commentator on the television program "What's in a Name." He hosted TV Ontario's VoxTalk, a youth-issues talk show, and has appeared on MuchMusic, CBC Television and Global TV.

Max has served three times as Chairperson of Strategy Magazine's "Understanding Youth Conference". He previously performed as a sketch comedian in Toronto, including a performance at The Second City.

Panel Members:

- **Immigration**—Sandra Lee, Project Manager, Local Immigration Partnership, County of Simcoe, Social and Community Services Division
- **Aboriginal**—Marc Manatch, Employment and training Coordinator for the Ogemahwahj Tribal Training and Employment Resources (OTTER)
- **Diversity**—Debbie Soucie, Community Support Services Supervisor, Simcoe Community Services
- **Criminal Records**— tba

Reserve your spot now, *seats are limited!*