



Contact: Candy Marlow
Economic Development Council of St. Lucie County
cmarlow@youredc.com
Office: 772.336.6250 Cell: 772.812.0623

Leading the new breed

Jensen Beach/June 4 – Help has arrived for Treasure Coast business leaders grappling with an evolving 21st century workforce.

Leading the New Breed Symposium: Motivating Managers, Millennials & Misfits, a seminar featuring nationally renowned speaker, trainer and author Phillip Van Hooser, will be offered on June 13 from 7:30 a.m. to 1 p.m. at the Hutchinson Shores Resort & Spa in Jensen Beach.

“This powerful seminar on motivating employees and developing our next generation of leaders is amazingly affordable, thanks to our presenting sponsor, FPL’s Office of Economic Development, and our partners,” said Peter Tesch, president of the Economic Development Council of St. Lucie County (EDC). Priced at only \$50 per attendee, the cost covers the seminar, materials and lunch at the resort.

“More than any other issue, leaders struggle with how to motivate employees,” said Van Hooser. “Whether leading and managing Baby Boomers, Gen Xers, Millennials or the up-and-coming Gen Zers, this symposium will reveal the real truth about motivation.”

The program will include a session on the art of professionalism as a competitive advantage and a panel discussion on the importance of a region’s talent pipeline to economic development and business attraction/retention.

To highlight the region’s commitment to talent development, the morning session will kick off with a presentation of 10 scholarships to St. Lucie and Martin county high school students who attended the March Future Healthcare Professionals Career Conference and scholarships for 22 students who will be participating in a week-long Ready to Work Boot Camp. The boot camp is focused on the manufacturing, trades and distribution industries and the scholarships are offered in partnership with the Peter W. Busch Family Foundation.

Limited seating is available for the symposium. Tickets can be purchased through June 7 online at <http://youredc.com/calendar/details/Talent> or call Candy Marlow at 772-336-6252.

In addition to FPL's Office of Economic Development title sponsorship; the Economic Development Council of St. Lucie County, CareerSource Research Coast, Indian River County Chamber of Commerce, Office of Economic Development, and the Business Development Board of Martin County are event partners. Other sponsors include Treasure Coast Lexus, Treasure Coast Regional Planning Council, ABC Home Medical Supply, CareerSource Research Coast Work Certified, Seacoast Bank, Southern Eagle Distributing, Spherion, St. Lucie County Chamber of Commerce, and St. Lucie County Human Resources Association.

About Philip Van Hooser

Phillip Van Hooser understands the pressure to increase bottom-line performance and profitability through people – he's lived it! His experience and engaging stories from Fortune 500 manufacturing, community banking, and boardroom leadership equip leaders with relevant strategies for the demands of the multi-generational workplace. Van Hooser's latest book, "Leaders Ought to Know: 11 Ground Rules for Commonsense Leadership," is a must-read for leaders feeling the pressure to perform.

About the Economic Development Council of St. Lucie County

The EDC is a private, not-for-profit organization dedicated to promoting economic vitality in St. Lucie County through the attraction, retention and expansion of businesses in the community. The EDC works in partnership with local governments and the private sector to advance its goals of creating more and better-paying jobs for residents, broadening the tax base and improving St. Lucie County's economic quality of life. Contact the EDC at 772.336.6250 or <http://www.youredc.com>.



Author and trainer Phillip Van Hooser, MBA, CSP, CPAE, will present *Leading the New Breed: Motivating Managers, Millennials & Misfits* on June 13 at the Hutchinson Spa & Resort in Jensen Beach