



April 18, 2018

Are you having difficulty attracting and retaining qualified workers to fill jobs within your industry? What will your workforce needs be four or five years from now? Today's challenging economy means young people need to make the best career choice possible. However, many students do not know of the career opportunities that are available to them. Careers in exciting, stable, well-paying fields will be showcased at the "Worlds of Work" Expo which is being planned for October 11-12, 2018 at Shelton State Community College in Tuscaloosa, Alabama.

The goal of this event is to attract youth to careers. More than 4,000 eighth grade students from nine counties in the West Alabama area will be invited to attend and explore career opportunities for their future. Nine "worlds" have been identified as potential career pathways to jobs in our area. Each "world" will provide hands-on demonstrations and interactive activities to create relevant job awareness for the students. A list of these "worlds" is listed below.

World of Agriculture
World of Construction
World of Energy/Utilities
World of Engineering/Environment
World of Healthcare

World of Hospitality/Tourism
World of Manufacturing/Automotive/Logistics
World of Public Service
World of Transportation

Since the inception of WOW 3 years ago, the Region has seen a 30% increase in career technical courses enrollment and a 15% reduction in student drop-out rates. We need your help to make this event successful in Region 3 counties: Bibb, Fayette, Greene, Hale, Lamar, Marengo, Pickens, Sumter and Tuscaloosa.

We have sponsorship opportunities available. Each level provides your company with recognition exposure in publications and on web sites. This event will make an impact on students, administrators, parents and legislators, as well as your own industry. With your help and sponsorship, the 2018 "Worlds of Work (WOW) Expo" will send the message to students that there are many career choices and now is the time to begin their journey.

On behalf of the Steering Committee for the "Worlds of Work" Expo, we encourage you to partner with us to inform, educate, and recruit our workforce of the future. To join us, simply complete the enclosed sponsorship form and return no later than May 11, 2018 to the address listed at the bottom of the form. The deadline for business logos will be due Friday May 25th. Acceptable artwork formats for sponsor logos must be .ai or .eps for best quality. Although it is not preferred, .png is acceptable. .jpeg is not an acceptable format due to quality issues. If you need additional information, please contact Brittani Colburn, Chamber of Commerce of West Alabama, at 205-391-0334 or Brittani@tuscaloosachamber.com.

Sincerely,

Gary Nichols
Chairman, West Alabama Works
President, McAbee Construction

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