**FOR IMMEDIATE RELEASE**

***Midwest Urban Strategies and Employ Milwaukee to Host National Workforce Convening in June*,**

***“Milwaukee Forward – Cream City Rising”* to Spotlight the Region’s Water Economy, Wellbeing, and Regional Transformation**

**Milwaukee, WI, May 21, 2025**, Midwest Urban Strategies (MUS), in partnership with Employ Milwaukee, will welcome workforce leaders from across the country to Wisconsin’s Cream City for Milwaukee Forward – Cream City Rising, a three-day convening taking place June 3 through 5, 2025. This curated gathering invites participants to engage in purposeful conversations and shared learning rooted in collaboration, community, and transformative workforce strategies.

The convening will kick off in partnership with Employ Milwaukee at Wisconsin Community Service (WCS), setting the tone for an immersive experience that highlights regional innovation, intergenerational strategies, and inclusive economic development. The agenda centers the voices and efforts of those building systems *with* and not *for* their communities—recognizing that true workforce transformation begins with deeply understanding the lived experiences, assets, and aspirations of the people being served. From youth apprenticeships to reentry strategies, childcare pipelines, and sector-driven partnerships, each session reflects a commitment to solutions that are grounded in place and powered by community insight.

At the heart of the convening is a keynote presentation from Eric Shepherd, Executive Director of the Foundation for Talent Transformation and author of *Talent Transformation: Develop Today's Team for Tomorrow's World of Work*. Shepherd will share insights on The Wellbeing Framework, offering guidance on how self-awareness, emotional intelligence, and resilience are foundational to navigating the modern workforce.

Participants will take part in site-based experiences that bring Milwaukee’s transformation to life:

* **ThriveOn King**, a bold neighborhood investment powered by the Greater Milwaukee Foundation, Royal Capital, and the Medical College of Wisconsin, is reimagining community health, education, and economic opportunity from within.
* **The Menomonee Valley**, once an industrial corridor, now serves as a national model for place-based revitalization, led by Menomonee Valley Partners and the Harbor District.
* **The Milwaukee Metropolitan Sewerage District**, alongside partners in the water sector, is showcasing new approaches to building awareness and access to careers in infrastructure, sustainability, and water technology.

The convening will also feature recorded remarks from Senator Tammy Baldwin, and Congresswoman Gwen Moore. In attendance will be the Honorable Milwaukee Mayor Cavalier Johnson and members of his team underscoring the city's commitment to advancing equitable workforce opportunities. Aaron Hertzberg, Director of Administrative Services for Milwaukee County will share examples of the County’s investments in apprenticeships and workforce development and will be joined by Tiffany Henry of the Office of Senator Baldwin and Maria Montejano Ayala of Congresswoman Moore’s office.

“Milwaukee Forward – Cream City Rising is more than an event,” said Tracey Carey, Executive Director of Midwest Urban Strategies. “It’s a celebration of community, workforce leadership, and the systems that support people every step of the way. As the public workforce system continues to shift, we are creating a space to reflect, reconnect, and reimagine how we invest in people and possibility.”

The event will take place at several sites across Milwaukee, with attendees enjoying accommodations at the city’s iconic Iron Horse Hotel, a symbol of legacy, renewal, and hospitality.

This year’s convening is made possible by the generous support of our sponsors, including the Foundation for Talent Transformation, the Council for Adult and Experiential Learning (CAEL), Lightcast, the National Association of Workforce Boards (NAWB), Skilltrade, QuickStart Academy, and the Association of General Contractors of Greater Milwaukee.

Featured alongside this release is a photo of the Milwaukee Water Tower, courtesy of Nate Vomhof Media Co. Once a beacon of civic pride and progress, the tower remains a powerful symbol of infrastructure, community resilience, and the city's evolving water economy. Today, it stands as a visual reminder of the importance of local leadership and investment in the systems that carry us forward.

Registration closes May 22. To learn more or register, visit [www.midwesturbanstrategies.com](http://www.midwesturbanstrategies.com)

About Midwest Urban Strategies:

Midwest Urban Strategies, Inc. (MUS) is a leading workforce intermediary that convenes urban workforce development boards to drive economic opportunity and social mobility. MUS collaborates with workforce boards, government agencies, employers, and community organizations to develop innovative workforce solutions that address labor market needs while supporting underserved populations.

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