



PROCLAMATION

WHEREAS, BUSINESS, PROFESSIONAL, AND CIVIC LEADERS RECOGNIZE THAT A KNOWLEDGEABLE, SKILLED WORKFORCE IMPROVES BOTH THE PERFORMANCE OF THEIR ORGANIZATIONS AND THE ECONOMIC COMPETITIVENESS OF THE REGION; AND,

WHEREAS, THE BUSINESS, PROFESSIONAL, AND CIVIC ORGANIZATIONS OPERATING IN AND AROUND DES MOINES ARE COMMITTED TO INCREASING THE EDUCATIONAL ATTAINMENT OF THEIR EMPLOYEES – CREATING A HIGHLY SKILLED “WORLD-CLASS” WORKFORCE WHICH IS CRITICAL TO GROWING AND SUSTAINING A COMPETITIVE BUSINESS ADVANTAGE; AND,

WHEREAS, “WORKFORCE DEVELOPMENT IS EVERYONE’S BUSINESS”; AND,

WHEREAS, LIFE-LONG WORK RELATED LEARNING CREATES UNIQUE OPPORTUNITIES FOR INDIVIDUALS TO DEVELOP INDIVIDUAL AND ORGANIZATIONAL KNOWLEDGE AND EXPERTISE; AND,

WHEREAS, THE AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT (ASTD) – THE WORLD’S LARGEST ASSOCIATION DEDICATED TO WORKPLACE LEARNING AND PERFORMANCE PROFESSIONALS – HAS DECLARED DECEMBER 3-7, 2007 AS “EMPLOYEE LEARNING WEEK” - A DESIGNATED TIME FOR ORGANIZATIONS OF ALL TYPES TO RECOGNIZE THE STRATEGIC VALUE OF EMPLOYEE LEARNING; AND,

WHEREAS, THE CENTRAL IOWA ASTD CHAPTER INCLUDES MORE THAN 250 INDIVIDUALS WHO ARE WORKPLACE TRAINING, LEARNING, AND PERFORMANCE PROFESSIONALS WHO HAVE DEMONSTRATED THEIR COMMITMENT TO DEVELOPING THE SKILLS OF EMPLOYEES AND THE WORKFORCE IN DES MOINES, IOWA.

NOW, THEREFORE, I, T.M. FRANKLIN COWNIE, MAYOR, DO HEREBY PROCLAIM THE WEEK OF DECEMBER 3-7, 2007 AS:

EMPLOYEE LEARNING WEEK

IN DES MOINES, IOWA, AND URGE ALL RESIDENTS, BUSINESSES, AND CIVIC ORGANIZATIONS OF OUR COMMUNITY TO RECOGNIZE AND SUPPORT THE EFFORTS OF THE CENTRAL IOWA CHAPTER OF THE AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT (ASTD) MEMBERS TO IMPROVE THE EDUCATIONAL ATTAINMENT OF THE WORKFORCE AND THE ECONOMIC VITALITY OF CENTRAL IOWA.

IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND AND CAUSED THE SEAL OF THE CITY OF DES MOINES, IOWA, TO BE AFFIXED THIS THIRD DAY OF DECEMBER, TWO THOUSAND SEVEN.


T.M. FRANKLIN COWNIE, MAYOR
CITY OF DES MOINES

