



## REDESIGNING THE FUTURE

A NEXT GEN APPROACH TOWARD  
AN EQUITY-CENTERED CREATIVE INDUSTRY

Dear Friends of Greater Together,

I'd like to thank you for your support of Greater Together's mission to create diversity, equity, and inclusion in Milwaukee's creative economy and share an innovative program with the potential for tremendous impact. I'd like to personally invite you to join a small coalition of marketing and communication leaders in Milwaukee to **help shape the future of Milwaukee's creative sector through the development of a pipeline of diverse local talent with the skills to match the needs of our industry. This innovative program would be one of the first in the U.S.**

We hope you'll make time to join us for the first step in this process. There will be a virtual roundtable discussion on Friday, Aug. 6th from 9:00 a.m -11:00 a.m.

**Please let me know if we can register you for this event, or please share this invitation with the most appropriate contact within your company for their participation.**

Our goals for this event are:

- Discuss the talent needs of Milwaukee's creative sector today and in the future.
- Share innovative, tested strategies that are working in other countries and communities.
- Explore approaches that will enable Milwaukee's creative, marketing and communication departments to build diverse, highly skilled teams.

In order for us to make real progress in positioning Milwaukee as a region of choice for diverse creative professionals, we need you at the table. While we can — and should — compete with one another to hire the best talent in our industry, there are also things we can do together that none of us can do on our own. By collaborating on a region-wide basis, we can build a more diverse pool of talent to fill all of our needs.

This discussion will be hosted by the Metropolitan Milwaukee Association of Commerce, in partnership with Hanson/Dodge and Greater Together founder Ken Hanson, Kane Communications Group President, and CEO Kimberly Kane and will feature Paul Champion of TranZed, Kathleen Elsig, international apprenticeship consultant and Tom Bewick, President and Founder of the Transatlantic Apprenticeship Exchange Forum.

I look forward to having you join us. **Please contact me if you or another leader within your company would like to attend this event** or if you have any questions.

Kind regards,



KEN HANSON  
EXECUTIVE DIRECTOR



**GREATER TOGETHER**

A MORE DIVERSE, EQUITABLE  
& INCLUSIVE MILWAUKEE

Greater Together, 2203 N. Terrace Ave., Milwaukee, WI

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