



FOR IMMEDIATE RELEASE

September 24, 2013

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### **ITC Midwest to sponsor Corridor Achievement Award**

NORTH IOWA – The North Iowa Corridor Economic Development Corporation is partnering with IowaWORKS and ITC Midwest to reward Cerro Gordo County residents who achieve platinum or gold certifications upon the completion of the National Career Readiness Certificate (NCRC) assessment available throughout the region. NCRC is a credential recognized across the country that demonstrates achievement and workplace employability skills in Applied Mathematics, Locating Information, and Reading for Information. The initiative is being put to use by workforce and economic development groups throughout the region with an eye toward North Iowa in becoming one of the first certified work-ready regions in the state.

Sponsored by electric transmission company ITC Midwest, the Corridor Achievement Award will provide \$100 to any Cerro Gordo County resident who achieves a top score of platinum and \$25 to any county resident who achieves a gold score between October 01 and December 31 or until funding is exhausted.

“ITC believes in the residents of North Iowa and recognition of individuals who achieve such a difficult task of gold and platinum levels should be an honor,” said Lori Broghammer, Area Manager for ITC Midwest, adding “the NCRC’s measurements of skills are those critical to job success and will ultimately enrich the community and offer new opportunities for economic development.”

. The Corridor Achievement Award program will be presented to those who test at platinum and gold levels beginning October 01, and winners will be announced at the end of the year.

“We are happy to partner with ITC and IowaWORKS on this important initiative,” said Brent Willett, Corridor President & CEO. “Dozens of companies throughout the Corridor have formally pledged their support for the Skilled Iowa Initiative, which emphasizes the importance of NCRC scores. As more and more of the Corridor workforce pool receive NCRC certification, we are increasingly able to market our region as a work-ready community to firms considering investing here. That’s the end game for us.”

“Through Skilled Iowa, we are preparing workers of all ages and skill levels to fill open positions,” said Iowa Workforce Development Director Teresa Wahlert. “Participation at the community level from local workers, businesses, elected officials and educational institutions will benefit the state as a whole.”

Residents interested in taking the NCRC assessments can learn more by visiting [www.skillediowa.org](http://www.skillediowa.org) and can preregister by calling Iowa Workforce Development at (641) 422-1521. Encouraging Iowans to earn the National Career Readiness Certificate is a goal of Iowa Workforce Development's Skilled Iowa Initiative. The credential is recommended by over 7,000 businesses statewide. The program uses a standardized testing system that rates the skills and abilities of Iowa's workforce, assisting businesses in evaluation of an individual worker's skills, and allowing for a more accurate matching of skill sets with those required by the job. There is no cost to Iowa businesses to use NCRC assessments as part of their hiring process, nor is there a cost to Iowa residents who elect to take the exam.

For questions, contact Willett at 641-423-0315 or [bwillett@northiowacorridor.com](mailto:bwillett@northiowacorridor.com).

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