



**DRAFT**

**CONTACT:** Brent Tolman  
208-678-5518, ext 3120

**FOR IMMEDIATE RELEASE**

**WORFORCE DEVELOPMENT ALLIANCE  
KICKS OFF “TURNING POINT” TO PROMOTE  
REGIONAL CAREER OPPORTUNITES**

TWIN FALLS, ID – May xx, 2009 -- Southern Idaho’s Workforce Development Alliance (WDA) announced today the kick off of its comprehensive regional effort, themed Turning Point, to educate and promote non four-year degree career opportunities in the region.

A comprehensive web site, [www.turningpointcareers.org](http://www.turningpointcareers.org) is now available to guide students, parents, educators, business and industry, and the general workforce on career opportunities, courses, training and support programs in manufacturing, construction and alternative energy that don’t require a four-year degree.

“Southern Idaho’s labor market and economic landscape is changing due to our diversified business base,” said Brent Tolman, executive director of WDA. “There are many well-paying career opportunities in southern Idaho that don’t require a four-year degree, but many folks don’t know about them. Through Turning Point, we will communicate these job opportunities to potential workers, parents and students who may not want to pursue a four-year degree but still want a well-paying career,” Tolman said. “Turning Point will be a one-stop resource for information and resources in construction, manufacturing, alternative-energy and entrepreneurial job opportunities.”

Initially Turning Point will be used to disseminate information on regional workforce issues in construction, manufacturing and alternative energy. As other industries become part of the WDA Turning Point will be broadened to communicate those opportunities as well. For example, opportunities in entrepreneurialism will be added to the web site this summer. Some of the tools to be used for communicating this information include the Turning Point web site, electronic newsletters and brochures.

Students and their parents that want to learn about skilled careers that pay good wages and are not college-bound; general workers who may be considering a change or skill upgrade; and businesses looking for information and resources on partnering with

educators to develop career curriculum on manufacturing, construction and alternative energy, can log on to [www.turningpointcareers.org](http://www.turningpointcareers.org) for information.

The Workforce Development Alliance members represent business, industry, education, training, and economic and workforce development in southern Idaho. Their primary goal is to educate, promote and change the perception among students and parents about career opportunities not requiring a four-year degree and strength relationships between business and state job promotion agencies. WDA was awarded a \$5 million USDOL WIRED grant that will help jump start their many strategies, including Turning Point.

For more information, contact:

Education, k-12: Dr. Wiley Dobbs, Twin Falls School District, 733-6900

Education, post-secondary: Dr. Gerald Beck, College of Southern Idaho, 732-6601

Business & Industry: Mike Schutz, Hilex Poly, 324-7160

Workforce Development Alliance & Turning Point: Brent Tolman, 678-5518, ext 3120