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Updayton Provides Opportunity for Businesses to Retain Talented Workforce

March 22, 2010 – Dayton, Ohio: Registration is now open at <http://updayton.com> for the 2010 Young Creatives Summit on Friday, April 16. Business leaders are encouraging up-and-coming professionals to attend the Summit as an opportunity to build their skills, network with other young leaders, and create a region where they'll want to stay.

Employee turnover is a substantial business cost, and Dayton businesses face this challenge regularly. The updayton survey found that over 55 percent of young professionals under thirty intend to move away from the Dayton region within the next five years even though many are satisfied with their current professional position. The survey also demonstrated that young professionals who are engaged in the region (through volunteerism, networking, social organizations or professional development) are more satisfied with life in Dayton. Have you wondered what you can do to keep your young rising stars engaged? *(Complete survey results available in the **Year One Report** at <http://updayton.com>.)*

On the afternoon of April 16, the Young Creatives Summit will provide a forum for hundreds of young creative professionals to speak to civic and business leaders in the region about their needs. In addition to networking with other young professionals, the Summit offers this young talented demographic:

- The opportunity to learn more about regional attributes through the Resource Fair,
- A “crash course” in topics such as leadership, communication and entrepreneurship from expert panels during the Skills Workshops, and
- Breakout Sessions to formulate and share project ideas for ways to make the region more accessible and exciting for young professionals.

Although the Dayton region has a substantial number of college students, many of those students flee the region upon graduation. This leads to a “brain drain,” resulting in lost talent and a lost economic opportunity. Updayton believes that the young people (in 20s and 30s) who have chosen to live in the region are best qualified to comment on the benefits, challenges, and potential the region has in attracting and retaining young talent.

In support of updayton’s mission and the Young Creative Summit, many organizations have provided sponsorship, including the Southwestern Ohio Council for Higher Education, The Fitz Center for Leadership in Community, and the Dayton City Paper. The complete list of Summit sponsors is available online at <http://updayton.com>.

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An initiative of the DaytonCREATE project, updayton strives to spur economic growth within the region by attracting and retaining young talent. updayton is connecting young creative professionals to the Miami Valley and engaging them in the region’s decision making.