

WHEREAS; held annually in Wisconsin, CultureCon is a two-day conference dedicated to attracting and retaining quality talent, with the goal of establishing our state as a leader in the development of positive workplace culture; and

WHEREAS; it is estimated that, nationally, over \$11 billion is lost due to employee turnover and upwards of \$550 billion is lost due to employee disengagement each year; and

WHEREAS; according to data collected by Gallup, nearly 70 percent of employees are disengaged at work in the United States, and 80 percent of employees are disengaged at work worldwide; and

WHEREAS; Wisconsin is committed to growing the workforce of the future, and is determined to attract and retain graduates from our state's top colleges and universities as part of this mission, as well as to break down barriers to employment that might otherwise keep qualified employees from fully engaging in the workforce; and

WHEREAS; founded by a group of Madison-based entrepreneurs in 2018, CultureCon has brought hundreds of thought leaders and progressive businesses from around the country to Madison for a premiere conference experience dedicated entirely to company culture and employee engagement; and

WHEREAS; today, the state of Wisconsin celebrates the mission of CultureCon and wishes all organizers and attendees of CultureCon 2022 a successful event;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim August 10 2022 as

## **CULTURECON DAY**

throughout the State of Wisconsin and I commend this observance  
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 5<sup>th</sup> day of August 2022.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State