



Retiring Baby Boomers

Loss of Specialists in the Trades

New College Graduates \$20,000 in debt

Employers desperate for skilled technical workers

Today's young people can choose a number of pathways to success besides a four-year college degree, but many parents, students and educators don't realize there are...

# Other Ways to Win

Coming to the Roanoke Valley Tuesday, April 17

Best-Selling Author

Kenneth Gray

"Of those who go to 4-year colleges or 2-year colleges with the intent to transfer, about half at best will graduate. ...of those who do, about **half will end up in jobs they could probably have gotten right out of high school.** ...

"One-third drop out [of high school] and among those that do graduate, 30% go to work. ... [T]hese **teens are viewed** by their teachers, their peers and society in general **as "losers" because they failed to heed the one-way-to-win message.... They did not go to college.**

"If the only acceptable goal we have for teens is a 4-year college degree and finding commensurate employment, **the present success rate in the United states is 10 percent"**

Help us spread the word to today's young people  
- *tomorrow's workforce* -  
that there are **Other Ways to Win.**

Business Sponsorships available. For more details, call the  
**Western Virginia Workforce Development Board**

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