



**TOP AMERICAN BUSINESS AND CIVIC LEADERS SHARE IDEAS ON HOW TO PREPARE THE
COUNTRY'S STUDENTS TO COMPETE IN THE GLOBAL ECONOMY**

*Tom Brokaw to Host "Education Nation" Session Focused on Workforce Development—
Monday, Sept. 26*

NEW YORK, NY—Sept. 21, 2011—On Monday, Sept. 26th, America's top business, civic and education leaders will come together for a special evening event focused on sharing ideas for how to best prepare the country's students and workforce to compete in the global economy. Moderated by NBC News' Tom Brokaw, this unique session will focus on the current state of the labor market, and the skills and knowledge required of the 21st Century workforce. **Job One: Preparing America To Compete In The Global Economy** is part of the 2011 "Education Nation" Summit and will be held at the American Museum of Natural History in New York City.

To kick-off the event, Brokaw will sit down one-on-one with **Brian Roberts**, Chairman & CEO of Comcast. The panel will be followed by a special conversation with U.S. Secretary of Education **Arne Duncan**.

To date, confirmed panelists include:

- **Dave Barger**, CEO & President, JetBlue Airways
- **Bill Green**, Chairman, Accenture
- **Shelly Lazarus**, Chairman, Ogilvy & Mather
- **General George Casey**, former Chief of Staff of the United States Army
- **Alfred Liggins**, President & CEO, Radio One

"With jobs being such an important focus for the country right now, it is equally important that we focus on how to get people the right training for those jobs to ensure that they're ready to enter the workforce when the opportunity comes," said Michael Chen, President of Strategic Initiatives Group & Education Nation at NBC News. "This Job One event will gather some of the brightest minds to discuss strategies for how to best prepare our students, and to hear firsthand what kinds of skills and training that America's top industry leaders are looking for when they're hiring."

"Employing an educated and capable workforce can mean ultimate success or failure for any organization," said Dave Barger, CEO of JetBlue Airways and board chair of PENCIL, a nonprofit that connects businesses and public schools to improve student achievement. "Today's businesses all share responsibility for providing students with a quality education and must be

engaged with educators, on the ground, to ensure the future workforce of the United States is truly competitive on the global playing field.”

“U.S. unemployment hovers at 9.1 percent and 14 million Americans remain unemployed, yet a recent study revealed that half of business executives say finding and retaining high-quality talent is the top challenge facing their business,” said Dr. Bill Pepicello, President, University of Phoenix. “Our nation is facing a critical disconnect between the skills our workforce brings to the job, and what businesses need. The Job One conversation will focus on the key dynamics both workers and employers need to consider as they seek to promote excellence in the workplace.”

As part of the evening’s discussion, Ellen V. Futter, President of the Museum, will offer remarks on the growing role of science-based museums as educational innovators. “We are thrilled to be part of this important session on workforce development,” said Flutter. “Training the 21st-century workforce depends in large part on educating young Americans to compete in a science-driven world, an area where science-based museums are increasingly taking on a formal role through initiatives such as our pioneering Master of Arts in Teaching program in earth science.”

This event builds upon a series of **Job One** panels that NBC News hosted with leaders in Chicago, Los Angeles and Philadelphia as part of the “Education Nation On-The-Road” tour in the spring of 2011. For more information about the 2011 Summit, including sessions previously announced, visit EducationNation.com/2011Summit.

Job One is supported by University of Phoenix. Sponsors of the 2011 “Education Nation” Summit include University of Phoenix, State Farm®, Microsoft, The Bill & Melinda Gates Foundation, The Bezos Family Foundation, The W.K. Kellogg Foundation, and The Eli and Edythe Broad Foundation.

“Education Nation” seeks to create a thoughtful, well-informed dialogue with policymakers, thought-leaders, educators, parents and the public, in pursuit of the shared goal of providing every American with an opportunity to achieve the best education in the world. These discussions cover the challenges, potential solutions and innovations spanning the education landscape. By providing quality information to the public, NBC News hopes to educate Americans so they can make decisions about how best to improve our education system both in the near and long terms, and to shine a spotlight on one of the most urgent national issues of our time, so that America can once again become the Education Nation of the world.

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