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FOR IMMEDIATE RELEASE

Parks Charts Course as FDL AC Chair

FOND DU LAC, Wis. (Feb. 18, 2015)— Society Insurance President and CEO Rick Parks struck an optimistic chord in his first speech as chair of the Fond du Lac Area Association of Commerce Board of Directors on Thursday, Feb. 12.

“My observation of Fond du Lac is that we have a strong sense of proactively advancing the community,” said Parks, whose one-year term as chair began in January. “The commitment of people working together is an incredible asset, and it is an honor to serve in this capacity.”

As chair, Parks is tasked with expanding the organization’s advances in workforce and community development, as well as continuing to provide exclusive benefits, networking opportunities and educational programming to assist members.

The launch of Fond du Lac Works — a coordinated community effort to address the skilled worker shortage — was a watershed moment for the FDLAC in 2014. There’s much more to come in that same vein in 2015, with professional development programs offered through the Human Resource Association, Safety Council, Leadership Fond du Lac program and the Young Professionals of Fond du Lac. These programs will continue to aid employers in their need for a skilled and dedicated workforce.

“There are so many things going on through the AC,” Parks said. “Our collective power to represent member interests and be the voice of business in Fond du Lac is invaluable. Our capabilities are incredible and in continuing the successes of 2014, it is an exciting time for the association and the entire Fond du Lac community.”

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