

2017 RECRUITMENT PARTNER OF THE YEAR DENTAL CITY

**Awarded by Career Services at the University of Wisconsin – Green Bay
Monday, February 19, 2018**

Presentation Remarks by Linda Peacock-Landrum, Director of Career Services

Since 2007, Career Services at UW-Green Bay has recognized an employer partner, which shows exceptional commitment evidenced by support and opportunities for our students and graduates. This employer partner also demonstrates comprehensive support for the mission of Career Services. Today, we recognize our valued partner, Dental City as our Recruitment Partner of the Year for 2017.

I find it interesting that this award was established in 2007 and this was also the year that Dental City started a recruitment presence at UW-Green Bay. Coincidence or destiny? I recall meeting David Retzke for the first time at our fall job fair in 2007. We had a conversation about connecting with campus and building a relationship. David noted that it would take time since recruitment was a small part of his role as Director of Sales and Marketing. As Dental City grew, we learned more about the organization and its needs. In 2011, David's role shifted more into human resources, and as a result, the relationship between Dental City and UW-Green Bay strengthened. In 2013, Jordan Lorenz joined Dental City as a Trainer. David noted that Jordan would assume more recruitment duties and would be our primary contact since he was also an alumnus. I can say that both Dental City and UW-Green Bay have benefited from hiring Jordan.

Over the past 5 years, UW-Green Bay has been thankful for the engagement and dedication of our alumni who work at Dental City. These alumni return to campus to speak to classes, make presentations to student organizations and attend events such as today's Dine Like a Professional Etiquette Lunch to support and engage our students. Jordan personally has served on three panels, served twice as a judge for our elevator pitch competition, and as a judge for the Communication Week student competition. He has also served as a speaker in more than 10 classes. In the past three years, our alumna, Angie Hertel has become engaged in her role as HR Coordinator attending numerous events on campus, as has Eric Pigo who is also an alumnus.

Dental City has been a 4-time job fair sponsor, a 3-time PRO sponsor and a 2-year Sponsor of Business Week with the Cofrin School of Business. Dental City was also instrumental in the first Communication Week established in 2017 with the

co-owners, who are both alumni, serving as keynoter speakers for the banquet. Dental City has had a consistent presence at our jobs fairs each semester since 2011 and has frequently participated in our on-campus recruitment program.

Over the years, Jordan and I also talked about the beginning of an internship program in sales, which would offer valuable experience and start an earlier, stronger connection with students. At least 4 students have served as interns at Dental City in the past, and currently 3 UW-Green Bay students are interns.

I have no doubt there are countless other ways that UW-Green Bay and Dental City are engaged, but these are only the examples that I can provide today. The co-owners of Dental City with 100 employees, Dave Withbroe and John Mathys, are UW-Green Bay alumni and an additional 17 alumni currently work at Dental City.

Our office and our campus both are truly fortunate to have a partnership with Dental City. We look forward to many more engaging years in the future. Thank you to all of the representatives who are here today and to those who could not join us that have been instrumental in helping us to recognize Dental City as our Recruitment Partner of the Year for 2017.