

WELCOME TO OUR NEWSLETTER

KRA@Work

we're so glad you're here!

From the CEO's Desk



Greetings in the New Year and welcome to our new **KRA@Work** newsletter!

I'm Knowlton Atterbeary, KRA President & CEO. I also founded the company, in 1981, with a certainty that effective economic development is linked inextricably to workforce development at the community level.

I want to thank you for supporting KRA throughout the years, and with your continued support, 2023 will be the beginning of a truly transformative era. Our focus for 2023 is to continue to inspire dialogue and generate innovative ideas to further best practices for business solutions, workforce, training, education, and economic development strategies.

I'd like to share with you **The KRA Way**, our value proposition. KRA serves as an invaluable resource in our industry as a Workforce Thought Leader. We leverage our **principles, people, programs and partnerships** to deliver strong **performance** for our clients. Our approach is founded on the premise that effective program operations equal effective real-life impact on the families and businesses in our communities.

We invite you to join us on this journey by following us on social media, tuning into our podcast, and staying connected with our **KRA@Work** newsletter.

Wishing you all a prosperous and successful 2023!

Sincerely,
Knowlton R. Atterbeary
President & CEO

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Workforce Wednesday

THE FUTURE OF WORKFORCE DEVELOPMENT

As workforce system leaders seize this chance to reimagine and strengthen their systems, here are three key guiding factors to reference:

- 1) collaborate through silo-busting;
- 2) plan for the long term; and
- 3) innovate and build on existing assets & relationships.

Workforce is a shared responsibility and can be a powerful connector. A spectrum of workforce system players should be brought to the table—not just because of the resources they bring, but more importantly, because of the connections they facilitate. Coming together now ensures that the nation is prepared for this rare opportunity to improve its infrastructure, advance clean energy, and enhance the lives of the millions of workers who will do this work.



The KRA Way

5-STAR EXPERIENCE. REAL LIFE IMPACT.



★ Principles

TRAILBLAZING IS IN OUR DNA

★ People

INCLUSIVE SINCE INCEPTION

★ Programs

INNOVATIVE WORKFORCE PROGRAMS
AT THE SPEED OF BUSINESS

★ Partnerships

RELATIONSHIPS THAT DELIVER RESULTS

★ Performance

YOUR SUCCESS IS OUR SUCCESS!

KRA Corporation, a national leader in workforce development since 1981, provides businesses with a trained and reliable workforce by preparing jobseekers for today's competitive workplace and global economy. Our guiding principles are **Knowledge**, our foundation for creating **Innovative** solutions, **Responsibility**, our promise to continuously offer **Exceptional** services, **Achievement** – our proven performance for delivering **Trusted** results.

Our expertise is the by-product of 40+ years of national experience and having thought leaders on our team, who actively engage as subject matter experts by industry associations such as CWA, NAWDP, SETA, NAJA and NAWB. We focus on building strong relationships in the communities we serve, leveraging resources and information to collectively expand the capacity of our programs and exceed our customer's expectations.

KRA is in the life-changing business operating from the premise that effective program operations equal effective **Real Life Impact** on the families and the businesses in your community.

[READ MORE](#)

Latest News

A TIME TO REMEMBER, REFLECT, AND RESOLVE TO REALIZE HIS DREAM

Known generally as the "**March on Washington**", the rally was actually promoted as the **March on Washington for Jobs and Freedom**, a call-to-action as critical today as it was, sadly, 60 years ago on August 28, 1963.

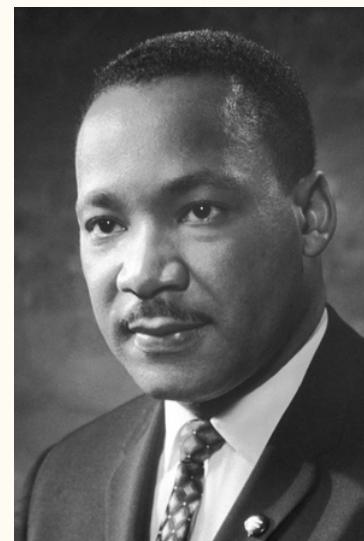
In front of the Lincoln Memorial, Dr. Martin Luther King, Jr. delivered his historic **I Have a Dream** speech, regarded as one of the finest speeches in the history of American oratory, to a crowd estimated at 200,000 strong.

An excerpt from Dr. King's 17 minute speech includes, "I say to you today, my friends, and even though we face the difficulties of today and tomorrow, I still have a dream, deeply rooted in the American dream, that one day...

- ...this nation will rise up and live out the true meaning of its creed, "We hold these truths to be self-evident: that all men are created equal."
- ...on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.
- ...even the state of Mississippi...sweltering with the heat of injustice [and] oppression, will be transformed into an oasis of freedom and justice.
- ...my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.
- ...in Alabama, little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers."

The March-and Dr. King's speech-put civil rights at the top of a U.S. Reform Agenda, contributing to the passage of the **Civil Rights Act of 1964** and the **Voting Rights Act of 1965**. Also, in 1964, Dr. King was the recipient of the coveted Nobel Peace Prize.

Read about [Dr. King's](#) awe-inspiring legacy and life, and the lessons he fought-and died for at the age of 39-to instill in all of us.



KRA'S LATEST NEWS



Connect with us!

FOLLOW US ON LINKEDIN

As a national leader in **#workforcedevelopment**, we invest in our teams to produce trusted operational results for all our valued external and internal customers-clients, businesses, job seekers, and employers. Join us on LinkedIn today and stay connected! **#KRA@Work**

[VISIT KRA'S LINKEDIN](#)



Tune into our podcast!

KRA'S THE HUB

Welcome to **KRA's The Hub**, the official podcast of KRA Corporation. You can subscribe to our podcast on Spotify, Apple Podcasts, or wherever you listen to podcasts. Get ready to hear workforce topics and trends you need to know on the go!

[KRA'S THE HUB ON SPOTIFY](#)