

WELCOME TO OUR NEWSLETTER

KRA@Work

we're so glad you're here!



A HOLIDAY MESSAGE FROM THE KRA EXECUTIVE TEAM

'Tis the season to reflect, appreciate, and celebrate! As the holiday season approaches, we wanted to take a moment to express our sincere gratitude for your unwavering support and partnership throughout this year.

Your dedication to workforce development, your commitment to building a skilled and inclusive workforce, and your unwavering belief in the power of education and training have been truly inspiring. Working alongside you in this industry is an honor and an immense source of pride in creating opportunities, transforming lives, and making a tangible impact on our communities.

We wish you moments of joy, peace, and togetherness, and look forward to the opportunities that lie ahead in the coming year in our shared commitment to shaping the future of workforce development, and continuing to innovate, adapt, and discover new ways to support and empower individuals in their pursuit of career success.

On behalf of the entire KRA family, the Executive Team extends warmest wishes for a joyful holiday season and prosperous New Year, and gratitude for your continued trust and partnership.

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Workforce Wednesday

NAVIGATING THE HOLIDAYS WITH UNEMPLOYMENT: FINDING HOPE AND RESILIENCE

Traditionally, the holiday season is a time of joy, celebration, and togetherness. However, for jobseekers who are out-of-work, or facing unemployment, the holidays can bring added stress, uncertainty, and emotional challenges. Coping with unemployment during this time requires resilience, support, and a positive mindset.

As workforce-development professionals, we can play a key role in assisting our customers navigate the holidays while dealing with unemployment, and supporting them in finding hope, and ultimately emerging stronger.

1. **Managing Emotions** – Provide resources for mental health services or support groups.
2. **Embracing the Spirit of Gratitude** – Encourage a mindset of gratitude to help shift focus onto other positive aspects of life, such as relationships, experiences, and past accomplishments.
3. **Setting Realistic Expectations** – Suggest creating meaningful moments rather than extravagant gifts or celebrations. Engage in low-cost activities such as volunteering, engaging in hobbies, or spending quality time with loved ones.
4. **Focusing on Personal Development** – Encourage using this time to invest in personal growth and development, by taking advantage of online courses, workshops, or certifications.
5. **Seeking Seasonal Opportunities** – Suggest accepting seasonal or temporary work, while waiting for the right employment opportunity.

'Tis also the Season to be Hopeful!



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!

[LEARN MORE](#)

KRA Corporation, a national leader in workforce-development services since 1981, provides businesses with a trained and reliable workforce by preparing jobseekers for today's competitive workplace and global economy - guided by three **Principles**: **Knowledge**, our foundation for creating **Innovative** solutions; **Responsibility**, our promise to continuously offer **Exceptional** services; and **Achievement**, our **Performance** record of delivering **Trusted** results.

The breadth and depth of KRA's expertise is rooted in our 40+ years' experience, collaborating with federal, regional, state, and municipal funding agents, and developing our **People**, who as thought leaders and subject-matter experts are regularly selected as Presenters and Facilitators by our industry's most prestigious associations, e.g. NAWB, NAWDP, NAJA, CWA, and SETA.

KRA nurtures strong compatible **Partnerships** within the communities we serve, leveraging and sharing information and resources that substantially expand the capacity of our Business- and Career-Services **Programs**. We are in the life-changing business, guided by the conviction that effective program operations equal effective **Real Life Impact** that improves the long-term economic circumstances of our customers and their families.

Latest News

KRA CELEBRATES...

"On December 12, 2023, the Reno EmployNV Business/Career HUB was back on 2 NEWS with, 'If you're looking for a new job heading into the new year, the state of Nevada has programs and services to get you on the right path'....'Nevadaworks, Northern Nevada's hub for job seekers and employers, helps with training and certification in 13 Nevada counties.'"

Read More: [KRA Reno Business/Career HUB on TV Again!](#)

"KRA is fortunate to support its WDB-partners that champion fairness and equal opportunity... As a Black-owned enterprise with 42 years' experience, KRA appreciates firsthand how minority-owned businesses offer a wealth of untapped talent, providing unique perspectives, cultural knowledge, and diverse skill sets that enrich the workforce and drive economic growth within marginalized communities, benefitting both jobseekers and employers alike..."

Read More: [Fostering an Inclusive Supplier Pool: WDBs and Minority-Owned Businesses](#)

"On December 7, 2023, House Committee on Education and the Workforce Ranking Member[s]... introduced H.R. 6655, [A Stronger Workforce for America Act](#)... Knowlton R. Atterbear, KRA President & CEO, commented, 'We are extremely excited about the new WIOA-reauthorization, which is needed desperately for KRA to better serve our WDB clients, our Business Services partners, and our Career Services jobseekers'..."

Read More: [New WIOA-Reauthorization Bill Is a Name...and Game...Changer!](#)

Check out this month's [Latest News](#) Articles in our [Newsroom!](#)



KRA'S LATEST NEWS

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Join us on LinkedIn today and stay connected! We invite you to check out our community events, and visit our Jobs and Life page for a glance at KRA's workforce culture.

[#KRAatWork](#) [#KRAlife](#)
[#workforcedevelopment](#) [#reallifeimpact](#)

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Tune into our podcast! KRA'S THE HUB

In this episode, **Jonathan Overall**, Senior Director, Workforce Operations, provides an inside look at his own career journey and the experiences that led him to his current role overseeing workforce-services programs across the country. Discover KRA's 40+ years' culture of developing leaders from within the organization, and the value that KRA places on innovation and people. Jonathan also shares what you can expect from KRA's The Hub in 2024!

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