



FOR IMMEDIATE RELEASE

Aug 7, 2009

For more information, contact:

Steven Wright, Director
Economic Development

City of Chesapeake

(757) 382-8040

or

Laurie R. Baggett

The "It" Factor Job Club

Email: lrbaggett@mac.com

(757) 619-5191

**Chesapeake Economic Development Partners with
"It" Factor Job Club to Advance Innovative Workforce Concept**
*- Local Job Club Sponsored by National "Good Morning America" News
Show -*

Chesapeake, Virginia - The City of Chesapeake, Economic Development Department, is excited to partner with the "It" Factor Job Club to advance a new, formalized workforce concept, "gaining employment through service." Launched in October 2008, the Club has achieved a 100% success rate and the 13 original job club members have all netted results by landing new jobs; starting entrepreneurial ventures and pursuing advanced education. All activities originated in Chesapeake from concept implementation to weekly meetings with the first job club member obtaining employment with locally owned, Web Teks, Inc.

Laurie Baggett, co-founder of the "It" Factor, is gearing up for the second round of job club recruits. The job club is based on an innovative initiative started by Tory Johnson, founder and CEO of Women for Hire and *Good Morning America* Workplace Correspondent. The City of Chesapeake, Economic Development Department, and "It" Factor's collaborative effort will advance mutual goals of identifying local companies for externships and job opportunities for talented professionals. Information will also be shared on the City's community service groups. "By leveraging our resources, I fully expect the "It" Factor to advance quickly to the next level and this innovative concept to spread throughout the City and the Hampton Roads region," states Baggett.

Steven Wright, Director of Chesapeake, Economic Development Department, remarks, "It's exciting to see Chesapeake serve as the base for this non-traditional workforce concept and garner national, regional and local media attention. Our website, www.yeschesapeake.org, will have a special feature where job club members can search for business externship opportunities; check out new companies locating to the City; research existing companies creating new jobs; and peruse listings of community service organizations."

Plans are also underway to jointly host an "It" Factor Job Fair at the Chesapeake Conference Center this October.