



Biography: Ken Whiting



Ken Whiting is an industry expert on providing solutions for teenage workforce challenges. His WAVES for Success program teaches companies what inspires teens, and young adults, to participate, contribute and excel. His new book, “WAVES for *Teenage Workforce Success: How to Recruit, Educate, Motivate and Retain Today’s Teens*,” provides insights for businesses in every industry.

He lectures regularly on the subjects of Teenage Workforce and Supervisory Success, to organizations that employ and develop youth. He has employed thousands of teens and young adults, and continues to focus on ways of understanding, in today’s culture, what inspires them to participate, contribute and excel at work.

Topics of Presentations:

1. How to Recruit, Educate, Motivate and Retain *today’s* teens and young adults
2. How to Develop New Leaders for Today...and Keep them for Tomorrow.

Industry Experience

Ken has committed his professional life to working within the recreational, leisure-time, and restaurant industries, focusing on strategic sales building programs, customer service initiatives, and the motivating and training of a large entry-level workforce. He has spent nearly 30 years, managing his family’s food service business at the Santa Cruz Beach Boardwalk. Ken also consults with similar types of businesses, providing cost effective solutions to growing revenue and decreasing costs.

Ken has chaired of the Food & Beverage Committee for the International Association of Amusement Parks and Attractions (IAAPA). He is a past president of both the Santa Cruz Area Chamber of Commerce and Rotary Club, past board member of the local Conference & Visitors Bureau, and Restaurant Association, and been a volunteer with many industry, charitable, church and civic organizations.

Recent Testimonials:

“Nobody knows more about the teenage workforce than Ken Whiting. Our attendees gave him top marks for his perceptive insight into this key group of employees. Top class information from a top class presenter. You won’t leave one of his seminars without several ideas for improving your team.” *Eamon Connor, Senior Education Program Manager, IAAPA*

“Without you, our event wouldn’t have been as successful as it is. Your program was fascinating and important to the delegates.” *Stephanie Azores, Program Manager, Western Fairs Association*

“Ken’s presentations were money well spent!” Dan Smith, President, Hot Dog on a Stick.

Top 3 Areas of Expertise:

- Teenage Workforce Expert
- Workplace Improvements
- Leadership

Key Selling Points:

- Grow Sales & Profits
- Improve Customer Service
- Develop Retention Programs
- Provide Recruiting Strategies
- Decrease Employee Turn-over
- Inspire Management Motivation
- Create a Vibrant Work Environment
- Better understanding of Today's Teens

Top 3 reasons to have Ken Whiting at your next event:

*Over 30 years managing Generation Y and frequently appears/quoted in national media (i.e. Investor's Business Daily, Yahoo, etc.)

*Author of *WAVES for Teenage Workforce Success*.

* Keynote speaker for hundreds of executives, business owners, and managers since 2003.

Ken's Most Requested Programs:

How to Recruit, Educate, Motivate and Retain today's teens and emerging workforce.

Your success depends on the service delivered by those closest to the customer. And for thousands of businesses that means... teenagers! At times, they may confuse and frustrate you with their ability, ambition, attendance, attitude and appearance. However, when you tap into the enthusiasm and efficiency that they can deliver, they will excel at work and increase their contributions and commitment.

ROI Statement

"With cost of turnover for an hourly, entry level employee exceeding \$3,000, it's critical that businesses take a fresh look at how to engage today's teens and young adults. You cannot manage them in the same manner as when you were a teen, without increasing your costs, and frustration. Generally, teens hold positions that are the most critical to a business's success...the ones closest to the customer. Our WAVES system has proven strategies that will decrease turnover, improve customer service, inspire your management team, and improve sales and profits."

A growing list of Publications that have written about WAVES for Success and Ken Whiting.

1. Investor's Business Daily. August 21st, 2008.
2. Yahoo Business. August 2008
3. The Canadian Employers. June 2008
4. Tyler-Courier-Times. June 29th, 2008
5. The Nova Scotia Business Journal. The Daily Buzz. "Recruit today's best teenagers" April 7th, 2008.
6. The Nova Scotia Business Journal. The Edge. "Catch the WAVES." Fall Edition, 2008.
7. College Recruiter.com. "Stand Out from the Crowd." June, 2008
8. College Recruiter.com. "Keep Your Resume Under Cover." June, 2008
9. NewsHerald.com. June 27th, 2008.
10. My Article Archive.com. "Eight Ways to Recruit Today's Best Teenagers." June, 2008
11. My Article Archive.com. "Catch the WAVES: Motivating Today's young workforce." August, 2008
12. St. Clair County Journal. August 2008.
13. Aquatic Exercise Association. August 11th, 2008.
14. The TandD.com. July 10th, 2008.
15. Reliable Plant.com. August 5th, 2008
16. Edwardsville Journal. August 5th, 2008
17. Courant.com. August 4th, 2008.
18. Sun Times Magazine. September 2008. Vol. 12. Issue 8
19. Business West Online. "8 ways to Recruit today's best teens" July 7th, 2008
20. Business West Online. "Next-Generation Ideas" December 29th, 2008
21. Looking Fit.com. "5 Principles for Motivating Teen Employees" August 8th, 2008
22. Looking Fit.com. "Connect with your Younger Workers" December 1st, 2008
23. Off-Road Business Magazine. October, 2008
24. Leader Excel.com. October, 2008.
25. Restaurant Hospitality Magazine. October 2008.
26. Prairie Business Magazine. October 2008.
27. Professionally Speaking Magazine. Fall 2008.
28. Produce Merchandising.com. November 2008.
29. Dietary Manager Magazine. October 2008.
30. Official Newsletter of the Wisconsin Green Industry Federation. August 2008
31. Detroitersonline.com. November 11th, 2008.
32. Tucson Citizen.com. November 2008.
33. Canadian Pizza Magazine. "Recruiting the best Teenagers: 8 Ways." December 12th, 2008.
34. Mann on the Street Magazine. December 2008.
35. Convenience Store Decisions. October 2008.
36. PHCC Newsletter. November 2008.
37. BrainBench.com. Newsletter. Volume 2. Issue 4. September 2008.
38. Whitehutchinson.com. Leisure News. January 2009.
39. Country Folk Growers. December 2008. Volume 17. Number 11. Section one of two.