

**Reimagining Your Workforce**

*“This is the moment that will define our organizations for the next 10 years.  
The actions we take now will shape our foreseeable future.”  
Eric Gurley, President & CEO, Immanuel*

2020 highlighted the critical importance of front line workers across the Lutheran Services in America network. From Certified Nursing Assistants to Direct Service Professionals, Child Care Workers, Social Workers, Nurses, Maintenance Workers, Housekeeping, and many more, they are the ones caring for vulnerable people during this once-in-a-life time pandemic and persevering under the most trying conditions.

We continue to lift up their life-saving work daily in our [Front Line Heroes](#) stories and compile them into [digital editions](#) to share broadly.

On January 19 and 26, we will continue our CEO Summit Series: 2020-2021 with a two-part segment on [“Workforce: Reimagining Your Most Trusted Assets.”](#) As the #1 issue facing our members across the country, we have brought together outside thought leaders—[Carolyn Cawley](#), President of the U.S. Chamber of Commerce Foundation—along with innovative leaders in the network including Linda Timmons of Mosaic, Eric Gurley of Immanuel, Darrell Gordon of Wernle Youth and Family Treatment Center, John Kotovsky of Lutheran Senior Services, Larry McReynolds of NYU Langone Family Health Centers, and Kathie Bender Schwich of Advocate Aurora Health—to share emerging workforce trends and innovations and ways they are addressing the emotional toll on front line workers, redesigning benefits to better meet the needs of front line workers, addressing diversity, equity and inclusion in their organization, and recruiting more deeply into their community to attract workers.

Interactive discussions will be held in our unique high-trust environment where your peers are collaborators and not competitors. Where people share not only what’s worked for them, but what hasn’t--which is where real learning takes place. [Join us](#) January 19 and 26.

Finally I want to acknowledge and condemn the violence and vandalism at the U.S. Capitol last week and to thank those of you who reached out to make sure our team was ok. As Christians we live out our baptism in our church, home, work and in civil society. We work for reform through peaceful civic participation to ensure a free, just and civil society.

In gratitude for all that you do,



Charlotte Haberaecker  
President and CEO