



# PUBLIC SAFETY SYMPOSIUM

## PUBLIC SAFETY RECRUITMENT, ONBOARDING & RETENTION IN THE 21ST CENTURY



“UNDERSTANDING THE NEXT GENERATION OF LEADERS”

THURSDAY, JANUARY 11, 2024 | 8:00 AM – 4:30 PM

The public safety profession is experiencing significant challenges with recruiting, hiring and retaining quality employees. The next generation of employees are here and the question is, are you going after them or are you doing it the way you have always done it.

This one-day event is designed to provide public safety executives and professionals the opportunity to learn more about the next generation of employees and how to leverage that knowledge to recruit, hire and retain our next generation of public safety leaders.

### FEATURED SPEAKERS



#### A Recruitment Success Story Through Culture Change

**W. PAUL LEBARON**

Chief of Police, Hermosa Beach Police Department



#### Thinking Outside The Box

**JOE POELSTRA**

Sergeant, Hermosa Beach Police Department



#### Redesigning Public Safety Recruiting; Leveraging Cognitive Diversity

**JACOB GREEN, MPA**

President/CEO, Jacob Green & Associates

*This symposium will also feature panel discussions with a group of next generation employees and command staff who will share their successes with recruiting and hiring.*

### REGISTER ONLINE

Scan the QR code to register!  
or visit  
**EmbassyConsultingServices.com**



### IN COORDINATION WITH



**JACOB GREEN  
& ASSOCIATES**

### WHO SHOULD ATTEND

Personnel responsible for recruiting and hiring are encouraged to attend as well as Chief's and executive level officers.

Registration is open to all sworn and civilian employees working in local, state or federal public safety.

### LOCATION AND COST

**San Mateo County Sheriff**  
**Regional Operations Center Training Room**  
501 Winslow Street  
Redwood City, CA 94063

**\$195** - Fee includes continental breakfast and afternoon snacks. Registration is on a first come, first serve basis. Please register online early to ensure you can reserve your seat. There will not be on-site registration and Embassy reserves the right to restrict or deny enrollment to any individual.

*\*No refunds, however substitutions will be permitted.*