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## **Best Buy receives Rockin' the Future award at RockStars@Work Conf.**

November 24, 2009 - Retail

Best Buy, Cargill, I Love Rewards and Greater Mankato Growth, Inc. were honored at the RockStars@Work Conference in Minneapolis on October 20. The event was the nation's first generation-themed business conference teaching leaders to better relate to the next generation of workers and address the approaching talent gap in America's workforce. The RockStars@Work Conference drew hundreds of business and non-profit leaders from all over the country focused on learning how to bridge the talent gap, obtain tools for succession planning, and learn about the workforce trends preferred by younger generations.

Best Buy was honored with the Rockin' the Future Award, an exclusive award recognizing a company's steadfast dedication to the development of young talent within its organization. Best Buy was honored for the company's exceptional efforts at bridging the talent gap.

To be eligible for the honor, Best Buy had to meet specific criteria, including the placement of young professionals (under 40) in key leadership or decision-making roles; active training programs to aid young professionals in reaching their career goals; and an outreach effort targeting college-aged students or younger.

Cargill and I Love Rewards received Next Generation Employer of Choice Awards for extraordinary - and proven - methods for reaching a younger workforce.

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