

WBL & Counselors' Workshop

Your Toolkit for Construction Career Pathways at Construction Ready's
2026 Career EXPO Georgia

This interactive workshop equips Work-Based Learning Coordinators and Career Counselors with tools and shared language to confidently guide students toward future-forward construction pathways. Participants will hear real industry insights, connect with construction leaders, and engage in a guided CareerEXPO experience to shift mindsets beyond traditional post-secondary routes. Designed to empower educators to take practical resources back to their schools and expand student pathways.

KEYNOTE SPEAKER: Laura Potts, AGC Georgia

"Better Together: Strengthening Georgia's Construction Talent Pipeline"

Laura Potts, *Director, Member Engagement & Workforce Development* at AGC Georgia, was named the 2024 High School Counselor of Impact and a semi-finalist for Georgia Counselor of the Year during her tenure as a Cobb County high school counselor. She brings a decade of experience in education, where she led her counseling department and launched "Trade Talks" to connect students, counselors, and educators with skilled trade career pathways. In her current role at AGC Georgia, Laura builds strong relationships with construction employers, connects education partners to workforce resources, and helps bridge the gap between schools and industry to strengthen Georgia's construction talent pipeline. Laura is passionate about empowering counselors with the tools and language needed to expand student pathways and workforce opportunities.



**Friday,
February 20**
9:00 a.m. – 3:00 p.m.



**Georgia World
Congress Center**
Hall A / Room A311
285 Andrew Young
International Blvd. NW
Atlanta, GA 30313

WORKSHOP HIGHLIGHTS:



Student-ready
resources and
real-world insights



Interactive, guided
CareerEXPO
floor walkthrough



Complimentary
lunch



Industry-led
breakouts and Q&A



Counselor and
work-based
learning tools



\$1,000+ in
prize giveaways



Career
Champion
Awards

Register at ConstructionReady.org/career-expo/georgia

Click the **Schools** registration button and select the **WBL and Counselors' Workshop** ticket. Nominate a Work-Based Learning Coordinator or Career Counselor Champion! Career Champion Awards presented at the event.

Questions? Contact Elise White at elise.white@constructionready.org.



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