

## Job Force Board Talks With Elliot Forsyth Of The MEDC



*Elliot Forsyth, Michigan Economic Development Corporation; Greg Andrews, Executive Office for Governor Snyder and Kel Smyth, NewPage and Job Force Board member attend the quarterly meeting.*

Michigan Works! The Job force Board recently held its second quarter board meeting and strategic update for 2011. The Board was pleased to welcome Elliot Forsyth, vice president-chief operating officer, talent enhancement at the Michigan Economic Development Corporation (MEDC) and Greg Andrews from the Executive Office for Governor Snyder to the discussion.

The meeting was a chance for the board members to get together and give updates on economic and workforce development efforts being carried out by the board. The day was also an opportunity to exchange ideas and information with Elliot Forsyth from the MEDC. Forsyth helps drive operational efficiency and effectiveness in the state's workforce development and adult education programs. The opportunity

to discuss the state's plans and share local efforts with Forsyth was valuable as the Job Force Board continues to align its efforts with the state.

Board members gave updates on the projects their committees and Regional Skills Alliances (RSA) are currently working on. Tony Retaskie, UP Construction Council, provided comments on the UP Construction Trades RSA. The Construction Skills Day was held recently and Retaskie shared the successful outcomes from the event which challenges youth to build a structure according to a specific set of plans.

Al Hendra, UP Health Care Roundtable/RSA Chair, provided comments to the group and gave a historical perspective on this pre-RSA partnership, formed in 2002, with Marquette Gen-

eral, OSF St. Francis and Michigan Works! The Job Force Board, to address workforce pipeline shortage in the nursing field.

Steve Pontbriand from Systems Control in Iron Mountain and RSA chair gave updates for the UP Regional Industrial Manufacturing Skills Alliance. Pontbriand discussed the important goals and strategies for the RSA including communicating to our community that manufacturing is an excellent career choice. He also gave an update on the successful Lego Robotics youth camps starting again this summer.

Delta Tourism RSA activities were reported on by Vickie Mischeau, Delta County Chamber of Commerce Director. Mischeau discussed the alignment of the RSA to the Pure Michigan campaign and the annual customer service program held recently at the Island Resort and Casino with Rick Olson as presenter.

The Procurement Technical Assistance Center (PTAC) and the Michigan Small Business & Technology Development Center (MI-SBTDC), which are hosted by Michigan Works!, also shared information with attendees on their activities. The trifecta of Michigan Works!, PTAC and the MI-SBTDC work closely together and with many partners to assist businesses and enhance economic development efforts in our region.

The Job Force Board engages in an ongoing strategic planning process to identify strategies, actions and measurements that will create and maintain a healthy and growing economy, equipped with a local workforce that has the knowledge and skills needed by business in a technological and competitive marketplace. For more information call 906-789-0558.

### INSIDE THIS ISSUE

- Page 2:** Brute Industries, Creator Of Race Ramps™, Sets The Pace For Business Growth
- Page 3:** Developing New Business Opportunities For The U.P. In Green Aviation; Jon Johnson, Valued Job Force Board
- Page 4:** Heritage Stoney Corners Wind Farm Tour
- Page 5:** \$3 Billion Initiative Invests In Michigan; Welding Training Fills Business Needs
- Page 6:** Panel Discussion - How To Do Business With Prime Contractors; IT Bites: Keep Your Business Information Safe
- Page 7:** Engineered Machined Products Teacher Tour



# In The Spotlight

For 28 years, Richard Heinz was a retail business owner. His company, Great Lakes Energy Systems at 1930 North Lincoln Road in Escanaba, sold fireplaces, hot tubs, and alternative energy systems. Eager to take the business to the next level, Rich opened a second store in Marquette. Unfortunately, the timing was bad and in 2004 Heinz was forced to close not only the Marquette location but his flagship Escanaba store as well.

After this unhappy ending, Rich was reluctant to jump into another business venture. But the entrepreneurial life was hard to give up, and besides, Heinz had a revolutionary idea.

One of Heinz' projects at Great Lakes Energy Systems was a new design for a hot tub cover. Existing covers were heavy and tended to hold moisture, giving them a product life of only a few years. Rich began using high-density foam to create a light-weight, long-lasting cover.

Around the same time, a friend bought a 2003 Corvette and had trouble driving the vehicle up onto standard car ramps. While driving one day, Rich suddenly wondered whether the foam from his hot tub covers could be used to create a workable ramp. "My friend had this problem and I thought maybe I could help him out," Heinz recalled. "I was working with the materials already, so I cut a ramp from it. I had a tractor at home, and I drove over the foam to test its durability." It worked.

Richard called his new product Race Ramps™ and began manufacturing them in his garage in Gladstone. In 2005 he founded a company, Brute Industries, with his wife, Jane Heinz. Like a phoenix rising from the ashes, the new venture was launched in the same building that once housed the fireplace store.

Rich wasted no time getting his product to market. While the patent was in process, he manufactured ramps, perfected his design, and began the tough work of finding his first customers. Once again, persistence was key. "The first sale is always the hardest," Heinz said. "My first customer was Mid America Motorworks in Effingham, Ill. - a catalog that caters to after market parts for the Corvette industry. I stayed on them until they put [Race Ramps™] in." Soon, the four other catalogue companies catering to Cor-

## Brute Industries, Creator Of Race Ramps™, Sets The Pace For Business Growth *By Christina Henderson*

vette owners called on Brute Industries wanting to carry their products.

At one point Heinz was propositioned by the catalogue houses to move production offshore and make Race Ramps™ more cheaply. He declined. "Too much stuff is made in China," Rich explained. "How can you export jobs and expect people here to have money to live? It's like throwing out the baby with the bath water. It's crazy. You have to have a base of employment, especially in manufacturing."

Handcrafted in Escanaba, Michigan, Race Ramps™ are constructed of one solid piece of high-density polystyrene and a hybrid polyurea coating. They're extremely lightweight, portable, and virtually indestructible. A pair of 56 inch ramps weighing just 10 pounds a piece can hold up to 3000 pounds of weight. Unlike other car ramps on the market, Race Ramps™ will not slide or damage the floor surfaces and are 100% solid.

Brute Industries is differentiated by the company's extraordinary commitment to innovation. Heinz continues to file patents and trademarks for new designs, and his goal is to roll out at least four new products a year. This strategy garners Brute Industries a great deal of attention at trade shows where industry insiders are always looking for what's new. Race Ramps™ products won a Specialty Equipment Manufacturer's Association (SEMA) International New Product Award in 2006 and SEMA Global Media Awards in 2008. In 2009 Race Ramps™ were featured in Car and Driver magazine after a writer found them at SEMA.

The company's focus on research and development and savvy marketing tactics have led to exponential growth. Sales volume tripled in the last three years and continues to grow. In five years Heinz went from employing only himself to a staff of 16. When demand for Race Ramps™ recently pushed production capacity to the limit, Heinz moved operations to a new location down the road with three times the space and put the fireplace building up for sale. Brute Industries is gaining momentum and doesn't seem likely to slow down any time soon.

Where Richard Heinz once fought to get his product into the hands of even one niche automotive customer, today he's creating custom ramps and displays for giants like General Motors, Mercedes, Mazda, and Harley Davidson. Brute Industries is reaching new categories of car enthusiasts as well, marketing the company's products to owners of older, classic cars like

those featured in Goodguys car shows or the local Fun Run.

Though Race Ramps™ are made exclusively in Escanaba, very few of the company's products are sold locally. Rich Heinz notes, "It's pretty wild when you ship more stuff overseas than we've sold in the entire state of Michigan." Race Ramps™ are sold internationally through distributors in Australia, Switzerland, South Africa, England, France, and the Philippines. Though Heinz believes wholeheartedly in the superiority of Race Ramps™ he admits, "I never thought they'd be as popular as they are."

Rich's decision to produce his product here in Escanaba, rather than China, may have cost him a few dollars and a few customers. But it won him the satisfaction of employing 16 people in his community. Where will new jobs come from in the Upper Peninsula? It's entrepreneurs like Rich Heinz who will create them.





(Photo Courtesy of Northern Waters Photography/Sean Depuydt)

**Will Carne**

**President Michigan Works! The Job Force Board**

The Upper Michigan Green Aviation Coalition recently held the second in a series of three conferences at the Terrace Bay Inn in Gladstone. Nora Viau, the Delta County Manager gave the opening address and welcomed the group. A presentation was provided on Michigan Small Business Technology and Development Services as well as information on grants and funding opportunities around green manufacturing and R&D. Additionally Dave Goudreau, President and Chief executive Officer of Northern Wings Repair and Brad McPhee, President of Creative Composites shared information on industry specifics from the local perspective.

There were two keynote speakers. Joaquim R. R. A. Martins, Associate Professor from the

## Developing New Business Opportunities For The U.P. In Green Aviation



**Upper Michigan Green Aviation Coalition recently held the second in a series of three conferences at the Terrace Bay Inn in Gladstone**

Department of Aerospace Engineering at the University of Michigan Aircraft Design Optimization for Minimum Environmental Impact discussed application of his research in MDO to the design of aircraft. Michael A. Rothmeier, P.E. from Simple Solutions Consulting Inc. presented information about Lean and Green Manufacturing processes.

The Upper Michigan Green Aviation Coalition is a group of private and public sector members and stakeholders who are participating in the creation of an industry cluster surrounding the concept of green aviation. The membership is comprised of companies and industry experts from around the world including Switzerland, France, Canada and the United States.

The mission is to join private and public sector partners across the Upper Peninsula of Michigan and bordering regions, with experts from throughout the world, to develop new business opportunities; create jobs; develop new employee categories; promote investment; develop and commercialize advanced technologies; promote collaboration among cluster partners; and expand existing third-party business and financing services within the field of green aviation.

For more information about the Upper Michigan Green Aviation Coalition visit [www.migreenaviation.com](http://www.migreenaviation.com).

## Jon Johnson, Valued Job Force Board Member



Jon Johnson is currently the General Manager of Manistique Papers, Inc. and has been with the company for 28 years. Jon received his Bachelor of Science Degree in Electrical Engineering

Technology and his Associates Degree in Computer Engineering Technology from Lake Superior State University. He is also a graduate of the University of Chicago Executive Education Program. Jon has been a valued Job Force Board Member for 5 years and is also an active mem-

ber of the Upper Peninsula Regional Industrial Manufacturing Skills Alliance (UP-RIMSA).

Jon takes great pride in his role on the Job Force Board as well as UP-RIMSA. "Being a member of UP-RIMSA gives me the opportunity to discuss common concerns with other UP manufacturers on a variety of topics that challenge every business in the UP," commented Jon. "The added bonus is being able to interact with the local educators and the Michigan Works! staff to brain storm ways to promote UP manufacturing and to attract new employees to our respective industries."

When asked what the biggest accomplishment of The Job Force Board has been since he

became a member, Jon said, "Pulling together the different sectors of business in the UP, i.e. Tourism, Healthcare, Timber, Manufacturing, Construction Trades, etc. to open the eyes of business leaders to the common problems they face, pointing out the opportunities businesses have and offering guidance to programs or resources that can help resolve issues."

Jon's dedication to economic and workforce development through his leadership role on the Job Force Board as well as UP-RIMSA is valued. Thank you, Jon, for your continued commitment toward making our region a great place to work and live.

# Heritage Stoney Corners Wind Farm Tour

By Vicki Schwab, Director of the Delta County Economic Development Alliance

You can't help but like a company whose motto is, "The answer is blowing in the wind." At Heritage they mean that - literally.

This Traverse City-based company has Michigan roots; their CEO, Marty Lagina, is a native of Kingsford and graduated from Michigan Tech. They have 30 years of energy industry experience, and in 2004 they began development of wind projects in Michigan.

At a recent visit, members of the Delta County planning commission, township officials, and the EDA made the trip to McBain, MI to visit Stoney Corners Wind Farm. The objective was to experience a working wind farm first hand and examine the community impact a project has. Stoney Corners is home to the largest wind turbines of their kind in the United States, and size directly relates to how much energy a turbine can generate.

In evaluating a site, Heritage looks at the wind resource, land base, high voltage transmission access, and community support. McBain was chosen because of the optimal wind resource and community involvement. This project has brought hundreds of construction related jobs to the area, and landowners participating receive lease and easement bonus payments, turbine site payments upon construction, and royalty payments based on production. Heritage also pays personal property tax payments per turbine per year that benefit state, counties, townships and schools.

Heritage has a project manager on site and a team of 4 technicians monitor the turbines 7 days a week, 24 hours per day. The 2000+ acre Stoney Corners project spreads across 3 counties and 4 townships where Heritage has over 20,000 acres under lease. When Phase 2 is complete they will have 19 turbines installed generating 28-30 megawatts which is enough green energy to power over 10,000 Detroit Edison homes.

Seeing the towers up close gives an appreciation for the engineering ingenuity and massive size. Each one rises more than 450' above the farmland and perched on top of the tower is the nacelle (structure that houses all the turbine's generating components) which weighs 218,000 pounds. Getting all the supplies was a study in logistics; for example, the cranes to offload the equipment and assemble the towers are some of the largest in the world.

Heritage's self imposed standards meet or exceed State of Michigan guidelines and industry best practices. They work with farmers to improve access for farming and minimize the impact on the agricultural use of the land; this is evident by the way that the farm rows come right up to the turbines. If it's completely quiet, you can hear a soft whoosh sound of the turbine blades when you are standing directly underneath them; it is so soft that with any normal conversation you cannot hear them. The turbines are designed not to exceed 45 dBA at occupied buildings which is quieter than most household dishwashers.

The turbines were supplied by 3 suppliers, 2 from Germany and 1 from Michigan – Northern Power systems. The group was able to see the North Wind 2.2 turbine in action which uses an innovative permanent magnet direct drive generator that eliminates the need for a gear box and up to 50% of the moving parts of a traditional turbine.

Mike Boccer, from Boccer Farms, has a 300 acre dairy farm with 5 turbines installed. He talked about how he has been working with Heritage folks since they put up their test tower over 5 years ago. He told the group that he's had 300 head of cattle right next to the turbines and there have been no problems at all--they still produce milk, have calves, and eat grain and hay. He noted they haven't had any problems with shadow flicker, birds, or noise. He said Heritage is like a member of their family and he has appreciated the revenue.

Heritage has over 10,000 acres leased in the Garden peninsula for the Garden Wind Farm project. They accumulated 3 years of wind data & are looking at generating 29 MW of wind power for Consumers Energy in Phase 1. They have the Interconnection to ATC & will be in operation by early 2013.

While our tour was taking place, a group from a neighboring high school environmental biology class was also touring the wind farm. One of the students could be heard remarking that working in the renewable energy field would be a very, very cool job. Think about it: Working with global technology and infrastructure, having travel opportunities to learn more and to impact the future of our planet with green, clean energy.

## Upper Peninsula Construction and Skilled Trades Regional Skills Alliance

Solving the Challenges of the Construction Industry through Collaboration

### Mission Statement

To recruit the best and brightest into the construction industry by raising career awareness among parents, students and educators.

### Background

The development of a UP Construction Trades Regional Skills Alliance (RSA) came from concerns of the local building trades that 40% of their workforce is expected to retire by 2010. These concerns have been verified by the Michigan Department of Labor and Economic Growth. According to its Bureau of Labor Market Information & Strategic Initiatives Annual Planning Report, the Construction Industry is one of the top ten industries in Michigan's Upper Peninsula. Labor forecasts from this report project an 8.4% growth rate through 2012. Construction and repair will have a total of 408 openings between 2002-2012, with 118 as new and 291 as replacement.

The UP Construction Trades Regional Skills Alliance is forging partnerships and activities to:

- build the workforce pipeline to meet the construction trades industry needs,
- build skill capacity to ensure a competitive workforce and,
- develop solutions to industry specific challenges.

For more information or to become a member, please contact Jake Steinhauer, Michigan Works! The Job Force Board at (906) 789-0558 ext. 261.

1-800-562-4808 • www.jobforce.org  
Equal Opportunity Employer Michigan Relay Center (1-800-659-3777)  
Auxiliary Aids & Services Available to Individuals with Disabilities  
Affiliated with the Michigan Department of Energy, Labor and Economic Growth  
© Michigan Works! JFB 2011



## \$3 Billion Initiative Invests In Michigan

MACKINAC ISLAND—Michigan's businesses will have new ways to buy and sell, raise capital and connect with each other through Pure Michigan Business Connect.

The new \$3 billion public-private initiative, announced by Governor Snyder and top business leaders at the Mackinac Policy Conference, strengthens the administration's economic gardening philosophy through an alliance of the Michigan Economic Development Corporation (MEDC), State of Michigan agencies and major Michigan companies and organizations.

"Pure Michigan Business Connect is the cornerstone of a new toolkit for economic gardening we are developing that's built on Michigan's broad asset base of strong corporate enterprises, innovative entrepreneurs and rich technology resources," said Governor Rick Snyder.

For years, growing Michigan startup and second stage companies have struggled with the challenges of finding the right talent and access to capital, said Snyder, who personally helped nurture growing companies in his years as a venture capitalist and business executive. Pure Michigan Connect matches people with resources, strengthening relationships to fuel economic growth.

Initial program participants include State of Michigan agencies, Huntington National Bank,

Consumers Energy, DTE Energy, Stage 2 Innovations, Automation Alley, Export Import Bank and economic development partners who joined with the MEDC in making the announcement at a news conference during the Mackinac Policy Conference, sponsored by the Detroit Regional Chamber.

You can find the Pure Michigan Business Connect website at [MichiganAdvantage.org/businessconnect](http://MichiganAdvantage.org/businessconnect)

"This is an invitation to Michigan's business community, companies that have supply needs or funds to lend and those that are looking for new opportunities, all are encouraged to join Pure Michigan Business Connect," said Michael Finney, MEDC President and CEO. "Transforming Michigan's economic ecosystem requires the broad involvement of our state's business community – our largest, most prominent companies along with the newest and least known and those of all sizes and sectors in between – working with local and state economic development agencies."



## Welding Training Fills Business Needs

Marinette, WI - A collaborative effort between Michigan Works!, Bay Area Workforce Development Board, Wisconsin Job Center, and Northeast Wisconsin Technical College (NWTC) – Marinette reached fruition on June 30, 2011, when the first group of 15 participants of the Basic Marine Weld Program graduated. The program consists of a total of 60 participants – four groups of 15 - who will all complete the training by the end of August.

The Basic Marine Weld Program totals 80 hours of experience, with curriculum designed by NWTC staff with input from the staff of Marinette Marine. Participants in the training took classes in Basic to Advanced Flux-Core Arc Welding techniques, Military Standard D248 Training, Safety, and Basic Marine Terminology in addition to earning a 10-Hour OSHA Safety Credential. Each participant was provided with a personalized plan tailored to their particular skill level – to the benefit of both experienced to novice welders.

One of the primary functions of Michigan Works! is to assure that the labor force meets the

needs of regional employers. With this goal in mind, Michigan Works! was actively involved in the initial planning meetings, recruitment and screening of qualified candidates, application design and collection, and worked closely with Wisconsin Job Center throughout the training process.



## COMMUNITY EVENTS

August 3, 2011  
Business After Hours  
Water's Edge Chiropractic  
Time: 5:30 - 7:30pm EST  
Location: Downtown Gladstone-  
In front of 922 Delta Avenue  
For More Information Please Call Delta County  
Chamber of Commerce 906-786-2192

August 8, 2011  
Business Showcase  
Ski Hall of Fame  
Time: 5:00 - 7:00pm EST  
For More Information Please Call Lake Superior  
Community Partnership at 906.226.6591 ext. 106

August 8, 2011  
Toastmasters  
Location: Peninsula Medical Center,  
1414 West Fair, MQT  
Time: 6:30 - 8PM EST  
For More Information Please Call 906.360.9765  
or visit [www.superiorlandtoastmasters.org](http://www.superiorlandtoastmasters.org)

August 17, 2011  
Business Showcase  
Marquette General Foundation  
Location: Marquette General Hospital West Lobby  
Time: 5:00 - 7:00pm EST  
For More Information Please Call Lake Superior  
Community Partnership at 906.226.6591 ext. 106

August 22, 2011  
Toastmasters  
Location: Peninsula Medical Center,  
1414 West Fair, MQT  
Time: 6:30 - 8PM EST  
For More Information Please Call 906.360.9765  
or visit [www.superiorlandtoastmasters.org](http://www.superiorlandtoastmasters.org)

August 24, 2011  
Business After Hours  
Four Seasons Resort/ 9 for 9 Golf  
Time: 5:00 - 7:00pm CST  
For More Information Please Call Dickinson  
Area Partnership at 906.774.2002

August 26, 2011  
Starting a Business Workshop (MI-SBTDC)  
Location: Michigan Works! Service  
Center in Marquette County  
Time: Noon - 2:00 pm EST  
For more information call Michigan Works!  
at 906.228.3075

August 31, 2011  
Starting a Business Workshop (MI-SBTDC)  
Location: Michigan Works! Service  
Center in Delta County  
Time: Noon - 2:00 pm EST  
For more information call Michigan  
Works! at 906.789.9732

August 31, 2011  
Business After Hours  
Rotary Club Escanaba  
Location: Camp Harstead  
Time: 5:30 - 7:30pm EST  
For More Information Please Call Delta  
Chamber at 906.786.2192

August 31, 2011  
Business After Hours  
Holiday Inn/Alzheimer's Association  
Time: 5:00 - 7:00pm EST  
For More Information Please Call Lake Superior  
Community Partnership at 906.226.6591 ext. 106

# Panel Discussion - How To Do Business With Prime Contractors



**Glen Simula, President of GS Engineering, Inc. addresses the audience during a panel discussion.**

Upper Peninsula companies were highlighted during a panel discussion on June 9th, when companies from across Michigan attended a conference at the Grand Traverse Resort to learn how to do business with government prime contractors, the Tank Automotive Research, Development and Engineering Center (TARDEC) and the Tank Automotive and Armament Command (TACOM). The event was hosted by the Procurement Technical Assistance Center (PTAC) along with the Northwest Michigan Council of Governments and Michigan Works! The Job Force Board.

The conference started with a presentation from the Small Business Administration (SBA) explaining their programs and recent changes to the SBA socioeconomic categories. A presentation from TARDEC followed with information about the many ways to do business with them. TARDEC partners with industry and academia

to harness new technologies for emerging systems, integrate new energy and propulsion alternatives, reduce operating and maintenance costs for existing systems, and ensures our soldiers have the best performing, most reliable and easiest to maintain ground vehicles in the world. TACOM ended the presentations with information about their Life Cycle Management Program for ground vehicles.

The highlight of the conference was the panel discussion on how to do business with the government and its prime contractors. Representatives from General Dynamics Land Systems (GDLS) and companies from Northern Michigan that have been successful pursuing work with prime contractors and direct work with the government were panel participants. There were three buyers from GDLS that answered questions during the panel and met with companies after the conference to discuss subcontracting opportunities. During the panel, GDLS spoke about the importance of companies desiring to be one of their subcontractors having their "I's" in order. When they talked about the "I's" they were referring to certifications for ISO – International Organization for Standardization and ITAR – International Traffic in Arms Regulations.

The panel discussion was dominated by the three Upper Peninsula companies on the panel. Dave Goudreau, President of Northern Wings Repair, Inc. from Newberry provided entertaining examples of the stringent requirements his company went through to get started working for the government. Glen Simula, President of

GS Engineering, Inc. in Houghton answered questions from the audience concerning their government contracting. Rob Hale, Director of Defense Programs with the Oldenburg Group, Inc. from Kingsford talked about his company's experience performing government work as both a major prime and subcontractor.

One of the Upper Peninsula attendees at the conference was Steve Hillstrom, President of Xeratec Corp. located in Houghton. Steve said; "The panel provided real life examples of issues that small businesses have working with prime contractors. It also gave insight on what primes are expecting and how they really do sales in every day real life, not just in theory. It validated many of the things we're already doing, but also gave us many new fresh ideas that really work. We walked away feeling more confident than we have from any other sales seminar. A key component was having the subcontractors and the primes talking back and forth discussing their pitfalls and successes and even contradicting one another was good as it flushed out many issues."

The PTAC and Michigan Works! The Job Force are continuously working with prime contractors and government agencies to provide events that may lead to government work for Upper Peninsula companies. The PTAC is a not-for-profit organization providing no cost government contracting assistance to small businesses. For more information about services provided by the PTAC, contact Don Makowski at (906)789-0558 x244 or [dmakowsk@jobforce.org](mailto:dmakowsk@jobforce.org)

## IT Bites: Keep Your Business Information Safe



**Beau Boden, CIO Michigan Works! The Job Force Board, has been named Vice President for Michigan InfraGard.**

Last month I gave a quick overview on data breaches and a couple of steps to mitigate the damage caused by them. This month I want to give you a little bit more insight into how some of these are happening.

Of particular concern should be those small businesses that are relying on the Internet to reach customers. As is the case with most things, it is only a matter of time before the opportunity to illegally make money is realized. In this case, the basic premise is that small businesses lack the technological savvy or resources to address being infected with Mal-Ware. Of course there are exceptions, but the trend is showing that small businesses are definitely experiencing more attacks. One of the main problems of this is that they may not even be aware of it. (Insert soapbox) This is why it is so important to have a strong password, change the password

regularly, and DO NOT share it. By using stolen or bought (remember the EBAY for crooks concept) passwords, hackers can get control of your website and use your web server to deliver more malware or steal information. It may cost you tens of thousands of dollars to "dis-infect" your systems, how you measure your credibility with your customers is the real price.

It is very easy to set up a website and get "online", but it's just not that easy to do it in a manner that protects your investment and reputation of your business. The virus of yesterday may still be a concern, but the bad guys have moved on, you need to as well. Make sure in addition to the password tip earlier, you invest in a comprehensive protection suite that is capable of detection and removal of Trojans, spyware, adware, root kits and the old school virus.

# Engineered Machined Products Teacher Tour



**Teachers toured Engineered Machined Products in Escanaba**

Several Teachers from around Delta County experienced new manufacturing practices in today's world recently. Michigan Works! The Job Force Board, in partnership with the Regional Industrial Manufacturing Skills Alliance, organized a tour for teachers at Engineered Machined Products.

The tour was guided by employees of Engineered Machined Products, entertaining the group with numerous robotic and automated

manufacturing processes used to produce a product. The event is one portion of an overall initiative to revitalize interests in the manufacturing career by educating teachers, parents, and students.

Tours for students and parents were held in late February as the kickoff for this initiative to inform students and parents of the many manufacturing opportunities. The overarching goal of the Regional Industrial Manufacturing Skills Al-

liance is to bring together representatives from manufacturing, economic development, education, workforce development and other stakeholders to discuss and address issues common to the manufacturing community.

Teachers were surprised to see just how much grandfather's manufacturing has changed over the last few decades; mainly, the technology used to produce a product and the overall cleanliness of the work environment. Tim Zimmerman, Delta-Schoolcraft Intermediate School District states, "Bringing together Education, Workforce Development, and the private sector has improved the success rate of finding our kids jobs. This initiative looks to build on that effort by educating the teachers, public, and students of the opportunities in the manufacturing industry, and what skills are necessary to gain employment in a specific occupation."

The collaborative group has identified several occupations and skills that are in high need, and continue to work towards satisfying those needs. If your company or organization is interested in being a part of this initiative or the Regional Industrial Manufacturing Skills Alliance, please contact Holly Peoples at 906-789-0558.

## Delta County Tourism Regional Skills Alliance

### Mission Statement

To Grow the Economic Viability of our Region by Strengthening and Building the 21st Century Tourism Workforce.

### Background

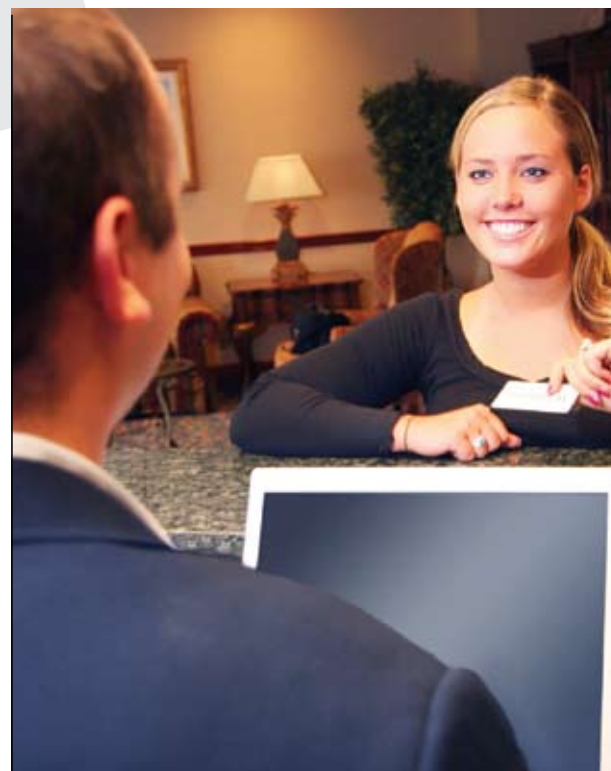
Tourism has great potential as a positive economic and social force, creating jobs, tax revenue, infrastructure, local identity and entrepreneurial opportunities. The degree to which tourism is successful as an economic stimulus is most often dependent on research, planning, employer and community involvement. In order to attract visitors and more importantly to encourage return visitors it is critical to have in place a workforce with the knowledge, skills and abilities to ensure that visitors enjoy a truly unforgettable experience that they will refer friends and relatives to. The knowledge, skills and abilities required include: high level of customer service skills and commitment to customer satisfaction; knowledge of the area, its attractions and how to access information about events and activities; job retention and advancement skills and the ability to utilize technology-based systems. Our tourism industry requires a skilled and competent workforce essential to the viability of the Tourism Industry. To that end, the Delta County Tourism Regional Skills Alliance has three main goals:

- Build skill capacity of emerging and incumbent workers
- Increase knowledge base of local history and area attractions among tourism workers
- Increase pipeline of workers to tourism industry, increasing opportunities for career advancement

Through its strategic efforts the Delta County Tourism Regional Skills Alliance will:

- Dispel the myth that there are not career advancement opportunities in the industry
- Provide community development by emphasizing the value added return on investment by the tourism industry
- Showcase successful entrepreneurs of the industry which is vital to the economic viability of our region
- Increase worker skill level to enhance economic growth

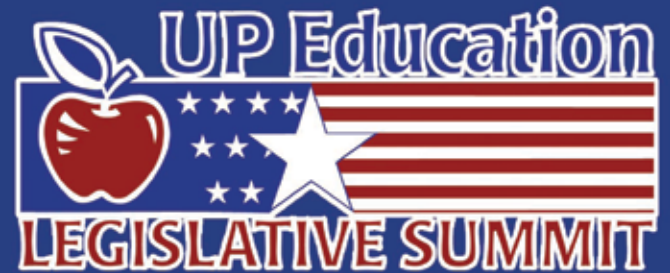
For more information or to become a member, please contact Robert Micheau, Michigan Works! The Job Force Board at (906) 789-0558 ext. 240.



1-800-562-4808 • www.jobforce.org  
Equal Opportunity Employer Michigan Relay Center (1-800-659-3777)  
Auxiliary Aids & Services Available to Individuals with Disabilities  
Affiliated with the Michigan Department of Energy, Labor and Economic Growth  
© Michigan Works! JFB 2011

# Joining Forces!

UPPER GREAT LAKES  
ECONOMIC & WORKFORCE  
DEVELOPMENT SUMMIT



## SAVE THE DATE! September 27-28, 2011

### “Making Connections: Turning Vision into Action”

This year’s Summit is a multi organizational collaborative seeking to connect the efforts of regional businesses, economic and workforce development partners, education, state legislators, local units of government and other regional partners.



**September 27th Social Networking at the Holiday Inn Marquette**

**September 28th 2011 Upper Great Lakes Summit NMU Great Lakes Rooms Marquette**

This year’s theme: **“Making Connections – Turning Vision Into Action,”** will attract a diverse group of attendees representing communities from 65 to 65,000 in population with a wide range of interests and responsibilities. The Summit is a unique opportunity to interact with various businesses, community, and education leaders; state legislators; and other officials on how we can develop effective partnerships to strengthen our economy, create jobs, and prepare our children for the future.



***Space is limited! Sign Up Now To Reserve Your Spot!***

For more information or to register for the Summit, go to [www.jobforce.org](http://www.jobforce.org) or call Michigan Works! The Job Force Board at (906) 789.0558 ext. 0!



Equal Opportunity Employer Michigan Relay Center (1-800-659-3777). Auxiliary Aids & Services Available to Individuals with Disabilities. Supported by the State of Michigan.