



## State Borders Largely Transparent in Workforce Development Efforts

Michigan Works! The Job Force Board is working to build regional partnerships with the Northeast Wisconsin Workforce Development Community. Connections with the NEW North are a natural fit as commuting patterns and regional economic indicators are aligned across the border with Wisconsin. These partnerships have proved successful and continue to be a focus of the Workforce Investment Boards on both sides of the Menominee River.

The Northwoods Economic Summit III, held on October 2, 2007, stressed the importance of collaboration between employers and educators in making the institutional and community shifts necessary to develop a strong workforce and drive economic growth in the Upper Peninsula and Northeast Wisconsin.

Joe Esbrook, Director of Business and Community Development – Michigan Works! The Job Force Board, and Jim Golembeski, Executive Director - Bay Area Workforce Development Board, opened the summit, which was attended by approximately 100 business, education and community leaders from both sides of the border. The day-long conference was an effort to bring schools (K-12 and post-secondary), business and government together to build an economic development and entrepreneurial base for this region.

Esbrook reminded the group that citizens in border communities inherently know that state borders are largely transparent to those who live along them.



“There are exciting business opportunities and jobs to be created, for example, in the challenges of developing more renewable energy sources and strategies to conserve,” Wisconsin’s Lt. Governor, Barbara Lawton, said as she addressed the audience. “There is no reason one can’t think globally and change the world today from a small place like Pemie (where the Summit took place) or any of the other communities here.”

The first Northwoods Summit discussed economic conditions in Florence, Forest,

Menominee, Shawano, Marinette and Oconto Counties. Jim Golembeski said that as the counties sorted out their interests, the lineup changed to Florence, Oconto and Marinette Counties in Wisconsin and Dickinson and Menominee Counties in Michigan.

Last year’s conference focused on things accomplished as a result of the first Summit.

This year’s schedule included such topics as:

- “Valuing What Different Generations Bring to the Workplace,” by Dawn Schallow, Vice President of Inspired Training Institute, Green Bay.
- “The Wisconsin Imperative: Systemic Alignment for Economic Growth,” by L. Allen Phelps and V. Scott Solberg, both of the Center on Education and Work at the University of Wisconsin-Madison.
- “Community Collaboration Roundtables – How Connecting Business and School Communities can Support Economic Growth,” by Phelps and Solberg.

Holly Peoples, Director of Business Services for Michigan Works! The Job Force Board, assisted in the planning process for the Northwoods Economic Summit III and continues to work on building cross-border workforce and economic development partnerships.

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# In The Spotlight

## A Leader in Innovation: Pinecrest Medical Care Facility

Pinecrest Medical Care Facility is owned by Delta, Dickinson and Menominee Counties. The institution itself has been in existence since 1919, originally starting as a tuberculosis sanitarium. In 1961, it was converted to a medical care facility. This facility is committed to not only supporting a quality of life and care for its residents, but is dedicated to the community in which it serves.

Pinecrest Medical Care Facility of Powers was named the "2006 Facility of the Year" by the National Association of Healthcare Assistants (NAHA). The award recognized Pinecrest as a member facility who has embraced the philosophy of the NAHA's mission statement, which is to "elevate the professional standing of certified nursing assistant's recognition, advocacy and empowerment to maximize individual and family success and quality patient care." The award applauds the leadership of Pinecrest for incorporating educational tools and programs to educate and motivate front line to administrative

staff, beyond the confines of the nursing facility to community involvement.

Pinecrest Administrator, Gerry Betters, is an active member of the Upper Peninsula Healthcare Roundtable, a Regional Skills Alliance of 80 members representing healthcare organizations across the Upper Peninsula. His participation in this healthcare cluster demonstrates his commitment to seeking workforce solutions that will grow the economic viability of the area. Pinecrest employs 335 full and part-time employees. His facility partners with Bay College to offer clinical sites for nursing students; they also support internships and job shadowing opportunities to students seeking to explore career paths in healthcare.

Pinecrest is a leader in innovation. In January of 2007 Pinecrest held an open house at its newest facility, Pine Grove. This "greenhouse" was the first in the Upper Peninsula and the second in Michigan. At the time of its grand opening, there were only five such facilities in the United States. Pine Grove focuses

on life, and its heart is found in the relationships that flourish there. A radical departure from traditional skilled nursing homes and assisted living facilities, Pine Grove alters in facility size, interior design, staffing patterns, and methods of delivering skilled professional services. In August of 2007, Michigan's Energy Office gave the approval for Pinecrest's 10 kilowatt Solar Photovoltaic System. Pinecrest's web page describes the energy sources as a renewable and infinite resource; free of any emissions, including carbon dioxide (greenhouse gas) and free resource after capital cost of installation (excluding maintenance).

Pinecrest Medical Care Facility is a nationally recognized facility that demonstrates its commitment to its workforce, its residents and the community through action.



*Pinecrest Medical Care Facility located in Powers, MI.*

## Extreme Entrepreneurship Tour Visits NMU



Northern Michigan University hosted the Extreme Entrepreneurship Tour on October 30, 2007 in Jamrich Hall. Sheena Lindahl and Michael Simmons are the co-founders of the tour, which has top young entrepreneurs that share their successes and failures. Their stories demonstrate that anyone, especially young people, can create innovation, wealth and impact today's global economy.

Michigan Works represented the community by providing information on The Michigan Small Business & Technology Development Center, which assists the small business community in the areas of counseling, training and research. The local One-stop location in Marquette provides current and future small business owners with assistance and advice, the latest computer technology, hardware and software, and an extensive small business reference library of hard copy books and publications for a variety of business applications, addressing diverse business needs.

For more information go to [www.extremee.org](http://www.extremee.org).



*Top young entrepreneurs share their successes and failures with a captive audience.*

## UP-RIMSA Baraga Group Addresses Workforce Development Needs of UP Manufacturers

training providers, economic development organizations and Michigan Works! agencies to address the workforce issues.

The Upper Peninsula Regional Industrial Manufacturing Skills Alliance (UP-RIMSA) is one of the thirty-two MiRSAs across the state. Its mission is to develop a highly qualified labor pool to meet the current and future needs of the Upper Peninsula's industrial manufacturers and develop industry-specific solutions through partnerships with education, legislators and other industries.

UP-RIMSA consists of several locally focused groups working together across the UP. One of the very successful groups is based in Baraga County and includes leadership from representatives of Terex Handlers, L'Anse Manufacturing and Pettibone, to name a few. This group is currently reaching out to additional private sector leaders in the area to join the cause and anticipates branching out geographically to include Houghton and Keweenaw Counties where possible in the future.

Recent surveys indicate both industry growth and 40% retirement of the current workforce by 2012, as a concern in the future. Consequently, nearly 9,000 new skilled workers will be needed during the next seven years to maintain the industrial manufacturing companies of the Upper Peninsula. Based on projected enrollments in educational institutions and skilled trades, there will be a shortfall of more than 3,000 workers by 2012.

The role of UP-RIMSA and its sub-groups is to act as a source for industry data regarding future trends and skill needs, collaborate with key stake-

holders, create strategies and funding streams for implementing solutions, analyze the effectiveness of the RSAs solutions, support Workforce Development Boards (Michigan Works!) and implement development grants from the Department of Labor and Economic Growth.

The current projected results of UP-RIMSAs efforts include: an increased applicant pool of potential workers, improvements in the skills of current and potential workers, improved business performance which increases the competitiveness of the industry, attraction and retention of other employers in the industry and of supplier firms to the region, and more jobs and better opportunity for worker advancement.

**Manufacturing Myths:** There are no manufacturing jobs in the UP; Manufacturing jobs are prone to be moved overseas; There is no money to be made in manufacturing.

**Manufacturing Facts:** During the next five years, manufacturing firms in the UP anticipate 2,100 openings for production and maintenance workers; Manufacturing accounts for 22.3% of the 139,000 jobs in the region; Wages provided usually exceed the average salary for all industries in the UP; Growth in the sector is advancing at a rate that exceeds the national average.

A region-wide campaign that educates and recruits new workers is required. The Upper Peninsula Regional Industrial Manufacturing Skills Alliance is in the process of recruiting and educating the local population. Outreach and education efforts have already begun, as part of this collaboration between manufacturers and Michigan Works!.

For more information about Michigan Regional Skill Alliances, visit [www.michigan.gov/rsa](http://www.michigan.gov/rsa), or for specifics on the Baraga Group, contact Dan McManman at 906-932-4059.



*(Photo Courtesy of Northern Waters Photography/Sean Depuydt)*  
**Will Carne**  
**President Michigan Works! The Job Force Board**

The Michigan Regional Skills Alliance (MiRSA) initiative provides a framework to organize the workforce development needs of the Michigan business community by industry clusters. MiRSAs are business-driven, business-focused partnerships that address workforce issues in a specific region and industry sector. The primary goal of the initiative is to provide Michigan businesses with a highly skilled workforce and connect Michigan citizens to good jobs with opportunities for career advancement.

Governor Jennifer Granholm announced the MiRSA initiative in her State of the State address in January of 2004. Grants are offered to evaluate local labor market information, identify skills and labor shortages and work with the employers,

## Doug Bovin, Valued Job Force Board Member



Doug Bovin wears many hats as a respected community leader in the Upper Peninsula. He has been the City Manager of Munising for the past five years where he strives to uphold its mission: "to insure economical and efficient administration, provide

security of peoples and property, promote happiness and good welfare for citizens, conserve and utilize public values for public uses, encourage municipal cooperation among cities of the state and preserve the privilege of local self-government."

As if that isn't enough, Doug has been an active member of the Job Force Board for three years and, prior to that, he was the Chairman of the JPTA board when Orrin Bailey was hired. "That service goes all the way back to 1971," Doug recalls.

Doug enjoys working with other board members, fostering cooperation between regions of governments and varied business interests. He says, "now, business and industry (private sector) is

very prominently involved and has added strength, direction and acceptance to the entire process of workforce development."

When asked what he views as the biggest success of the Job Force Board, Doug's response was, "the efforts of the Board are now being acknowledged and understood by the public. People now know where to find Michigan Works! and are benefiting from the use of their Human Resource Services more than ever."

Thank you, Doug, for the time and dedication you contribute toward the continuous development of workforce and economic success across the Upper Peninsula.

## Michael Smith Addresses Bay Area Economic Club



*Bay Area Economic Club hosts, Michael Smith, CPA, President and Chief Executive Officer of State Farm Bank in Bloomington, Illinois.*

Bay De Noc Community College was the site of the Bay Area Economic Club meeting held on November 12, 2007. The featured speaker was former Escanaba resident Mr. Michael Smith, CPA, President and Chief Executive Officer of State Farm Bank in Bloomington, Illinois. Smith provided an in-depth overview of the vast products available through State Farm Bank and also highlighted current issues and challenges in the banking industry, such as sub-prime market, the consumer credit bubble and general economic forecasting.

Smith joined State Farm in 1997 as Chief Financial Officer. He was promoted to his current position in January of 2007. Prior to joining State Farm, he was a consultant with a large consulting organization serving clients in the financial services industry.

The objective of the Bay Area Economic Club is to promote an interest in, and to enlight-

en its members on, governmental, economic and social issues of regional and national impact.

The Club meets four times a year over dinner at Bay College's Heirman University Center. The next event is scheduled for February 4th, 2008, with Richard VandeVusse of VanAire, Inc. Ag Solutions as featured speaker. For more information contact the Bay Area Economic Club at 906.789.2912.



## Job Force Board Hosts Lansing Business Services in Peer-to-Peer Exchange



The Michigan Works! Peer-to-Peer Exchange Scholarship, operated through the Michigan Works! Association, gives Michigan Works! Agency (MWA) leaders and their staff the opportunity to travel to another MWA for the purpose of exchanging information on a promising practice or innovative idea already in use.

The Capital Area Michigan Works! Lansing Business Services Representative just completed a peer-to-peer learning session with the Job Force Board's Michigan Works! Service Center in Delta County.

A team of Delta County Michigan Works! Human Resource Specialists and Job Force Board Executive Leadership Staff provided training on value-added business services, and the USDOL-recognized best practice "Career Path System" that provides jobseekers with career path services that are tailored to fit their individual needs.

## Procurement Technical Assistance Centers Are Taking Care of Business

In support of the Upper Peninsula 21st Century Planning Initiative, the UPEDA hosted a November 8, 2007 Government Contracting Seminar in Iron River. The government procurement seminar was geared to assist companies to obtain state and federal government contracts for goods and services. Patrick Bubin from the Northwest Michigan Council of Governments was the presenter. Bubin provided technical assistance on the Government marketplace, various avenues to the government marketplace, how to evaluate readiness to serve government customers, alternatives such as sub-contracting and automated bid-match notification. The training also included guest speaker Bradley M. Lott USCMC Major General (retired) with the Michigan Defense Contract Coordination Center (DC3). General Lott gave a presentation titled, "Creating Michigan Jobs through Defense Contracts". Subject matter included the role of the MEDC - 21st Century Jobs Fund, increasing the flow of federal dollars to Michigan with the prime

objective to create Michigan jobs through defense contracts.

General Lott highlighted the role that regional Procurement Technical Assistance Centers (PTACs) will play in growing the number of Defense Contracts that Michigan receives from the federal government. General Lott accordingly highlighted the role that the Small Business Technology and Development Center in the Upper Peninsula will play in this endeavor. "We look to our local EDCs, Education Community, the UPEDA, Michigan Works!, the SBTDC and all of our local economic development partners to get the word out to our local business communities in what we are trying to accomplish." General Lott has tasked the PTACs in Michigan to "double their contacts and double their contracts." The PTACs of Michigan are not-for-profit organizations funded by the Defense Logistics Agency, the Michigan Economic Development Corporation and local funding partners. To contact the PTAC in your area visit <http://www.michigantac.org>.

