



U.P. Concrete Company was started by Franklin and Carl Stenberg (brothers) in 1978. In 1985, Franklin took full control of operations and started a concrete construction crew with his sons in addition to supplying quality ready-mixed concrete. In the summer of 2004, construction began for a new operations site just one mile east of Bark River, where U.P. Concrete Company began operating in April of 2005.

During this period of growth, Franklin's sons Melvin & Philip became more involved in the daily functions of the family business. Growing up in the family business has allowed both Melvin and Philip to grow with the business and understand the diverse and ever-changing economy. Currently, the two share the management and administrative functions of the concrete business, while working closely with thirteen employees. Melvin oversees the administrative functions and batching processes. Philip focuses on the efficiency of lo-

U.P. CONCRETE COMPANY BUILDS WITH ENERGY SAVINGS IN MIND

Local Entrepreneurs at Work!

gistics, trucking and maintenance.

In March of 2006, U.P. Concrete Company was presented with a concrete design from the Wisconsin Ready Mixed Concrete Association for their new plant and office. U.P. Concrete Company is now operating out of their new location at 1805 US 2 & 41 in Bark River, Michigan. Having moved just one mile east of their old location, things couldn't be better. They now have a state of the art com-



puterized concrete ready-mix plant to help service their customers with the latest technology in concrete batching. The new plant, office and shop have all been built with Nudura insulated concrete forms. The Nudura concrete filled forms are a quick building

method that provides superior energy savings for both heating and cooling. The office floor was acid stained along with designs cut into the concrete to provide the floor with a unique concrete finish.

Throughout the years, Michigan Works! assisted U.P. Concrete Company with their employment related needs. Currently Michigan Works! is helping take the organization to a new professional level in terms of employment related processes. Michigan Works! assisted U.P. Concrete Company with employee and management appraisals which have been successfully implemented. They have now embraced the Michigan Works! human resource services, and are in the process of working to develop a professional set of job descriptions for all areas such as drivers, labor and office staff positions and, in 2007, will have an Employee Manual in place.

"Working with Michigan Works! gave us a good start toward the implementation of an updated process of employee records. It is allowing us the opportunity to continuously improve the accountability, goals and achievements for all employees of U.P. Concrete Company," states Melvin.

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In The Spotlight

U.S. Bureau of the Census Releases Reports on Small Business



This past fall, the U.S. Bureau of the Census released the "Characteristics of Businesses" and "Characteristics of Business Owners". These reports provide interesting and detailed business ownership information and were the final two reports from a 2002 survey of business owners.



The Survey of Business Owners

is part of the Census Bureau's larger Economic Census, which is based on data collected in years ending in 2 and 7. The reports contain interesting details and facts about small business, and can be seen in their entirety at www.census.gov/csd/sbo.

Some of the interesting facts we found in the report are that in 2002, 51.5 percent of businesses were home-based; 2 percent were franchises; 24.3 percent were family-owned; 14.8 percent were owned by veterans; and 1 percent by service-disabled veterans.

The reports also have breakouts for size of business, and they make the important distinction between businesses with employees and those without.

The reports also show how businesses operate. Surprisingly, 28.8 percent of business ventures didn't use startup capital. Most used savings (56.8 percent); a much smaller portion used bank loans (11.8 percent); and even fewer used credit cards (9.2 percent).

Plans for expansion and capital purchases

were financed in a similar manner. While 26.2 percent of firms hired full- or part-time employees, 23.4 percent of firms used contract labor.

Household consumers were the largest market for businesses; 53.4 percent of businesses had 10 percent or more of their sales with this group. A much smaller share (2.2 percent) had federal government sales of 10 percent or more; 5.8 percent made more than 10 percent of sales with state and local government customers.

The Office of Advocacy is working with the U.S. Census Bureau to create cross tabulations to obtain more data on such topics as veteran owners, home-based businesses, franchises, and age of business. The website is also linked to the Census search engine, American Fact Finder, and can be used to generate individual reports on specific topics.

For more information, check out the report at www.census.gov/csd/sbo, or contact the Office of Advocacy website at <http://www.sba.gov/advo/> or their office at 202-205-6532.



Jilbert's Dairy Officially Part of Dean Foods

Dean Foods early in the transition to explain the services that had been provided in the past. Dean Foods was pleased with these services and will continue to work closely with Michigan Works! in the future.

Beverly Wiseman, HR representative of the Jilbert's Dairy office in Marquette, was happy to have Michigan Works! in place

prior to the sale. "Dean Foods has an Affirmative Action Policy and it was nice to have Michigan Works!, who is already EOE compliant, on board," she stated.

Rest assured that not only will the quality of employees continue to be excellent, but Dean Foods will continue with the Jilbert's Dairy label and the outstanding products that this label represents!



John Jilbert, President and CEO of Jilbert's Dairy, Inc. is pleased to announce that Jilbert's Dairy is now officially part of Dean Foods.

Michigan Works! has been assisting Jilbert's Dairy with their employment needs by placing job orders on the Michigan Talent Bank and handling all applications through its service center. A Michigan Works! Human Resource Specialist was able to meet with the HR Representative from





(Photo Courtesy of Northern Waters Photography/Sean Depuydt)

Will Carne, President
Michigan Works! The Job Force Board

Small Business Owners Turn to SCORE for Counseling

The SCORE Association, headquartered in Washington, D.C., is a 501 (c) (3) nonprofit organization dedicated to entrepreneurial education and the formation, growth and success of small businesses nationwide.

SCORE "Counselors to America's Small Business" is America's premier source of free and confidential small business advice for entrepreneurs. Formed in 1964 to help small businesses flourish, SCORE provides a public service to America by offering small business advice and training.

SCORE has helped 7.5 million small businesses; their 10,500 volunteer counselors have more than 600 business skills. Volunteers are working or retired business owners, executives and corporate leaders who share their wisdom and lessons learned in business.

SCORE volunteers mentor entrepreneurs through one-to-one business advising sessions on a full range of business topics. In the 1970s, when SCORE chapters were formed, SCORE

expanded its services to offer workshops and seminars on a variety of business issues.

In 1996, SCORE ventured online and began providing small business advice via email to meet the entrepreneur's need to have service on an around-the-clock basis.

Thinking of starting a business? SCORE offers free online information on how to start, manage and grow a business. The SCORE small business website is often the first place where entrepreneurs seek information about launching a business.

Last year, more than 1.3 million people visited www.score.org. They gave nearly 100,000 email consultations in 2005. In addition, SCORE provides information, articles and business research for women, minorities, young entrepreneurs and veterans.

Visit the SCORE website to sign up for one of SCORE's monthly electronic newsletters.

For more information, visit www.score.org.

Michigan Works! The Job Force Board Highlights of 2006

Michigan Works! The Job Force Board:

- ◆ Presenters at U.S. DOL Heartland Conference on best practices in workforce development
- ◆ Awarded 21st Century Strategic Planning Grant to align Economic Development, Education and Michigan Works! Service Centers to enhance business retention systems and responses to business layoffs and closures
- ◆ Awarded Regional Skills Alliance Grant for the Tourism / Hospitality Industry
- ◆ Job Force Board member recognized as Volunteer of the Year through Michigan Works! Association

Michigan Works! Service Centers:

- ◆ Assisted 2496 businesses with human resource services
- ◆ Placed 3616 job seekers into employment
- ◆ Assisted K-12 Districts across the region with career preparation services, job shadowing assistance and trade skill competitions
- ◆ Assisted Dickinson Area Partnership and Lake Superior Community Partnership with career fairs / business networking sessions for area youth
- ◆ Designated Identix fingerprinting center for local schools, hospitals and other community organizations



Jenny Short, Community Relations Leader at Wisconsin Electric and a new member of Michigan Works! The Job Force Board.

Welcome to The Job Force Board, Jenny Short

An Upper Peninsula native, Jennifer "Jenny" Short was born and raised in the Menominee County community of Wallace. She graduated from Stephenson High School in 1994, and continued her education at the University of Wisconsin-Marinette and Northern Michigan University where she obtained her Bachelors Degree in Marketing. She is currently working toward her certificate in Corporate Community Involvement from Boston College.

Short worked as Program Manager at the former Menominee Area Chamber of Commerce

from 1998-2002 and currently works at Wisconsin Public Service in Menominee as a Community Relations Leader for Menominee County, Michigan and Oconto, Marinette and Forest counties in Wisconsin. At Wisconsin Public Service, she is responsible for building and sustaining partnerships that strengthen the community and the company. This includes media relations, charitable giving, outage communication, safety programs, employee volunteerism and community involvement.

Short is involved with various committees of the Marinette-

Menominee Area Chamber of Commerce that focus on education and economic development. She is also a board member for the UW-Marinette Foundation, a member of the City of Menominee's Waterfront Festival Committee and an advisory council member for the Marinette-Menominee Red Cross. Now, we are pleased to announce her new role as a member of Michigan Works! The Job Force Board.

In her spare time Jenny enjoys gardening and the outdoors. She lives north of Menominee with her husband Terry and 2-year-old son, Aden.

NMU Provides Students an "Edge" with Employers

Superior Edge is a unique new program at Northern Michigan University that provides students with the opportunity to combine in- and out-of-the-classroom experiences in a way that will provide them with an "edge" with employers or graduate school admissions counselors. Superior Edge was developed as a university-wide initiative by a committee comprised of faculty, staff, and students. Superior Edge develops citizen-leaders for the 21st century.

Mission Statement

Northern Michigan University's Superior Edge is a program encompassing a wide range of experiential activities complementing classroom instruction to provide students with a distinct advantage by preparing them for lifelong learning, graduate school, careers, and life as engaged citizens.

Vision Statement

Northern Michigan University's Superior Edge is predicated upon the belief that student learning emanates from a variety of sources throughout the college experience. Lessons which begin in the classroom are in many cases most effectively internalized when they are complemented by applied activities which promote development of both the intellect and character. Co-curricular experiences found both on-campus and in the surrounding community provide students with opportunities to:

- become engaged, involved citizens
- grow as competent, ethical, and effective leaders
- refine their communication/interpersonal skills
- develop a world view/better understand and appreciate diversity
- foster confidence and self-esteem
- enhance the ability to relate theory to practice
- value lifelong learning

Northern Michigan University highly values these activities as an important part of a student's education.

The Superior Edge program consists of four "edges":

- Citizenship - Become an engaged, involved citizen.
- Diversity - Develop sensitivity and awareness of global and domestic diversity issues.
- Leadership - Become a competent, ethical, and effective leader.
- Real World - Relate classroom theory to workplace practice in real-world settings.

(Continued on Page 7)

Marquette General Hospital Receives Verification as Level II Trauma Center *Verification from American College of Surgeons Committee on Trauma*



Marquette General Hospital's Level II Trauma Center.

Marquette General Hospital has been verified as a Level II Trauma Center by the Committee on Trauma (COT) of the American College of Surgeons (ACS). This achievement recognizes the hospital's dedication to providing optimal care for injured patients. The verification must be renewed every three years.

Verified trauma centers must meet the essential criteria that ensure trauma care capability and institutional performance, as outlined by the American College of Surgeons' Committee on Trauma in its current Resources for Optimal Care of the Injured Patient manual.

"This is a tremendous

achievement for our entire hospital," said Marquette General Health System CEO Bill Nemacheck. "Verification as a Level II Trauma Center is the highest level possible for a hospital that is not an integral part of a university medical center."

In order to achieve Level II verification, Marquette General appointed a Trauma Committee in 2004, and charged it with the responsibility of assuring Marquette General would meet the 179 necessary criteria.

The effort has been spearheaded by surgeon and Trauma Director John Kosinski MD and Trauma Coordinator Jodi McCollum PA.

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"Thank You Michigan Works! I Love My Job!"

Christine Ellis began her employment journey with Michigan Works! The Job Force Board in September of 2005.

Christine was embarking on her LPN certification through the Advanced Nursing Program at Northern Michigan University. As an unemployed student, she entered the Marquette County Michigan Works! Service Center, in search of a part-time job to help offset her costs while in school. With her arduous schedule of classes, clinicals, homework and studying, this proved to be a difficult task.

With the assistance of Michigan Works!, Christine was able to focus on her last semester of schooling while preparing for the position

she had been planning for.

"Everything was just wonderful! I recommend Michigan Works! to people all of the time. Everyone is so nice and friendly and always found ways to help with my individual situation," stated a grateful Christine.

During "Steps-to-Success", a week-long Job Readiness Course provided by Michigan Works!, Christine attended several workshops to assist her in obtaining employment after graduation. She learned such things as; on-line job searching techniques, how to create a professional resume and how to perfect her interviewing skills.

After completion of

"Steps-to-Success" and obtaining her LPN license, Marquette County Medical Care Facility immediately hired Christine. As of June 2006, Christine was employed on a part-time basis. Only five months later, Christine was promoted to a full-time Charge Nurse.

"Thank you, Michigan Works! I love my job," commented Christine, cheerfully.

As the Director of Nursing at the Marquette County Medical Care facility, Jackie Boudreau complimented Christine on her fortitude. "From a facility standpoint, it's nice to see Christine grow and persevere while continuing to further her education."



Goodwill Industries Expansion Results in Partnership with Michigan Works!

Goodwill Industries of Northern Wisconsin and Upper Michigan, Inc. are planning an expansion to the Marinette retail store (coming in April 2007). As a result of this, 20 new employees were hired.

Cindy Linsmeier, Goodwill Industries Human Resource Manager and Lisa Frost, Hu-

man Resource Coordinator contacted the Menominee Michigan Works! Service Center to assist with their hiring needs. The knowledgeable and friendly Michigan Works! Human Resource Specialists were pleased to provide assistance with the coordination, staffing, advertising and implementation of a job fair to help fill their employ-

ment needs.

Goodwill Industries applauded the services offered during the hiring process, including a variety of assessments. "We believe we have been able to hire better-qualified applicants through the services received at Michigan Works!," comments Cindy.

The REC Room...It's Not Just Any Room

The REC Room of Marquette opened for business in September of 1992 on Spring Street in downtown Marquette. The business grew rapidly, and in 1997, it became necessary to move to a larger building to accommodate its growing popularity. Presently, The REC Room is situated just two doors east of the Bonanza Restaurant in a prime location; 2322 U.S. 41 West.

Their vast array of products include; hot

tubs, pool tables, game tables, pool cues, darts, swimming pools and pool & spa chemicals. As if that wasn't enough, they've added gas and wood stoves and fireplaces, residential treadmills and, most recently, commercial exercise equipment.

So how does this growing business keep up with itself? They use Michigan Works! to find the right employees to join their sales and service team. Currently, The REC Room is advertising through Michigan Works! to locate a qualified sales associate. To make the process even easier, they are using the Electronic Application System or EAS. This system allows the job seeker to submit an application electronically which saves the business time. It is a quick and efficient way of reviewing applications.

"We are very pleased with Michigan Works! here in Marquette," states Julie Thurston, The Rec Room Manager. "They understand our needs and have always put that first when referring job applicants to The REC Room; the screening of candidates is invaluable."



COMMUNITY EVENTS

February 12 . 2007
Business Showcase Bell Financial/Congress Pizza
Time: 5:00-7:00 p.m.
For More Information Call Cheryl Shuty at 906.486.4841

February 21 . 2007
Business after Hours Michigan Works!
Location: UpFront & Co.
Time: 5:00-7:00 p.m.
For More Information Call Cheryl Shuty at 906.486.4841

February 28 . 2007
Business After Hours Delta County Builders Exchange
Time: 5:30-7:30 p.m.
For More Information Call Delta Chamber at 906.786.2192

March 12 . 2007
Business Showcase City of Negaunee
Location: The Depot
Time: 5:00-7:00 p.m.
For More Information Call Cheryl Shuty at 906.486.4841

March 19 . 2007
Economic Club of Marquette County
Time: Social Hour, 6:00pm; Dinner, 7:00pm; Presentation, 8:00pm
Location: Ramada Inn
Speaker: Steve Gulis, CFO, Wolverine Worldwide, Inc.
For More Information Call Ramada Inn at 906.228.6000

March 20 . 2007
Business After Hours Michigan Works!
Time: 5:00-6:30 p.m.
For More Information Call Marinette/ Menominee Chamber at 800.23636681

March 28 . 2007
Business After Hours Comfort Suites
Time: 5:30-7:30 p.m.
For More Information Call Delta Chamber at 906.786.2192

Manufacturing, a Mainstay of the UP Economy



Many people view the Upper Peninsula as a region with little to no manufacturing career opportunities or as a region with little to no economic contributions by manufacturers. That is a false image.

Manufacturing by small- and mid-sized companies is actually one of the mainstays of the Upper Peninsula economy.

The Upper Peninsula Regional Industrial Skills Alliance (UP-RIMSA) is a Michigan Regional Skills Alliance through the Department of Labor and Economic Growth. The mission of UP-RIMSA is to develop a highly qualified labor pool to meet the current and future needs of the U.P.'s industrial manufacturers and develop industry specific solutions through partnerships with education, legislators, other industries and current and future members of the workforce.

According to a survey done by the Upper Peninsula Regional Industrial Skills Alliance (UP-RIMSA), of 50 respondents out of 129 local manufacturers,

600 retirements are coming up over the next 5 years. These same 50 manufacturers anticipate over 2,100 openings for production and maintenance workers, and 22 firms plan expansions with over 362,000 sq/ft of production space and 20,000 sq/ft of office support space.

Firms with growth plans identified 53 areas of hiring needs over 11 different occupation areas where they anticipate hiring demand. Similarly, firms not projecting facility growth projected 36 areas of hiring needs over 10 different occupation areas.

UP-RIMSA has identified three primary strategies to address these needs for the future workforce: partnering with the three UP Michigan Works! Regions to recruit a qualified labor force; collaborating with universities, community colleges, and secondary schools to recruit workers; and working to identify annual hiring needs to provide real time occupational projections to ensure that an equilibrium of supply and demand exists in the labor force.

Currently, many manufacturers, especially in the Menominee and Dickinson County areas, are experiencing worker shortages. Without local labor, companies may eventually need to look elsewhere. In times of large shortages of qualified labor, companies may need to outsource not due to cheaper labor but because of lack of labor.

Area manufacturers also want the public to know that the nature of their work is not what many people think it is. Once upon a time, it meant putting wing nuts on widgets. Now, robots do that. The manu-

facturing worker must understand how the robot makes the widgets and be able to manage that process.

For a copy of the survey or more information on UP-RIMSA contact Holly Peoples at 906-789-0558 ext 215.



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Join us for these upcoming Business After Hours Celebrations!

February 21, 5:00-7:00 PM
UPFront & Co., Marquette

March 20, 5:00-6:30 PM CT
Best Western, Menominee

May 15, 5:00-7:00 PM
TBA, Munising

June 14, 5:00-7:00 PM CT
Pine Mountain, Iron Mountain

September 26, 5:30-7:30 PM

Log Cabin Grille & Bistro, Escanaba
October 10, 5:00-7:00 PM
TBA, Manistique

We hope to see you there!

"My business works because Michigan Works!"
Services Offered for employers

www.jobforce.org
(800) 285-WORKS

"I work because Michigan Works!"
Services Offered for job seekers

- Profiling jobs to determine necessary skills and abilities
- Writing job descriptions and advertisements
- Posting job openings on the Talent Bank and campus websites
- Screening resumes and applicants
- Providing interview rooms and meeting facilities
- Training employees
- Helping with Human Resource administration issues
- Planning for business retention and expansion
- Offering Business Building Sessions on key issues

- Linking job seekers with local and regional Employment opportunities and job search web sites
- Testing ability and knowledge
- Offering employment and career skills workshops
- Helping with education financial aid forms
- Providing a resource library of links, videos and software for job seekers
- Offering Internet access, word processing equipment, phone and fax services
- Supplying information on employment policies and legal issues



and the Six County Employment Alliance
Serving Alger, Delta, Dickinson, Marquette, Menominee and Schoolcraft Counties.

Equal Opportunity Employer Michigan Relay Center (1-800-649-3777) Auxiliary Aids & Services Available to Individuals with Disabilities.

NMU Provide Students an "Edge" with Employers



(Continued from Page 4)

To complete an "edge," students document 100 hours of relevant and approved activities and experiences and write a reflection paper articulating what they have learned through the process.

After completing an edge, a Student Enrichment Transcript documenting each edge gets sent out with each Northern's academic transcript. If students finish all four edges, they get the distinction of having the "Superior Edge."

Characteristics of the Superior Edge

- Participation is open to every student at Northern Michigan University.
- Students can progress at their own pace; progress towards an "edge" can be made throughout their years at NMU.
- The Superior Edge combines in- and out-of-the-classroom experiences.
- Students can choose their level of participation; they can elect to complete one, two, three, or all four "edges" for the Superior Edge.

To get started with the Superior Edge, students attend a one-hour [orientation session](#) where criteria for the program is explained and they receive instruction on the e-portfolio.

Tuesday, February 6	8-9 p.m.
Thursday, February 8	4-5 p.m.
Monday, February 19	5-6 p.m.
Friday, February 23	Noon-1 p.m.

Orientation Dates

To get started with the Superior Edge, students attend a one-hour orientation session where criteria for the program is explained.

All of the Orientation sessions will be held in The Back Room, Don H. Bottum University Center. Please call 227-6543 or e-mail edge@nmu.edu to register.

To schedule an orientation for your class or student organization, please call (906) 227-6543 or e-mail edge@nmu.edu.



Interview Preparation Workshops Presented at Iron Mountain High School

The Michigan Works! Service Center in Dickinson County presented two interview preparation workshops at Iron Mountain High School this winter. Senior-level students from Pam Petrie's Economic classes attended the workshops to help clarify and confirm the required interviewing skills needed to be successful in a career search. These students were working on an interviewing preparation project at the time, and Mrs. Petrie

wanted an outside source to reiterate how imperative interviewing skills are to their future employment success.

The students received hand-outs outlining important interviewing guidelines such as: "How to Impress Employers", "Why Your Appearance is so Important" and "How to Answer Basic Interview Questions". The Human Resource Specialist discussed each topic in detail with the students, emphasizing their

importance. They also viewed an informative interviewing what-not-to-do video called *First Impressions*.

At the end of the second workshop, one of the students commented, "Thank you for the workshop. You did a great job and shared some good information with us."

Mrs. Petrie was impressed with the workshops provided and looks forward to utilizing Michigan Works! services for her future classes.



Marquette General Hospital Receives Verification as Level II Trauma Center

Verification from American College of Surgeons Committee on Trauma

(Continued from Page 4)

"Because of our committed staff, we were able to accomplish this verification in only two and a half years. It's unprecedented for any hospital to achieve this in such a short timeframe," said Kosinski.

Emergency Department and ICU nurses must undergo ongoing specialty training in trauma care, and a core group of surgeons and emergency department physicians must complete specific continuing education courses on trauma once a year.

Other aspects of a Level II center include data collection and re-

porting, tracking of trauma patients throughout their hospital stay, and public education on trauma prevention and safety.

"The American College of Surgeons is very specific in emphasizing that Trauma Center care begins at the scene of an accident, continues in the ambulance, the emergency department, and through every phase of care including physical rehabilitation and discharge," said trauma surgeon Patrick Bulinski, M.D. "In effect, a Level II Trauma Center is not just the Emergency Department or emergency care; it is a hospital-wide standard of care and commitment to the injured

patient."

"We also are working with community hospitals throughout the region to develop a U.P. Trauma Network," Kosinski said. "In a region like ours, close cooperation and communication are essential in transporting trauma patients to the primary care hospital, with possible transfer to a trauma center for treatment."

For questions or more information on the trauma program, please call the Marquette General Trauma Department at 906-225-4615 or 1-800-562-9753, extension 4615. For emergency care, call 911 or your local emergency number.



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