

EARN WHILE YOU LEARN YOUTH CONGRATULATED BY GOVERNOR GRANHOLM



Wearing red Earn While You Learn inscribed shirts, several local youth rose to a round of applause led by the highest elected official in the State of Michigan. The annual event, Lunch with the Governor, held at the U.P. State Fair is an opportunity for the Governor to visit the Upper Peninsula and recognize individuals and groups making a difference in the state of Michigan.

During Governor Granholm's speech, she asked participants representing the 2009 Earn While You Learn Summer Youth Initiative, organized by Michigan Works! The Job Force Board, to stand and be recognized for their hard work this summer in communities across Upper Michigan.

Michigan Works! The Job Force Board employed over 250 youth this summer on

projects throughout the central six counties of the U.P. These projects focused on improvements to the local communities and provided many new skills to the youth participating in this exciting initiative. Youth also participated in training sessions focusing on a variety of subjects regarding important areas for living a responsible life in and out of the workplace.

The Governor also recognized the 35th Anniversary of The Job Force Board in their continued efforts of building the workforce of tomorrow, today. She was quick to highlight that through Michigan Works! over 800 individuals from across the Upper Peninsula have undergone training over the past two years through initiatives like No Worker Left Behind which was implemented by the Governor.

Following her speech which concluded with the conveyance ceremony transferring the U.P. State Fair from the State of Michigan to the U.P. State Fair Authority, a new board made up of representatives from each county in the U.P., the Governor showed her appreciation of the work Michigan Works! The Job Force Board has been doing by taking the time to visit with board members, Michigan Works! staff and participants from the Summer Youth Initiative. The Governor posed for a picture with a celebratory 35th Anniversary cake, celebrating the 35 years of excellence The Job Force Board has provided the central six counties of the Upper Peninsula as well as pictures with all of the Michigan Works! The Job Force Board members and participants in attendance.

INSIDE THIS ISSUE

- Page 2:** EMP "Minihybrid" Thermal System; Local Businesses Explore Social Media Outlets
- Page 3:** Work Opportunity Tax Credit; Tawni Hunt Ferrarini: Economic Educator of the Year
- Page 4:** Christian Park Village; Ontonagon Networking Group Hosting Business Plan Workshop; SBA Launches YouTube Channel
- Page 5:** Buy Michigan First Video Conference; Market Research Seminar; Community Events Calendar
- Page 6:** Pure Michigan Campaign Wins Award; UPHCRT Conference; Business After Hours Event Calendar
- Page 7:** HR Education & Training Forum; Unemployment Agency Seminars; Governor Participates in Roundtable



In The Spotlight



When Engineered Machined Products (EMP) entered into a collaborative public-private agreement with the Capital Area Transportation Authority (CATA) over three years ago,

there was a lot of excitement at EMP, the transit authority, and among those seeking innovative business opportunities to boost Michigan's economy. Hopes were high about the environmental and economic impacts of a new product called the EMP MiniHybrid Thermal System. This is an electric cooling fan system designed to replace the current hydraulic-driven fan system used in transit buses today and has saved the transit authority tens of thousands of dollars in fuel costs.

EMP has developed and is manufacturing the innovative MiniHybrid Thermal System and



EMP "Minihybrid" Thermal System Both Economical And Environmentally Efficient



Power 450 Brushless Alternator technologies. The MiniHybrid Thermal System as an innovative proprietary technology helps customers improve fuel efficiency and reduce emissions. To power the MiniHybrid, EMP developed the 450 amp brushless alternator, known as the "Power 450".

The MiniHybrid is a drop-in cooling module that replaces a conventional hydraulic cooling system with a bank of eight very efficient, controllable electric fans. The MiniHybrid system includes a highly efficient, air cooled brushless alternator that delivers best in class performance at low speeds and idle. The system allows municipalities and others to retrofit existing transit buses for increased fuel efficiency and reduced emissions, achieving the benefits of a newly purchased hybrid bus at a fraction of the cost.

EMP has collaborated with Capital Area Transportation Authority (CATA) to retrofit 17 buses resulting in an improvement of fuel

economy between 3 to 14% and a savings of 300 to 1400 gallons of fuel per bus, annually. With present fuel costs, this relates to an estimated annual savings of \$1,000 to \$4,900 per bus. Replacing the hydraulic cooling fans with electric units reduces engine loads, which results in improved fuel economy, reduction in ambient noise levels, and lower maintenance costs.

Finally, as one of the largest users of electricity in the city of Escanaba, EMP collaborates closely with the city electrical department and administration. The City informs EMP of the latest advancements in electrical energy-saving technologies and EMP continually upgrades its capabilities to make the most efficient use of electrical energy.



Local Businesses Explore Social Media Outlets To Grow Business

The eLoft in Marquette recently hosted a Blogging 101 workshop where local business owners discussed how they could leverage blogging and Internet social media to grow their business. About 12 local businesses participated in the session, which was facilitated by James Anderson from Michigan Works! The Job Force Board.

The session focused on the different types of blogging and social media outlets available to businesses. These options included traditional blogs (e.g., WordPress and Blogger), to integrated social media systems (e.g., Facebook, MySpace, and LinkedIn), and micro-blogging services (e.g., Twitter). The session discussed

the advantages and disadvantages of each of these strategies. Anderson pointed out that one of the biggest obstacles a blogger has is gaining readership; therefore, he recommends using a blogging strategy that encompasses a social service such as Facebook, MySpace and/or Linked In.

Anderson indicated that it is important to understand your customers' demographics when selecting a blogging platform. For instance, Facebook has overtaken MySpace as the most used social network in the United States. Facebook also has the fastest growing segment of users 34 and older. MySpace, however, is primarily targeted at younger users and has strong

commercial ties to music, movies and video gaming. Also discussed was Linked In, which is primarily used by professionals encompassing over 170 professions.

To learn more about workshops and services of the eLoft, visit their website at www.theeloft.com, and to learn more about Michigan Works! The Job Force Board, visit www.jobforce.org.





(Photo Courtesy of Northern Waters Photography/Sean Depuydt)

Will Carne, President
Michigan Works! The Job Force Board



A popular tax break for employers has undergone legislative amendment and expansion this year. The Work Opportunity Tax Credit (WOTC) provides a tax credit to incentivize private-sector businesses to hire individuals

Work Opportunity Tax Credit

from 12 target groups who have consistently faced significant barriers to employment, including two new target groups authorized by the Recovery Act.

Earlier in the year, as part of the stimulus package, Congress expanded the scope of the WOTC for 2009 and 2010 to cover the employment of two additional targeted groups--unemployed veterans and disconnected youth. An individual will qualify as an unemployed veteran if they were discharged or released from active duty from the Armed Forces during the five-year period prior to hiring and received unemployment compensation for more than four weeks during the year before being hired by the business that will receive the tax credit. An individual qualifies as a disconnected youth if they are between the ages of 16 and 25 and have not been regularly employed or attended school in the past 6 months, or they are not readily employable due to lack of basic skills.

Employers are allowed a tax credit (the WOTC) equal to 40 percent of qualified first-year wages paid during any year to employees from the targeted groups. The maximum tax credit per employee is typically \$2,400 (\$4,800 for certain qualifying veterans and \$1,200 for certain qualified summer youth employees). An employer can take the tax credit with respect to a new employee only if it receives certification from a state employment security agency that the person hired belongs to one of the tar-

geted groups.

In May, the Internal Revenue Service provided guidance for implementation of the WOTC for unemployed veterans and disconnected youth. In the IRS notice, the definitions of the two groups were clarified. In addition, the notice provided some transitional relief, modifying the certification requirements so that any employer hiring an unemployed veteran or a disconnected youth could satisfy the certification requirement by submitting necessary documentation to the state employment security agency.

In the August notice, the earlier guidance was clarified and revised. First, the definition of 'disconnected youth' was revised so that an individual with a high school diploma or GED certificate earned at least six months prior to the hiring date, and who otherwise satisfies the requirements, will not fail to qualify as a disconnected youth merely because of occasional employment since receipt of the diploma or certificate.

Second, the transitional relief provided in the earlier notice from the certification requirements was extended. Now, any employer who hires an unemployed veteran or disconnected youth in 2009 prior to September 17, 2009, will be deemed to satisfy the certification requirement if the employer submits the necessary documentation to the state employment security agency by October 17, 2009.

NMU Professor Named Economic Educator Of The Year



Northern Michigan University Professor, Tawni Hunt Ferrarini has received the 2009 Economics Educator of the Year Award from the Michigan Council on Economic Education.

Ferrarini was praised by the MCEE for her service as a professor and Director of the NMU Center for Economic Education and Entrepreneurship, for going "above the call" to provide teacher education and professional development opportunities and for her role in advocating technology and online programs.

She joined the NMU faculty in 1998 and since 2000 has served as the Director of the

Center for Economic Education and Entrepreneurship. In 2008, Ferrarini was appointed as NMU's Sam M. Cohodas Professor for economic development in the Upper Peninsula. She works with the campus community and regional organizations to research economic activity for others to use to develop plans for enhancing the U.P. economy. In 2009, she received an NMU Distinguished Faculty Award.

Ferrarini will be honored Tuesday, Oct. 6, 2009, at the MCEE economic summit dinner at the Federal Reserve Bank of Chicago-Detroit Branch.

Michigan Works! For Local Employer and Jobseeker

Ontonagon Networking Group To Host Business Plan Workshop

Christian Park Village was in need of certified Competency Evaluated Certified Nursing assistants (CENAs). Wanda DeBassige was in need of a career that would provide for her the means to raise her two children. Having been a CENA twelve years ago, Wanda began exploring the possibility of picking up where she left off. Through the No Worker Left Behind initiative, Wanda was able to explore different career options and, with some certainty, determine that recertification as a CENA was a good choice in a tougher-than-usual economy.

Wanda enrolled in the CENA program through M-TEC at Bay College and completed 120 hours of training, culminating in a certification from the State of Michigan as a CENA.

Upon completion of training, Wanda interviewed with Christian Park Village and was hired.

"After many attempts to seek employment on my own, the suggestion was made that I seek help from Michigan Works!," stated Wanda. "The staff of Michigan Works! was on hand from day one, advising, guiding, suggesting and giving me the support I needed. Michigan Works! is more than a name on a sign—it really works!"



The Women of Ontonagon Networking (WON) Group is hosting a workshop on December 8, 2009 at Syl's Restaurant in Ontonagon, MI for individuals who want to increase their chances for successful self-employment.

Guest speaker, Lance Wolfe, Business Consultant for Region 1 Michigan Small Business and Technology Development Center (MI-SBTDC) will cover business planning in detail during this workshop entitled "Writing a Business Plan". Specifics of marketing and finance, legal and regulatory issues, operations, and information based planning and management are key components of the workshop. The first steps for creating a business plan draft will be included.

There is no cost to attend this event as it

is being sponsored by the Ontonagon County EDC, Michigan Works! The Job Force Board, Region 1 Mi-SBTDC and WON Group.

The WON Group is a networking opportunity for local women in business and volunteerism to share and generate ideas, offer support, expand their leadership skills, promote business ownership and rejuvenate business in our community. It is also for women considering entrepreneurship.

For more information or to register for this workshop, please contact Angie Foley at 906.884.4886.

For more information on MI-SBTDC services visit www.jobforce.org or call 800.562.4808.



SBA Launches YouTube Channel—Aim Is To Reach Larger Audience Through Popular Site

The U.S. Small Business Administration has begun posting informational videos on YouTube as it joins an increasing trend within the federal government to use the popular video-sharing web platform to reach a larger audience.

YouTube is a highly popular Web site, especially among younger people. SBA is intent on reaching this audience with its message of entrepreneurship, the importance of small business to the nation's economy, and information on the agency's programs and services.

"With millions of visitors, most of them under 35, YouTube offers a prime opportunity to use current technology and the appeal of a popular online platform to further promote the agency's programs and services," said SBA Administrator Karen G. Mills. "By expanding its outreach, SBA will be providing more current and potential entrepreneurs with the necessary tools to start, grow and succeed in

their businesses."

The SBA YouTube channel (www.youtube.com/sba) debuted with a 60-second introduction to SBA, its programs and services, and a 10-part "Delivering Success" series co-produced with the U.S. Postal Service.

Future content will include a variety of videos with more in-depth information about SBA programs and services to inform current and potential entrepreneurs. Topics will cover how small businesses can take advantage of the Recovery Act loan programs, government contracting opportunities, exporting to increase market share, counseling and training on how to start and grow a small business, and small business success stories.



Local Businesses Participate In Buy Michigan First Video Conference



Don Makowski,
*Procurement
Counselor for the
Central and Western
Upper Peninsula.*

to learn more about how to register with the state and bid on contracts. The speaker for the

On August 26th, the Procurement Technical Assistance Center (PTAC) hosted its first ever "Selling to the State of Michigan" video conference in the Upper Peninsula. Twenty U.P. businesses met at the Michigan Works! Service Center in Marquette

event was Rebecca Nevai, Buy Michigan First Outreach Coordinator. She provided information about the state purchasing procedures for commodities, services, information technology, design & construction and real estate. Rebecca used her experience as a buyer for the State of Michigan Central Purchasing Operations Office to pass along examples, resources and tips for dealing with the state purchasing departments. Don Makowski, PTAC Procurement Counselor for the Central and Western U. P., states, "We're very pleased with the presentation by Rebecca and anticipate hosting more video conferences in the near future." Other potential video conference subjects are "Elements of a Quality Proposal" and "Construction 101". For more information about contracting with government contact Don Makowski at (906) 789-0558 x244.



Seminar On Advance Market Research Slated For November

What is market research? It is a continuous process designed to gather data on government agencies and prime contractors. It assesses their needs so businesses can make good decisions about promoting the products and services offered.

On November, 10, 2009, the Procurement Technical Assistance Center will be offering an Advanced Market Research Seminar at the Michigan Works! Service Center in Marquette, MI from 8:30 am until noon.

Participants will learn where to find government buying forecasts and purchasing history, which agencies and departments purchase your goods and/or services and who your competitors are. Topics include: Understanding Market Research, Strategic Market Research and Tacti-

cal Market Research.

This class is presented by your local Procurement Technical Assistance Center (PTAC). PTAC is a non-profit organization that provides no-fee assistance to companies interested in doing business with federal and state government agencies. PTAC Procurement Counselors help businesses to understand government contracting and selling to the government.

There is no charge for these seminars, but space is limited. For more information or to register, contact Trisha DeGrand at 800.562.4808 x231 or tdegrand@jobforce.org.



COMMUNITY EVENTS

October 1, 2009

Delta County Chamber's Annual Dinnerte

Description: Awards ceremony to honor area business people and businesses.

Location: Island Resort & Casino

For More Information Call Delta County Chamber of Commerce at 906.786.2192

October 6, 2009

Business-to-Business Showcase

Little River Country Club

Time: 4:00 - 7:00 pm CST

For More Information Call Joe Plautz at 906.863.2679 .

October 15, 2009

Federal Government Contracting 101

Location: MTEC at Bay College, Escanaba

Time: 8:30 am to 9:00 pm EST Registration

9:00 am - Noon Classes

For More Information Call Don Makowski at 906.789.0558 ext. 244.

October 16, 2009

Starting a Business Workshop (MI-SBTDC)

Location: Michigan Works! Service Center in Marquette County

Time: Noon - 2:00 pm EST

October 20, 2009

Business After Hours

Michigan Works! The Job Force Board

Location: The Landing Restaurant

Time: 5:00 - 6:30 pm CST

For More Information Call Marinette Menominee Chamber at 715.735.6681.

October 21, 2009

Starting a Business Workshop (MI-SBTDC)

Location: Michigan Works! Service Center in Delta County

Time: Noon - 2:00 pm EST

October 23, 2009

5th Annual U.P. Nonprofit Conference

Location: Northern Michigan University, Marquette

Cost: Early Bird (by 8/31) GLCYD member \$65/Non-member

\$95/After 8/31 GLCYD member \$105/Non-member \$135

Sponsor: Great Lakes Center for Youth Development

For More Information Contact Ann

Gonyea, amgonyea@glycd.org

906-228-8919

November 10, 2009

Advanced Market Research Seminar

Location: Michigan Works! Service Center in Marquette County

Time: 8:30 am to 9:00 pm EST Registration

9:00 am - Noon Classes

For More Information Call Don Makowski

at 906.789.0558 ext. 244.

November 12, 2009

Upper Peninsula Healthcare Roundtable Conference

Location: Campus of NMU, Marquette

For More Information Call Deb Doyle at 800.562.4808 ext. 245

November 13, 2009

Starting a Business Workshop (MI-SBTDC)

Location: Michigan Works! Service Center in Marquette County

Time: Noon - 2:00 pm EST

November 25, 2009

Starting a Business Workshop (MI-SBTDC)

Location: Michigan Works! Service Center in Delta County

Time: Noon - 2:00 pm EST

Pure Michigan Campaign Wins Top Awards

Named Best State Tourism Radio and Best State Tourism Niche Marketing in America

The US Travel Association honored Travel Michigan with a Mercury Award for the Best State Tourism Radio Advertising for its Pure Michigan campaign. In addition, Travel Michigan also won a Mercury Award for the Best State Tourism Niche Marketing for the Pure Michigan golf and hunting campaigns.

"We are thrilled to again receive this industry recognition for the Pure Michigan campaign," said George Zimmermann, Vice President of Travel Michigan, a business unit of the Michigan Economic Development Corporation. "This recognition comes on the heels of Forbes naming Pure Michigan one of the ten best tourism promotion campaigns of all time."

These two awards join the other Mercury Awards the campaign has already received in-

cluding Best State Tourism Advertising Campaign (2007), Best State Tourism Television Commercials (2007), and Best State Tourism Radio Campaign (2008).

"There are millions of Americans who know little or nothing about the vibrancy, heritage, culture, arts and entertainment in our great cities, our sandy beaches and stunning overlooks along America's longest fresh-water coastline, or the majesty and recreation in our 19 million acres of magnificent forests," Zimmermann said. "The Pure Michigan campaign is designed to introduce to the nation the attributes that make Michigan such a popular and unique destination."

For each dollar Michigan spent on out-of-state advertising from 2004 through 2008, new

visits to Michigan stimulated by that advertising created more than \$40 of spending at Michigan businesses and generated \$2.86 in new state tax collections.

The Mercury Awards is a program created by the National Council of State Tourism Directors to recognize its members for excellence and creative accomplishment in state tourism marketing and promotion, and to inspire the continued development of truly imaginative and exciting destination marketing and promotion programs.

Pure Michigan commercials can be viewed/listened to online at michigan.org/travelads.

PURE MICHIGAN

Save the Date For November 12, 2009

All healthcare industry representatives are invited to participate in a day-long conference brought to you by the Upper Peninsula Healthcare Roundtable (UPHCRT) on Thursday, November 12, 2009 on the campus of NMU in Marquette. This year's topics will focus on the future of healthcare.

The UPHCRT is made up of healthcare, educational institutions and community-based organizations from across the Upper Peninsula whose focus is to address workforce issues in the industry, to educate our communities about the economic impact of healthcare in our region, to ensure that our industry has a pipeline of workers to meet today's and tomorrow's workforce needs and to assist the industry in insuring that their current and future workforce have the skill sets needed to remain economically viable and globally competitive.

More specific conference information will be forthcoming. For more information on the UPHCRT, please contact Deb Doyle at 800.562.4808 ext. 245 or visit www.uphealthcare.org.



MICHIGAN
WORKS!
business
is UP
The Job Force Board

Business After Hours

35
YEARS

You are cordially invited
to our upcoming
Business After Hours!

October 20th, 2009
5:00-6:30 pm CST
The Landing
Menominee

LEADING BUSINESS
TO EXCELLENCE

MISBDC
MICHIGAN
SMALL BUSINESS
& TECHNOLOGY
DEVELOPMENT CENTER™

PTAC

We hope to
see you there!

Equal Opportunity/Employer. Michigan Relay (800) 649-3777.
Auxiliary Aids and Services Available to Individuals with Disabilities upon Request.

HR Education & Training Forum Offered Locally

In response to a need for education, idea sharing opportunities and support of the Human Resources departments of upper Michigan employers, several area organizations have once again joined forces to present a unique learning opportunity. The Superiorland Chapter of Human Resource Professionals (SCHRP), the Upper Peninsula Human Resources Association (UPHRA), the Upper Michigan Chapter of the American Society for Training and Development (ASTD) and the Wellness Council of the Upper Peninsula (WELCUP) are pleased to announce the 7th Annual U.P. Fall Forum: Human Resources, Training and Wellness – “It’s Not Your Father’s HR Anymore!” – open to all interested Upper Peninsula employers, businesses and organizations.

The Forum is scheduled for Friday, October 16, 2009 at the Don H. Bottum University Center on the campus of Northern Michigan University from 8:15 a.m. to 4:00 p.m. EDT and includes many interesting and qualified presenters and educators. Major financial support for the Forum comes from Blue Cross Blue Shield of Michigan, Adult Learning Systems, Employee Benefits Agency, Island Resort & Casino, Michigan Works!, NMU Bookstore and the Society for Human Resource Management.

Contact Linda Otto at (906) 482-7382 to register for the Forum. The cost to attend is \$40 for members, \$50 for non-members and \$10 for students; the cost does include lunch. Please register by Friday, October 9, 2009. At-the-door registration is \$50 for members, \$60 for non-members and \$10 for students.



Unemployment Insurance Agency To Hold Free Seminars For Employers About Michigan’s UI System

The Unemployment Insurance Agency (UIA) will be holding free half-day seminars for employers about the state’s unemployment program.

The seminars explain to employers Michigan’s UI tax and benefit programs as well as recent changes at the agency. Seminar topics include: how UI benefits are paid and charged to employer UI accounts; new online UIA services for employers; how UIA calculates employer UI tax rates; and how to appeal an agency determination. In addition, there will be two breakout sessions - one on UI benefits and the other on UI taxes.

There will be a seminar held on October

13th in Marquette and October 14th in Sault Ste. Marie. Each session starts at 8:00 a.m. and ends at 12:30 p.m.

To register for any of the seminar sessions, employers can obtain a registration form at the UIA website (www.michigan.gov/uia). They must then complete the form and either fax it to the agency at 313.456.3372, mail it to Unemployment Insurance Agency, ATTN: ECR, 3024 W. Grand Blvd., Suite 11-450, Detroit 48202; or they can email the registration to EmployerLiaison@michigan.gov.

Employers with questions about the seminar can call the agency’s Employer Customer Relations staff at 1-800-638-3994.

Granholtm Participates In Roundtable To Discuss Successful Partnerships in Workforce Development & Education



During Governor Granholm’s annual visit to Delta County she took time out of her schedule to meet with individuals who took part in training coordinated by Michigan Works! The Job Force Board through Bay College. The Governor toured the college and the new Besse Center and then met with local employers and workers that received assistance from The Job Force Board with training needs.

“Businesses identified a need and we worked with our local partners to meet the needs of our businesses.” said Job Force Board President, Will Carne.

Governor Granholm spoke to individuals trained by Bay College through Michigan Works! to ask about their experience and hear about the great successes in workforce development in the Upper Peninsula. Members in at-

tendance included a representative from OSF St. Francis Hospital which has benefitted from this training partnership. Bay College nursing department was able to increase its cohort of nursing students to 90 RN students and 70 LPN Students, creating more opportunities for nursing candidates to receive training assistance through Michigan Works! The Job Force Board.

“You’ve got to train a workforce; make sure that the young people go to college, make sure that the more mature people have a chance to go back to college, and make sure you’ve got employers that are willing to hire them,” Governor Granholm stated.

Bay College is a key partner with The Job Force Board to meet the training needs of local businesses.

UPPER GREAT LAKES ECONOMIC & WORKFORCE DEVELOPMENT SUMMIT



Michigan Works! The Job Force Board would like to thank the partnering businesses and organizations that helped to make the 2009 Upper Great Lakes Economic and Workforce Development Summit a success!



Equal Opportunity/Employer. Michigan Relay (800) 649-3777. Auxiliary Aids and Services Available to Individuals with Disabilities upon Request.