

Don Mourand: Local Leader in Action!

When it comes to building our community, Don Mourand of Negaunee, is a role model for our region. Under his exemplary leadership, Don Mourand, of the Job Force Board's Career Connections Group, has been working across the central Upper Peninsula supporting community development activities.

Mourand's leadership foundation skills were built as he received a Bachelor of Arts in Elementary Education from Central Michigan University and a Masters in Educational Administration-Adult Education Major from Michigan State University. Mourand provided these leadership skills in his career history as a Teacher, Community School Director, Principal and Superintendent.

As superintendent of Negaunee Public Schools Mourand was instrumental in developing one of the first business education partnerships in our region with Cleveland Cliffs, Inc. in which Cleveland Cliffs recognized outstanding student academic achievement, provided classroom

support through their employees and held teacher workshops.

As Owner/President of the consulting firm, Data Driven Decisions, Inc. Mourand lends his education and private sector expertise as the Past Chair of the Empire Mine Joint Adjustment Committee and current Chair of the Northern Michigan University Joint Adjustment Committee. As Chair of Joint Adjustment Committees, it is Mourand's responsibility to guide committees to assist dislocated workers in making a successful transition to a satisfactory job in the shortest time possible, acting as a liaison with the community and to provide continuity beginning with the start up phase of the committee, through layoff or closures, until the committee disbands.

Don states, "Joint Adjustment Committees bring value to not only the affected workers, but to the community. There is a collective body of people and resources working together get dislocated workers back to work. All of these workers are

members of our community. We have a responsibility to assist them in their time of need."

Building partnerships between business and education is a passion of Mourand's. In his leadership role as Co-chair of the Job Force Board's Career Connection Group, Mourand has been instrumental in convening business and education to talk about workforce development needs, how education can help prepare youth for their workplaces and what business can do to bring their message to the classroom. A teacher guide "Why Should I Teach Employability Skills" was developed under his guidance. This brochure gives educators a tool they can use to integrate business expectations into the classroom.

Mourand is busy in many community and volunteers activities that include, Secretary of Marquette Community Foundation, Co-Chair of Career Connections Group, Trustee of Eastern U.P. Substance Abuse Services, Big Brothers/Big Sisters



Don Mourand, Owner/President of Data Driven Decisions, Inc. (Picture courtesy of Sean Depuydt/BUP!)

of Marquette County, Treasurer of Michigan Iron Mining Museum Advisory Board and the Negaunee Area Community Fund and member of the Lake Superior Partners in Education.

"It is an honor to work along side Don," says Will Carne, President of the Job Force Board, as his enthusiasm and commitment to building our region is boundless."

Mourand, a retired educator resides in Negaunee with his wife Barbara. Mourand provides consultant services to schools, business and youth organizations.



SBC Enhancing Technology Curriculums in Schools: *Training Michigan's Educators*



Steve Balbierz, Director of SBC External Affairs and Job Force Board Member.

Through the help of the ATA Technology Academy, educators form across the state are learning to integrate the use of technology into their curriculum. The program began in 1999 through a \$2 million grant

from the SBC Foundation, the philanthropic arm of SBC Communication, Inc.

ing services to high-needs schools in Michigan. "The Execelerator grant will allow ATA to expand on the consulting services piloted in a limited number of Michigan schools this past year," said Ric Wiltse, director of the ATA program and executive director of the Michigan Association for Computer Users in the Learning (MACUL). "It will also help schools fulfill the requirements of the federal "No Child Left Behind" legislation as they relate to the integration of technology and student achievement."

"The Technology Academy is one of the most highly regard professional development programs for educators in Michigan," adds Steve Balbierz, director of SBC External Affairs and Job Force Board Member. The ATA Technology Academy training begins with workshops held in the summer at locations around Michigan. Ishpeming High School is slated for training June 14-18. Information on the ATA program is available at <http://www.ataacademy.org>.

form the SBC Foundation, the philanthropic arm of SBC Communication, Inc.

Now in its fourth year of training, the Academy helps K-12 educators increase their skills to benefit the academic achievement of Michigan students. This has resulted in a training force of more than 3,000 educators who have impacted potentially tens of thousands of Michigan students. A recent \$25,000 grant from SBC will help extend ATA's train-

Schoolcraft County Chamber Names Business of the Year

At its 2004 annual dinner, Schoolcraft County Chamber Board President, Paul Olson, announced Putvin Drug Store as its "Business of the Year".

Putvin Drug Store, a small Rhode family owned business, was recognized for its contributions to the community. Mr. Olson stated, "Small business are often times the backbone of a community. In Putvin's case, they have given their heart and soul to this area. They set roots in Manistique and flourished."

This store has grown from medicinal supplies to a store whose inventory includes pet supplies, gifts, jewelry, house supplies and cards.

Mr. Olson recognized Putvin Drug Store for their merchandise and dollar donations to the county from the Manistique Merchants to Manistique and Big Bay de Noc Schools. He also stated that the store avails itself to

both the medical field and the public twenty-four hours a day. "Putvin Drugs is a mainstay in our community."

Paul Rohde, Jr., pharmacist and a third generation member of the Rhode family who accepted the "Business of the Year" award on behalf of Putvin Drugs said, "This is an honor for our family and for Putvin Drug Store employees. We are proud to serve the community."



Six County Employment Alliance Board Members Keith Aldrich and Dan McKinney congratulate Paul Rohde, Jr. (center) of Putvin Drug Store as Schoolcraft County Business of the Year.



Linda Wilke, Business Service Consultant for Michigan Works! in Menominee County. (Picture courtesy of Sean Depuydt/BUPI)

Pursuing Her Passions

Linda Wilke, Michigan Works! Service Center in Menominee County

Born and raised in Marinette, Wisconsin, just across the border from Menominee, Linda moved away after college and lived and worked in Texas for ten years. The exodus was significant and life altering.

"If I were boss of the world, everyone would move away from their home area for at least two years—and college doesn't count," she says. "Moving away really helps people to understand that the way they were brought up doing things is not the *only* way, nor necessarily the right way, either. It makes you more tolerant of others and provides a more diverse experience. There is nothing more 'broadening' than stepping all the way out of your comfort zone. It changes your life."

When Linda is passionate about something, she does more than just talk about

it. She throws her time and considerable energies into programs and projects that will nurture the object of her concern.

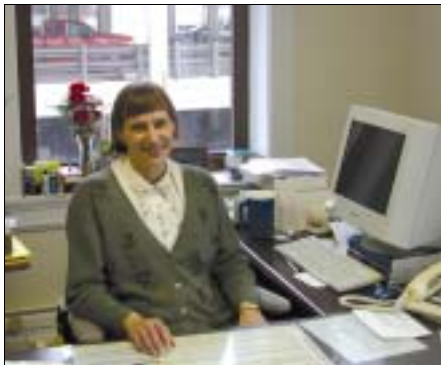
What are Linda's passions? Among them are challenging and developing young people's minds, working with, raising and caring for animals, and volunteering to help foster positive growth in those community organizations that can most benefit from her attention. When she is not at Michigan Works!, Linda can often be found interacting with teachers, young people, and corporate sponsors as a regional Coordinator for Hi-Q, the nation's oldest high school academic quiz competition. She is a committed volunteer at the Menominee Animal Shelter and a participant in the 2003-2004 River Cities' Regional Chamber of Commerce Community Leadership Academy. She also finds time to raise and care for her pasture-

raised Australian Murray Grey cattle, chickens, riding horses, and fainting goats on her farm, the *Rancho Lindo Sol*, or "Ranch of the Beautiful Sun."

Linda's innumerable and lifelong contacts in the business and social community of the twin cities of Marinette/Menominee make her a natural at her job with Michigan Works! "Employment at Michigan Works! has enabled me to utilize many facets of my educational skills while gaining a deeper understanding of area businesses and the kinds of workers they are seeking. There is a lot of satisfaction in being the matchmaker who brings employers and jobseekers together," Linda adds. She has been employed with MW! in Menominee since October, 2002.

For more information on how Linda can help your business, call 906.863-9957.

Some people's day-to-day lives are a precise mirror of their passions. When these passions overlap with the greater community good, everyone benefits. Former teacher and school principal, Linda Wilke, is a perfect example. Currently serving Michigan Works! as a Business Service Consultant, in Menominee, Wilke is also a small business owner/operator and a dynamically active community member.



Gloria LaPointe of Cowell and LaPointe, P.C. found success with Michigan Works! (Picture courtesy of Sean Depuydt/BUPI)

Business Finds Success at Michigan Works! in Marquette County

this while searching for assistance in filling a secretary/accounting clerk position. In past attempts to advertise for candidates, Gloria was unable to find the caliber of applicants she was looking for. Gloria was new to the Michigan Works! system and unaware of all the services Michigan Works! could offer her company.

In speaking with **Michigan Works! Business Consultant, Julie Hautala**, Cowell and LaPointe, P.C. was introduced to a wide range of human resource services that included assessments for qualified applicants. **Cowell and LaPointe** also took advantage of the applications being collected at the Michigan Works! Service

Center. "The explanation of the entire process was extremely helpful, and if I didn't understand a certain aspect, I knew I could always call and ask," stated LaPointe.

Applications and testing results were then forwarded to **Cowell and LaPointe** for interview selection. "The testing results were used to narrow down the remaining candidates, it was nice to have some additional information," said LaPointe. When LaPointe requested some sample interview questions to ask potential candidates, Julie Hautala offered several key ideas. "The interview questions I received were extremely helpful. They guided me to ask legally correct questions

to find the information I needed to select the candidate that I was looking for." **Cowell and LaPointe** found the perfect match for the position and hired a candidate who utilized the professional employment services offered by Michigan Works!. LaPointe has since commented that her new employee is "a good worker, very conscientious and efficient. She has already done so much for us."

"Using Michigan Works! has been a very positive experience. Julie Hautala was extremely helpful as she went beyond the degree of satisfaction, more than I expected. I would recommend Michigan Works! to any business," added LaPointe.

Meeting the needs of employers and securing satisfying employment for job seekers has been the primary focus of the Michigan Works! Service Center in Marquette County. **Gloria LaPointe, of Cowell and LaPointe, P.C.**, discovered

A Lesson in Manufacturing

As members of the Career Connections Group (CCG), an educational advisory committee to the Job Force Board, focus on how our Career Preparation and Workforce Development System can provide business with well-trained job applicants, members are going to business to learn just what skills are required to succeed in the workplace.

Jim Zobel, Human Resource Manager of Emerson Tool and a member of the Job Force Board's Career Connection group recently hosted a tour of his facility for

co-members of the Career Connections Group.

Located in Menominee County, Emerson Tool manufactures Craftsman Wet/Dry Vacuums. CCG members discovered first hand how these products are made and also how Emerson competes in the world economy. Emerson workers work diligently on the computerized assembly system that uses robotics and technology to assemble the engine and internal parts of the vacuum.

Dr. June Schaefer, Superintendent of MARESA, stated, "The tour was an absolutely outstanding experience for our committee to see manufacturing in action. It gave us the opportunity to see the absolute latest technology in its application, which for me was very important in regards to how our schools need to assist youth in preparation for that type of work setting. It also gave our committee a concrete reference point as to how critical it is to understand the required employability skills and the technical math and science preparation that we

have to address for young people to enter manufacturing."



Jim Zobel, Emerson Tool and Career Connections Group member, serves as a tour guide for his co-members June Schaefer and Don Mourand.



Why search for highly qualified I.T. employees from schools out of the area? *Bay College is doing it right here!!*



Karl Linderoth, Bay College instructs students on computer system technology. (Picture courtesy of Sean Depuydt/BUF)

In 1998, a fledgling program took flight at Bay College. It was called Computer Systems Technology and started as an extension of

the Electronics (now Automation) at Bay. Its primary focus was the desktop computer, hardware and operating system. It was developed due to need expressed by local employers struggling with the demands of technology, but did not have staff with current technology skills. From a meager beginning of 6 students the program has over 80 students today.

In 2001, Bay College hired Karl Linderoth to serve as the lead instructor and faculty member responsible for giving the degree direction. Linderoth cut his teeth in technology at The Job Force Board assisting in the migration from a dial up network to a fiber optic backbone, routed IP network extending to 7 locations in 6 counties in the Central Upper Peninsula. Some of the advanced technologies employed by on this network were Voice over IP, Citrix Winframe/Metaframe, web portal access, Virtual Private Networking, and remote management through Microsoft SMS

server, some of these technologies are only becoming common place today! Later, Linderoth ventured out during the I.T. boom of the late 1990's and co-founded a computer sales and service company.

Linderoth's experiences had drilled in several important lessons about I.T. First, networking and the Internet was where the action was and would be for local companies for many years to come. Second, that mastering the hardware and software running the network was only a small part of the skills that a network technician needed master. Knowing how to integrate it into the business and provide data and value added information was what the network technician's ultimate goal should be for the company that they work.

Bay's program had an excellent grounding in Microsoft and Novell, PC Hardware and Troubleshooting, and Intro to Networks. So, only a few gaps needed to be addressed. First, a course on Advanced Networking was added, in which students learn how a routed network functions, from packet generation to routing metrics, including all phases of wireless networking (802.11 a/b/g and wireless MAN's). Second, a course in Unix/Linux was added so that students would receive skills in the fastest growing operating system in the world. Third, Systems Analysis and Design was added to help students understand the importance of integrating technology, leveraging data, project management, and continuous improvement in the Information Technology realm. These skills helped to round out the student's skills and competencies. In fact, to date 100% of Bay College CT students that have

taken the Comptia A+ or Network+ tests (national industry standard for competent technicians) have passed the tests. Compare this with a 50% national pass rate on both tests and Bay College students prove that local is better!



Karl Linderoth, Computer Systems Technology Instructor at Bay College. (Picture courtesy of Sean Depuydt/BUF)

In the last year, three new courses have been added to the degree. First, Network Security, that provides students with advanced knowledge and hands on skills relating to how hackers and viruses attack, how to protect the network and workstations, and how to report the incident to law enforcement. It also prepares students for the Comptia Security+ test. Next, Linux Administration and Support, the follow up class to Intro to Unix. Finally, Web Server Administration, in which students (both network and web page developers) will learn to plan, load, optimize and support web servers, including Microsoft Internet Information Server, Linux Apache Web Server, and Novell's Tomcat Apache Web Server. Also, students will be introduced to ASP.NET, the .NET environment, and PHP using MySQL, all used to manipulate data through the web page.

Bay College is always looking for busi-

ness input for future plans for degrees and new courses. Among courses that Linderoth has received requests for are Telecommunications and Wireless Networking, Data Driven Web pages, Multimedia Design and Production, and Server Administration using Scripting. Also, final touches are going on a transfer degree with Lake Superior State University for Bay Computer Tech graduates to transfer into the Bachelor of Science in Computer Networking degree. Plans call for all classes to be offered at Bay College, with 3rd and 4th year classes to be taught by LSSU faculty. This will be the first Computer Science degree offered completely in Escanaba.

Currently, 10 former Lakeside Machine employees are in the CT program for retraining. When they entered the program in January of 2003, Bay College committed to doing everything it could to help the students complete the degree in 3 semesters. Coordination between staff at the local Michigan Works service center and Bay College faculty and staff has resulted in many students on track to complete by May 2004. This is an excellent example of the flexible, high tech training that Bay College can offer in conjunction with the Michigan Works! Service Centers.

Attention Business and Industry, if you are looking for highly qualified bench technicians, network technicians, administrators, or web server support specialists you need look no further than Bay College. There is no place like home!

If interested in serving on the Bay College Advisory Board for the Computer Systems Technology degree, please contact Karl Linderoth, 786-5802.

PINECREST MEDICAL CARE FACILITY TO CELEBRATE NATIONAL NURSES WEEK May 6-12th

The work of America's 2.7 million registered nurses to save lives and to maintain the health of millions of individuals is the focus of this year's National Nurses Week, celebrated annually May 6-12 throughout the United States.

"Nurses: Your Voice, Your Health, Your Life" is the theme for 2004. National Nurses Week opens on May 6, the traditional National Nurses Day and ends on May 12, the birthday of Florence Nightin-

gale, founder of nursing as a modern profession.

National Nurses Week and National Nursing Home Week overlap in May, and for good reason. It is only natural that nurses and residents should celebrate their existence together. **Pinecrest Medical Care Facility** will be holding a special week of celebration. Nurses participate in "Dress Up Days," with themes such as Mexican Day or "Get up and Go" day, where staff

dons pajamas or a sombrero instead of scrubs. **Pinecrest** also hosts an Ice Cream Social, where both residents and staff are served ice cream sundaes with their choice of toppings. Throughout National Nurses Week snacks are served and parties are held. Adds **Marina Dupler, Director, Pinecrest Community Relations**, "We realize that without our great nursing staff, **Pinecrest** just wouldn't be the same special place. National Nurses Week is a great way to show our nurses how much we

care."

The Job Force Board and its Upper Peninsula Healthcare Roundtable, which is represented by Gerald Better of Pinecrest Medical Care Facility has made tremendous strides in its efforts to recruit students into the field of Nursing. It is a pleasure to be associated with Pinecrest Medical Care Facility. We applaud their efforts in supporting the field of Nursing, states Will Carne, President, Job Force Board.

Benefit from workshops at Michigan Works!

Managing Change/ Assessments– Easy to do assessments that help you bring your hidden skills and talents out. They also help you decide what interests you have. The workshop includes discussions on current issues.

Computer Basics– Learn basic computer skills, the components of the computer, and how they interact. Learn to use word processing software to create resumes and cover letters and how to use the internet as a tool for your job search.

Computer Lab– Utilize computer systems to do your job search, access educational websites, practice typing, OPAC, and follow up or complete any assignments.

Resume, Thank you & Cover Letter writing– Discussion and tips on how to write an effective resume and cover letter that will get you noticed.

Labor Trends/Job Search– Learn new techniques that you can apply to your job search, both online and in networking. Learn to use labor market statistics to help you decide what choice or employment your future has to offer.

Ready for Work– *Would you hire you?* Learn about employment issues and get tips for interviewing. Knowing the right things to do and say when job hunting can make you successful.

Budgeting/Self-Assessment Review and Occupational

Outlook– We use this time to review assessments from Monday's class and also to present you with budgeting alternatives and forecasts for specific occupations.

Networking– Discover successful job search methods. Leave with a better understanding of the power of networking and how your own personal list of contacts can help you find employment.

Bring Your Profits UP

A quality labor force. Outstanding education and worker training opportunities. Available and affordable land. A connected infrastructure. And selected recreational opportunities. It's a dream business environment.

UPEDA
Upper Peninsula Economic Development Alliance

Invest in Michigan's Upper Peninsula... Where Success Comes Naturally.

For free and confidential assistance, contact the Upper Peninsula Economic Development Alliance.
906.235.0108 www.superiormichigan.com

Ready for Work?

Ready or not, Michigan Works has unveiled a new and exciting initiative called "Ready for Work." This workshop series responds to the needs of the business community and helps provide businesses with quality entry level workers who have a solid understanding of workplace requirements.

For more information, contact your local Michigan Works! Service Center.

MICHIGAN WORKS! business is UP

www.jobforce.org 1-800-285-WORKS!

Win your own "Slice of Heaven"!!



Win a cabin on 10 wooded acres located in Upper Michigan's Marquette County. Tickets are only \$5! Call the Chamber of Commerce at 888-578-6489 or visit www.marquette.org

Proceeds to benefit economic and community development in Marquette County.

License #R73886

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Win 10 wooded acres with a rustic cabin located in Forsyth Township, on recreational trail system, just 20 minutes South of the City of Marquette.

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TICKETS ONLY \$5 EACH

Must be 18 years or older to purchase tickets. Winner responsible for all applicable taxes. If 20,000 tickets are not sold, the drawing will revert to a 50/50 raffle with the minimum prize of \$10,000 to be awarded.

DRAWING September 1, 2004
Need NOT be present to win.

RAFFLE TICKET ORDER FORM

Name (please print): _____
Address: _____
City/State/Zip: _____
Telephone: _____

Please mail check or money order to:
LSCP - RAFFLE
501 South Front Street
Marquette, MI 49855

*Please do NOT send cash by mail.
*Your personal information will NOT be sold or given to any other organization.

# OF TICKETS	x \$5 each	=	TOTAL AMOUNT ENCLOSED
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DELTA COUNTY
2831 N. Lincoln Road
Escanaba, MI 49829
P: 906-789-9732 / F: 906-789-1904

DICKINSON COUNTY
200 Fairbanks
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