

**In The
Spotlight**

GOVERNOR'S BREAKFAST WITH MICHIGAN WORKS! PARTNERS

On March 7, 2005, Michigan Works! partners had an unprecedented opportunity to meet face-to-face with Governor Jennifer M. Granholm and discuss the Michigan Opportunity Partnership. Michigan Works! Agency directors and Workforce Development Board chairs, along with Michigan Department of Labor and Economic Growth (DLEG) staff, met for breakfast at the M-TEC Conference Center at Lansing Community College's West Campus.

David Hollister, Director of DLEG, and Michael Zelle, President of

the Michigan Works! Association Executive Committee, gave the opening remarks. Hollister said he hoped this meeting would be "the beginning of a more in-depth and meaningful partnership, and a much more visible and active partnership in the future."

"Thank you for working with us to make this workforce development initiative (*Michigan Opportunity Partnership*) a success," said Governor Granholm. "All of you are dealing with the struggles in the manufacturing industry and with outsourcing. We need to diversify the economy and put people to work today."

The Michigan Opportunity Part-

nership addresses the critical labor shortage in healthcare and skilled trades. Employers are struggling to fill almost 90,000 job vacancies that exist in Michigan today, while projections show the state's needs in these sectors will swell to approximately 300,000 workers by 2012. The Michigan Opportunity Partnership will work to match and place 30,000 unemployed citizens in vacancies in this first year.

Jack O'Reilly, Director of Southeast Michigan Community Alliance SEMCA Michigan Works!, said "the disconnect is where the skills are. The products and training are not always aligned to where the needs are."

"There is nothing more important for Michigan than putting people to work. We want to be partners with you...whatever the barriers you have all experienced to achieving this, I want to remove them," Governor Granholm said. "This is the first installment of that connection. In the meantime we will be working to make sure that you are successful!"

COMMUNITY EVENTS

April 1st
LSCP Event (12:00PM EST)
Community Excellence Award Luncheon
Location: Wawonowin Country Club
Call Cheryl Shuty for more information
(906) 486-4841

April 5th
Business After Hours
The Landing
For more information call the Rivercities Chamber of Commerce
(906) 863-2679

April 11th
Business Showcase
Range Agency
Location: Iron Range Agency
Call Cheryl Shuty for more information
(906) 448-4841

April 18th
Economic Club Meeting (6:00PM EST)
Location: Ramada Inn of Marquette
Call Carrie Dubord for more information
(906) 228-6000

April 20th
Business Showcase (5:00-7:00PM EST)
Landmark Inn of Marquette
Location: Landmark Inn
Call Carrie Dubord for more information
(906) 228-6000

April 27th
Business After Hours
Arts Center & TV-6
Location: Paccino's
Call the Delta County Chamber of Commerce for more information
(906) 786-2192

May 9th
Business Showcase (5:00-7:00PM EST)
Carpet Specialist
Location: 800 Lakeshore, Ishpeming
Call Cheryl Shuty for more information
(906) 448-4841



Governor Granholm addresses Michigan Works! CEOs and Board Members.

CLEG HOLDS INAUGURAL MEETING



Sharon Wenzl, CLEG Chair, welcomed the Council for their first meeting.

As the breakfast with Michigan Works! Partners adjourned, the first meeting of the new Council

for Labor and Economic Growth (CLEG) commenced in the room next door.

The members of CLEG include 75 key leaders from business, labor, community colleges, universities, community-based organizations, local workforce boards, the K-12 educational community and government. It has a majority of private sector members and has been organized to better address Michigan's workforce development needs while still meeting federal requirements. Some of the strategic efforts that

CLEG will focus on include:

- ◆ accelerating re-employment
- ◆ increasing educational attainment
- ◆ tackling workforce issues facing key industry sectors
- ◆ creating a state culture of entrepreneurship
- ◆ increasing Michigan's global competitiveness
- ◆ strategies for low-wage worker advancement
- ◆ increasing the number of math/science degrees
- ◆ building strong regional partnerships and strategic actions



Will Carne, President Job Force Board

The Michigan Works! System is excited about the opportunity to work with Governor Granholm and the Depart-

MICHIGAN OPPORTUNITY PARTNERSHIP WILL PROMOTE ECONOMIC VIABILITY OF OUR REGION

ment of Labor and Economic Growth (DLEG) on the Michigan Opportunity Partnership. Michigan Works! has the resources, capacity, and experience to play a key role in accomplishing this very important undertaking.

The Michigan Works! System pledges to reach Governor Granholm's goal of placing 30,000 Unemployment Insurance (UI) claimants into jobs in 2005. We also pledge to work with Account Managers from the Michigan Economic Development Corporation (MEDC) and double the number of employer visits from 5,000 to 10,000 this next year. The role Michigan

Works! will play in the Michigan Opportunity Partnership includes a statewide marketing campaign to kick off upcoming events. Our slogan, "Michigan Employers Hiring at Michigan Works!" will be used throughout the marketing campaign in order to accomplish the goals and objectives established by Governor Granholm.

Direct mailings will be sent to all Michigan employers from Governor Granholm and the 25 Michigan Works! Agencies (MWAs), encouraging employers to pledge jobs and actively participate in the "Michigan Employers Hiring at Michigan Works!" campaign.

Public service announcements, featuring Governor Granholm, will receive airplay on both television and radio throughout Michigan.

The Job Force Board will encourage employers and employer-related associations to market the "Michigan Employers Hiring at Michigan Works!" campaign. The Michigan Work! Service Centers will be working closely with business and industry to conduct job fairs and open houses. We are looking to the support of our business community and the Michigan Works! Service Centers to assist us in the success of this campaign.

MEADWESTVACO PAPERS GROUP CHOOSES MICHIGAN WORKS!



Works! Service Center in Escanaba daily per a schedule according to the first letter of their last name. Applicants beyond a 70 mile radius from the Delta County Michigan Works! Service Center who were unable to be at the Service Center on the above dates were able to request an electronic copy

of the MeadWestvaco application. These electronic applications then

retained. Assessments help identify the attributes for qualified candidates prior to hire, assisting in reducing time spent training new hires, and conversely reducing future employee issues.

The second step in the mill trainee hiring process at MeadWestvaco was to complete a skills assessment. Candidates who met the initial pre-screen of their applications by MeadWestvaco, according to the qualifications set forth in the job order, were selected to complete this assessment. Michigan Works! staff administered the assessments for MeadWestvaco.

Those candidates who met the

to help in job search.

MeadWestvaco will soon be known as NewPage. A recent press release from the company, and published in the Escanaba Daily Press, described the symbolism behind the NewPage name with the "New" referring to all that is new in launching the new company and "Page" representing the fact that paper will be the core business. The new company name is intended to be concise, memorable and speak volumes about their business and how they intend to operate in the marketplace. The employees hired as a result of this recent recruiting/hiring process will be a part of a "focused and independent corporation solely dedicated to bringing the best coated papers to its customers."

Roxanne Guindon, HR Generalist at MeadWestvaco has added that "Michigan Works! played a very important part in our hiring process. Applications were accepted only through Michigan Works!. After MeadWestvaco personnel screened the applications, Michigan Works! provided the testing needed for the applicants to go on to the next step in the application process. This was all done within a tight timeframe. The staff at Michigan Works! was very professional, accommodating and helpful. I would recommend Michigan Works! to any business needing assistance with its hiring."

MeadWestvaco Papers Group (soon to be called NewPage) chose the staff at Michigan Works! in Delta County to assist their current recruiting/hiring process. Applications for mill trainees were accepted at Michigan Works! in Escanaba from January 18-22, 2005.

MeadWestvaco requires that Mill Trainee candidates have a high school diploma or equivalent AND at least two years of formal education beyond high school OR a minimum of five years' work experience in assignments of increasing responsibility and skills in a technical or industrial setting. Candidates are also required to have basic computer experience and to indicate the ability to adapt to an indefinite work schedule and to work various shifts.

Qualified candidates were asked to apply in person at the Michigan

had to be completed, signed and returned by mail by a preestablished date. Resumes were accepted and attached to completed applications.

Michigan Works! recommended administering pre-employment assessments in order to hire the right candidates to meet MeadWestvaco's future workforce needs. Developing a quality workforce is a critical component in the success of any company in today's labor market. In order to maintain and grow the economic base of the region, the highest quality workers must be hired, trained and

requirements of the skills assessment were then invited to interview sessions with MeadWestvaco committees beginning in early March 2005. Candidates not selected to continue in the recruiting process were invited to come into their local Michigan Works! Service Center to use any of the many resources Michigan Works! has to offer job seekers in their employment search such as identification of demand occupations, assistance with resumes, completing applications, doing job search, or use of phone, fax, as well as internet access

MeadWestvaco

REAP THE REWARDS AS YOU RELEASE YOUR EMPLOYEES' PASSION FOR SERVICE



Bill Drury, of Bill Drury Seminars, is the presenter for "Passion for Service."

In order to assist companies with their customer service improvement efforts, the Chamber of Commerce, Economic Development Alliance, Convention and Visitors Bureau, The Job Force Board and the Escanaba Daily Press have joined forces to sponsor another customer service workshop – a seminar that has become an annual professional development event typically scheduled in the spring just before the highly anticipated busy tourism season.

The presenter is customer service and telephone communications expert Bill Drury. Drury is a man with a "Passion for Service" and he's scheduled to present a seminar on May 25th to spread the word. This event will be held at the House of Ludington in Escanaba.

From 1985 until 1990, Drury was the National Training Consultant for the Zig Ziglar Corporation. "According to many Chambers of Commerce I have contacted, he speaks, trains, and travels extensively, and has proven to be one of the most effective and entertaining trainers in the industry," adds Vickie Micheau, Director of the Delta County Chamber of Commerce. "We've heard fantastic reviews about this program that include ...Bill has conducted over three hundred seminars for the Zig Ziglar Corporation— we always got good reviews. He knows what he is talking about. He has an excellent style of delivery. Your people and your company will be better off after hearing Bill Drury."

We are fortunate in our community that when we do business locally we can expect and do, for the most part, receive high quality customer service. That's because business owners and managers realize that excellent customer service impacts recurring sales and the increased profitability of their business and are willing to invest in training programs to help employees meet and exceed their customers' expectations.

In communities such as ours, the way visitors, customers or guests are treated is as much a part of the product they receive as the meal they eat, the room they rent or the items they buy. Front line workers such as customer service representatives, salespeople, and technicians have the capacity to make a company look very bad...or very good. They and all other employees must continuously be aware of how critical a role they play in the promotion of their community and the businesses they represent.

Subjects he will cover include: Who really signs your paycheck; Stay Motivated; Make a Great First Impression; Create a Vision for Service; Communicate Respect to Every Customer; Personalize Your Service; Listen; Handle the Irate Customer; Overcome Stress and Burnout; and Handle the Ten Most Difficult Customers.

On May 25, 2005, there will be a morning and afternoon

presentation of the seminar (both sessions identical), allowing employers to send half their people in the morning and half in the afternoon.

Your investment is only \$79 for one or \$69 for five or more if you register by May 11th. Late registrations are \$89 for one or \$79 each for five or more. Call the Delta Chamber at 906.786-2192 or visit us online at www.deltami.org to find out more or to reserve your spot!

A Passion for Service ®

CUSTOMER SATISFACTION FACTS



Bill Drury is a man with a passion. He is on a mission to help businesses create a lifetime loyal customer. On May 25, 2005, at the House of Ludington in Escanaba, he will present an action-packed 1/2 day seminar with proven strategies and techniques to help everyone in the company win customers and reduce lost sales.

Here are key reasons why businesses across the region should attend:

FACT: 96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them.

FACT: Customers who encounter poor service tell an average of 11 other people about their bad experience.

FACT: 68% of customers who stop doing business with a company do so because of perceived indifference nobody cares.

FACT: Courting new business can cost up to five times more than strengthening relationships with current clients.

Call the Delta County Chamber at 906.786.2192 or register online at www.deltami.org





Julie Nylund, Business Service Consultant at the Michigan Works! Service in Marquette County.

MEDICAL OFFICE FINDS WORKER RECRUITMENT SOLUTIONS THROUGH MICHIGAN WORKS! BUSINESS SERVICES

County to post a job order. Julie advised Lion of the process where job-seekers could view the job order on the Michigan Talent Bank and the required steps to apply. "At first I was not sure where to start. I spoke with Julie a few times in person and on the phone. She guided me in the right direction while I took my first step toward the advertising of the position along with the interviewing process. I let her know what we, as an office, were looking for in the candidate" stated Lion.

Lion decided to take advantage of the convenience of having resumes and application collected at Michigan Works! This cut back on the phone calls and walk-in-traffic coming into her already busy office, thus allowing patient care to remain top priority. "To my surprise we only had the ad

posted two days and we had over twenty applicants!" Lion commented.

In search of guidance for organizing applications, finding the most qualified candidates, and developing questions for the interviewing process, Lion once again contacted Michigan Works!. Michigan Works! assisted Lion with the application process based on the needs of the office. With the help of Michigan Works! Business Resource Center, Lion was able to develop a line of questioning for the interviewing process. "I also took advantage of the interviewing rooms on site. I found this to be very helpful because it would not take time away from the patients scheduled for that day" said Lion.

"I want to sincerely thank Michigan Works! for the wonderful experience I had through them. It was so helpful

to know that if I had a question someone there could always give me an answer or find the information to help answer the question. Through my entire process of interviewing candidates, they were always there to offer me guidance and resources when I found myself stuck with a problem or question. There were so many resources I found helpful. For example there are several resource books on site to look at or check out" commented Lion.

"Overall, I was very pleased with the experience. I would definitely call upon Michigan Works! again if we need to hire for another position in the office" exclaimed Lion.

To find out how Michigan Works! in Marquette County can help your business please contact Julie Nylund at 906.228.3075.

When Heather Lion, Office Manager of Kendall P. Tabor, D.P.M. visited Michigan Works! seeking a qualified employee, what she discovered were the many employer related services available to aide her in hiring the process!

Lion met with Julie Nylund, Business Service Consultant at the Michigan Works! Service in Marquette

DICKINSON MEMORIAL HOSPITAL: ENDOSCOPY DEPARTMENT TAKES TECHNOLOGICAL LEAP FORWARD IN PATIENT CARE



The newest technology available in the field of endoscopic diagnostics and procedures is now in use at Dickinson Memorial Hospital. New *Pentax* gastroscopes, colonoscopes, light sources, and video monitors have been installed in all three Endoscopy Suites in the Ambulatory Care Unit (ACU). The new scopes represent a capital investment of \$250,000 and replace equipment that had been in use for ten years.

The new endoscopy technology provides benefits for both patients and for physicians. It uses a full color spectrum for a truer picture. The image is larger and more defined. Consequently, the physician is able to see better, to see more, and is able to make a more definitive diagnosis. For patients, a more definitive diagnosis means they get their questions answered more accurately, and most importantly, they will receive a much more effective treatment plan. Over-

all patient care is improved.

The new scopes resemble long, flexible hoses that are exactly 9 millimeters in diameter. Each "hose" encompasses a light source with a tiny camera at the tip as well as an empty "channel" through which a variety of instruments can pass to take care of what is discovered within the patient. Instruments include *biopsy forceps* to



P Cyndi Michaud, LPN (Left) and Peggy Watt, LPN (Right), both nurses in the Ambulatory Care Unit at Dickinson Memorial Hospital, display the new endoscopy equipment now in use. Patient care is greatly enhanced by the improved imaging abilities of this newest technology. All three Endoscopy Suites were outfitted with the new equipment.

remove small pieces of tissue to be examined for cancerous cells, *snares*

that select tiny polyps and other abnormal growths for removal, and *cautery tips* that stop bleeding. The new scopes are used, then, for both diagnosing and treating a variety of situations. They can discover the problem through the pairing of light with highly advanced optics, and they can correct many abnormalities through the application of various instruments in the hands of skilled surgeons.

Many advanced procedures, both diagnostic and therapeutic, can be performed in the Ambulatory Care Unit of Dickinson Memorial Hospital. In any given year, between 1,600 and 2,000 procedures are performed in the Endoscopy Suites. The *gastroscopes* are used to examine the interior of the patient's stomach and esophagus. Specially trained physicians and surgeons use these scopes to find ulcers, narrowing of the esophagus, foreign bodies that may have been swallowed, and the cause of any type of abnormal bleeding. They can also look for cancerous growths. Physicians also use the scopes for therapeutic dilation, or widening, of the esophagus if it is abnormally narrow and causing swallowing problems. The *colonoscopes* are used in much the

same way to examine the patient's colon. They are used to detect colon cancer and to find the source of any rectal bleeding.

Surgeons on the Medical Staff of Dickinson County Healthcare System were the driving force behind the need for new equipment, and worked with hospital administrative staff to select the new scopes. Selection criteria included the size and flexibility of the scopes along with the quality and clarity of image they produced.

"We are very pleased to be able to provide this new technology to our patients and physicians," stated Judy Occhietti, RN, Nurse Manager of Dickinson Memorial Hospital's ACU. "The improvement in image quality is quite remarkable. Our patients may be able to avoid more invasive procedures thanks to this new technology, and our physicians can be confident in their definitive diagnosis and resulting treatment plan. Our ability to locally provide high quality, comprehensive diagnostic and therapeutic procedures for the stomach, esophagus and colon on an outpatient basis will help patients avoid the expense and inconvenience of travel outside the area."