

## National Company Seeks Michigan Works! Services



The Dickinson County Michigan Works! Service Center recently partnered with Schneider National to assist with recruiting efforts in the Iron Mountain area. Gerri Krueger, Enterprise Recruiting Manager, Human Resources for Schneider National, utilized the Michigan Works! facility to conduct on-site presentations, accept applications, and talk one-on-one with candidates to answer questions regarding Schneider driving opportunities.

Schneider National, the largest carrier in the nation, offers company-paid training for qualified candidates to obtain a Class A Certified Drivers License. They also offer a wide variety of career advancement opportunities. To learn more about the company, access their website at [www.schneider.com](http://www.schneider.com). To apply on-line go to [schneiderjobs.com](http://schneiderjobs.com) or call 1-800-447-7433.

To assist Schneider with their recruiting efforts, Michigan Works! Human

Resource Specialists posted the opportunity on the Michigan Talent Bank, assisted with scheduling of participants, and notified job seekers of the sessions. Krueger stated, "The facility was well organized; the staff was very accommodating and receptive to what we were trying to accomplish allowing us to meet our objective for on-site recruiting. We will do additional, on-site sessions with Michigan Works! in the future."

Contact your local Michigan Works! Service Center at 1-800-285-WORKS! (9675) or [www.jobforce.org](http://www.jobforce.org) for all of your human resource needs.

## Michigan Works!— An "Easy Button" to Success!

With plans to relocate to a larger facility, expanding, and adding additional staff, Brenda Kelley, of Kelley Marketing, had little time to invest in the process of recruitment and selection of qualified candidates. Looking for the best solution for her human resource dilemma, Kelley turned to the Alger County Michigan Works! Service Center for assistance. To meet customer expectations, it was imperative to find a candidate who possessed the necessary skills and maturity to perform the job. With the use of the Michigan Talent Bank, Michigan Works! was able to respond quickly to her need for assistance with the development of an advertisement for the position opening and by recruiting candidates. Michigan Works! also screened the applicants, scheduled interviews and provided follow-up services.



*Brenda Kelley, Owner of Kelley Marketing (left) poses with Julie Savola, newly hired with the assistance of Michigan Works!*

"This was my first experience using Michigan Works! as a means to research qualified candidates to join our team. Utilizing Michigan Works! for the whole process was like having an easy button," remarked Ms. Kelley.

Established in 1996, Kelley Marketing began providing services to log and timber home manufacturers located throughout the U.S. and Canada. The agency has since opened its doors to a variety of businesses and has expanded the level of services to its clients. Kelley Marketing is a full-service, award-winning marketing agency located in Munising, Michigan. They specialize in helping companies deliver a "lifestyle" product message to consumers. For over ten (10) years, clients have been coming to Kelley Marketing from all over the country and internationally, looking for assistance with their marketing, public relations, print and web design needs. Kelley Marketing has all of the latest design technology at their fingertips to produce the most sophisticated marketing tools. Their professional experience provides the customer with creative marketing solutions.

For more information on how your local Michigan Works! can help with your business expansion needs, call 1-800-285-WORKS! (9675).



## COMMUNITY EVENTS

**April 9 . 2007**

**Business Showcase United Way**

Location: Holiday Inn

Time: 5:00-7:00 p.m.

For More Information Call Lake Superior Community Partnership at 906.226.8591

**April 16 . 2007**

**Economic Club of Marquette County**

Location: Ramada Inn Sponsored by MGH

Time: Social Hour, 6:00pm; Dinner, 7:00pm;

Presentation, 8:00pm

Speaker: Philip Power, President & Founder,

The Center for Michigan

More Information Call Lake Superior Community Partnership at 906.228.6000

**April 17 . 2007**

**Business After Hours American Cancer Society**

Time: 5:00-7:00 p.m. CT

For More Information Call Dickinson Area Partnership at 906.774.2002

**April 25 . 2007**

**Business After Hours Sandbar**

Time: 5:30-7:30 p.m.

For More Information Call Delta Chamber at 906.786.2192

**April 28 . 2007**

**WJNR Job Fair**

Location: MidTown Mall

Time: 11:00 a.m.-3:00 p.m.

For More Information Call 906.774.5741

**May 10 . 2007**

**Delta Commerce Center Customer Service Excellence**

For More Information Call Delta Chamber at 906.786.2192

**May 15. 2007**

**Business After Hours**

Location: Moose Lodge

Time: 5:00-7:00 p.m.

For More Information Call Alger Chamber at 906.387.2138

**May 23 . 2007**

**Business Showcase Landmark Inn**

Location: Landmark Inn

Time: 5:00-7:00 p.m.

For More Information Call Lake Superior Community Partnership at 906.226.8591

**May 30 . 2007**

**Business After Hours WLUC-TV6**

Time: 5:30-7:30 p.m.

For More Information Call Delta Chamber at 906.786.2192

## Cooley: Continued from Page 3

His professional activities and affiliations currently include the Engineering Society of Detroit. Previously, he served on the boards of trustees for the Detroit Institute of Ophthalmology (chair, research subcommittee) and for WIRED (Workforce Innovation for Regional Economic Development) West Michigan. Cooley is

also a member of the board of directors for the University Prep Academy and Presbyterian Village Ministries.

Cooley's professional recognitions include the Who's Who in the World, Tau Beta Pi Eminent Engineer, and the General Motors President's Council Honors. He is also a life member of the National

Black MBA Association and the Tau Beta Pi Engineering Honorary Society.

Cooley received a Bachelor of Science degree in engineering physics and a Master of Science degree in nuclear engineering from the University of Michigan (U-M) in 1967 and 1972, respectively. As a U-M graduate stu-

dent, he founded the Minority Engineering Programs Office, College of Engineering. In addition, he was a gymnast - the first African-American to compete in that sport at U-M - and was a member of a U-M Big Ten Championship team.

A resident of Troy, he is married and has four children.

## How to Compete in the New Knowledge Economy

Rex LaMore, State Director, Community & Economic Development, Michigan State University presented "*How Can Local Communities Compete in the New Knowledge Economy?*" to the Bay Area Economic Club in March.

The Center for Community and Economic Development at Michigan State University is focusing efforts on gathering information on the "new economy". The center's mission is to create and apply knowledge to improve the quality of life in distressed communities. As part of Mr. LaMore's job, he has been working with Grand Valley State University's Smart Zone on the state of Michigan's "new economy". He shared results of an in-progress survey about how Michigan can build its "new economy" to become globally competitive.

Mr. LaMore focused his discussion on what is called the Global Knowledge Economy citing that knowledge and information drive economic growth. He defined knowledge economy as the application of new methods or new technologies to the production and distribution of goods and services. Trends in Michigan indicate that jobs based on the knowledge economy average \$61,158, while other occupations average \$33,141. His research indicates that economic developers must build awareness within their communities on how the knowledge economy impacts Michigan.

The categories and indicators of the Knowledge Economy are:

- ◆ Knowledge Jobs (Information Technology jobs, Managerial and Professional jobs, Workforce Education).

- ◆ Digital Economy (Internet Use, Cable Modem Access, Digital Government).
- ◆ Innovation (High Tech Jobs, Venture Capital, Patents, Engineers, Bioscience jobs).
- ◆ Globalization (Firms with foreign parents, exporting firms).
- ◆ Dynamism (change in manufacturing, sole proprietorship and service sector jobs).

Imperative to success is innovation and creativity. The capacity of communities to support and nurture creative ideas and to bring those innovations into the market place may determine our state's future economic success. In other words, entrepreneurship is a critical component of the knowledge based economy.


Core priorities for economic development in the knowledge economy are promoting innovation, supporting entrepreneurship and building human capital. The community change process begins with a shared vision, strategic implementation and monitoring and feedback mechanisms. We need to be competing regionally but we are governed locally. This brings on challenges that include limited public fiscal resources. Mr. LaMore suggests that we need to build the capacity of local and regional government officials

and the private sector to compete in the global knowledge economy.

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**MICHIGAN WORKS!**<sup>TM</sup>

Visit our user-friendly Michigan Works! Service Centers in Escanaba, Iron Mountain, Manistique, Marquette, Menominee and Munising.

Join us for these upcoming Business After Hours Celebrations!

**May 15, 5:00-7:00 PM**  
Moose Lodge, 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!**

[www.jobforce.org](http://www.jobforce.org)  
(800) 285-WORKS



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Services Offered for job seekers

- Linking job seekers with local and regional
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- 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

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The Job Force Board

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 Hosts 2007 Summer Employment Job Fair



Northern  
Michigan  
University

On Tuesday, February 20<sup>th</sup> Michigan Works! participated in the 2007 Summer Employment Job Fair held at Northern Michigan University.

Representatives at the fair included Mary Snyder of the Marquette County Michigan Works! Service Center, and Dale Stephenson, Veteran's Employment Specialist.

There were a total of 32 organizations from the community who participated, as well as five different departments from NMU. Michigan Works! had several resources on hand for students seeking summer jobs,

such as lists of employers who hire seasonal workers, workshop schedules, Michigan Talent Bank brochures, and a list of top jobseeker's websites.

The job fair gave local employers a jump start on the hiring process before summer tourism sets in. More than 50 students stopped at the Michigan Works! table to speak with representatives.

## Accident Investigation Protecting Your Workers... Enhancing Your Bottom Line

The Michigan Technical Education Center (M-TEC) and the Michigan Occupational Safety and Health Administration (MIOSHA) are partnering to provide this two-day seminar.

On April 26<sup>th</sup> and May 3<sup>rd</sup>, anyone concerned about health and safety on the job including:

- Managers concerned about liability and workers' compensation costs
- Employees who want to learn proper techniques for protecting their safety and health at work
- Business owners who want to learn about compliance with MIOSHA

This class teaches three different methods for investigating mishaps in the workplace. Students will learn the time line analysis and project evaluation tree methods for investigating everything from the minor to more significant accidents. Students will have "hands on" exercises to help them learn and will receive materials to take with them when they return to their worksite.

By attending this seminar, students will learn how to reduce disabling injuries to employees, reduce the high cost of work-related injuries and to enhance your company's bottom line.

Nationally, employers spent an estimated \$50.8 billion on wage payments and medical care for workers hurt on the job (Liberty Mutual Safety Index 2005). This is only a portion of the total costs of work-related injuries. Indirect costs such as overtime, training and lost productivity can also burden employers.

To learn more or to register, contact M-TEC at (906) 789-6902.

## Distinguished Service Awards Announced



Lake Superior Community Partnership is proud to announce the recipients of the 2007 Distinguished Service Awards, sponsored by the Marquette County Ambassadors. Wells Fargo Bank was selected in the business category and Mrs. Phyllis Maki is the individual award recipient. The awards were presented in front of over 350 community members attending the Lake Superior Community Partnership's 8<sup>th</sup> Annual Membership Dinner held on March 23<sup>rd</sup> in NMU's Great Lakes Rooms.

Criteria used in the award selection process include:

- Making a strong contribution to the betterment of Marquette County through the use of time, talent and/or treasure
- Helping the Lake Superior Community Partnership reach its goal of community and economic development
- Demonstrating leadership within the community

"Each year, one of the highlights of our annual dinner has been the opportunity it presents to recognize companies and individuals who make significant contributions to our community and to the Lake Superior Community Partnership," commented Monsignor Louis Cappo, LSCP Chairman. "This Year was no exception. Wells Fargo (formerly MFC First National) has served our community for decades, having been a supporter of the Lake Superior Community Partnership, the Lake Superior Community Partnership Foundation and numerous service groups and causes throughout Marquette County. Phyllis Maki, a founding member of the Lake Superior Community Partnership, has not only been a strong supporter of the Partnership, but has also demonstrated effective leadership and commitment in numerous areas of the community."



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