

LINEMAN SCHOOL APPLICATION PROCESS IS UNDERWAY AT MICHIGAN WORKS!



Michigan Works! has once again partnered with the **Lake Superior Community Partnership** to test the applicants of the **Electrical Line Technician Program** who will then be certified through **Northern Michigan University**. Applicants are screened and tested with the Accuplacer

Test assessing their skill levels in the areas of reading comprehension, sentence skills, arithmetic and elementary algebra.

Based on the score and skill levels the student may be referred to a college or university of their choice to gain the necessary knowledge so they may then reapply to the program at a later date.

Michigan Works! tested 55 applicants



over the course of three days in our Marquette and Escanaba Service Centers. There was an individual in Arizona where efforts were coordinated with the Yavapai County Comprehensive One-Stop Center to proctor testing for the school. The results were provided to the Partnership so the screening and interviews can begin. The actual start date for the next class is due to begin in August 2004.

Graduates of the Electrical Line Technician Training Program will be able to construct electrical transmission systems, relate electrical theory to electric power systems, work at heights, climb poles and

towers, identify substation components, operate, troubleshoot, and distribute electrical power equipment and systems, communicate technical information, identify methods of electrical generation, demonstrate working knowledge of computers, and obtain a Commercial Driver's License (CDL) certification.



BE COOL IN THE U.P. – ATTEND MICHIGAN'S COOL U.P. SUMMIT.



August 10 is the deadline to register for Michigan's Cool U.P. Community and Economic Development Summit.

Don't miss this opportunity to participate in one of the coolest events of the Summer.

Plus, find out Who's Cool in the U.P. when the Cool U.P. Awards are presented, with Governor Jennifer Granholm scheduled to hand out the honors.

Entrepreneurs and owners/managers of U.P. manufacturing, tourism, service and retail businesses are invited to attend this 1 ½ day educational event hosted by the Upper Peninsula Economic Development Alliance. Guest speakers and session presenters from across the country will provide

valuable information on economic and community development, workforce development, tourism trends and more.

Featured speakers include Eric Chester and Bill Geist. Eric will be speaking on **Narrowing the Generation Gap**. Who is Generation Why, and why are they creating chaos for business owners, managers, teachers, and administrators everywhere? What do they really want from school, a

wide, which need to understand this generation. His commentary has made its way to CNN, ABC, USA Today, and many other popular media outlets.

Bill Geist will then follow-up with creating cool for Generation Why, as well as other generations. Bill is president of Zeitgeist Consulting, based in Madison, Wisconsin. He specializes in helping economic development organizations, chambers of commerce, and communities address strategic plans which meet the dy-

namics of today's 24/7 world.

Then join in the celebration as we recognize the achievements of the individuals, organizations and businesses that are already rising to meet these challenges. They are the best in our communities and it is their innovation and vision that help make the Upper Peninsula a place like no other. For a complete schedule and registration form, log on to www.upeda.com.

We look forward to seeing you in August!



Bill Geist, Zeitgeist Consulting

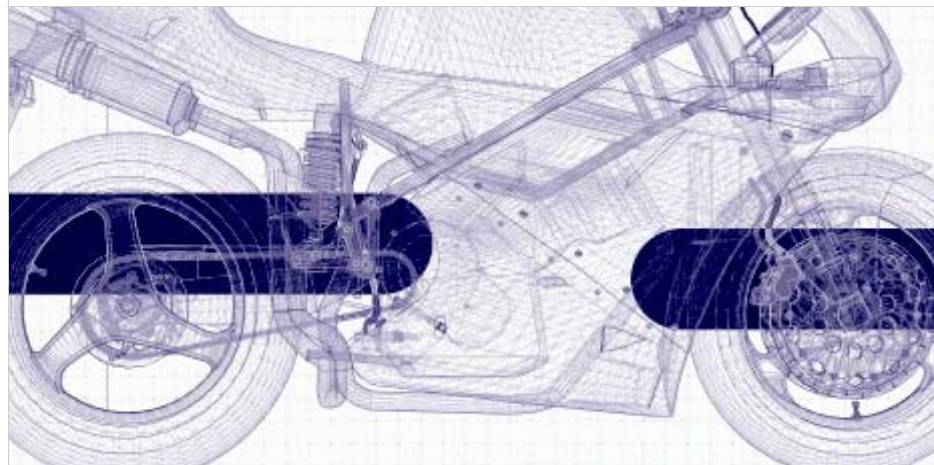
job and life? Eric will speak about how you can tap into this next generation's remarkable potential and bring out the very best for your company or organization. Eric is a resource for organizations world-



Eric Chester, national speaker.



Schoolcraft Chamber of Commerce MOTORCYCLE RAFFLE SEPTEMBER 4, 2004



WIN A 2004 VTX 1300CC HONDA MOTORCYCLE

Tickets Available Now Until 2:30 P.M.
September 4, 2004 At the Bike Show.

\$10.00 Per Ticket. Only 2000 Tickets Printed.
Drawing Will Be Held at the Motorcycle Show.

For more information and early registration,
call the Chamber at 906.341.5010 or email at chamber@upmail.com

Contact us toll-free! 1-800-285-WORKS!

-or-

Catch us on the web! www.jobforce.org

THE UPPER PENINSULA CONSTRUCTION COUNCIL --- BUILDING THE FUTURE BY SUPPORTING THE UP COMMUNITY



Will Came, President Job Force Board

about careers in the construction industry. The Job Force Board, its Career Connections Group and the Upper Peninsula Construction Council are always looking at innovative ways to promote careers in the construction industry. This partnership is in the process of connecting fifth grade students to careers in the construction industry through BUILDUP! A Tool Kit for Learning.

Build Up! A Tool Kit for Learning was developed by Scholastic Inc. and the Associated General Contractors of America. As a curriculum-based education

program, Build UP! harnesses the curiosity of students about careers in the construction world by bringing

the teacher and students to behind the scenes

look at the "constructed" world. The toolkit contains a variety of teaching materials for hands on activities, which provides a firm foundation for students' investigation of real-world math, science and technology and brings excitement into the classroom as well. Build UP! takes students on explorations in construction from their classroom to the wider world - through interactive posters, hands on projects, the video "Bridges" and the book, "Up Goes the Sky Scrapper." "Up Goes the Skyscraper" explores this intriguing process step by step. It takes the student right inside the project to understand the roles of architects, how surveyors do the planning, to when the bulldozers, cranes and workers in hard hats arrive at this site. The hands on experience

provides the student with a better understanding of the relevance of education to careers in the construction industry.

The Contextual Learning Committee of The Job Force Board has been assigned an extremely important goal - "increase contextual learning activities across the region." Build UP! Contextual Learning is a vital component of workforce preparation and development and is a proven way to convey the many concepts that are taught in a particular course, so that all students can use and retain that information easier. Individual lessons are better understood by the student because the interconnected components of the lesson build upon each other. Contextual learning is hands on learning, and allows a teacher to communicate more effectively with students who often wonder about the reason for, the meaning of, and the relevance of what they study. After researching different needs within our region



and the related Contextual Learning vehicles, the

committee, with the support of the UP Construction Trades decided to endorse "Build Up!"

"We have found that students who use the Build Up! toolkit understand the concepts of the material and are better prepared as it gives them an advantage when looking for work." says Tony Retaskie, Job Force Board Member and Executive Director of the UP Construction Labor Management Council. The Job Force Board is very forward looking in preparing our youth; we fully support the program and what they are doing. Everyone wins, especially our kids.

The UPCC website also offers career exploration as well as valuable insight into the construction industry. Check out the UPCC website at

www.upclmc.com, where you can find out all about the careers associated with the construction industry. Are you interested in what a career is like? How to prepare for the Trade? Want to know how to qualify and what the training programs require? This website has the answers. Looking for a contractor? The UPCC website links you to website UPcontractors.com. UPcontractors.com is made of over 250 quality construction contractors located across the Upper Peninsula of Michigan with specialties ranging from general to electrical and mechanical. This site is designed so you can easily find a commercial, industrial or residential contractor that services your area. You can also search the site for Construction Managers and Contractors that specialize in Design Build.

The UPCC represent men and women who live in the Upper Peninsula, their children attend local schools, their families use local health care facilities and shop our retail stores. The UPCC members donate over \$2 million in time, talent, resources and the living wages, insurance and retirement benefits they receive help keep our local economy strong. The UPCC members bring pride, professionalism and a strong work ethic to every project, whether they're working for a signatory contractor or as a community volunteer.

Overall, the UPCC's community awareness campaigns show recognition of the Upper Peninsula's strengths that make the UP one of the best regions to live. We have highly skilled local labor, a lot of local involvement with economic development and individuals that are devoted to investing their money and resources locally to further our own economic development. Take a look around you and be proud to be part of such a great and advancing region of our beautiful country. When you take that look around, you will see the Upper Peninsula Construction Council right in the forefront as the leaders of our community.

Contact us toll-free! 1-800-285-WORKS!

-or-

Catch us on the web! www.jobforce.org



WHAT'S TAKING FLIGHT IN MENOMINEE MICHIGAN?

helicopters each year. In 2003, they sold 17. Thanks to the Indonesia contract, that number will likely jump to 30 or more this year. For a big-ticket item like a helicopter, a small sales increase can have massive bottom-line implications.

The Indonesia deal is a big one for Enstrom and it translates directly into jobs. "We've increased our employment by something like 40 people, which in this case... is a 30 percent increase in people," said Tracy Biegler, director of sales and marketing at Enstrom Helicopter Corporation. "Right now we're at 105, and we're going to continue to grow that."

GOOD PRICE, GREAT QUALITY

The Enstrom 480B, first introduced in 2001, is growing in popularity. Its price helps make it an attractive buy. It is priced roughly at \$250,000 below competing aircraft such as the Bell Helicopters 206B-3 or the Eurocopter EC120.

Like all Enstrom helicopters, the 480B has a reputation for quality. An Enstrom product has never experienced a main rotor system failure. A failure of the main rotor system almost always results in loss of control and a crash. While most rotor systems last for 3,000 to 6,000 hours in the air, the Enstrom rotor system is on condition and, therefore does not have a life limit. Enstrom helicopters have been involved in very few serious accidents. "Look at our direct operating cost, which right now, if you look in the industry, is the lowest of the single-turbine helicopters," said Biegler. "That points towards a quality product."

GOVERNMENT SUPPORT

To engage in the complicated game of exporting, Enstrom enlisted the help of the Export-Import Bank of the United States (Ex-Im Bank), the official export credit agency of the U.S. government.

Ex-Im Bank has assisted with the financial aspects of Enstrom's multi-million dollar international transactions.

In addition to support from Ex-Im Bank, the Michigan Economic Development Corporation's Trade Services has supported Enstrom's international sales. "They (MEDC Trade Services) have been, and continue to be, an extremely important part of our process... and it's something that this company never really took advantage of before," said Biegler. "I think it was a real good find for us."

Enstrom has carved a niche for itself by manufacturing a quality high-tech product in a highly competitive marketplace dominated by large manufacturers with a focus on quality, durability and price.

To learn more about Enstrom Corporation, visit them online at www.enstromhelicopter.com.

'Made in Michigan.' The phrase brings to mind all sorts of images: automobiles, cutting-edge telematics, nanotech advancements and helicopters. Helicopters? A firm in the Menominee is working on making Michigan a world leader in the field of light helicopters and a multi-million dollar foreign contract may help it achieve that goal.

Enstrom Helicopter Corporation was founded by Rudy Enstrom, a native of northern Michigan. Enstrom was captivated by the technology of helicopters and started building his own in the 1940s and 50s. After securing financing from a group of small business owners, he opened Enstrom Corporation in 1959. The company changed hands several times during its history, going public for a time before returning to private ownership. From the landmark F-28—the company's first helicopter—to the turbine-powered 480 series, Enstrom has stayed true to Rudy Enstrom's dream of developing innovative helicopter designs at affordable prices.

Thanks to Enstrom, Michigan-made helicopters are journeying abroad, growing the firm's international cachet and helping to grow the state's economy. Enstrom Helicopter Corporation is located in a Federal Aviation Administration-qualified production facility at Menominee-Marquette Twin County Airport in Menominee, on the border of Michigan and Wisconsin.

SELLING TO THE WORLD

In 1988, Enstrom sold 15 of its 280FX helicopters to the Chilean Army. The units were used for military flight training. Following the sales to Chile, Enstrom closed deals with governments in Peru, Colombia and Venezuela. Today Enstrom helicopters are in service in nearly 50 countries worldwide.

Most recently, Enstrom closed a deal with the Indonesian government for 18 model 480B turbine-powered helicopters. Indonesia's national police force will use the Enstrom 480B for search-and-rescue missions and to maintain public order.

Enstrom used to sell a handful of

GROWING A STRONGER MICHIGAN



Director David Hollister, Michigan Department of Labor & Economic Growth.

Michigan has established a new department aimed at streamlining and focusing the state's resources to create and support a stronger economy.

The Department of Labor and Economic Growth (DLEG), created by Governor Jennifer Granholm's Executive Order in December 2003, reorganizes the state's workforce and economic development efforts into one department headed by Director Dave Hollister.

DLEG was created to implement Granholm's vision of growing Michigan into an economic powerhouse.

"Our goal is to break down the silos that we know stifle growth and creativity," said Hollister. "We want to enhance Michigan's economic position and the job opportunities for all its residents."

DLEG is comprised of 25 agencies and commissions, ranging from Career Development to Workers' Compensation and the Liquor Control Commission and the Michigan Broadband Authority. Through each has a unique area of expertise, they are all focused on growing Michigan businesses, entrepreneurship and communities.

Establishing Michigan as an economic magnet, while shepherding finite resources and aligning development policies, is the core of the governor's vision.

"THE GOAL WE ALL WANT TO REACH"

As mentioned in the January State of the State address, the Governor is determined and committed to attracting and retaining businesses that create good jobs in Michigan. To do this the Governor said, the state must aggressively pursue "the goal we all want to reach." Four of those goals—retaining business, attracting entrepreneurs, developing a

21st century workforce and creating cool cities—drive right through the middle of DLEG. They form the base clusters of the Grow Michigan Economy Plan, which is aggressively pursued by Hollister and his agencies, including the MEDC.

Michigan will seize opportunities presented in life sciences, transportation, communication and technology in order to grow the state's economy. DLEG's ambitions rely heavily on collaboration between the administration and the state Legislature and the abilities of all levels on state government to advocate change. One example of collaboration and change are the "resource toolboxes" being assembled to draw upon the various programs offered by the different agencies making it more attractive and easier for businesses to initiate, expand or relocate operations in Michigan.

"WE DID IT TOGETHER"

Through teamwork and cooperation Michigan aims to ignite the creativity and opportunity for businesses to attract and keep good jobs.

"Only those states with the ability to continuously and collaboratively adapt to new economic circumstances will survive and thrive," said Hollister. "Innovation is not an option, it an overarching imperative."



+ You = A Better Life!

M-TEC PARTNERS TO OFFER THREE NEW WORKFORCE DEVELOPMENT PROGRAMS



HEAVY EQUIPMENT OPERATOR PROGRAM

America's heavy equipment operators are the skilled individuals that build this country's infrastructures. If your mechanically inclined and like the thought of operating some of the biggest equipment in the construction industry, then the Michigan Technical Education Center (M-TEC) at Bay College has a training program that will allow you turn your interest into a career.

Construction, trucking, transportation and other employers need the expertise of heavy equipment operators and are having a tough time locating qualified men and women to run their big equipment. With M-TEC and the North Country Heavy Equipment School, you'll learn to safely and efficiently operate the Komatsu PC 200 LC Excavator, Dresser 850 Articulated Motor Grader, 2 - JCB 214 Enclosed Cab 4x4 Extendahoe Backhoes, John Deere 544C articulated front-end loader, John

Deere 6675 skidsteer with attachments, two Mack tandem axle dump trucks, John Deere 450 GLT six way angle blade dozer, laser transit with rod and detector, regular transit with rod, motorized compactor, various hand tools and measuring and leveling devices.

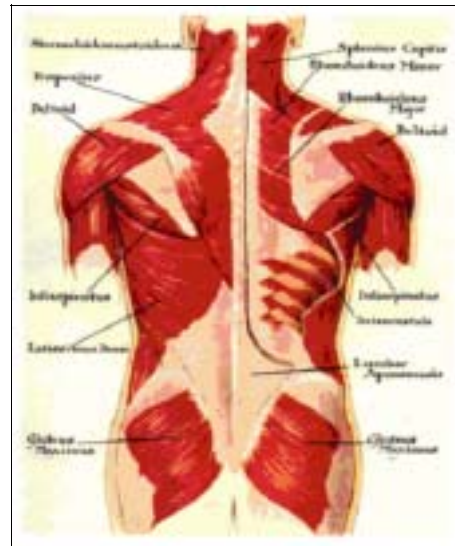
The time couldn't be better for you to enter this career path. After successfully completing the 3-week Heavy Equipment Operator Program, you will have the preparation and practical training needed to compete for career starts that can pay you anywhere from \$18 to \$25 an hour or more, depending on the employer and your level of experience. HAZWOPER training is also available.



TRUCK DRIVER TRAINING PROGRAM

Earn your CDL in four weeks! Start your career with M-TEC's Truck Driver Training Program and begin a career that offers you financial security, independence and flexibility. The median

wage for a heavy truck driver in Michigan is \$16.52. M-TEC is dedicated to preparing men and women for rewarding careers as professional truck drivers. The MTEC Truck Driver Training Program is designed to provide the student with the basic skills, competencies, and knowledge required for entry level employment as a professional driver in the trucking industry with class "A" commercial driver license (CDL). The program consists of 180 hours of training at the North Country Truck Driving School facility. The four-week training program runs for 20 days, from Monday through Friday of each week.



CERTIFIED MASSAGE THERAPIST PROGRAM

A graduate of our program is eligible to

become a certified member of the Associated Bodywork and Massage Professionals. Completion also prepares you to sit for the National Certification in Therapeutic Massage and Bodywork (NCTMB), which is rapidly becoming the recognized standard in states that require licensing. The student, after completing all the required tasks, shall receive a 500 hours certificate with training in Basic Swedish Application, Polarity, Reflexology, Sports Massage, Trigger Point Therapy, Muscle Isolation Techniques, Myofascial Release, and Basic Shiatsu. Completion of study at M-TEC's Marquette School of Therapeutic Massage makes you eligible to apply for licensing wherever you may go. You can expect employment opportunities to be available in airports, athletic clubs, beauty salons, studios, hospitals, hotels, medical clinics, orthopedic clinics, physical therapy clinics, physician's offices, spas, and sports medicine clinics, to name a few. Also many of our graduates become entrepreneurs. Our program provides training that can help you confidently build a private practice if you should elect to do so.

TO LEARN MORE ABOUT THESE EXCITING NEW PROGRAMS, PLEASE CALL

906.786.5802 x 1132

AND REQUEST A FREE

INFORMATION PACKET TODAY!

Classes begin in September 2004!

OUR MISSION. SIMPLY STATED. IS TO MAKE YOUR ORGANIZATION SUCCESSFUL.

The M-TEC is the Upper Peninsula's recognized leader for business and personal development.

Our teams of experienced consultants work closely with you to perform a needs analysis and develop a blended solution targeted to your business goals. When training is complete, we provide concrete data on how your investment affected your bottom line. We can evaluate each class by measuring the impact that training has on employees and how the new knowledge is applied on the job.

- M-TEC can help you determine the need for training, whether to close a skill gap or take advantage of a business opportunity. Together we can make sure that training for your employees doesn't merely treat the symptoms of worker performance.
- M-TEC can align training with the strategic goals of your organization.
- M-TEC can develop a training plan that will produce strong Return on Investment.
- M-TEC can identify employee performance indicators and bottom line results to be achieved by employees with greater knowledge and skills.
- M-TEC can help you measure those performance indicators before the start of training and then again at 6 and 12-month intervals after the conclusion of the training program to determine training impact.

For more information on how we can help your business, please call us at 906.786.5802 x1151.



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