



PRESIDENT'S NATIONAL HIRE VETERANS COMMITTEE EXPANDS NATIONWIDE COMMUNICATIONS CAMPAIGN

The [President's National Hire Veterans Committee](#) expanded its national campaign to raise employer awareness of the value of hiring men and women who have served in the armed forces. The latest element of the "Hire Vets First" campaign, a comprehensive Web site that enables employers to find veteran job seekers, is now available online.

"This campaign will heighten employer awareness of the diverse capabilities, broad range of skills, excellent training and proven character of America's veterans," said Frederico Juarbe Jr., assistant secretary of Labor for Veterans' Employment

and Training. "I am confident the committee will do a great job of meeting President Bush's goal of increasing public appreciation of the skills and values that veterans bring to the 21st Century Workforce."

The [new website](#) -- <http://www.HireVetsFirst.gov> -- includes a guide for employers, a translator that provides the civilian application of military skills and links to job sites with veteran resumes, such as [America's Job Bank](#) (<http://www.ajb.org>) and [USA Jobs](#) (<http://www.usajobs.opm.gov>.) The site also features resources for veteran job seekers, including an online resume writer developed exclusively for people with military experience.

The "Hire Vets First" campaign will also include advertising in national business and human resource publica-

tions, banners on career Web sites, direct marketing and magazine inserts and cover wraps.

"America's veterans represent a unique national resource and employers can benefit from this recognized resource for driving economic growth," said Juarbe. "The President's National Hire Veterans Committee is the culmination of the Administration's strategy for the promotion of that resource and a shared vision to address employment barriers military service members face as they transition into civilian life."

"It makes sense to hire U.S. veterans," said Will Carne, President of the Job Force Board. "Veterans have the training, work ethic and proven skills that will immediately add value to your business. Equally important,

business and industry will be contributing to America's global competitiveness and the strength of our economic base."

The Michigan Works! Service Centers are at the center of the campaign as the location where businesses can go to receive assistance in recruiting and connecting to veterans. Workforce Development Professionals, such as Local Veterans Employment Representatives and Disabled Veterans Outreach Program Specialists provide the linchpin for success in connecting Veteran jobseekers to employer needs. Whether you're a manager, human resources specialist or veteran seeking employment, you'll find the resources you need for matching employment opportunities with veterans.

HIRING A VETERAN MADE GOOD BUSINESS SENSE FOR APPLEBEE'S OF MARQUETTE



Applebee's Restaurant in Marquette, MI, turned to Michigan Works! to help with their hiring needs.

Applebee's is the world's casual dining leader, with over 1,500 restaurants in forty-nine states and eight international countries. Locally, Michigan Works! has formed a strong business relationship with Applebee's, located in Marquette. When Applebee's has a hiring need, Michigan Works! is ready and willing to provide qualified candidates for their open positions.

Applebee's utilizes many of the services Michigan Works! has to offer in order to meet their hiring needs. From collecting applications at the service center, to finding the right candidate for the job, Michigan Works! provides value added services for Applebee's.

Through the help of Michigan Works! many jobseekers have found employment at Applebee's. From line cooks to general utility positions, Michigan Works! has helped to provide candidates with the opportunity to work at a reputable family style restaurant.

Jeff Kristola, the General Manager at Applebee's, had good things to say about the services Michigan Works! has been providing. "They do a great job with our hiring needs! The pre-screening they do is extremely helpful, it helps knowing if candidates have the experience we are looking for."



Hiring a Veteran made good business sense for Applebee's when the firm was looking for a line cook. David Kellan, Jr., a Veteran of the National Guard and U.S. Coast Guard, was exactly what Applebee's was looking for in an employee. His background experience while serving on a 140 foot United States Coast Guard Icebreaker was that of a designated fill in cook and along with his military ex-



Veteran David Kellan, Jr., also found success at Michigan Works!.

perience and training, David possessed the KSAs, Applebee's was looking for. Michigan Works! helped to make that match.

Originally from Negaunee, David moved back to Ishpeming after he was out of the Coast Guard. David came into Michigan Works! and worked with Dale Stephenson, the Local Veterans Employment Representative on developing his resume and looking at what types of occupations David was best suited for. "Dale is very knowledgeable at his job," David said. "Dale and the Team at Michigan Works! were key to my job search success." Michigan Works! Business Service Consultants assisted David with employability skills workshops, job search assistance and ultimately referral to Applebee's for a line cook position.

Since David started with Applebee's, see [APPLEBEE'S on Page 3](#)



Will Carne, President Job Force Board

The Job Force Board is asking for your support in getting our veterans back to work. The U.S. Department of Labor and the President's National Hire Veterans Committee are kicking off a nationwide campaign entitled "Hire Vets First." This campaign is aimed to heighten employer awareness of the diverse capabilities, broad range of skills,



excellent training, and proven character of our veterans.

The campaign, through its website address located at www.hirevetsfirst.org, and the U.S. Department of Labor's Toll-Free Help Line 1-877-US2-JOBS (TTY: 1-877-889-5627), will refer employers to local Michigan Works! Service Center for assistance in connecting to veterans.

When you recruit recently separated military veterans, you are reaching out to a unique pool of potential employees who have all ready demonstrated integrity, commitment to excellence and the desire to do the best job.

Veterans give you a clear edge on



HireVetsFirst = *SMART BUSINESS*

the competition, as a result of the intensive leadership training they receive. The military trains people to accept & discharge responsibility for activities, resources and one's own behavior. This training includes: setting an example, giving carefully considered directions, inspiring leadership capabilities in others and continually motivating others in the group.

One definite characteristic of military service is that service members must perform. They must do their job, do it right the first time and in a timely fashion. They are continuously setting priorities, meeting schedules and accomplishing their missions. Pressure and stress are built into this, but service members are taught how to deal with all these factors in a positive and effective manner

Veterans also bring added value to your business through their specialized advanced training. All service personnel receive advanced training in their fields. Their career fields designate a specialized focus & skill building for their individual jobs. Advanced training and cross-

referenced training can be on computerized, financial, medical, engineering, administrative, personnel, technical mechanical or security fields.

- * Is your business in need of qualified employees?
- * Need assistance to meet your hiring needs?

Our Michigan Works! Service Centers offer comprehensive services to our business and industry. Michigan Works! Service Centers have Local Veterans Employment Representatives (LVERs), Disabled Veterans Outreach Workers (DVOW) and Business Representatives who are ready to assist you in your hiring needs.

Hiring Veterans is just smart business.

We are excited about this critical campaign and look forward to working with you to provide your business with an incredible workforce; those women and men who have served our country.



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Securities are offered exclusively through registered representatives of Raymond James Financial Services, member NASD/SIPC (Employee Benefits Agency, Inc is independent of Ray-

mond James Financial Services, Inc.)

Educating business owners and professionals about their benefits and benefit options is a key component to the organization. Employee Benefits Agency, Inc is currently sponsoring a number of educational seminars throughout the Upper Peninsula. The focus is to keep people up to date on the latest issues that are affecting or changing the way they



EMPLOYEE BENEFITS
AGENCY INC.

do business and the options that are available. Planned seminars – ERISA Compliance or BUST (Employee Retirement Income Security Act) 404(c), HIPAA (Health Insurance Portability and Accountability Act of 1996), additional offering will cover the latest in medical plan offerings with HSA (Health Savings Accounts) and HRA

(Health Reimbursement Arrangements). If you are interested in a seminar that may be coming to your area, please email bonnien@chartermi.net.

Employee Benefits Agency, Inc. is a member of United Benefits Advisors (UBA) "An Alliance of the Nation's Premier Independent Benefit Advisory Firms," providing access to the shared knowledge of the nation's premier independent benefits firms, including best practices, industry trends, research data,

regulatory guidance, and customized technology designed to support HR and benefit managers. By combining diverse talents, seasoned experience, innovative technologies, and strategic partnerships, UBA members offer employers exceptional employee benefit advisory services unmatched in the industry. Employee Benefits Agency, Inc. is proud to be able to offer these state of the art services to their clients.

President, Vincent J. Rose, RHU, REBC, LIC; Senior Vice President, Gregory P. Berg, LUTCF and Vice President Scott S. Ciullo, CFS along with support staff combine for 120 years of employee benefits experience. The philosophy of outstanding customer service is a norm, not the exception, at Employee Benefits Agency, Inc.

Employee Benefits Agency, Inc.'s dedicated team of Benefit Specialists custom design company's programs to meet the specific needs of that company and its employee community.

Customizing to customer needs is our business, whether it's:

- * Group Medical
- * Retirement Planning Services
- * Voluntary Options
- * Group Life

MGH BUSINESS HEALTH PROGRAMS CAN IMPROVE YOUR BOTTOM LINE

Employers, if you are looking to increased productivity, increased morale, decreased lost time, decreased insurance costs and improving your bottom line, than check out Marquette General Health System's **Business Health Program**. It is the mission of the Business Health Program to provide coordinated employee health related services to Upper Peninsula employers. This mission assists employers in maintaining a healthy workforce with strategies to reduce work-related injuries, returning employees to work quickly, assisting employers in meeting federal requirements and teaching employees to improve their lifestyle to affect your bottom line.

As a component of the Upper Michigan Rehabilitation Center at Marquette General Hospital, **Industrial Rehabilitation** offers the expertise of a team of health professionals working together to help individuals return to the workplace. Services are provided under the medical direction of a physician. **Ergonomic Analysis** is a critical area for today's work environment. MGH can provide a sys-

tematic study of how people interact with their work environment. From it, recommendations to improve safety in the work environment can be developed. The **Job Site Analysis** is a valuable service that entails a visit to a work site by a therapist to measure the physical demands of a job. Ideally, the therapist, safety director, job supervisor, and worker are present during the analysis to allow team collaboration and accuracy of measurements. MGH has a **Functional Capacity Assessment** which is a scientifically developed, nationally recognized evaluation process to determine the injured worker's safe capabilities and tolerances in a work environment. A statement of performance validity is provided with each assessment. The results are also predictive of an injured person's ability to safely perform work place activities in relation to their normal workweek. The **Return To Work Program** is an individually designed, comprehensive, intensive, interdisciplinary rehab process committed to



returning injured individuals to the work place. The program offers a core team of professionals and a minimum three to six hours aggregate of services on a daily basis available five days a week up to six weeks.

Marquette General's **Occupational Medicine** program works for employers to promote and ensure good health for employees. This value added services provides an employer with a specific and individualized program that is developed to fit the needs of the individual business. Occupational Medicine Services provides evaluation and treatment for workplace injuries and illnesses, performs pre-placement and periodic physical examinations, performs surveillance examinations required by the Michigan Occupational Safety and Health Administration, performs Department of Transportation examinations, provides drug and breath alcohol testing services, addresses fitness-for-duty considerations (work restrictions), and renders specialist opinions as to the work-relatedness of a medical condition.

The **Employee Assistance Program (EAP)** is a confidential counseling and referral service available as a benefit to employees and their dependents. The EAP is provided by an employer as a prevention service designed to help employees with personal problems before work performance is affected. Marquette General Hospital's Employee Assistance Program has been providing EAP services to Michigan's Upper Peninsula and Northern Lower Peninsula for eleven years. With 15 offices throughout its service area, the MGHS Employee Assistance Program has provided services for more than 15 years, and currently serves approximately 60 employers and 13,779 employees.

When it comes to improving your bottom line, help is right in your own backyard. Marquette General Health System's Business Health Programs have a variety of value added services for your business and employees. For more information on how you can improve your bottom line call (800) 562 9753 Ext. 3145 or go to Marquette General Health Systems website at www.mgh.org.



PROFESSIONAL WELLNESS AND DEVELOPMENT SEMINAR FOR HEALTH PROFESSIONAL WOMEN

The Northern Area Health Education Center (AHEC) is collaborating with other community organizations to bring a wellness and development seminar February 25, 2005, to the healthcare women of the Upper Peninsula.

According to Kathy Reynolds,

Director of the Northern AHEC, "After speaking to many healthcare professionals, we realize this is a topic that needs to be addressed. The women we have spoken to are very excited about this seminar." The seminar will include motivational speakers, career development information, and a nutrition and wellness

component. Massage therapists and paraffin treatments will also be available.

The Northern Area Health Education Center collaborates with other organizations to ensure proper training, continuing education, healthcare recruitment and retention are provided to healthcare professionals

in the rural Upper Peninsula and northern lower Michigan. This seminar is being piloted in Marquette and will be modeled throughout Northern AHEC's territory. More details will be released in upcoming weeks. For more information, please contact the Northern AHEC at (906) 225-6920.



APPLEBEES (CONT'D FROM PAGE 1)

bee's as a line cook in 2003, he has been promoted to a Shift Manager. With his promotion has come added duties and an increase in pay. He is now responsible for the supervision of employees and seeing that the back of

the house runs smoothly. When asking David what he likes best about working at Applebee's he replies, "There is never any downtime because we are always busy, and I enjoy working in a fast pace environment."

In January 2005, David will be traveling downstate where he will attend a ten week training course. When completed, David will return to the Mar-

quette Applebee's where he will be the Kitchen Manager. When talking to David about his future at Applebee's, he hopes to remain in the Upper Peninsula while continuing working his way on a career path to become a General Manager.

David is very happy at Applebee's and appreciates the opportunity that Michigan Works! has given him. He

specifically pointed out that Julie Nylund was especially helpful and went above and beyond when called upon for extra help.

If you would like to learn more about how Michigan Works! can help your business, feel free to call, or stop by your local Michigan Works! Service Center. All of the addresses and phone numbers are listed on the back

MARQUETTE COUNTY'S WEST BRANCH COMMUNITY CENTER USES MICHIGAN WORKS! TO STAFF FITNESS CENTER

On September 1st, 2004, West Branch Township acquired the fitness center at Sawyer and on September 7th, 2004, opened the doors of the newly renovated West Branch Community Center; already fondly known as the "W." The building is known as the "center of the community" where people gather to recreate, meet or simply congregate for social gatherings. And every community needs a "center."

Sandy Spoelstra, program director for the West Branch Community Center, says the Center used Michigan Works! to help staff the newly reopened facility, "We used the services of the Michigan Works! Service Center in Marquette, we probably could not have opened on time without their expertise and service. They are great to work with. They supplied us with quality candidates, screened them and help with the interviewing process. I truly believe the services they offer are one of the UP's best kept secrets!"

Sandy went on to say that the Mission of the "W" is *To support quality of life efforts that help build a physically active livable community that will grow and prosper*. "The "W" will be a center for health and wellness, recreation,

and social activities in partnership with families, community organizations, schools, youth groups, the parks and recreation department, mental health and other agencies that provide specific services to groups or people."

To accomplish its mission to serve the community, the "W" offers a variety of age appropriate programs and activities, which involve volunteers, staff, parents, teachers and other caring adult role models. Fundamental to this mission is also a "turn no one away" due to financial hardship rule. As a result, many youth and family members will receive scholarships to participate in programs on an annual basis.

Sandy went on to say, "The doors are open, the roof repair is almost complete and a COMMUNITY DAY AT THE "W"! was held on Saturday, September 25th, 2004, with over 600 attending."

"I really recommend you call Michigan Works! if you plan on adding staff," said Sandy, "The service and quality of applicants I received was well beyond my expectations."

Amenities in the fitness facility include:

- * The UP's largest swimming pool with a newly installed diving board.
- * A fitness center with steppers, treadmills, bikes and elliptical runners as well as a weight room.
- * The UP's longest walking/running track.
- * Classes: Water Aerobics, Step Aerobics, Kick Boxing, Swimming Lessons, and Kayaking.
- * A youth game room with a pool table, air hockey, video games and popcorn included.
- * A homework club for youth ages 8-16 years old.
- * A Teen Guides Program for youth development and service projects.

Amenities in the fitness facility that are under development include:

- * An indoor soccer arena.
- * Indoor skateboard park-under the direction of Tony Hawk, a famous skateboarder.
- * Takeout Pizza and pop.
- * A community Day Care Center and After School Program.

Facility Hours:
Monday to Friday 6 am to 9 pm
Saturday 8 am to 9 pm
Sunday 12 noon to 9 pm

Pool Schedule:
Monday to Friday 6 am to 8 pm
Saturday 9 am to 8 pm
Sunday 12 noon to 8 pm

Other programs and activities are under development. If you have any suggestions or question please contact them at:

West Branch Community Center
301 Avenue A
Gwinn, Michigan 49849
(906) 346-3559

For more information on how Michigan Works! can help your business grow, call the local Michigan Works! Service Center near you!

COMMUNITY EVENTS

December 1st
Business After Hours (5:30-7:30)
Builders Exchange
Location: Delta Pub, Gladstone
Call the Delta County Chamber of Commerce for more information
(906) 786-2192

December 6th
Reality Check Workshop
Michigan Works! SC in Marquette
Call the Michigan Works! Service Center for more information
(800) 285-9675

December 6th
Business After Hours (5:00-7:00)
Wattson & Wattson Jewelers
Call the Lake Superior Community Partnership for more information
(906) 226-6591

December 14th
Business After Hours (5:00-7:00)
Norway Mountain/TV-6
Call the Dickinson Area Partnership for more information
(906) 774-2002



DICKINSON COUNTY HEALTHCARE SYSTEM HIRES MEDICAL RECORDS CLERK



DICKINSON COUNTY HEALTHCARE SYSTEM

As an active partner of the Upper Peninsula Healthcare Roundtable, Dickinson County Healthcare Systems is taking advantage of the services from Bay de Noc College and the Michigan Works! Service Center. The Healthcare Industry has many career tracks prospective job seekers can prepare for. Medical Records is one of many career tracks available to Pamela Larson of Crystal Falls.

Pamela was employed as an administrative assistant for Bosch

Rexorth Corporation located in Sturtevant, Wisconsin. Pam found herself unemployed when her employer closed its facility. Subsequently, Pamela and her husband relocated to Iron Mountain, Michigan, where Pam's husband quickly secured employment as a sales representative. Pam enrolled in the Medical Records Clerk Program at Bay de Noc Community College. After four semesters of honor roll performance, Pamela graduated from the program and was hired as a Medical Records Clerk at Dickinson County Healthcare System.

Angela Arduin, Supervisor of Dickinson County Healthcare's Medical Records Department stated

"Pam has grasped the workflow of our office very quickly and is a great asset not only to this office but also to the Dickinson County Healthcare System." Pam said she is part of a great team of coworkers and that she enjoys her daily work and feels she is making a contribution.

Pam had this to say about the assistance she received through Michigan Works!: "Your staff did an excellent job in providing the help and encouragement I needed to achieve my career goal and I'm proud to have my occupational designation as Medical Records Clerk at DCH. Thank you for helping and for guiding me on the road to a new and exciting career."