

In The
Spotlight

SECRETS TO CUSTOMER SERVICE, REVEALED

– If you think training is expensive, poor customer service will break you.



You have worked very hard and invested a great deal of money to finally realize your dream to establish a business of your own. After careful research, you are certain that what you have to offer is competitively priced and you can sell it better than anyone else can. You open the doors and that long anticipated first customer crosses the threshold. You continue to spend money on sales and marketing. Your marketing efforts pay off and soon there are many more customers heading your way. You quickly realize that in order to protect the time and financial resources you have invested, each customer must keep coming back to do business with you and your company.

“We thought the training was excellent. Bill Drury was a very motivational and interesting speaker not to mention very personable. He covered all areas of customer service, which is a definite must,” according to Melody Johnson of Systems Control Boss Snowplow of Iron Mountain who participated in the seminar with several coworkers.

WILL THEY?

A one time sale is because of marketing, repeat sales are the result of dazzling customers with great service.



Bill Drury, of Bill Drury Seminars, was the presenter for “Passion for Service.”

That was the message that Bill Drury shared at the seminar, “A Passion for Service,” sponsored by the Delta County Chamber of Commerce...who else? By means of a highly motivated workshop, Bill helped to take the mystery out of how to provide dazzling customer service.

In three short hours, participants discovered the secrets and acquired the skills to help improve their level of customer service. According to the majority of participants surveyed, the most valuable information presented was how to turn an irate customer into a best customer. Here are Bill's top five suggestions for responding to

Phil and Lee's Homes took action on it after the staff attended the seminar. The team at Phil and Lee's met right after the seminar to reminded themselves that when they create excitement about a project, that they don't forget, and do follow up on the project. The Passion For Service seminar “was uplifting, thought provoking, and motivating,” according to Dennis LaMarch of Phil and Lee's.

unhappy customers.

- ★ **Hear them out.** Zip your lip and let the volcano erupt and listen, don't argue, don't interrupt. Employ active listening skills to understand the complaint.
- ★ **Empathize with them.** Give your shoulder before your mouth. Put yourself in their shoes and move toward them with compassion not condemnation.
- ★ **Summarize the problem.** Practice good drive through communication. A problem well-defined is a problem half solved.
- ★ **Participate.** Take ownership of the problem and get the customer involved to create a mutually agreeable solution.
- ★ **Exceed expectations.** Don't just do the minimum to fix the problem, go above and

beyond. Remember, attracting new business can cost up to five times more than strengthening relations with current customers.

You've heard us say many times that Delta County is a great place to live, work and play. By providing great customer service, you help us ensure that our waterfront community is also a great place to do business. The Delta County Chamber of Commerce is planning to ask Drury back for a future presentation. If you are interested in attending, please contact the Chamber at 906.786.2192.

– Vickie Micheau, Director, Delta County Chamber of Commerce

COMMUNITY EVENTS

July 11
Business Showcase (5:00-7:00)
Sawyer International Airport
Call Cheryl Shuty for more information
(906) 448-4841

July 27
Business After Hours (5:30-7:30)
Penstar
Call the Delta County Chamber of Commerce for more information
(906) 786-2192

August 8
Business Showcase (5:00-7:00)
City Insurance Complex
Call Cheryl Shuty for more information
(906) 448-4841



Will Carne, President Job Force Board

SPOTLIGHT ON THE PRIVATE SECTOR: WILL CARNE

Dedication to volunteerism and countless hours of service to the community is exemplified by Will Carne, business owner and President of Michigan Works! The Job Force Board. His volunteer work within the Central Upper Peninsula is so vast that it is amazing that he, as one man, is able to complete so much.

Mr. Carne is the owner and operator of Carne's Amoco in Escanaba. He is also the President of two service industries located in Delta County; WLP Incorporated and R. Will Incorporated.

One of Mr. Carne's most influential volunteer roles is President of Michigan Works! The Job Force Board. In this position, Mr. Carne is responsible for providing a strategic leadership role for workforce development and directing the six Michigan Works! Service Centers in the Central Upper Peninsula to meet the needs of business and industry. On the Board, Mr. Carne builds bridges and establishes successful partnerships between the businesses and the educational institutions in the area to develop a high-quality, self-motivated workforce that is needed to survive in today's ever changing market. He motivates other boards and community members, and encourages them to take an active role in creating the workforce of tomorrow, and in providing the skills and services needed to facilitate business creation and expansion in the Upper Peninsula.

Despite the countless hours Mr. Carne provides to Michigan Works! The Job Force Board in the Central UP, he still finds time to extend his

services to the Michigan Works! Association by serving as a Member of the Executive Committee. As a private sector member of this board he brings valuable expertise to the management of the Michigan Works! Association.

In addition to his immense volunteer work with Michigan Works!, Mr. Carne has served in multiple other positions:

- 25-year member, United Way Board
- 20-year member, Escanaba Area Public School Board
- 28-year member, Delta County Community Foundation Board
- Member, Chamber Ambassador Club of Delta County Board
- Board Member for Lake State Industries - organization providing job coaching, and job mentoring to individuals with disabilities
- Member, Bay College Automotive Advisory Board
- Member, Bay College Century Club
- Director, Wells Fargo Bank in Escanaba

- Past President & Current Member, Escanaba Industrial Development Corporation
- Involved with the fund drive for Bay Cliff - a summer camp for youth with disabilities
- Works with the Northern Michigan University Development Fund

Few people can say that they have had more impact on their local community and state as Will Carne. For anyone who has the opportunity to work with him on a project, his energy and enthusiasm are infectious and motivating. He regularly identifies complex issues within the community, and then helps to implement innovative solutions to address these issues.

Will is a dedicated volunteer who sees the value in building the workforce and economic viability of the Upper Peninsula. He is an inspiration for all of us who are passionate about serving the community in which we live.

FREE COMPUTER TRAINING PROGRAMS NOW OFFERED U.P.-WIDE

Michigan Works! and UGLETI Team Up to Employ Tech-Savvy Kids



while gaining valuable experience in teaching and community service.

The UP LINK Michigan YouthCorps Initiative is part of the UP Link Michigan Rural Broadband Project. The Project is funded by the U. S. Department of Education, through the efforts of U.S. Congressman Bart Stupak, and is conducted by Upper Great Lakes Educational Technologies, Inc. (UGLETI).

Michigan Works! The Job Force Board and others will offer "Intro to the Internet" curriculum to the public in Alger, Delta, Marquette, and Schoolcraft Counties. UGLETI and Michigan Works! will provide orientation for the youth trainers, covering topics from employability skills to teaching approaches. An Entrepreneurial Development Workshop will also be offered, focusing on topics ranging from Entrepreneurial Traits to Marketplace Economics. Both programs will be presented in partnership with

Michigan Works! The Job Force Board and NMU's Center for Economic Education.

For more information on these pro-

grams, please call UGLETI at (906) 228-4143 or visit the UGLETI web site, www.ugleti.org.

— Nicole Dewald-UGLETI

Starting June 20th, technically-talented Upper Peninsula youth will begin summer school. *Teaching* summer school, that is. The "Earn While You Learn" program will employ a select group of local students to teach computer classes to the general population.

The program is designed to teach senior citizens, special interest groups and other members of the public about the advantages and uses of computers and broadband Internet technologies. The hands-on training will help participants learn about the "how and why" of using computers and the Internet in their day-to-day lives. The program also provides opportunities for young people with computer skills to share their knowledge of technology



From Left to Right, Back row: Nicole Dewald of UGLETI, Amanda Gunville, Madeline Moreau, Sara Jungles and Amy Gibbs of Michigan Works! The Job Force Board.

From Left to Right, Front row: Phil DeMay, Michigan Works! The Job Force Board and Brett Way.

ESCANABA HOSTS MBEA REGION 1 CONFERENCE

Business educators from 15 U.P. counties honed their skills and increased their knowledge at the Region 1 Conference for The Michigan Business Education Association (MBEA). Ronalyn Arseneau, business teacher at Westwood High School in Ishpeming provided this professional development opportunity to business teachers at Bay College Friday, May 6.

Several local professionals made presentations, including Joe Esbrook, Director of Business Development for The Job Force Board. Joe presented on the progress of Michigan Works! The Job Force Board's Youth Entrepreneurship Development Initiative. In his session, *Entrepreneurial Development Systems, The Educational Impact*, Joe outlined how education impacts youth Entrepreneurial Development Systems and the vital role education has on successful rural economic and commu-

nity development. Joe also highlighted the activities of the Upper Peninsula wide collaboration, Marketplace Economics and Entrepreneurship Initiative (MEE).



Other quality workshops and breakout sessions included an *Update On the "Art" of Multimedia* Presented by Jackie Backlund and Shelly Danielson of Norway-Vulcan Area Schools. This session challenged teachers to prepare students for future demands in technology and art, while establishing a school/community connection. Building from basic to cutting edge technology, teachers can help students create

professional quality products, while realizing the value and impact of their work.

A Session Labeled "*Want to Moodle?*" was presented by Carol Cox, Westwood High School. Moodle is a course management system designed to help educators who want to create quality online courses. The software is used all over the world by universities, schools, companies and independent teachers. Moodle is open source and completely free to use. This session looked at online learning considerations and took a peek at the Moodle environment.

The Job Force Board would like to give a special thanks to all our Region 1 members for their attendance and support! For more information on the MBEA Region 1 Conference, or for a complete list of presenters, you can email Joe Esbrook, Director of Busi-



ness Development, The Job Force Board at: jesbrook@jobforce.org
– Joe Esbrook, Michigan Works! The Job Force Board



SCHOOLCRAFT MEMORIAL HOSPITAL HOSTS CAREER FAIR



Schoolcraft Memorial Hospital recently hosted "Explore Career Pathways at Schoolcraft Memorial Hospital" fair for the Manistique High School Junior Class. Gina Lindquist, Human Resource Director, stated, "Schoolcraft Memorial Hospital has a history of collaborating with Manistique Area schools to educate students on careers in healthcare. We are excited to participate in this learning experience."



Hospital laboratory equipment showed technology at work in the lab.

The purpose of the career fair was to give students an opportunity to



Students viewed lab work through microscope eyes.

learn more about what career opportunities are available within a hospital setting. Students learned that a variety of employment opportunities exist beyond doctors and nurses. For example, while learning about Schoolcraft Memorial Hospital's Rural Health Clinic, students discovered that in addition to the medical staffing, file clerks, receptionists, billing clerks, insurance overseer, credit control, cashier and transcriptionists also worked within the clinic. The tour was designed to show students how Michigan's Six Career Pathways offered employment opportunities within the hospital. Those pathways are: arts and communication; business, management, marketing and technology; engineering/manufacturing, health sciences, human services and natural resources.

Students were divided into groups led by hospital volunteers and staff. Each group visited the Fitness Center, Rehab Services, Information Technology, Out Patient, Patient Advocate, Nurses, Rural Health Clinic, Radiology, Laboratory and Infection Control. At each station, staff gave an overview of the departments to include the occupations, educational requirements, wages and employment outlook.

Gayle DeShambo, of the Delta Schoolcraft ISD helped coordinate the event. According to Ms. DeShambo, "The fair gave students the opportunity to learn about many different career opportunities within a hospital setting. Presentations about working in healthcare reinforced to students the need to take science classes. Students



Telehealth allows local patients to consult and talk to specialty physicians in remote locations.



Endoscopy procedures are routinely performed in out-patient services.

became aware that career opportunities in healthcare are here and are growing."

"We were pleased with this event, which we patterned from the Health Care Career Fair of War Memorial and the Michigan Works! Workforce Development Board in the Eastern U.P. The Youth Council of the Job Force Board and the UP Healthcare Roundtable are excited about this best practice and are eager to replicate it across the region," added Robyn Loviska, Chair of the Job Force Board's Youth Council. The event was co-sponsored by the Upper Peninsula Healthcare Roundtable, Delta Schoolcraft ISD, Manistique Schools and Michigan Works! The Job Force Board.

FAST FOOD ORDERS UP FAMILY STYLE MANAGEMENT

Schick Enterprises reveals how to keep employees happy and safe

Taco lovers across the Central Upper Peninsula and Northern Wisconsin may not realize that their local Taco Bells are managed by a Menominee company. The people who work at Schick Enterprises, Inc are "C.H.A.M.P.S", demonstrating business excellence by maintaining Cleanliness, Hospitality, Accuracy, Maintenance, Product quality and Speed. Michigan Works! provides Schick with C.H.A.M.Pion employees by posting job openings for Schick, referring

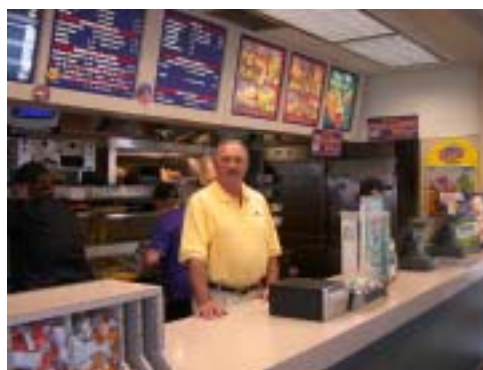


Taco Bell of Menomine, MI owned by Schick Enterprises.

qualified jobseekers to them, and providing follow-up retention services. Michigan Works! believes in Schick Enterprises so much, that we even nominated them for Menominee County Business of the Year!

C.H.A.M.P.S is more than just a clever acronym; the Menominee Company truly lives its mission. First, All managers and team members are fully vested in the operational culture of C.H.A.M.P.S, and Schick Enterprises consistently emphasizes these basic principles with passion and urgency. They credit a stable environment as the reason for their low employee turnover rates and manage each restaurant as if it is their only one.

Schick lives its mission from hiring and training to developing leaders with one purpose in mind – to satisfy customers better than anyone else. Schick believes that the only way to run great restaurants is to give a trusted customer experience *each and every time*. They credit the C.H.A.M.P.S opera-



Bob Schick, Schick Enterprises, Inc., owner of Taco Bell in Menominee, MI.

tional system for their high customer satisfaction and return customer rates.

Schick Enterprises promotes workforce development and employee satisfaction by creating a family-like team environment and a positive working atmosphere. They provide a generous benefit package and highly competitive wages. All current managers have worked their way up to their positions from lower levels of the organization.

The current Director of Operations started as a team member and has currently been with the company for 21 years. Other managers' longevity ranges from 8 – 15 years. This is truly impressive for an industry notorious for high turnover. Their five-step training process ranges from basic operations to advanced management techniques. They encourage all managers to become certified food sanitation instructors and offer the training to all employees at least twice a year. The company promotes from within nearly 100% of the time.

Schick Enterprises is a proud partner of the Michigan Works! system and uses Michigan Works! Service Centers for their human resource needs. They have been very pleased with the services they have received and will continue to look for the great people they hire through Michigan Works.

– Holly Peoples,
Michigan Works! The Job Force Board

IT'S ALL ABOUT BEING COOL

It takes cool people to put together a cool community and that is exactly what is happening in Marquette County. Marquette County is a place where residents have a sense of control over their lives that isn't dictated by rush hour traffic, fear of crime, or isolation from their neighbors. It's a dynamic place that offers an intriguing balance of intensity and peace. A place to work hard and play hard. A place to raise a family, enjoy the companionship of others and enjoy the bounteous gifts Mother Nature has to offer just a step away from your own back door.

It was an exciting event when in 2003, Marquette County was honored with the [All-America County](#) award, which celebrates the community's aggressive efforts to leverage its unique assets and strengths and its creative approaches to community building and economic development. The region's spectacular beauty, varied terrain, diversity of natural resources, abundance of snowfall and acres of public land make Marquette County an excellent location. Nearby [Sawyer International Airport](#) and ubiquitous high-tech wireless/

broad band availability makes access to and from the region effortless. The area's dedicated and skilled workforce and ongoing educational and technical training opportunities give employers a distinct advantage in the global marketplace.

It is home to Northern Michigan University, it's Superior Dome, the world's largest wooden domed stadium, the state-of-the-art Marquette General hospital and excellent K-12 schools. Marquette boasts brand name and boutique shopping, numerous museums and art galleries, safe and friendly neighborhoods and a "can-do" spirit that draws people together and creates an electric urban sensibility in a small-town setting.

Marquette is certainly a premier tourist attraction as well. Whether it's art and architecture, festivals and events, fine dining, shopping or all season adventures, it all awaits the year 'round visitor in Marquette County. New shops displaying artwork, restaurants serving Lake Superior whitefish, challenging golf courses, symphonies playing in restored historic structures,

and theaters highlighting local and national performers are a sampling of the cultural amenities added to this beautiful, historic place.

The city of Marquette and its residents in particular are invested into building a "cool city" and a number of exciting projects underway.

One of these just happens to be the Masonic building in downtown Marquette. Rumor has it an unethical employee burnt it to a crisp in 1937 to cover up questionable accounting practices. Construction workers came from all over the country and worked on it around the clock through the seasons to rebuild it better than ever. Throughout the decades it's been home to Montgomery Wards, Woolworths, and more recently, a course to practice your putting.

Its newest incarnation will divide the massive 45,000 square feet into over thirty office and retail spaces on the lower and main floors. The highlight will be the Masonic square, which will feature a large fountain spanning two floors with a meeting area and café surrounding it. A glass elevator will also be installed on the South side of the building.

The space has been difficult to fill in the last decade or so because of bigger department stores leaving downtown and moving into malls. Owners hope the smaller spaces will be more marketable to modern businesses and will be "an anchor, drawing businesses back to the heart of the city."

Project planners say many people from the Lower and Upper Peninsulas have expressed interest in leasing the spaces which will cost approximately \$8 to \$30 dollars per square foot, depending on the location. They estimate the project will cost just under 2 million dollars to complete by the end of the summer.

The Shrine organization and other bodies of Masonry will contribute about 1/3 of the cost. As soon as their committee gives the okay, the Masonic organization will look for loans, and people to invest capital.

It is all about people coming together to make a community cool. Michigan Works! The Job Force Board is proud to be a part of an effort to help build and develop a cool workforce for Marquette County, a community with a spirit that makes it a cool place to live.