

THE MICHIGAN LABORERS TRAINING AND APPRENTICESHIP INSTITUTE (MLTAI)

Located in Iron Mountain provides instruction in many of the innovative technologies being used in the construction industry today. The over 700 construction Craft Laborers that live and work in the Upper Peninsula can gain essential knowledge, making them safer, more productive and in many cases more employable by attending classes at MLTAI.

MLTAI Iron Mountain is one of three state-of-the-art Laborers training facilities in Michigan. Classes offered at MLTAI range from a cate-

gory of environmental cleanup classes to classes that teach skills related to conventional job tasks performed by Construction Craft Laborers including principles of pipe laying and concrete technology. MLTAI regularly updates its training programs to include the latest technology in an effort to satisfy the needs of an ever-changing construction industry.

Dale Alessandrini, Site Manager of the Iron Mountain training facility involves MLTAI participants in the

community outreach and charitable projects whenever feasible. Mr. Alessandrini's involvement with the non-profit organization Habitat for Humanity has given him the opportunity to train Construction Craft Laborers in concrete technology while construction foundation for Habitat homes. Dale Alessandrini also involves his class participants in the Neighborhood Partnership programs that provide the labor necessary to replace sidewalks in Dickinson County. Dale's involvement with

these and other charitable organizations set an example for his class participants to follow.

MLTAI Iron Mountain continually seeks ways to fulfill the training needs of the Upper Peninsula's Construction Craft Laborers and their signatory contractors as well as instill in each class participant an attitude of community involvement. Construction Craft Laborers that utilize the Iron Mountain facility understand the importance of productivity and safety on the jobsite.

U.P. LABOR-MANAGEMENT COUNCIL, INC. TO HOLD 2005 ANNUAL CONFERENCE

Thursday, March 10, 2005, is the date of the UPLMC's 2005 Annual Conference entitled "Labor-Management Relations in Changing Times." This year's conference will highlight Michael Cohen, MC Leadership and Organizational Development. His workshop will be on: building Trust/Enhance Credibility: Communication Skills for Managing Change." This session will address how to attain and maintain professional credibility with boss, peers and direct reports. It will focus on how to

demonstrate knowledge, character and good will as preconditions for effective interpersonal communications and organizational change. Practical strategies for winning support and influencing others will be offered as well.

Are you wondering what Lean Enterprise is all about? Joe Boyle, of Northern Initiatives and Bill Clapp, Business Development Consultants, Inc. will be on hand to provide a session on the principals of lean manufacturing and how to apply them.

Lean enterprise produces more with existing resources by eliminating non-value added activities. Manufacturers are facing increased worldwide competition and the stakes are high. The winners in this competition work to eliminate overproduction caused by traditional scheduling systems and only make what customers want when they want it. Lean establishes a systematic approach to eliminating waste and creating flow throughout the whole company. It also helps an organization to develop

and implement a long term plan to streamline operations for success. This concept applies to service/public entities as well as manufacturing. During this workshop participants will experience firsthand how Lean improves quality, reduces cycle time, improves delivery performance and reduces Work In Process (WIP).

The conference will be held at the Island Resort and Casino Conference Center in Harris, Michigan. For more information, call 906-466-0155.



PHISHING By BEAU BODEN, DIRECTOR OF TECHNOLOGY, JOB FORCE BOARD

don't want to waste the trip; because only in the woods can I find solitude without loneliness; because bourbon out of an old tin cup always tastes better out there; because maybe one day I will catch a mermaid; and, finally, not because I regard fishing as being so terribly important but because I suspect that so many of the other concerns of men are equally unimportant - and not nearly so much fun. Robert Traver

Living in the Central Upper Peninsula most of us associate the term "fishing" with the delightful pursuit of one or more local game fish. Walleye fishing on the Bays de Noc, Trout fishing on local streams and rivers, Whitefish in Munising Bay or Cohos in the Lower Harbor in Marquette all bring a sense of anticipation and pleasure to us at various times of the year.

There is however a new variation of "phishing" that is hitting the Central UP. Webopedia defines "phishing" as:

(fish'ing) (n.) The act of sending an e-mail to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft. The e-mail directs the user to visit a Web site where they are asked to update personal information, such as passwords and credit card, social security, and bank account numbers, that the legitimate organization already has. The Web site, however, is bogus and set up only to steal the user's information. For example, 2003 saw the proliferation of a phishing scam in which users received e-mails supposedly from eBay claiming that the user's account was about to be suspended unless he clicked on the provided link and updated the credit card information that the genuine eBay already had. Because it is relatively simple to make a Web site look like a legitimate organizations site by mimicking the HTML code, the scam counted on

people being tricked into thinking they were actually being contacted by eBay and were subsequently going to eBay's site to update their account information. By spamming large groups of people, the "phisher" counted on the e-mail being read by a percentage of people who actually had listed credit card numbers with eBay legitimately.

Phishing, also referred to as *brand spoofing* or *carding*, is a variation on "fishing," the idea being that bait is thrown out with the hopes that while most will ignore the bait, some will be tempted into biting. And just as with fishing, "phishing" introduces new "lures" and "techniques" frequently to increase the total catch. Often times "Phishers" will use a sense of urgency by including tag lines and warnings that your account may be closed if you do not respond.

There are ways to protect yourself from being caught, the FTC, the na (SEE PHISHING PAGE 7)

I fish because I love to; because I love the environs where trout are found, which are invariably beautiful and I hate the environs where crowds of people are found, which are invariably ugly; because of all the television commercials, cocktail parties, and assorted social posturing I thus escape; because, in a world where most men seem to spend their lives doing things they hate, my fishing is at once an endless source of delight and an act of small rebellion; because trout do not lie or cheat and cannot be bought or bribed or impressed by power, but respond only to quietude and humility and endless patience; because I suspect that men are going along this way for the last time, and I for one

STUDENTS AND TEACHERS WIN BIG WITH GRANT TO PROMOTE CAREERS IN THE CONSTRUCTION INDUSTRY

Have you and your child ever stopped to watch a bulldozer at work or peered through a fence to see a building under construction? For most of us, our fascination with the tools and techniques of construction is lifelong. The Job Force Board and the UP Construction Labor Management Council received a grant from the Hannahville Indian Community to connect fifth grade students across Delta County to careers in the construction industry through **Build Up! A Tool Kit for Learning.**

Build Up! A Tool Kit for Learning was developed by Scholastic Inc. and the Associated General Contractors of America. The AGC is the nation's largest and oldest construction trade association, founded in 1918. The AGC represents more than 33,000 firms, including 7,500 of America's leading general contractors, plus 12,000 specialty-contracting firms and over 14,000 service providers and suppliers are associated with AGC.

As curriculum-based education program, **Build UP!** harnesses the curiosity of students about careers in the construction world by bringing the teacher and students to a 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! is the first phase of the *Construction Futures* campaign, an initiative designed to enhance the image of the construction industry through coordinated educational and community service activities. While the **Build Up!** program is specifically aimed at fifth graders, over time the campaign will expand to include other educational initiatives and community based programs. **Build Up! was developed to meet the following goals:**

To Restore a Sense of Pride for the Construction Industry –**Build Up!** Takes students on a journey of

discovery inside the structures that make up their world. It teaches them basic principles of construction and guides them through hands-on activities; **To captivate Students' Imaginations with a Look at Their Futures—**

of safety; **to Create a Positive Lasting Impression—Build Up!** exposes children and their parents to the exciting world of construction, emphasizing the variety of career options available to them and **to provide a better un-**

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.

The Job Force Board has focused on the Build Up Toolkit because it has been previously developed and promoted within many UP schools already. It addresses a related need we have in the UP in the field of construction. Kel Smyth, of MeadWestvaco and Job Force Board Member states that "Quite a few teachers from the region were given instruction on how to implement "**Build Up!**" in the classroom and it is important that the teachers that learned the material receive the necessary kits to continue their classroom instruction."

"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

Build Up! is based on national science, math, and language arts standards and is designed to provide teachers with real-world, hands-on student activities through tool kits full of fun and educational materials to help reach those skills.

Tony Retaskie, sums it best: "The demand on our future workforce is pushing students to pursue many other non-traditional careers. Many students do not know that the trades provide many high-wage, family-sustaining jobs. If they are not prepared by the time they graduate, they could miss out on important opportunities and good UP jobs."



From L to R: Will Carne, President of the Job Force Board, Tony Retaskie, Executive Director of UPCLMC and Thomas Elegeert, Six County Employment Alliance.

Build Up! looks into the future to reveal futuristic building challenges, such as mile-high buildings, and extra-long bridges, and provides students with important information about the exciting, rewarding, and diverse career opportunities the construction industry offers; **to demonstrate How the Industry Contributes to Students' Quality of Life—Build Up!** focuses on environmental challenges including land-use considerations and energy efficient buildings. Included in the **Build Up!** tool kit is a "Dear Family Letter" students will share with their parents on the vital role construction plays in everyone's life; **to provide a Comprehensive Look into Today's Construction Industry—**Students learn first-hand about the variety of work that takes place on a construction site by bringing them a behind-the-scenes look at the constructed world. Classroom projects also make students aware of hazards associated with construction sites and emphasize the importance

Understanding of the Construction Industry —Build Up! creates a future receptive audience who will be the builders, owners, architects, engineers, mayors and city council members for the towns and cities of tomorrow.

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 Scraper." "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.

Contextual Learning is a vital component of workforce preparation

CERTIFICATE IN EXECUTIVE MANAGEMENT PROGRAM OFFERED AT MTEC

Notre Dame's Certificate in Executive Management is a 20-week (two semester) evening program for business owners, partners, key managers and executives of firms who want to see their businesses grow and be more profitable. The program focuses on:

- Leadership and Management
- Ethics
- Strategy
- Economics
- Marketing
- Accounting
- Finance
- International Business

Our objective is to provide the latest business information to meet the fast-paced challenges of today's com-

petitive business environment.

Classes meet Monday evenings from 5:30 p.m. to 8:30 p.m., E.S.T.* (*South Bend is on Eastern Standard Time year round. From the first Sunday of April through the last Saturday in October, Notre Dame is on the same time as Chicago. The rest of the year Notre Dame is on the same time as New York.) Participants enter the program in March and complete 10 sessions in the Spring and 10 sessions in the Fall. The schedule for 2004 is:

Spring 2005: March 7 - May 9, 2005
Fall 2005: Sept 12 - Nov 14, 2005

The Certificate in Executive Management program is based at the Uni-

versity of Notre Dame campus in South Bend, Indiana. Based on sufficient enrollment, it will also be delivered to our off-campus, distance education classrooms located in:

- Indianapolis, Indiana
- Downtown Toledo, Ohio
- Cincinnati (Blue Ash), Ohio
- MTEC - Escanaba, Michigan

The distance education classrooms are equipped with Notre Dame's award-winning, real-time, two-way video capabilities.

The fee for the 20-week Certificate in Executive Management program, including instruction, materials, books and refreshments is \$5,195.

A 10% discount is available for additional participants from any single organization or for participants representing alumni firms (those that have sponsored participants in the past). Only one discount may be applied to the tuition fee for any single registrant.

The full fee is due prior to the start of the program. Any cancellations made within 7 days of the start of the program are subject to the full charge of \$5,195.



HUMAN RESOURCE MANAGEMENT PROGRAM BEGINS MARCH 16

The Essentials in Human Resource Management Certificate program is set to begin with the first training module – Employment Selection & Beyond – on March 16 at M-TEC on the campus of Bay College.

The program is designed to provide participants with the necessary tools to meet the needs of growing businesses in the Upper Peninsula and is being offered in partnership with Superior Resources, Inc. Participation is appropriate for both newcomers to the human resources field and those with some experience who are seeking to keep current in

the field.

The program consists of six workshops focusing on various issues facing human resource professionals today. Workshop titles are: Employment Selection & Beyond; Employee Orientation, Recordkeeping & Retention; Employment Law & HR Compliance; Benefits & Pension; Employee Relations & Performance Management; and, Harassment Prevention in the Workplace. Modules can be taken as a series or individually.

The Human Resource Management Certificate program is also

scheduled to be held in Iron Mountain at the Bay West campus, Iron Mountain and the River Cities Chamber of Commerce

For detailed program and registration information contact Lori Shea at 906.786.5802, ext. 1212; via email sheal@baycollege.edu.



PHISHING (cont'd from Page 5)

tion's consumer protection agency, suggests these tips to help you avoid getting hooked by a phishing scam:

If you get an email or pop-up message that asks for personal or financial information, do not reply or click on the link in the message. Legitimate companies don't ask for this information via email. If you are concerned about your account, contact the organization in the email using a telephone number you know to be genuine, or open a new Internet browser session and type in the company's correct Web address. In any case, don't cut and paste the link in the message.

Don't email personal or financial information. Email is not a secure method of transmitting personal infor-

mation. If you initiate a transaction and want to provide your personal or financial information through an organization's Web site, look for indicators that the site is secure, like a lock icon on the browser's status bar or a URL for a website that begins "https:" (the "s" stands for "secure"). Unfortunately, no indicator is foolproof; some phishers have forged security icons.

Review credit card and bank account statements as soon as you receive them to determine whether there are any unauthorized charges. If your statement is late by more than a couple of days, call your credit card company or bank to confirm your billing address and account balances.

Use anti-virus software and keep it

up to date. Some phishing emails contain software that can harm your computer or track your activities on the Internet without your knowledge. Anti-virus software and a firewall can protect you from inadvertently accepting such unwanted files. Anti-virus software scans incoming communications for troublesome files. Look for anti-virus software that recognizes current viruses as well as older ones; that can effectively reverse the damage; and that updates automatically. A firewall helps make you invisible on the Internet and blocks all communications from unauthorized sources. It's especially important to run a firewall if you have a broadband connection. Finally, your operating system (like Windows or Linux) may offer free software

"patches" to close holes in the system that hackers or phishers could exploit.

Be cautious about opening any attachment or downloading any files from emails you receive, regardless of who sent them.

Report suspicious activity to the FTC. If you get spam that is phishing for information, forward it to this website spam@uce.gov. If you believe you've been scammed, file your complaint at www.ftc.gov, and then visit the FTC's Identity Theft Web site at www.consumer.gov/idtheft to learn how to minimize your risk of damage from ID theft. Visit www.ftc.gov/spam to learn other ways to avoid email scams and deal with deceptive spam.

Help Your Business Reach Success!



At Michigan Works! we will
save you time & money, and
provide you with the proper
tools & resources to ensure
your business reaches success!

- Develop a marketing campaign to recruit the employee with the “hard to find” skills and experiences
- Have your applicants apply at our service center to free up your own valuable time and office space
- Let us review the job applications and prescreen the applicants for you
- Give you the job applicants pre-hire assessments for skills, abilities and interests to insure that the person hired is the best possible fit for the job
- Help you decide what skills are required for the job opening
- Give you access to professional meeting rooms so you won't have to disrupt your business for jobseeker interviews
- Post your job openings on the Michigan Talent Bank, where it is possible to job seek from across the United States

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