

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. To apply on-line go to 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 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 1-800-285-9675.



COMMUNITY EVENTS

March 9-11, 2007

2007 UP Builders Show

Location: NMU Superior Dome, MQT

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

For More Information Call Builders Show Registration Office 906-225-1216

March 12, 2007

Business Showcase City of Negaunee

Location: The Depot

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

For More Information Call Cheryl Shuty at 906.486.4841

March 19, 2007

Economic Club of Marquette County

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

Presentation, 8:00pm

Location: Ramada Inn

Speaker: Steve Gulis, CFO, Wolverine Worldwide, Inc.

For More Information Call Ramada Inn at 906.228.6000

March 20, 2007

Business After Hours Michigan Works!

Location: Best Western

Time: 5:00-6:30 p.m.

For More Information Call Marinette/ Menominee Chamber at 800.236.36681

March 23, 2007

8th Annual LSCP Annual Membership Dinner

Location: NMU's Great Lakes Room

For More Information Call Cheryl Shuty at 906.486.4841

March 28, 2007

Business After Hours Comfort Suites

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

For More Information Call Delta Chamber at 906.786.2192

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 & Found, 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 WLUC TV6

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

Annual Safety Conference brings Health and Wellness to Center Stage



Two hundred participants welcomed John Shier, RN, PhD from Bellin Hospital in Green Bay to M-TEC's 7th Annual UP Health and Safety Conference as the keynote speaker. John, also known as "that guy nurse", also presented two break-

out sessions on "To Live Long and Die Healthy".

Industries in attendance were manufacturing, healthcare, utilities, trucking, gaming, forest products and local, state and federal government.

He encouraged participants to educate themselves on those health issues that they may be experiencing currently while citing the importance of maintaining family history data so accurate medical diagnosis and care is received. Mr.

Shier states, "Good health is an individual responsibility".

Participants spent the day in breakout sessions that focused on workplace health and safety. Workshops covered topics ranging from preventative body maintenance and workplace wellness to asbestos awareness and chain-saw safety.

Traditionally held at the M-TEC, the conference was moved to Bay College's Heirman Center to accommodate record attendance.

UPEDA Promoting the Unique Aspects of the Upper Peninsula



The Upper Peninsula Economic Development Alliance (UPEDA) held their January membership meeting at the Country Kitchen in Ishpeming on January 18th. The meeting was well attended with more than 50 members and guests.

Joe Esbrook, Director of Business Development for Michigan Works! The Job Force Board, was sworn in as President for the upcoming three-year term.

Other highlights of the meeting included in-depth information on tourism and its impact on the Upper Peninsula economy by Steve Masters, Board Member of Upper Peninsula Tourism Association and Executive Director of Bays De Noc Convention and Visitor's Bureau (CVB); Pat Black, Director of Marquette CVB; and Dave Lo-

renz, Director of Travel Michigan.

In the afternoon, the group was given an update on the activities of Michigan Economic Development Corporation by Dave Morris, Manager Strategic Research Information Technology. Updates on Michigan Regional Skills Alliances including Healthcare, Manufacturing, Construction and Skilled Trades, Forestry and Timber Products and Tourism were given by representatives from each group.

Additionally, James Anderson, Director of Quality Assurance for Michigan Works! The Job Force Board provided an update of the Governor's 21st Century Workforce Initiative. All three Upper Peninsula Workforce Development Boards are working together to reach the goals of this initiative.

The mission of the UPEDA is to enhance, link and promote the unique aspects of Michigan's Upper Peninsula as the superior location in which to invest and conduct business. For more information visit www.UPEDA.org.



Andrew Beck (left) passes the gavel to new UPEDA President, Joe Esbrook.

CELEBRATING OVER 30 YEARS

of improving the economy and quality of life in the central Upper Peninsula by bringing employers and job seekers together!

Upper Peninsula Business Works because...

MICHIGAN WORKS!
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!

"I work because Michigan Works!"
Services Offered for job seekers

March 20, 5:00-6:30 PM CT
Best Western, Menominee

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
(800) 285-WORKS

"My business works because Michigan Works!"
Services Offered for employers

- Profiling jobs to determine necessary skills and abilities
- Writing job descriptions and advertisements
- Posting job openings on the Talent Bank and campus websites
- Screening resumes and applicants
- Providing interview rooms and meeting facilities
- Training employees
- Helping with Human Resource administration issues
- Planning for business retention and expansion
- Offering business building services on key issues

• Linking job seekers with local and regional employment opportunities and job search web sites

- Testing ability and knowledge
- Offering employment and career skills workshops
- Helping with education, financial aid forms
- 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

MICHIGAN WORKS! **business is UP**

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.

Employment Expo 2007

Networking is just one of the ways Michigan Works! is meeting the demands of businesses in Delta County. On January 11th, 2007 Michigan Works! held its first ever job fair, Employment Expo 2007, at Bay de Noc Community College Café. This provided businesses and jobseekers the opportunity to meet and discuss qualification criteria, working environments and skill matching for current and upcoming vacancies within the selected industry.

The job fair featured 29 businesses from across the Upper Peninsula and Wisconsin. These businesses were looking to fill positions in the healthcare and manufacturing sectors, as well as companies in the financial, sales and entertainment industries.

Employment Expo 2007 was attended by 167 jobseekers, ready to obtain employment opportunities that would provide entry level and career advancement opportunities. With this in mind, businesses

had a captive audience and were ready to present information to prospective employees. At the same time, jobseekers were able to get a good feel for what the position was like and how they might fit into the company. Employers walked away with good prospects, some having scheduled interviews for the following day.

Michigan Works! received positive feedback from both the businesses and jobseekers in attendance at the Employment Expo 2007.

As a partner in career connection opportunities, Chuck Walkner, owner of Nor-Fab in Gladstone and an exhibitor at the Employ-

ment Expo stated, "Michigan Works! did an exceptional job."

As a jobseeker and first time participant, Vicki Ottensman commented, "I was highly impressed at the professionalism exhibited by the Michigan Works! staff and the diverse businesses presenting at the job fair."



Michigan Works! Assists Newly Formed Partnership in Munising

The City of Munising, along with the Alger Chamber of Commerce, Downtown Development Authority and Munising Visitor's Bureau have partnered to coordinate tourism and marketing efforts for Munising and Alger County and to promote economic diversity by attracting new businesses to the area.

Through services received at the Alger County Michigan Works! Service Center, The Munising Area Partnership for Development recently hired Bob Eslinger as Director. Michigan Works! assisted by posting the vacancy on the Michigan Talent Bank, screening applicants, collecting resumes, arranging interviews, providing an interview room and handling post-interview follow up letters. In regards to services received at Michigan Works!, Rod Desjardins, Munising City Mayor, noted that he was "particularly impressed with the thoroughness and professionalism combined with the personal touch that is the hallmark of doing business in a small town."



(L) Rod Desjardins, Munising City Mayor, Bob Eslinger, New Director and (R) Dennis Boyak, DDA.

Lake Superior Community Partnership Joins Entrepreneurship Week USA As A Program Partner

National Effort to Educate Next Generation Of Entrepreneurs and Innovators

The Lake Superior Community Partnership (LSCP) has joined Entrepreneurship Week USA as a program partner adding its support and resources to a national effort to inspire and encourage young people to consider entrepreneurship as a career choice and to celebrate America's unique culture of inventiveness.

The initiative is designed to serve as an inspiration for young people to think creatively and to turn their ideas into action – whether that means starting a new business, developing an innovation for an existing company or solving a problem that improves peoples' lives. Official events are being planned in cities across the county, culminating in Washington, D.C, where the focus will be on the importance of policy to the nation's entrepreneurs.

Entrepreneurship Week USA is sponsored by the Ewing Marion Kauffman Foundation and by government, not-for-profit organizations and businesses, including The New York Times and Inc. magazine. Additionally, the House of Representatives noted the importance of entrepreneurship education by enacting a Resolution ([HR 699](#)) in early June in support of a national entrepreneurship week.

Entrepreneurship is a driving force of the U.S. economy. During the past 15 years, businesses less than five years old have accounted for about 70 percent of the net job creation in the United States. However, while America presently maintains the edge as an entrepreneurial society, there are clear signs of massive economic competition from abroad. More Americans in the future will need to be generating more ideas and better innovations if the United States is to stay ahead of the large populations of educated citizens in emerging and globally savvy economies.



Do your employees have the computer skills they need?

What is ICDL?

- International Computer Driving License (ICDL) was created to help individuals become more competent with computer use, increasing their productivity at work, school and home.
- ICDL is a fully integrated solution that successfully encourages candidates through a development path that produces skilled job candidates. The ICDL program consists of diagnostic tests to determine the candidate's knowledge, e-learning options, and tests and certification for those who pass.



Benefits of ICDL?

- Reduces the time needed for training by 35-40%
- ICDL Certified employees give them a new confidence in using a computer as a tool when entering an existing or new work environment
- Employers will have a better return on investment, higher productivity, and higher confidence in hiring ICDL Certified candidates
- Statistics show that ICDL certified candidates are more productive, less apt to rely on costly support services and ready to address the business of the enterprise
- Over 140 hours per year/per employee are lost in solving an employee's basic computer questions
- An ICDL Certified candidate will save an employer those lost hours because they will already be skilled and knowledgeable

MICHIGAN
WORKS!
business
is **UP**



ICDLUS
Computer Skills for Life

*The World's
Most Widely
Acknowledged and
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alger

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