



PROVIDING HIGH QUALITY HEALTHCARE SERVICES AND A DIRECT POSITIVE ECONOMIC IMPACT FOR THE COMMUNITY

At a recent Board of Directors Meeting for the Grand View Health System, David Hartberg, CEO, opened the meeting with a complimentary letter from a Green Bay resident who was treated in the emergency department and an inpatient for several days due to an injury. The letter complimented the staff on the quality of service and the patient's expectations for care were exceeded. What makes Grand View so special? It is their professional physicians, nurses, and staff who are all dedicated to providing their community with the best care possible in a variety of specialty areas. Established in 1923, Grand View Health System services the people of the Gogebic-Iron Range in Upper Michigan and northern Wisconsin with high-quality medical care and services. Grand View Health Systems employs 390 workers. Grand View Health System includes Grand View Hospital, a 54-bed, acute-care facility, fully accredited by the Joint Commission on Accreditations of Healthcare Organizations (JCAHO), Grand View Surgical Center, three clinic location in Ironwood, Hurley, and Mercer, Caring Caregivers and Caring specialty physicians who live and work in the Grand View service area. Grand View Health System has as its primary service delivery area Gogebic and Ontonagon Counties and as well Iron County in Wisconsin.

We often think of healthcare systems such as Grand View in terms of providing the community with high quality health care, but do we ever think of our health care systems in terms of economic impact to our

local community? The Michigan Hospital Association commissioned the Minnesota IMPLAN Group, Inc. to research and release data surrounding the economic impact of health care in Michigan. The study was released in June of 2004. Entitled the *Economic Impact of Health Care in Michigan*, the study revealed that in Gogebic and Ontonagon Counties combined, approximately 900 direct jobs in healthcare net \$30 million in wages. The direct economic impact of hospitals, doctors, dentists, nurses and other health



Grand View Health System in Ironwood, Michigan.

care providers is over \$57 million. In addition, this study revealed other items of interest:

1. Health care is Michigan's largest single employer
2. Eight of every 100 Michigan jobs are directly in health care and 12 of every 100 are directly or indirectly related to or induced by health care.
3. Health care jobs provide relatively high salaries and benefits to support a family
4. Health care is more stable and not as cyclical as other economic sectors

5. Health care jobs stabilize local economies
6. Health care jobs tend to stay in Michigan
7. Health care provides economic strength and certainty during economic downturns.

The most significant economic impact by the health care industry is in direct jobs, salaries and wages as noted by the economic impact figure stated above. The purchasing power of this industry and its employees has tremendous effect on local economies. Health care spending creates thousands of additional indirect and induced jobs. The taxes paid by this industry supports schools, police, fire departments, culture and arts and other amenities that makes the Upper Peninsula "COOL." A strong health care industry improves the quality of life and assists economic developers to attract and retain businesses and jobs. Major employers from other industries will neither locate nor stay in the communities that lack strong health care systems.

Grand View provides not only a direct economic impact on its community, but has several outstanding accomplishments the region is proud of. This last November, the eHealthcare Leadership Awards recognized the Grand View Health System website www.gvhs.org, as one of the very best Web sites of healthcare organizations, online health companies, pharmaceutical/medical equipment firms, suppliers, and business improvement initiatives. These awards highlight the Internet's role in achieving an *(See Grand View Health System on Continued on Page 3)*

COMMUNITY EVENTS

May 5
Blogging for Business Workshop (8:30 a.m. – 4:30 p.m.)
MTEC
Call Alan Yeck for more information
(906) 786-5802 x1132

May 9
Business Showcase (5:00-7:00)
Carpet Specialist
Location: 800 Lakeshore, Ishpeming
Call Cheryl Shuty for more information
(906) 448-4841

May 10
"Show US what YOU got!" Builder's Show (10:00 a.m. – 8:00 p.m.)
Chip In's Island Resort & Casino
Call the Delta County Chamber of Commerce for more information
(906) 786-2192

May 18
Business After Hours (5:00-7:00)
Cherry Wood Lodge, Munising
Call the Alger County Chamber of Commerce for more information
(906) 387-2138

May 21
Business Anniversary Celebration (9:00 a.m.)
Vandervert Harley-Davidson
Peshtigo, WI
Call the Rivercities Chamber for more information
(906) 863-2679

May 25
"Passion for Service" Seminar with Bill Drury (8:30 a.m. – 1:00 p.m.)
House of Ludington, Escanaba
Call the Delta County Chamber of Commerce for more information
(906) 786-2192

June 2
Chamber of Commerce Golf Classic
Fundraiser for Student Scholarships
Location: Irish Oaks Golf Course
Call the Delta County Chamber of Commerce for more information
(906) 786-2192

June 13
Business Showcase (5:00-7:00)
Kewadin Casino
Call Cheryl Shuty for more information
(906) 448-4841

June 29
Business After Hours (5:30-7:30)
Irish Oaks
Call the Delta County Chamber of Commerce for more information
(906) 786-2192



Will Carne, President Job Force Board



Captain Jennifer Munroe, US Army, presented to area business representatives.



Captain Jennifer Munroe, US Army (L), Joe Esbrook, Job Force Board, Co-Presenters of US Army/Job Force Board Partnership in Action.

U.S. ARMY AND MICHIGAN WORKS! A PARTNERSHIP IN ACTION!

Upfront and Company was the setting for local business to hear a joint presentation by the United States Army and Michigan Works! on how Army partnerships can improve academic excellence, employment opportunities and fosters continued national pride.

The responsibility to support our troops rests on the entire community, especially after they return home after serving our country. Michigan Works! The Job Force Board is working with

the U.S. Army to help veterans transition back to the workforce.

Military service empowers individual with professional work habits, problem solving skills, and leadership abilities. These are qualities which every employer values. In partnership with the U.S. Army, Michigan Works! The Job Force Board seeks to educate employers about the benefits of hiring veterans and also to increase awareness of Michigan Works! services available to veterans seeking employment.

The U.S. Army also plans for employment even before enlistment through the Partnership for Youth Success (P.A.Y.S.) program. P.A.Y.S. allows youth to prepare for their future while serving their country by learning the skills in high demand. P.A.Y.S. also responds to labor needs. According to the U.S. Army fact sheet, "a database that matches the job needs of local industry with the job skills offered by the Army will enable a qualified young person to choose a specific job skill with a particular company." After four to six

years, a young person will have a preferred status with their company of choice.

This initiative takes a proactive, simultaneous approach to solve industry labor shortages and unemployment. Michigan Works! The Job Force Board is excited to help the U.S. Army access local business and help meet labor needs in the future.

To learn more about how your business can benefit from this partnership, call your local Michigan Works! Service Center.

BUSINESS IS UPDATE PROFILE WITH STATE REPRESENTATIVE, TOM CASPERSON



State Representative Tom Casperson

As a 3rd generation owner of a small log trucking business, State Representative Tom Casperson can relate to the challenges of owning a business in the U.P. "The first thing you learn is a work ethic and how to run a small business and keep it going." Casperson says small business faces many challenges especially when it comes to regulatory and tax issues.

Another challenge he faced at Casperson and Son Trucking was finding and keeping good employees. "I had people working for me so I know how diffi-

cult it was to keep employees. To pay all the payroll taxes and keep health insurance costs down for my employees and myself... you know, I've done all that and I know what it's like."

Casperson believes the road to workforce development is not necessarily through four-year institutions. "I do not believe that every single student in this state needs to have a four year degree. I think we need to be working on the industrial side of our education as well through training that can come out of ISD's (Intermediate School Districts) and Community Colleges. I would like to see us push toward a balance there, because there's a need for both.

Casperson believes we can increase jobs and boost the economy by loosening restrictions on the timber industry. "We have an ample supply of timber between federal, state, and private land. The timber is here but the supply has been artificially choked off. It costs more to buy timber here than anywhere else in the

country and that's not acceptable when you're sitting on top of resources like we are."

The Escanaba native is also promoting the development of an International Port in Delta County which would serve as a low-cost method for U.P. businesses to ship their products. "In the U.P. a lot of our costs are in transportation because we are so far north. If we can help our companies to be competitive in those costs, we can help them to compete on a national and global level."

As a Representative, he wants to expand employment options for area jobseekers. "That's the beauty of Michigan Works! because they can sit down and present a smorgasbord of things that are available, and they bring everybody together in one central location to figure that out. I like that. As well we need to work together to expand that and make sure the training is there for people in order for us to keep our workforce competitive."

SELIN'S FURNITURE: A MICHIGAN WORKS! PARTNERSHIP IN ACTION



Bob Laurila, store manager of Selin's Furniture & Carpet.

Total commitment to serve customers with affordable, stylish, quality products and continuing service and

care after the sale has garnered Selin's Furniture & Carpet a regional accolade. The Iron Mountain business received the People's Choice Award as the area's Best Home Furnishings Store in 2004. Selin's is a complete home furnishings center, featuring popular brand names such as La-Z-Boy, Broyhill, Lane Rowe and Sealy Bedding. Family owned, Selin's, has been in business for 43 years.

In 1975, Selin's suffered a fire that completely destroyed the building. This could have been the end of the business, since the original owners of Selin's were not inclined to rebuild. But store manager and father of seven, William Laurila, who would have been unemployed had the busi-

ness not rebuilt, worked out an agreement with Selin's and became sole owner of the business in 1976.

Bob Laurila, William's son, has been currently managing the business and is in the process of purchasing it from his father. The Iron Mountain store employs thirteen people, and has 32,000 square feet of showrooms with a 10,000 square foot warehouse.

About a year ago, Selin's also expanded, adding a location in Iron River. Selin's purchased a facility originally built 96 years ago and opened it as their new branch. That

store now employs six people and has 12,000 square feet of showrooms with a 2,000 square foot warehouse.

Michigan Works! has assisted Laurila in filling two openings in the Iron Mountain store. He has been very pleased with the services provided by Michigan Works!, especially the communication and follow-up process. Bob stated that Michigan Works! has been "simply wonderful." When asked how he learned about Michigan Works!, he replied that the organization is well known across the region for its business services.

Access Selin's website at www.selinsfurniture.com or visit the store Monday through Friday from 8:30 to 6 pm and Saturdays 8:30 to 4 pm.

A FAIR SHOWING— ATTENDANCE HIGH FOR BAY COLLEGE

JOB FAIR BY Jenny Lancour, Escanaba Daily Press

ESCANABA - Area residents checked out possible job opportunities as they met with employers who were checking out potential employees during a recent job fair held at Bay College. "The main purpose of the job fair is to bring employers and job seekers together," said Ted Brainard, human resources director at Bay College.

"Secondary to that is it gives students an idea of what jobs are there. They can talk to the people doing the hiring and who have been in the field," he added. Students from across the Upper Peninsula as well as area residents seeking employment were invited to participate in the Upper Great Lakes Collegiate Job Fair. Businesses came from across the Midwest and one employer was from as far away as Alaska. Brainard was pleased with the successful turnout. A total of 60 employers set up booths at the job fair. Most are looking to fill positions while some want job seekers to know their companies are out there, Brainard said. Another 20, not

in attendance, were collecting resumes.

"I'm just thrilled that there were so many employers and students here," Brainard said. "To have 60 people (from businesses) here is a good indication of things happening in the economy. "Michelle Robich of Escanaba also was impressed with the turnout of business representatives.

"There are a lot of employers out making an effort to recruit people earning their degrees," said Robich seeking employment as an office administrator or a financial planner. She has a degree in business administration with a specialty in management.

Robich was discussing job opportunities with Leila Canavera, human resources specialist at the Dickinson County Health System.

"We're looking for RN's, LPN's, physical therapist assistants. We take applications for everything," said Canavera adding the job fair turnout was excellent.

Experience and knowledge of a job is just one part of the hiring equation. Other characteristics that can help an applicant land employment is to be hard working, flexible and dedicated, Canavera said.

Cindy Heino, a human resource consultant at Wells Fargo, said the financial company is looking for tellers and personal bankers. Those doing the hiring notice if an applicant has good eye-contact, is personable, is articulate and has a professional bearing, she said.

Employers at Northern Diecast Corporation of Harbor Springs and Newberry, are seeking competent employees who are positive motivators and self-starters willing to take on additional responsibilities, said Pete Pallas, human resources director.

Northern Diecast is looking to hire tooling maintenance employees, industrial engineers, quality managers and machine operators, he said. Three friends, all graduating from

Northern Michigan University in May, met with Pallas.

Tom Skewis of Negaunee is seeking a job as a mechanical engineer technician. "I came to see what jobs are out there, hand out my resume and see people's faces. This is the first job fair I've been to," Skewis said.

Jason Veaser of Powers wants to be an engineer in manufacturing or design. He was surprised to see at the job fair, Stewart Manufacturing, a company from Spaulding near his hometown, he said, hopeful that maybe he could work for them.

The third friend, Jeremy Klaboe of Marquette, said he will be graduating with a degree in mechanical engineering. He said he came to the job fair to check out employment prospects in his field.

The job fair was sponsored by Bay College, NMU, Gogebic Community College, Lake Superior State University, Bay Mills Community College, Finlandia University and Michigan Technological University.



BUREAU OF BUSINESS AND ECONOMIC RESEARCH... WORKING TO UNDERSTAND THE UP ECONOMY



Northern Michigan University's College of Business created the Bureau of Business and Economic Research (BBER) in 1995. The BBER's activities are directed by Dr. Samuel Graci,

Interim Dean of the Walker Cisler College of Business, and the daily operations coordinated by Linda Cleary, Assistant Director. The function of the Bureau is to maintain the comprehensive database it developed focusing on the collection, organization, and analysis of a wide range of statistical data which describe the nature, size and changing levels of business and economic activity in the U.P., broken down by the 15 coun-

ties. Many of the BBER's reports including the *BBER Quarterly* since its first issue - June 1996 and data may be found on the Internet at their website - <http://www.bber.org/>

BBER recently completed a County-to-County Migration Data study. This table covers a three-year period and is based on the year-to-year changes in the addresses shown on the population of returns from the IRS Individual Master File system. This table pre-

sents data on migration patterns by county for the Upper Peninsula of Michigan including inflows and outflows. The data include the number of returns (which can be used to approximate the number of households), the number of personal exemptions (which can be used to approximate the population), total "adjusted gross income," "median adjusted gross income," total money income, and median total money income.

	1999-00	2000-01	2001-02
Alger County			
Inflow			
Number of Returns	198	286	217
Number of Exemptions	392	519	384
Median Adjusted Gross Income	20,769	22,023	19,443
Outflow			
Number of Returns	251	266	233
Number of Exemptions	464	459	408
Median Adjusted Gross Income	15,832	16,531	14,103
NonMigration			
Number of Returns	3,315	3,307	3,382
Number of Exemptions	7,424	7,377	7,470
Median Adjusted Gross Income	25,860	27,608	27,153
Delta County			
Inflow			
Number of Returns	626	682	584
Number of Exemptions	1,276	1,344	1,094
Median Adjusted Gross Income	21,139	22,027	19,341
Outflow			
Number of Returns	691	777	635
Number of Exemptions	1,136	1,389	1,136
Median Adjusted Gross Income	16,935	18,326	17,470
NonMigration			
Number of Returns	13,911	14,004	14,143
Number of Exemptions	31,479	31,456	31,522
Median Adjusted Gross Income	26,286	26,869	26,373
Dickinson County			
Inflow			
Number of Returns	518	588	510
Number of Exemptions	995	1,061	988
Median Adjusted Gross Income	19,867	20,681	20,259
Outflow			
Number of Returns	549	700	560
Number of Exemptions	976	1,229	960
Median Adjusted Gross Income	16,249	17,616	18,104
NonMigration			
Number of Returns	9,828	9,834	9,963
Number of Exemptions	22,542	22,346	22,382
Median Adjusted Gross Income	27,261	28,183	27,854

	1999-00	2000-01	2001-02
Marquette			
Inflow			
Number of Returns	1,237	1,429	1,219
Number of Exemptions	2,095	2,531	2,111
Median Adjusted Gross Income	14,919	16,400	13,941
Outflow			
Number of Returns	1,277	1,591	1,368
Number of Exemptions	2,137	2,659	2,249
Median Adjusted Gross Income	16,398	17,305	16,779
NonMigration			
Number of Returns	21,841	21,642	22,034
Number of Exemptions	47,925	47,173	47,586
Median Adjusted Gross Income	27,778	28,857	28,631
Menominee			
Inflow			
Number of Returns	453	545	446
Number of Exemptions	861	1,045	847
Median Adjusted Gross Income	20,701	20,549	19,507
Outflow			
Number of Returns	546	590	552
Number of Exemptions	966	1,039	909
Median Adjusted Gross Income	16,135	19,025	16,551
NonMigration			
Number of Returns	8,757	8,757	8,853
Number of Exemptions	19,418	19,301	19,396
Median Adjusted Gross Income	25,746	27,094	26,458
Schoolcraft			
Inflow			
Number of Returns	156	175	137
Number of Exemptions	321	347	226
Median Adjusted Gross Income	21,332	24,885	19,166
Outflow			
Number of Returns	134	185	152
Number of Exemptions	246	353	272
Median Adjusted Gross Income	16,249	14,930	14,843
NonMigration			
Number of Returns	2,890	2,887	2,930
Number of Exemptions	6,531	6,467	6,540
Median Adjusted Gross Income	23,810	25,959	25,461