

**In The  
Spotlight**

**DLEG DIRECTOR HOLLISTER ANNOUNCES GRANT TO THE JOB FORCE BOARD TO PROMOTE 21ST CENTURY JOBS IN MICHIGAN; REGIONAL SKILLS ALLIANCES TO LINK WORKERS AND EMERGING JOB OPPORTUNITIES**



*David C. Hollister,  
Director Michigan  
Department of Labor &  
Economic Growth*

The Upper Peninsula Healthcare Roundtable, in conjunction with the three Michigan Works! agencies in the region, will receive one of 13 regional skills alliances in the state.

Earlier this year, Gov. Jennifer Granholm made plans to create several Michigan Regional Skills Alliances (MiRSAs) as part of her seven-point plan to make Michigan an economic powerhouse of the 21st century. Grant funding for the alliances was announced by David Hollister, Director of the Michigan Department of Labor & Economic Growth.

"The Regional Skills Alliances initiative has garnered interest all across Michigan," said DLEG Director David Hollister. "This interest underscores a willingness to work together and do business differently, to build the skilled workforce Michigan needs to compete globally by meeting present and future needs locally."

"The U.P. Healthcare Roundtable is a prime example of a successful, business-led partnership formed to address the workforce issues of healthcare organizations in Michigan's Upper Peninsula," said Al Hen-

dra, Assistant Administrator for Marquette General Hospital and Chairman of the Roundtable. Hendra also serves as member of the Michigan Works! The Job Force Board. "The Roundtable is best positioned to help Governor Jennifer Granholm achieve her goals."

Michigan Works! first convened the U.P. Healthcare Roundtable in 2002 as a partnership with business, labor, community leaders, economic developers, educators, workforce development boards, business associations, chambers of commerce and industry.

The primary goals of The U.P. Healthcare Roundtable are to attract, train and retain a high quality workforce to meet the Upper Peninsula healthcare industry needs. Just as the MiRSAs are designed to do, the U.P. Healthcare Roundtable set out to resolve worker shortages, skill shortages, training mismatches, employee recruitment and retention, and other workforce related issues in healthcare.

"We have been able to make good progress towards these goals by working together with various U.P. business and industry partners, educational institutions and all three Michigan Works! offices across the Upper Peninsula," Hendra added.

Paul Arsenault, President of Concepts Consulting and Chairman of

the Six County Employment Alliance, said the leadership and efforts of The UP Healthcare Roundtable have not gone unnoticed.

"We were recently awarded a Business Excellence Award by Operation Action UP, an Upper Peninsula-wide organization consisting of UP business and industry promoting economic and workforce development, at their annual meeting last January," Arsenault said.

Orrin Bailey, Chief Executive Officer of The Job Force Board, said the grant will be used to leverage private funds to further the efforts of the U.P. Healthcare Roundtable.

"This funding will allow incumbent worker training through programs like in-service Healthcare Knowledge Deployment Systems, nursing refresher courses, healthcare career pathways and progression models, employee recruitment, and other imaging, nursing and staffing development issues, just to name a few," Bailey said.

Michigan Works! The Job Force Board is a public/private partnership led by Upper Peninsula business to address economic and workforce development. For more information on Michigan Regional Skills Alliances (MiRSAs) and The Job Force Board, please visit their websites at:

- [www.Michigan.gov/rsa](http://www.Michigan.gov/rsa)
- [www.jobforce.org](http://www.jobforce.org)

**COMMUNITY EVENTS**

**October 7**  
**Delta County Chamber Annual Dinner**  
Call the Delta County Chamber of Commerce for more information  
(906) 786-2192

**October 8**  
**2nd Annual UP Human Resource Forum**  
Contact Jim Kent for more information  
(906) 483-1675 / jakent@portagehealth.org

**October 11**  
**Business After Hours (5:00-7:00)**  
Charter Communications  
Call the Lake Superior Community Partnership for more information  
(906) 226-6591

**October 19**  
**Business After Hours (5:00-7:00)**  
Location: Blind Duck  
Call River Cities Chamber of Commerce for more information  
(906) 863-2679

**October 21**  
**LSCP Comedy Zone III**  
Contact Carol Shuty for more information  
(906) 486-4841

**October 27**  
**Business After Hours (5:30-7:30)**  
Location: Hilltop RV Superstore  
Call the Delta County Chamber of Commerce for more information  
(906) 786-2192

**October 28**  
**Heart of Gold**  
OSF St. Francis Hospital Dinner  
Location: Danforth Place  
Please call Lanna for more information  
(906) 786-3311

**LAKE SUPERIOR COMMUNITY PARTNERSHIP FOUNDATION RECEIVES REGIONAL SKILL ALLIANCE GRANT**

The Upper Peninsula is also the beneficiary of another Regional Skill Alliance Grant. The Job Force Board is pleased to be in partnership with the Lake Superior Community Partnership Foundation in its Midwest Skills Development Center's Electrical Line

Technician Program. The LSCP Midwest Skills Development Center is the recipient of a Regional Skills Alliance award for the sustainability and growth of the Electrical Line Technician program. "The model we have created with the Electrical Line Tech-

nician program is a perfect match for the skill alliance program," states Gary Erickson, President of the Lake Superior Community Partnership Foundation. "The financial and technical support we will receive from the State will allow us to sustain our cur-

rent programming while opening an avenue for expansion outside the current footprint."

For more information about the Electrical Line Technician program and the Midwest Skills Development Center, call (906) 226-9658 or log on to [www.marquette.org](http://www.marquette.org)



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 Na-

## HIRING VETERANS FIRST = SMART BUSINESS

tional 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](http://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 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.

## A NEW GENERATION OF WORKERS – GENERATION WHY

What do you know about the newest generation of workers now entering the workplace? A generation called Gen-Y, or "Generation-Why" according to Eric Chester, who recently spoke about this generation at the Cool U.P. Summit. Generation Y are those born between the years of 1978 and 1984.

At first glance, to older generations, Gen Y can be quite striking in their confidence and self-expression. The outward expression through piercing, tattoos, and frank discussion can also isolate them in the workplace. Eric Chester insists that businesses must first learn about the differences between Gen-Y, compared to the slightly more conservative Gen-X, and much more conservative Boomers. Once perceived negatives are understood, then businesses can harness all of the advantages that Gen-Y can bring with them to the workplace.

First, lets take a look at the traits of Generation Y that Chester talks

about, which are most difficult for older incumbent workers and managers to address:

They're impatient. "Y'ers have been raised in a fast paced world dominated by technology and instant gratification," according to Colorado-based speaker and author of GenerationWhy.com Eric Chester. The result: Speed, not patience, is their virtue.

They're skeptical. "Generation Y wears a BS detector on top of its head," says Chester. "And why not? They've been scammed to, lied to, exploited to."

They're disengaged. This is a generation that grew up using cell phones, instant messaging, playing video games, using the Internet – and doing all of this at the same time. This is a generation that wants a faced paced and changing environment.

They're blunt and expressive. "Told repeatedly to Just Do It," Y'ers

value self-expression over self-control and speak their minds freely—a tendency that can get them in trouble when dealing with customers, co-workers or people in authority.

Now that we have looked at the perceived weaknesses of Y'ers, now lets take a look at what will make Generation-Y a valuable addition to the workforce.

First, Generation-Why will question. This is why Chester calls them Generation-Why. This generation knows when they don't know something, and they are not afraid to ask questions to address knowledge gaps. They ask lots of questions, and generally don't accept authority for authority's sake. In the old days, when told to jump, someone would jump. This new generation will ask "why?" and the person giving the instruction needs to have an answer to effectively manage this new generation.

So in short, this generation is teachable, and eager to learn. But

they want to know the *why*, behind what they are learning.

Some other common traits of Generation Y that Chester talks about that business can harness and benefit from, include: adaptable, techno savvy, able to grasp new concepts, multi-taskers, efficient and tolerant.

Finally, according to Chester, one of the most common traits of Generation Y is their loyalty. When Y'ers find a cause that they believe in, they become extremely passionate and loyal to that cause. It is up to management to help their Gen Y'ers find a cause in their workplace, to harness this loyalty and dedication.

To learn more about Generation-Why and Eric Chester, you may visit his website on the world-wide web at [www.generationwhy.com](http://www.generationwhy.com). Chester's web site provides information and advice to both businesses and education, to effectively communicate and motivate this new generation.

# U.P. BUSINESSES AND ORGANIZATIONS WIN COOL U.P. AWARDS



The UPEDA recently concluded the first annual Cool U.P. Summit. On the second day of the Summit, Governor Jennifer Granholm was present to award the Cool U.P. Awards. Several U.P. Companies and organizations were named Cool U.P. Winners, including:



**Cool Product** – Pioneer Surgical, Marquette was awarded a Cool UP Award for their leading edge medical instrument products. The firm has a research and development and manufacturing facility in Marquette.

U.P.! EMP designs and manufactures parts for the automotive industry.



**Cool Attractions** – International Ski Jumping Competition, Iron Mountain was awarded a Cool UP Award for their annual ski jumping event which brings in competitors from across the globe to compete in ski jumping, which is witnessed by

thousands of spectators annually. **Cool Service** – Northern Initiatives, Marquette was awarded a Cool UP Award for their economic and community development consulting and lending services. Northern Initiatives is a subsidiary of Shore Bank, and focuses small business consulting and lending services across the Upper Peninsula.



**Cool Project : Community Development** – The U.P. Telehealth Network serves the entire Upper Peninsula by providing clinical telemedicine for patients and professional education for healthcare providers. A large number of healthcare systems in the Upper Peninsula utilize its services.



**Cool School** – Bothwell Middle School, Marquette was awarded a Cool UP Award for their entrepreneurial Education program.



**Cool Company** – Engineered Machined Products (EMP), Escanaba was awarded a Cool UP Award for being the coolest company in the



## UPEDA GIVES RECOGNITION TO MICHIGAN WORKS! THE JOB FORCE BOARD



Orrin E. Bailey, Michigan Works! Director and CEO, receives recognition from Dennis West, President of the UPEDA, for its support of the UPEDA during the Cool U.P. Summit.

The Upper Peninsula Economic Development Alliance recognized Michigan Works! The Job Force Board for its support of the UPEDA during the Cool U.P. Summit.

Dennis West President of the UPEDA presented Orrin Bailey, CEO of the Board a framed Cool U.P. Summit poster during the Cool U.P. Awards.

Dennis West recognized the support Michigan Works! offered the Summit both as a financial sponsor and for the volunteers Michigan Works! provided, which were essential to the event's success. Mr. West also thanked Michigan Works! for their support of the UPEDA since formation. Michigan Works! The Job Force Board is a founding member of the UPEDA.

When the UPEDA completed their marketing plan identifying three target areas for activities – Business Attraction, Existing Business Retention, and Economic Gardening; Michigan Works! The Job Force Board helped the UPEDA acquire a license to the Synchronist Business Information System™, a national existing business program.

Finally, Michigan Works! has supported the UPEDA through support of the Board of Directors, James Anderson, Director of Quality Assurance to the Job Force Board, who has been an elected member of the UPEDA Board since

its formation. According to Orrin Bailey, "Michigan Works! is committed to the economic prosperity of the Upper Peninsula, and the UPEDA presents a unique partnership opportunity to achieve that goal."



Orrin E. Bailey, Michigan Works! Director and CEO,



# REPORT YEAR-END PRODUCTIVITY DATA SHOWS THE MICHIGAN WORKS! JOB FORCE BOARD EXCEEDED ALL GOALS!



Paul Arsenault, Chairman of the Six County Employment Alliance

stated Paul Arsenault President of Concepts Consulting and chairman of The Six-County Employment Alliance Board, "In the 18 plus years I have been involved in this organization, either as chairman, president or board member, I cannot remember a more successful year in serving our Upper Peninsula Businesses and Job-seekers, and as it stands right now, we believe this year has clearly surpassed all others and could very well stand as the best on record."



Will Carne, President Job Force Board

"With the close of the fiscal year '03-'04 ending on June 30, year-end summaries show that The Job Force Board has exceeded goals in all categories."

In a recession year that showed unemployment exceeding 7.5%, slow business growth, and a reduction in resources,

Will Carne, President of Carne's Service and President of The Job Force Board says everyone knew this year was going to test the organization like never before. "When we started this fiscal year last July, we knew we were in for a huge challenge. Coming off a tough economic year in 2003, we braced the organization for another tough year of slow growth and high unemployment, things were just not turning around as fast as we all were hoping."

Will said that just because you are faced with a tough year doesn't mean your goals and expectations are lowered, "You can ask any workforce development board out there and they will tell you straight out that there are no breaks in this business. Just because your region is faced with high unemployment and slow business growth doesn't mean that your goals are reduced. The fact is, in workforce development it's just the opposite, the effect is compounded."

Will said the Job Force Board knew it was going to be a tough year, but was not surprised when he examined the year-end numbers, "Both boards have extremely high confidence in the management and staff of this organization, it was through their experience and hard work that we exceeded our goals this year. The team continues to amaze us in the quality of the work they do and in the high level of customer satisfaction they receive from both business and job-seekers."

Paul Arsenault reflected those statements and went on to add that what impressed the Six-County Employment Alliance the most was how the staff at the One Stop Service Centers rose to meet the challenge, "From what we saw, the leadership and front-line staff of this organization needs to be commended, they deserve the lion's share of the credit for the success over the past few years. In these tough economic times, they always seem to come through and meet the challenge; they are consistently in the top standings among the 25 state-wide Michigan Works! organizations in both productivity and customer satisfaction, we are all proud of this team."



Orrin Bailey, Michigan Works! Director and CEO

ance deserve a lot of the credit for the organization's successes too, "The businesses and jobseekers of the Central UP are lucky to have such dedicated, hardworking and professional group of business people leading the direction of this team, they are an integral part of the success of this organiza-

Orrin Bailey, Michigan Works! Director and CEO says that the members of both The Job Force Board and Six-County Employment Alliance

tion, I truly do not know where we would be without them."

"We met and exceeded every category set for us." Said Gwen Wood, who is in charge of all operations, "We are doing some checking as I speak, but it looks like one of the best years on record, and this is our 30<sup>th</sup> year in business." Gwen said that the leadership of the organization holds itself to extremely high standards, "We not only focus on and try to exceed all the goals handed down to us, but both of our boards set numerous additional challenging objectives and targets for us to achieve. This is where you really see the team excel, on one hand our boards set challenges and high expectations for us to strive for, but on the other hand they are there every step of the way with the support and backing we need to meet the challenge and provide our customers with the best service. They really give us a high reputation to live up to."

Paul Arsenault concluded by saying, "We had a extremely successful year and everyone should be proud and celebrate." But Paul also put things back into perspective, "Now that the year is behind us we still face considerable challenges and need to stay focused and ride last year's success into this year, both boards continue to have high expectations for this organization, and will continue to expect positive results well into the future."

## BAY AREA ECONOMIC CLUB ANNOUNCES 2004-2005 SEASON



If you are interested in hearing great speakers, growing professionally, meeting and networking with peers and delving into regional and

national issues, then sign up for the Bay Area Economic Club. The line up of speakers for this season is guaranteed to grow your knowledge of key issues facing our region and nation. The line up includes:

### October 4, 2004

Peter Goldstein, Senior Economics Editor, Kiplinger Letter and [kiplingerforecasts.com](http://kiplingerforecasts.com): "Economic and Policy Trends Affecting Business"

### November 1, 2004

Michael Flanagan, Executive Director, MI Association of School Administrators and MI Association of Intermediate School Administrators: "Education, Business and Budget – Impacting our Future:"

### February 7, 2005

John Bedz, Associate Director, Michigan Small Technology Association: "Growing Michigan Busi-

ness with Small Tech"

### March 7, 2005

Alan Skrainka, Chief Market Strategist, Edward Jones: "Outlook & Opportunities"

For more information of the Bay Area Economic Club contact the Delta County Economic Development Alliance at (906) 786-2192 or email [eda@DeltaMI.org](mailto:eda@DeltaMI.org).