

## 8<sup>th</sup> ANNUAL EDUCATION LEGISLATIVE SUMMIT DRAWS LARGE AUDIENCE



Students from U.P. Schools field questions from the audience regarding education in the U.P.

The Eighth Annual Upper Peninsula Education Legislative Summit was held on September 9th and 10th in Marquette. Over 175 participants representing education, government and private business attended the event which is hosted annually by State Senator Mike Prusi and State



State Representatives take part in an interactive discussion on Education.

Representative Stephen Adamini with support from the Marquette Alger Regional Education Service Agency.

"We are pleased that our State Representatives and Senators take the time out of their busy schedules to make sure this event takes place." said Steve Balbierz, Director of External Affairs for SBC and long-time Job Force Board member. "This event is a lot of work and we thank them. They worked quite late into the evening of the 9th getting budgets finalized. Many of them were up late and into the morning traveling from Lansing to get here for the event. The information shared within this summit is extremely important and the impact education funding has upon our region, reaches every corner of the U.P. and touches every Upper Peninsula resident."

The summit kicked off on Thursday the 9th at the Holiday Inn with a Quiz Bowl match between U.P. high school students and lawmakers. The event completed on Friday the 10th with an education summit and interactive sessions with legislators on the campus of Northern Michigan University.

Northern Michigan University's new President, Dr. Les Wong, wel-

comed delegates to the Friday conference and summit with a very insightful and thought provoking talk and perspective on the values system of the residents of the Upper Peninsula.



State Senator discusses Issues facing Education in Michigan.

"Dr. Wong shared with us some of his views on why the education system in the Upper Peninsula has been able to succeed in times that see funding for education decreasing." said Al Hendra, member of the Job Force Board, "His comments on going from an "either/or" train of thought to a more beneficial "both/and" philosophy really hit home. As we travel the region we see this kind of attitude displayed first-hand throughout the U.P. We are a roll up your sleeves culture, we make our own breaks."

This year's theme, Partners Finding Funding Solutions for Public Education, featured guest speaker, Dr. David Plank, who is the Co-Director of the Education Policy Center at Michigan State University, speaking on the past and present impact Proposal A has had on the Upper Peninsula and the rest of the State of Michigan.

Students representing various Upper Peninsula school systems gave an uplifting and educational summary and perspective of their districts and Michigan Superintendent of Public Instruction, Tom Watkins, was on hand to deliver the keynote address. The day concluded with interactive sessions with legislators.

Sponsors of this event were Marquette General Health Systems, Michigan Association of School Boards, Upper Peninsula Construction Council, Wells Fargo, Thrun Law Firm P.C., Jilbert's Dairy, Horner, Charter Communications, Michigan Works!, Blue Cross Blue Shield Blue Care Network, Makela, Toutant, Hill and Nardi, P.C., UP-PCO, Set Seg School Insurance Specialists, the MEA, Michigan Association of School Administrators and Operation Action UP.

## Profitable Growth" - Part 2 of Executive Lunch and Learn Series IS OPERATIONAL EXCELLENCE ENOUGH? A FOLLOW UP TO "THE TOYOTA WAY" With Author Mike Collins and Professional Business Advisor Charlie Alter



Dennis West, President  
Northern Initiatives

Toyota is a premier manufacturer that uses operational excellence to its strategic advantage and many American manufacturers seek to emulate Toyota's Lean Production Process. But, will achieving a lean production process be enough in highly competitive mar-

kets and with the loss of jobs overseas? Is operational excellence just a ticket to stay in the game? Who is responsible for profitable growth?

Keep your calendars open for November 5, 2004 for part two of the Executive Lunch and Learn Series titled, "Profitable Growth". This program follows-up to the first segment in this series, which was held in August with Dr. Jeff Liker author of The Toyota Way. During this second lunch program we plan to study the works of noted authors:

- Jim Collins - Good to Great
- Ram Charan - Profitable Growth
- Adrian Slywotzky and Richard

Wise - How to Grow When Markets Don't

- Mike Collins - The Manufacturer's Guide to Business Marketing

Profitable Growth will focus on how leaders make the right choices. Although an extremely powerful tool, "Lean" is a subtractive process, (take away waste, time, cost etc.) whereas "profitable growth" requires creative energy and is an additive process. In today's market place, leaders need both. What is the result of doing lean without profitable growth plans?

Best selling author, Mike Collins, The Manufacturer's Guide

to Business Marketing and Charlie Alter, Professional Business Advisor specializing in Growth Strategies team together to facilitate the dialogue of this session.

More details to come. If you are interested in attending, contact Joe Boyle, Northern Initiatives at (906) 226-1658.





## IMPROVE THE CAPACITY OF YOUR COMPANY'S TRAINERS!

The UP Training Network has announced their new Train the Trainer workshop series. The UPTN has planned a series of professional development programs starting in the Fall of 2004 extending through 2006. The workshops focus on four training competencies, to help trainers become better at training. These areas of competency include: Technical, Business, Interpersonal, and Intellectual.

The UPTN has recruited professional trainers to facilitate each of these sessions. Trainers will include faculty of Northern Michigan University's Masters in Training and Human Performance Improvement program, Michigan Technical Education Center at Bay College, and Michigan Works!.

The first training segment, covering Technical Competencies, will begin on October 14<sup>th</sup> and 15<sup>th</sup>, and conclude April 21<sup>st</sup> and 22<sup>nd</sup> in Marquette. Business Competencies will be discussed in the Fall of 2005, Interpersonal Competencies in the Spring of 2006, and wrapping up with Intellectual Competencies in the Spring of 2006. A full schedule and registration form can be found at [www.uptrainingnetwork.com](http://www.uptrainingnetwork.com).

New this year will be the ability to add continuing education credits for satisfactory completion of competency

areas through Northern Michigan University.

The following is a brief summary of the first module, covering Technical Competencies of training:

### Topic #1: *Understanding the Adult Learner*

- Knowing how adults acquire and use knowledge, skills, and attitudes
- Understanding individual differences in learning / learning styles
- Knowing the techniques and methods used in career development; understanding their appropriate uses.

### Topic #2: *Understanding the Subject Matter of your Training*

- Need and task analysis: identifying the knowledge and skill requirements of jobs, tasks, and roles
- Objectives: preparing clear statements that describe desired outputs
- Performance observation: tracking and describing behavior and their effects
- Understanding the subject matter / content of a given function or discipline being addressed
- Observation skills: recognizing objectively what is happening in or across situations

### Topic #3: *Research and Data Acquisition*

- Understanding and/or using computer applications
- Research skills: selecting, developing, and using methodologies such as statistical and data collection techniques for formal inquiry
- Understanding how to manage records and store data in retrievable form
- Data analysis: scanning, synthesizing, and drawing conclusions from data
- Understanding how to gather information and other recorded sources; identifying and using information specialists and reference services and aids

### Topic #4: *Utilizing Technology in Training*

- Knowledge of functions, features, and potential applications of electronic systems for the delivery and management of T&D programs and services (such as computer-based training, teleconferencing, interactive video, satellite networks, etc.)

### Topic #5: *Facilitating Training*

- Planning and coordinating logis-

tics in an efficient and cost-effective manner

- Understanding the theories and methods used in training; understanding their appropriate use
- Presentation skills: presenting information so that the intended purpose is achieved

The UPTN, based on research completed by the American Society of Training and Development (ASTD), has developed the two-year training program to develop and improve the skills of professional trainers. This program covers 35 identified areas of knowledge and skills including technical, business, interpersonal, and intellectual.

Through this program, the UPTN will award certificates in each subject area and people who complete all four areas will receive a UPTN Certified Trainer Certificate. These certificates are endorsed by Northern Michigan University's Masters in Training and Development and also recognized by M-TEC at Bay College and Northern Initiatives.

To register, to learn more about the full Train-the-Trainer workshop series, or to learn more about the U.P. Training Network, please go and visit their web-site at:

[www.upTrainingNetwork.com](http://www.upTrainingNetwork.com)

## M-TEC OFFERS EVENING SESSION OF ESSENTIALS OF LEADERSHIP TRAINING

The M-TEC at Bay College has developed the Essentials of Leadership Certificate Program, a series of focused, four-hour evening workshops presenting the most important "people skills" needed by leaders today. The workshops will be held at the M-TEC beginning October 18 from 5:30 - 9:30 pm.

Leaders will learn the interpersonal and behavioral skills needed for effective leadership. In each interactive ses-

sion, leaders will explore the topic and have opportunities to practice the skills in class, preparing them to transfer their learning back to the job the following day. Topics include Increasing Motivation, Managing Conflict, Leadership Styles, Coaching and Counseling, Coaching for Development, Leading Change, Increasing Personal Energy, and Leader Development.

Instructor Cheryl McDonnell has a bachelor's degree in Social Science from Michigan State University and a master's degree in Adult and Continuing Education from Johns Hopkins University. An advocate of lifelong learning, Cheryl is a personal coach and partners with people to increase their effectiveness and achieve their life goals.

Participants will be awarded a certificate in Essentials of Leadership upon

the successful completion of all eight workshops. The series has been approved for Board Continuing Education Units. A total of .4 CEU's will be awarded to each workshop.

Fee for all eight workshops will be \$875. For more information, visit [www.baycollege.edu](http://www.baycollege.edu) or contact Lori Shea at 906-786-5802 x1212; via email, [sheal@baycollege.edu](mailto:sheal@baycollege.edu).

## MIOSHA SELECTS M-TEC FOR STATEWIDE PILOT PROGRAM

The Michigan Occupational Safety & Health Administration (MIOSHA) Consultation Education and Training (CET) Division has selected the M-TEC at Bay College to pilot a new program, The Fundamentals of Safety and Health. The program will originate in Escanaba, but will be simultaneously taught at the M-TEC in Gaylord through interactive video conferencing.

This fundamentals course offers in three days, the basics of creating a safety and health management system, as well as providing an introduction to the MIOSHA Act and standards. A half-day is devoted to industrial hygiene to assist employers in uncovering and addressing the unseen health hazards in the workplace.

"We are extremely proud to have been chosen to pilot this program," said

Alan Yeck, Executive Director for Business and Workforce Development. "MIOSHA's confidence in M-TEC at Bay College is a direct reflection of the high-quality staff and facilitators we have in the Upper Peninsula."

This informative three-day program will be held on October 5, 12, 19, 2004 at the M-TEC at Bay College. Cost for *The Fundamentals of Safety and Health* is \$180



and includes lunch. Check-in is at 7:30 a.m. with the program concluding at 4:30 p.m. For additional information, contact Renée Lundberg at 906-789-6902 x 1535, via email at [lundberr@baycollege.edu](mailto:lundberr@baycollege.edu), or visit our web site at [mtec.college.edu](http://mtec.college.edu). Enrollment is limited to 30 participants.



## RIVER CITIES REGIONAL COMMUNITY LEADERSHIP ACADEMY 2004

What makes a good community leader? How can someone become one? The Chamber has the answer, thanks to the River Cities Regional Community Leadership Academy.

For the second year, this program provides challenges and opportunities for new, emerging and potential community leaders from the River Cities region to strengthen their community leadership skills, increase their understanding of our community needs and offerings, and to empower and encourage them to assume leadership roles in helping move our communities forward.

The objectives of this program are not only to identify future community leaders but to educate partici-

pants about community needs and leadership opportunities, improve leadership and community skills, provide networking opportunities with community leaders, develop relationships of value when working together on community projects and assist in matching the talents of participants with community leadership needs.

As part of the Academy, the participants will learn about various aspects of our communities during monthly full-day sessions, starting with the program's half-day kick off Sept. 21, 2004. At that time they will explore leadership philosophies and styles and examine individual leadership potential, coupled with community needs while getting to know their fellow participants.

Each session will provide participants with a unique learning experience, as they will be able to delve

into the structure, services, relations, challenges and opportunities of a specific segment of our communities. The sessions will also include a combination of presentations by respected local leaders, field trips, to numerous learning environments in the region, and hands-on group activities.

The Academy committee encourages people who are interested in community leadership to apply to this new program. The committee is targeting candidates who demonstrate a desire to further develop their leadership skills and gain a greater understanding of our community's needs, who are active in their positions and in the community, who will make a commitment to the program and who represent a diverse cross-section of our communities.

The tuition cost is \$400 for

Chamber members and \$500 for non-members. A limited number of partial scholarships will be awarded to non-profit organizations and small business applicants who may otherwise be unable to participate.

The Academy would not be possible without the participation of Wisconsin Public Service, Bay Area Medical Center, Angeli's County Market, Menominee County Intermediate School District, Michigan Works! and the graduates of the 2003-2004 Leadership program.

Fill out the registration request form and forward it to the Chamber by fax (906.863.3288), phone (906.863.2679), or by e-mail at [info@rivercities.net](mailto:info@rivercities.net) and we will forward you the application. Look for more information on the Leadership Academy and how to apply on Page 8!



## MICHIGAN WORKS! BUSINESS SERVICES ASSISTS AERIAL COMPANY WITH CUSTOMIZED ASSESSMENT SERVICES

In August of 2003, Human Resource Director Annette Igl and Human Resource Supervisor Deanna Klose of Aerial Company in Marinette were searching for a way to assess job applicants. Aerial was installing a new automated distribution system and needed to hire individuals to work in various positions that required certain math and reading

skills. The workers would pick, sort, count, and package product from a revolving conveyor system. The company was concerned about hiring individuals who could most quickly, accurately, and profitably perform these functions.

Michigan Works! had previously recruited workers for Aerial, so the HR team approached Business Service Rep-

resentatives Nina Desjarlais and Linda Wilke in the Menominee office to discuss how MWs! might assist Aerial by performing assessments.

After looking at a battery of assessments available from Michigan Works!, the team devised a three test process that specifically addressed the knowledge, skills and abilities needed for the position. These tests include the OPAC Basic Math, Perdue Pegboard and the TABE Reading Comprehension.

Deanna Klose has found that these assessments Michigan Works! performs on behalf of Aerial really are a great method to help fit the person with the position. "We have had great success with the testing process. It is amazing to see how accurately the tests have been able to predict how a candidate will perform on the job. We are very pleased with Michigan Works! and the program that we have in place." states Deanna.

Aerial Company has a strong history of customer service. Fred Jaeger, Sr. founded the company in Duluth MN

in 1912. The Aerial name was chosen because of a local landmark - The Aerial Bridge. Fred saw the bridge as a symbol for the "high ideals, lofty aspirations, and quality products" he envisioned for his company. Today, as always, they are the cornerstones of the Aerial Company. In 1913 Aerial moved to Marinette, WI, (Fred's hometown). The company has transformed from a knife and cutlery manufacturing firm to selling barber supplies in the 1930's when Polly Jaeger became involved selling women's hair care products. In World War II, Aerial did their part manufacturing pocket knives, bayonets and military trench knives. In 1960, eight years after Fritz Jaeger, Jr. joined the family business, the decision was made to go exclusively into distribution of beauty and barber supplies.

Today Aerial employs over 650 people. It has 58 store locations, 85 Field Sales Account Executives, 40 Headquarter Sales Consultants, 75 Educators, 12 Customer Service Associates and 2 Distribution Centers.



Michigan Works! Business Service Consultant, Linda Wilke (L), and Deanna Klose of Aerial (R).



## RIVER CITIES REGIONAL COMMUNITY LEADERSHIP ACADEMY

- Provide networking opportunities with community leaders
- Develop relationships of value when working together on community projects.
- Assist on matching the talents of participants with community leadership needs.

small business applicants who may otherwise be unable to attend.

Cost:  
River Cities Regional Members: \$400  
Non-Chamber Members: \$500

- Represent a diverse cross section of our communities

### ATTENDANCE REQUIREMENTS

Monthly attendance of all sessions is mandatory. Serious situations will be handed on an individual basis; however, all candidates will be required to make up any missed sessions the following Academy season.

### MISSION

To provide the challenge and opportunity for new, emerging and potential community leaders from the River Cities Region to strengthen their community leadership skills, increase their understanding of our community needs and offerings, and to empower and encourage them to assume leadership roles in helping move our communities forward.

### MONTHLY SESSIONS

Each full-day monthly session will provide participants with a unique learning experience. The individual sessions will delve into the structure, services, relations, challenges and opportunities of a specific segment of our communities. The sessions will include a combination of presentations by respected local leaders, field trips to numerous learning environments in the region, and hands-on group activities.

### SELECTION

The Academy committee solicits applicants not only from the River



Cities Regional Chamber of Commerce membership, but also encourages non-members and interested community leaders to apply. Our goal is to select candidates who:

### HOW TO APPLY

Individuals may apply on their own or may be nominated by their business or organization. Full support of the business or organization is necessary as active participation and monthly attendance is required.

### OBJECTIVES

- Identify potential community leaders
- Educate participants about community needs and leadership opportunities
- Improve leadership and community skills



### TUITION

The applicant or sponsoring company/organization will pay tuition. A limited number of partial scholarships will be awarded to non-profit and

- Demonstrate a desire to further develop their leadership skills and gain a greater understanding of the communities' needs
- Are active in their positions and in the community
- Will make a commitment to the

**For more information or to apply, contact:**

River Cities Regional Chamber of Commerce  
1005 10th Avenue, P.O. Box 427  
Menominee, MI 49858

(906) 863-2679 / Email: [info@rivercities.net](mailto:info@rivercities.net)

## ON THE AGENDA

#### SEPTEMBER 20 KICK-OFF SESSION

This half-day session will include introductions; a review of the Academy schedule, goals, objectives, and expectations; a discussion of leadership philosophies and styles; and an examination of individual leadership potential coupled with community needs.

#### SEPTEMBER 21 COMMUNITY LEADERSHIP

This session will focus on the characteristics, skills and qualities it takes to be an effective community leader. The day will include lessons on boardsmanship, fundraising, media relations, financial interpretation,

confidentiality, lines of authority, and corporate citizenship.

#### OCTOBER 19 ECONOMIC DEVELOPMENT

A closer look at our regional economic climate, including local entrepreneurship, workforce development, tourism, and marketing of product.

#### NOVEMBER 19 HUMAN SERVICES

Participants will gain a better understanding of the medical and mental health industries of today and the future. The session will also focus on how we can all take ownership for and advantage of volunteer opportunities.

#### JANUARY 18 EDUCATION DAY

An exploration of issues and challenges that impact all levels of education in our region. Participants will gain a broader perspective of complexities facing educational communities and how they can support educational initiatives.

#### FEBRUARY 15 GOVERNMENT/JUSTICE

Participants will discuss important issues with elected officials, tour city/county facilities, speak with local judges and attorneys regarding our judicial system and process, and attend a legal procedure and a government board meeting.

#### MARCH 15 HEALTH AND WELLNESS

This session will provide a broad exposure for participants to the many facets of health care in our community, a better understanding of its economic impact, and what roles they might play to improve local care. Beyond tours of the facilities and description of programs, participants will have a chance to meet and talk with a number of the local health care



Visit us on the Web at [www.rivercities.net](http://www.rivercities.net)

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