

Cooper's Donuts, Bagels and Frozen Custard samples the sweet taste of success

Cooper's Donuts, Bagels and Frozen Custard is an exciting new business addition to the Escanaba area. Owner, Chris Cooper says the idea began a long time ago with his love for donuts and fascination with the idea of Crispy Crème donuts and the way a customer could view the process of donut making. He felt the ability to showcase the process by which a product is produced would lead to even greater success in the areas of donuts, bagels, frozen custard and coffee products.

Cooper chose Escanaba's Lincoln Road corridor as the location for his new venture in order to create a market for products that were not already offered nearby. Additionally, the area was chosen to lessen the impact of



Chris and Diane Cooper pose with a few of the many offerings currently available at Cooper's Donuts, Bagels and Frozen Custard

competition on existing restaurants in the neighborhood.

One key to success that the team at Cooper's is focused on is consistency. The technology that is in place is mechanical and highly automated. Bakers and operators are still a critical component as in order to make perfect, uniform consistent products you must have perfect amounts of ingredients, time spent in the mixing stage and forming of the ingredients.

After the dough is ready to go, the equipment does the rest, all the operator needs to do is load the product onto a conveyor and technology does the rest. The same types of processes are used in making bagels and coffee products.

Cooper's new building is a 3275 square foot facility, which was completed in May of 2003. It offers a cozy, friendly and comfortable atmosphere mixed with the opportunity to view the high tech production methods as they happen.

Some of the products and services offered include: catering, donuts, bagels,

frozen custard, sundaes, malts, shakes, espresso, latte, cappuccino, chi tea, frozen chi tea, bagel sandwiches, cookies, fresh breads, salads, soups, kids meals, birthday parties, drive through or dine in service, discounts for seniors and students, and more.

The team at cooper's strives to make each guest's experience a great experience so they will want to come back and tell others about all the great things available.

Cooper's feels their people are their single most important resource and focus on employee satisfaction for their 24 employees. New workers participate in a two-week orientation where they learn all aspects of the business and are mentored by a team member.

Michigan Works! has been working with Cooper's to assist in identifying excellent team members to bring on board. Chris Cooper says "Michigan Works!, Holly Peoples in particular, has been instrumental in our strong start and high quality of workers."

Cooper's is very dedicated to being a good corporate citizen and is involved



Julie and Chris Cooper opened Cooper's Frozen Custard on Escanaba's Lincoln Road in May of 2003.

in supporting a large number of area activities including the Delta County Chamber of Commerce events, Athena, United Way, Alan Gibbs, YMCA of Delta County and area schools. Tours are available and given consistently to groups of students where they can frost and decorate their own donuts and receive a coupon for free custard.

The hours of operation for Cooper's are Monday through Friday from 6 am until 8 pm, Saturday and Sunday from 8 am until 8 pm, with extended hours during the summer.

Michigan Works! is thrilled to be partnering with this business and looks forward to a long and successful enterprise in Escanaba!

First Annual "Upper Peninsula Human Resource Forum"

The Superiorland Chapter of Human Resource Professional (SCRIP) and the Upper Peninsula Human Resources Association (UPHRA) recently hosted the **First Annual "Upper Peninsula Human Resource Forum"** at the Michigan Technical Education Center



Don Maki presented information regarding Labor Relations to a packed room at the recent forum.

(M_TECISM) at Bay de Noc Community College, in Escanaba, MI.

The forum consisted of many sessions dealing with issues relevant to HR professionals today.

Distance Learning Training: This session, presented by Dr. Paul McKelvey, Director of Continuing Education and Sponsored Programs, Northern Michigan University, and by Doug Russel, Director of Customized Training, at Bay College taught participant that distance learning is more than just a buzz phrase in today's work and education communities. It has become an integral part of the way we live and learn. Doug and Paul took a look at what distance education is and isn't

around the Upper Peninsula today, how it is currently being utilized, and then suggest some ways that it might be used by all of us in the not-so-distant future.

Deciphering the Sarbanes-Oxley Act, A Lesson in Business Ethics: This session, presented by Joy Verlinden, Attorney, Federlein & KeranenPC, of Marquette, dealt with the Sarbanes-Oxley Act that sprung up on the heels of the financial scandals at Enron and WorldCom. This is the most important piece of legislation regarding corporate governance and financial disclosure since the securities laws of the early 1930's. The presentation helped to demystify the most critical aspects of the

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Classroom learning connects with workplace needs through *Careers About Town*

Careers About Town connects classroom learning with workplace needs. Connecting teachers and counselors to business and industry, this program offers educators an opportunity to experience first hand, the knowledge, skills and abilities that students will need to be successful in the workplace.

Participants in this Marquette/Alger Regional Education Service Agency, Lake Superior Community Partnership and Northern Michigan University's Summer Institute sponsored activity observe and experience employee



Abby Standerfor of Negaunee Middle School chose the Michigan Works! Service Center in Marquette County as her work experience.

skills necessary for today's business and industry, giving them the opportunity to integrate their experience into classroom activities and practices.

Sandy Meyskens, Marquette/Alger RESA states, "Businesses like the opportunity to share their knowledge about their careers and industries with teachers. Teacher internships provide participants with additional opportunities to connect schools with careers resulting in students having a better understanding as to why certain classes are important to careers and what careers are available beyond high school."

Michigan Works! The Job Force Board endorses this initiative as it relates to this region's comprehensive workforce development plan supporting opportunities for our educators to expand their experiences with the business community and creating authentic applications to present careers to students.

Careers About Town is a win-win for the business community, schools, stu-

dents and educators. By participating, business is able to "educate" teachers on the skills needed for a particular job within a particular industry. Business has a say in what employability skills youth need to be successful on the job.

Careers About Town promotes communication between area businesses and educators to provide valuable resources to schools, support for education and a framework to link work experiences to local school improvement plans.

Students become more aware of employer expectations and are given better opportunities to make informed career choices. When students ask, "why do I need to take", the teacher can correlate the subject skills to the teacher's work experience.

Careers About Town expand the knowledge and experience of educators so they are able to expose their students the world of work and help educators align classroom practices and knowledge students need to better pre-

pare for work place readiness, career planning and future training.

Abby Standerfor of Negaunee Middle Schools chose Michigan Works! Service Center in Marquette

County as her work experience site. Wanting to explore how people find work and what services the Michigan Works! System used to make a successful employer/job seeker match, Abby spent two half-days at the Center. As a participant in Careers About Town, Abby integrated the skills she observed and used into lesson plans that she brought back to her classroom and to share with her students

Businesses who want to participate in Careers About Town can call Sandy Meyskens at MARESA, 906.226.5100.



Will Carne, President Michigan Works! The Job Force Board

First Annual "Upper Peninsula Human Resource Forum" held at the M-TECsm

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act, and the implication for organization and HR professionals in today's business environment.

Health Reimbursement Arrangements: Presented by Mr. Greg Berg, Senior Vice President, Employee Benefits Agency, Inc. in Marquette, this session looked at consumer driven healthcare: the latest concept in the continuing attempt to control health costs. It allows consumers to control a greater portion of their healthcare spending and experience the financial consequences of the decisions they make.

This presentation educated participants about how flexible spending accounts, medical savings accounts and health reimbursement arrangements are designed, the benefits they bring to employees and the savings they promise to employers.

Applicant University: Presented by Ms. Victoria James, SPHR, Human Resources Manager, Smurfit-Stone Container Corp, in Ontonagon, this presentation discussed how the Onto-

nagon mill has developed a model process for the identification and procession of potential job candidates for entry-level hourly positions, partnering with Michigan Works! and Northern Michigan University

Health Cost Containment: This session, presented by Mr. David R.M. Stakor, President of DRM Stakor & Associates, of Troy Michigan provided participants with the newest strategies designed to bring sanity to ever escalating healthcare costs. The presentation focused on the tools and techniques to be considered by organization when implementing healthcare cost containment strategies.

Safety: Mr. Carl Birchmeier, Director of Manufacturing Planning, Delphi Steering Systems, in Saginaw, presented an in-depth review of Delphi's health and safety program. This presentation focused on how Delphi formed a labor/management partnership to develop and implement an effective and successful safety program throughout its global organization.

Grief and the Workplace, Tools and

Strategies: Rev. Paul Olson, CT, Coordinator of Spiritual and Bereavement Services for Upper Peninsula Home Health Hospice in Negaunee explained that the practice of bereavement care owes much to Elisabeth Kubler-Ross and her Stages of Grief, but grief management has developed tremendously in the last 20 years. Attendees learned about modern proactive concepts in grief care including William Worden's principles for helping the bereaved and task-based approaches that show what every grieved person must do in order to renew themselves after a loss.

Labor Relations: Mr. Don Maki, Commissioner with Federal Mediation and Conciliation Service, of Green Bay, WI discussed labor relation issues in the broad sense, with a special emphasis on how interest based bargaining (IBB) works. Participants learned how IBB differs from traditional positional bargaining, when each is most effective, and how to make the move to IBB if the time is right for it. SCHR, an affiliate of the Society of Human Resource Management (SHRM), was formed in May 2002, to provide personal and professional de-



The First Annual "Upper Peninsula Human Resource Forum" turned out to be a huge success.

velopment for HR professionals and to enhance human resource management in the public and private sector of the Superiorland region. Meetings are held four times a year. For membership information, contact Vicki James, 906-884-7228.

UPHRA began in 1969 and has grown into a network of personnel and public relations practitioners in the Upper Peninsula. Meetings are held four times a year. Membership is open to anyone with an interest or professional responsibilities in one or more areas of human resource management. Contact Jim Kent at 906-483-1675 for more information.

Leaders abound at Michigan Works!

Three members of the Michigan Works! Service Center in Marquette County have been accepted into the class of 2004 Lake Superior Leadership Academy.

The Academy, established by the Lake Superior Community Partnership, is designed to bring together new, emerging and potential leaders from the area to address pertinent community needs, strengthen individual leadership abilities and encourage participants to personally commit to assuming new leadership roles in the community.

Kelly Beard, Wendy Crowley, and Julie Hautala will spend one weekday a month from October to May exploring various aspects of our region. They, along with 19 classmates, spend one intensive day exploring the topics of Economy, Justice, Education, Health and Human Services, Education, Government, , tourism, Leader-

ship, Media, and Arts and Culture.

The Academy provides participants an opportunity to meet and talk with leaders from all segments of the community. They are able to exchange views and share challenges facing our area. In addition, the interaction of the participants allows for the opportunity to develop mutual trust and respect, which will encourage continuing relationships outside the formal program.

"Since the inception of this program, the Leadership Academy has graduated over 100 people who are great resources for their employers and the county-wide community. Their Academy experience has given them a more inclusive, well rounded view of how Marquette County works, it's assets and it's challenges," said Kellie Barry-Angeli, program facilitator.

This year's program began with an overnight retreat in October. Participants learned about each other, and participated in a team activity which started the year long exploration of our society, what it means to be a member of the society, and the issues involved with affecting change in a society. "It's a great learning experience," says Julie Hautala,

The first topic day, Regional Economy The Lake Superior Community Part-

nership established the Lake Superior Leadership Academy with the firm conviction that today's leadership has an obligation to nurture tomorrow's leaders. Our committee is committed to recruiting a group of the area's finest emerging leaders who would represent a broad spectrum of the community.

Day, involved tours of local manufacturers, and a discussion with School of Business and Economics representatives from Northern Michigan University.

A tour of Louisiana Pacific's Sawyer mill highlighted the technology required to efficiently operate a modern lumber mill. This was followed by a unique opportunity to tour the Empire Mine in Palmer, discussion of the much publicized economic impact of mining there, and a tour of the relatively new Pioneer Surgical Technologies in Marquette.

November's day focused on Justice, and the group spent time with US District Court Judge Greeley, as well as Circuit Court Judge Weber, and Jennifer Mazzuchi from the Marquette County Prosecutor's Office.

While in Circuit Court, they were present for sentencing of two cases, which Judge Weber later discussed with the group. The most vivid memories of the day were produced by tours of both the Marquette County Jail and the Marquette Branch Prison.

Next month, the group will spend the day studying education in our area.



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FIA Achiever of the Month Award presented to Price

The Michigan Family Independence Agency (FIA) director Nannette M. Bowler presented the agency's state-wide Achiever of the Month award to Edna Price of Trenary on Friday, October 24.

The Achiever of the Month award was established in October 1993 to recognize persons making outstanding progress toward self-sufficiency under Michigan's comprehensive welfare reform initiative "To Strengthen Michigan Families."

This month acknowledges the accomplishments of Ms. Price, a single mother of one child and a former public assistance recipient, who has demonstrated remarkable progress toward economic independence and self-improvement. To complete her goals, Price received job search assistance from the Michigan Works! Service Center in Alger County.

Ms. Price is the 119th Michigan resident to be honored with the Achiever of the Month award.



Edna Price is the 119th Michigan resident to receive the FIA Achiever of the Month award

Governor Granholm Says State Has Made It Possible for Persons with Disabilities to Find Employment

Governor Jennifer M. Granholm announced today that Michigan Rehabilitation Services (MRS), the state's vocational rehabilitation agency, assisted 6,670 persons with disabilities into jobs during fiscal year 2003, which ended September 30.

MRS counselors provided these individuals with services such as job training, prostheses, medical services, job seeking training, and placement assistance.

"These services play a very important role in removing barriers that make it difficult, if not impossible, for persons with disabilities to find employment," said Granholm. "It is gratifying to know that thousands are benefiting from having a job, including having

greater spending power which ultimately contributes to the health of our economy."

The Michigan Department of Career Development administers MRS, which also provided disability-related services to 2,620 Michigan employers during FY 2003. The agency helps businesses hire new workers and retain current workers at risk of losing their jobs because of illness or injury. Other employer services include providing information on how to obtain disability-related tax credits and deductions and consultation on employer requirements under the Americans with Disabilities Act (ADA).

For more information on services available from MRS, call toll-free 1-

800-605-6722 (voice) or 1-888-605-6722 (TTY).

The Michigan Department of Career Development is the state government agency charged with providing the skilled workforce Michigan needs to enhance and maintain its economy. To this end, the state's career and training development agency is working with employers, K-12 schools, community colleges, and local Workforce Development Boards to develop a comprehensive career development system.

For more information about the Michigan Department of Career Development, visit the department's Web site at www.michigan.gov/mdcd or call 1-866-MY-GOALS (voice/TTY).

Employee recruitment is strictly business for Michigan Works!

Lynn Meske, owner of Strictly Business Uniforms recently decided to change her strategy in hiring employees. She decided it was time to hire an assistant manager, someone to take responsibility for many of the day-to-day decisions and processes of the store, so that she could concentrate on strategic planning for the growth and expansion of the business.

Strictly Business Uniforms, a member of the Professional Apparel Association, provides uniforms for health care workers in the area, as well as hospitality and culinary groups.

Employees from most local health care providers, from hospitals and nursing centers to dentists' offices walk in the door looking for specific styles and colors of uniforms, as well as appropriate professional footwear for these demanding jobs.

Strictly Business Uniforms carries a wide variety of sizes and styles so customers can try options from many different vendors to place their order. They also carry a wide inventory of "rack" uniform pieces, so a person can usually find a uniform to fill their immediate needs as well.

While the staff is small, they do an excellent job of providing personalized service and knowledge of the requirements and options in uniforms. They offer individual fittings, and specialize in groups.

The store opened in December of 1992 and moved to its present location at 907 North Third Street, in Marquette in July 2002.

When Meske decided to hire an Assistant Store Manager, she came to Michigan Works! for help. "We posted the job order, and Michigan Works collected all of the resumes from applicants and provided initial assessments," says Meske. "After meeting with Wendy Crowley, Business Services Consultant, we narrowed down the screened list to an interview pool, and scheduled interviews at the Michigan Works Service center."

Michigan Works! provided suggestions

on interview format, questions, and follow-up assessments to the final candidates. On October 27, Meske hired Adam Szymanski as her new assistant manager.

"Michigan Works! saved me so much time. They accepted resumes and fielded calls for me, and then narrowed the candidate pool to a workable list. I've never had that many well-qualified applicants to

Now Meske and Szymanski are busy learning a new structure for the store, and planning for the future. "The next time we need someone, we will come to Michigan Works! to find them!"

If you would like to know what services Michigan Works! has available to your business, call or stop by your local Michigan Works! Service Center today! The contact information for each is on page eight of this issue.



Strictly Business uniforms recently hired a new employee through the services of Michigan Works!

Negaunee Iron and Metal is Unique in the Upper Peninsula

Negaunee Iron and Metal recently opened at 34 Research Drive, in Negaunee. They are a recycling processing facility;

"We pay people that come across our scales with all kinds of metals," says Patti Schneider. "We make it into product to sell to other people."

Negaunee Iron and Metal recycles aluminum, red brass, yellow brass, heater cores, radiators, stainless steel, batteries, and other related materials. They will accept iron and tin, refrigerators if freon is removed and tagged, stoves, washer, and dryers. Each item must have specific parts removed and processing done before it can be accepted.

Processed materials are then shredded by a huge shredder, the only one of its kind in the Upper Peninsula. The shredded material is then sold.

Their grand opening and ribbon cutting was August 25, 2003. Prior to the grand opening, they contacted Michelle DeLisle, Business Services Consultant with the Michigan Works! Service Center in Marquette County.

Michelle posted the position of Metal Cutter, received applications, screened applicants using criteria established by the employer, and set up interviews at the Marquette Michigan Works! Service Center. Michelle also advised Patti in establishing appropriate inter-

view questions, and participated in applicant interviews.

"Patti used us as a general information resource," says DeLisle. Negaunee Iron and Metal hired a Metal Cutter on September 15th.



Michigan Ranked #2 in the Nation for Its Business Friendly Climate

Governor Jennifer M. Granholm announced today that Michigan has been recognized as the second most business friendly state in the nation for the second year in a row, according to the November issue of *Site Selection* magazine.

"This is good news for Michigan," said Granholm. "We'll be working hard to ensure that our reputation translates into actual jobs for Michigan citizens. The innovative economic development tools that we have in our arsenal continue to be effective in making Michigan a magnet for opportunity."

Five criteria were used to determine business climate rankings:

1. New plant data provided by *Site Selection* publisher, Conway Data, showing the total number of new and expanded corporate facilities in 2002;
2. Total new and expanded facilities in 2000 and 2001;
3. Total new and expanded facilities per 1 million residents for 2002;
4. Total new and expanded facilities per 1,000 square miles; and
5. The results of *Site Selection's* annual survey of corporate real estate executives that determines which states they consider to be the most pro-business.

The ranking was based 50 percent on the first four criteria and 50 percent on

the executive survey.

"Michigan has retained the number two spot while some other previously top-rated states have slipped in the rankings," said Don Jakeway, president and CEO of the Michigan Economic Development Corporation. "I am proud that such a well respected publication has once again recognized our statewide efforts to make Michigan a top competitor for new business growth and jobs. This sends a powerful message to company executives and site selection professionals."

North Carolina received the top ranking, followed by Michigan Tennessee, Ohio and Virginia (tied for fourth)

and Texas.

Site Selection provides expansion planning information to 45,000 executives of fast-growing firms in 117 countries. To view the complete ranking, visit *Site Selection's* Web site at www.siteselection.com.

The Michigan Economic Development Corporation, a partnership between the state and local communities, promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life.

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