

## Lloyd/Flanders Celebrates 20 years in Menominee

By Gene Davenport, Executive V.P. / General Manager

Lloyd/Flanders, a large-scale local employer, is celebrating something special. On December 30<sup>th</sup>, 2002, Lloyd/Flanders experienced an anniversary of having owned and operated their plant in Menominee for 20 years. To acknowledge this milestone, Lloyd/Flanders will officially be celebrating its anniversary in February.

The Michigan Works! Service Center in Menominee County has had the pleasure of working with Lloyd/Flanders Industries by posting job orders, and then processing the job applications. Mary Lemery, The Human Resources Manager at Lloyd/Flanders, states, "Whenever I have employment needs, I can always count on Michigan Works! to send qualified applicants in a timely manner."

"We are happy to provide services," said Will Carne, President of Michigan Works! The Job Force Board, "to such a valuable local employer. We would like to congratulate Lloyd/Flanders Industries on their 20 years of operation in the Menominee plant, and wish them many, many more years of success in the future."

Lloyd/Flanders Industries currently employs 350 people in the Menominee area. 275 of those employees are in the production and support areas, and are members of U.A. W. Local 413. The remaining 75 employees are in management and office staff positions.

Lloyd/Flanders sells its high quality products not only locally, but internationally as well. Products are sold throughout the U.S, Canada, Mexico, South America and the Caribbean. Lloyd/Flanders sells directly to 2200 retail stores through independent sales representatives, with Flor-

ida as the number one state for sales volume, and the Southeastern and Eastern U.S. as the strongest geographic sales areas. In addition to retail stores, Lloyd/Flanders also sells their products to some catalogue companies, with the largest catalogue retailer being L. L. Bean. Lloyd/Flanders also maintains a showroom in the Merchandise Mart in Chicago, which is open to, and visited by interior designers on a daily basis.

Currently, Lloyd/Flanders makes 180 different pieces of furniture in 10 product lines, plus a line of accessory pieces. The furniture frames are created from stock aluminum tubing that is purchased in long lengths, cut, fabricated and welded into the desired shapes. The wicker material is woven on special pieces of equipment known as "Lloyd Looms." Cushions, which are

"Whenever I have employment needs, I can always count on Michigan Works! to send qualified applicants in a timely manner,"

*Mary Lemery, Human Resources Manager for Lloyd/Flanders*

also made in the plant, are available for all of the seating pieces. All of the products including the cushions are designed for outdoor use; however, many of the pieces are purchased exclusively for use in indoor, or covered areas such as porches and sunrooms. The frames are offered in 14 different colors, and there are 105 different fabrics, (solids, stripes, plaids, and floral) to choose from. Delivery for a customer order is merely 5 weeks.

Lloyd/Flanders has used outside designers for a few of the product lines, but the Sales and Marketing personnel and the Product Development Technicians have designed the majority of the current product lines. A strong emphasis on continually developing new products has been one of the keys to the growth of Lloyd/Flanders.

*Bottom Middle: Lloyd/Flanders, which is now celebrating 20 years of production out of the plant in Menominee Michigan, has more information about their organization and their products on their website, www.lloydflanders.com.*

**Lloyd/Flanders**  
ALL-WEATHER WICKER  
ALUMINUM

ALL WEATHER WICKER  
ALUMINUM  
DAY BREEZE  
ACCESSORIES  
FABRICS & FINISHES  
DEALERS  
HISTORY  
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**Manufacturer of the Year**

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# Upper Peninsula Business Forecast

“The Marines are looking for a few good men.” We’ve all heard this recruiting slogan

Businesses are also usually on the lookout for good applicants to fill jobs, but many seem to feel there just isn’t the quality pool out there they have seen in the past. The question is, is this fact or fiction?

One of the reasons given is that the population of the U.P. is aging, so there is a smaller base to draw from to fill jobs. Like many myths surrounding the U.P., this one is fairly easy to investigate. Looking at census data comparisons from 1990 and 2000 for the U.S., Michigan and the Central U.P. we can see what shifts have occurred in the decade.

While the U.P. shows a variance from the US and Michigan in the 20 and under and 65 plus groups, the working age group of 20 to 64 matches the country as a whole across the decade. What is different is that over this period the U.S. realized a 13.2% increase in population, Michigan gained 6.9%, and the Central Upper Peninsula actually decreased by 1.7%.

The second myth deals with the work ethic of

today’s job seeker. How often we hear this one. We also have some hard data as it relates to our area in regards to this myth. In every case where a business has opened in the Upper Peninsula that has operations in other geographical areas, the business is astounded by the quality of job applicants here. In formal discussions with the business representatives, they indicate we manage the highest testing scores, highest percent of applicant acceptability, and lowest turnover rates.

What has changed over the years is the expectations of the workforce. People are no longer simply satisfied with jobs they view as drudgery with no return other than a paycheck, little recognition and limited chance for improvement. These people are connected to the world as a whole through television, the Internet and big city newspapers available to them. The bar has been raised and perceptions of life-styles have changed.

What is a business to do in this climate? Start by recognizing that a good employee is very valuable. The cost of replacing people is far more expensive than many realize. When all of the factors involved in replacing employees are fac-

tored, the cost can range from one-third to three times the annual salary, depending on the position and skill levels. This makes it well worthwhile to take steps to make sure those who are good employees stay that way.



Will Carne, President of The Job Force Board

How do we do this? The first answer is to pay more, but businesses can only afford to go so far down this road, and guess what – some who do pay well still lose a lot of their key people. The reason is that old cliché, “Money isn’t everything.” There are many ways to keep people happy without the necessity of throwing more and more dollars at them. Among them are recognition, more training, increased job responsibility, and more inclusion into the decision processes that make the operation click. People want to have a sense of ownership and respect.

Money is nice, but it isn’t the only motivator in today’s world. You’re dealing with a much more sophisticated workforce than in the past.

What’s the upside? A satisfied involved workforce is more productive and has less interruption. This results in greater gains and profits for the business. The downside is.... well, I can’t think of any. Only in respecting the different motivators of today’s workforce can the optimum level of productivity be reached.

Age Group	US		Michigan		Central Upper Peninsula	
	1990	2000	1990	2000	1990	2000
Under 20	28.7%	28.6%	29.7%	29.0%	26.2%	23.9%
20-64	58.7%	59.0%	58.4%	58.7%	59.1%	60.1%
65+	12.6%	12.4%	11.9%	12.3%	14.7%	16.0%

## TAARA benefits approved for Lakeside Machine

The United States Department of Labor issued a certification of eligibility for workers of Lakeside Machine, Inc. to apply for adjustment assistance under the Trade Act of 1974. Any worker who became totally or partially separated from employment on or after November 27<sup>th</sup>, is eligible to apply for Adjustment Assistance under Section 223 of the Trade Act of 1974.

TAARA is available to workers who lose their jobs or whose hours of work and wages are reduced as a result of increased imports. TAARA includes a variety of benefits and reemployment services to help unemployed workers prepare for and obtain suitable employment. In addition to

the core reemployment services offered by Michigan Works!, workers covered by TAARA may be eligible for training, a job search allowance, a relocation allowance, and other reemployment readjustment services. Additionally, for those who qualify to enter into an approved training program, weekly trade readjustment allowances may be payable. TRA payments normally follow a displaced workers exhaustion of unemployment benefits.

Michigan Works! recently had orientation session for all individuals eligible for TAARA benefits. However, if you think you may be eligible for TAARA benefits, but were unable to

Michigan Works! recently held orientation session for workers who may be eligible for TAARA benefits.



attend the orientations, please contact your local Michigan Works! Service Center as soon as possible to find out what services are available to you. Contact your Delta County Michigan Works! Service Center with any questions- 789-9732 or on the web at [www.jobforce.org](http://www.jobforce.org)

Community Interest

## Jobseeker Success Story

Your Michigan Works! Service Center in Dickinson County offers a variety of services to the residents of Dickinson County. Many services are designed to increase the employment, retention, and earnings of jobseekers, and increase occupational skill attainment by participants, and, as a result improve the quality of the workforce, and enhance the productivity of the Nation. By utilizing Michigan Works! Services, participants are helped by interactions with trained staff whose duties include: resume help, ready for work appraisals and other staff assisted objectives.

One of these success stories involved a relative newcomer to our area, Jeanne Murdock Sovey. Jeanne first came to our area in September of 2001, and worked as a temp worker at Nustar from Oct-Dec 2001. She was then able to obtain permanent employment, or so she thought, at Cable Constructors in Iron Mountain, Michigan. Due to slow downs within the telecommunications industry, she was laid off from Cable Constructors, in May 2002. "I knew this was coming due to previ-



ous layoff that had occurred within the company", said Sovey. "I also knew it was a very limited job

market and the chances of finding another job were very doubtful."

She then applied for unemployment benefits at the Unemployment Agency, at the Dickinson County Service Center of Michigan Works. "Since I had qualified for benefits, I could actually look for the 'perfect' job and take my time doing so," said Sovey.

She sent her resumes to various employers throughout the area and waited. It was at this point that Sovey was introduced to the WIA program. The newly named Business Service Consultant for Michigan Works, Larry Underhill called Sovey into the Service Center.

"Another opening had arisen for an additional Business Service Consultant in several of the Michigan Works Service Centers and I felt Jeanne would make the perfect candidate for this position," commented Underhill. The Iron Mountain Team consists of Jerry White, Pete Dishaw, Tanya Maki and Larry Underhill. What was needed was someone that would fit into this mix and add his or her own expertise to this configuration.

Jeanne was an excellent choice and has since added her own style of client involvement and expertise to the overall mix. "She has been the perfect asset to our Service Center", commented Business Development Consultant Jerry White. Pete Dishaw Workforce Development Consultant was also available to offer his expertise in

the event Sovey needed additional training or other of the many services he offers to clients.

"I actually look forward to coming to work now. I feel as if my education is finally paying off," commented Sovey. Through the use of Michigan Works! Services, Sovey has become a valued member of the Michigan Works! team and an asset to the Dickinson County Service Center.



Larry Underhill answers a question for Jeanne Sovey. Both are now working with the Michigan Works! Service Center in Dickinson County

Michigan Works! And your Dickinson County Service Center are here to serve you. If you have any question about Michigan Works! or other services provided by the Michigan Works! Service Centers, do not hesitate to call or stop by your local Michigan Works! Service Center. The addresses and phone number are listed on the back page of this issue.

## UP Suffering from Shortage of Healthcare Workers

Due to a recent upward trend in the need for healthcare workers, Michigan Works! has teamed up with Upper Peninsula Healthcare providers to meet critical demand.

With the need for healthcare workers on the rise, Michigan Works! is focusing this first round of outreach and recruitment towards RN's and LPN's who have left the workforce and still have maintained their licenses.

"Currently, the Upper Peninsula is experiencing a shortage of nurses and other healthcare professionals" says Al Hendra, Assistant Administrator of MGH "We are focusing this round on the nursing profession. Whether you have experience working in a hospital environment, doctors office, or medical care facility the Upper Peninsula Healthcare industry needs you to come forth, the residents of the UP need you."

"There are currently many individuals who have

very little requirements necessary in order for them to get back into a healthcare profession." Says Roger Burgess, CEO of OSF St. Francis. "Nursing and other healthcare professions are some of the best and highest paid jobs in our area. If you currently have healthcare experience, and only need little or few updates to get back into the industry, or if you are interested in joining the healthcare industry, the Upper Peninsula Healthcare Industry needs to hear from you."

Michigan Works! Job Force Board President, Will Carne reports "To meet this need, Michigan Works!, along with several of the Upper Peninsula's state of the art and award winning medical facilities, and our area's educational facilities have partnered in order to not only to identify and recruit healthcare professionals, but also to coordinate and streamline services intended to provide and/or connect former healthcare professionals with whatever they may need



### Health Care Roundtable Members

- Al Hendra  
Marquette General Hospital
- Teri Arsenau  
UP Rehab Medicine
- Sandy Spoelstra  
LSCP
- Gerald Batters  
Pinecrest MCF
- Roger Burgess  
OSF St. Francis
- Linda Lewandowski  
Bay College
- Cameron Howes  
Northern Michigan University

in order to get back into their former profession." Carne goes on to say "The team members at Michigan Works! are trained and ready to help you identify what you need to get back into the healthcare profession. If you are former nurse or healthcare worker, the healthcare industry is looking for you, stop in or call your local Michigan Works! service center for more information, and to develop a plan to meet your personal goals."

Please contact your local Michigan Works! Service Center. The addresses and phone number are listed on the back page of this issue.

# Website Creation Skyrocketing



The number of websites doubles every four to five months. By 2003, the Web is expected to have up to 80 million users logging on. According to eMarketer, a leading Internet research firm, 78% (that's 5.8 million) small businesses are connected to the Internet and about half have active websites.

As the area Service Corps of Retired Executives (SCORE) office, we receive SBA materials from time to time. A new one arrived today called "How to Really Market on the Internet." There is a limited supply of these booklets in my office, but here are some of the highlights.

The booklet opens with a section called "Put the web to work." In it are the five essentials for every web site:

1. It delivers what it promises.
2. It loads quickly.
3. Contact information is easy to find.
4. The site is frequently updated.
5. The site provides user interaction.

Inc. Magazine ran their third annual Web Awards competition and 800 small businesses entered their sites. The top 16 winners had in common about their websites:

- ✓ are run by people who know what they want
- ✓ use technology that's appropriate to their mission
- ✓ streamline design
- ✓ change because the owners focus on marketing innovation
- ✓ are evaluate based on the ROI for that business.

One of my favorite chapters discusses designing your own versus outsourcing, what to look for in an ISP, and more. The web site mistakes to avoid include:

- ✓ going live too early
- ✓ lack of clarity
- ✓ bad navigation
- ✓ failure to respond to an e-mail
- ✓ poor marketing.

Also included in this chapter is "the One Minute Web Test:

1. Do my Web pages load quickly?
2. Is it immediately apparent what my company does or sells?
3. Is my menu viewable and easy to navigate? (the first time?)
4. Does my site look attractive when viewed through different browsers?
5. Are colors and graphic elements consistent on all pages?
6. Are my company's address, phone number, and e-mail address easily accessible?
7. Is my site free of unnecessary gimmicks and graphics?
8. Does my site offer valuable information?
9. Does my site reflect my commitment to quality?

10. Would I want to do business with my company?

Other sections of the booklet cover making the most of e-mail, how to attract traffic to your site, and methods of tracking visitors to measure your return on investment. The menu of ROI metrics are measured, like all ROI, in paybacks that are not restricted to financial. Nine ways to measure ROI:

1. Number of new accounts
2. Number of repeat purchases
3. Market penetration
4. Percentage of customers accessing site
5. Cost per qualified lead
6. Gains in sales and profits
7. Impact on productivity, loyalty and turnover
8. Time savings
9. Reduced costs (phone, postage, printing, market research, support)

One of the things not addressed in the booklet is ensuring that your website is accessible to all people, including those with physical limitations. I have a very nice handout from [Ican Web Accessibility Services](http://www.ican.com) (or people can go to their website: [www.ican.com](http://www.ican.com)). Another nice handout is put out by SCORE and is a question and answer format to help determine if your business is ready to go online.

Whether your business is interested in using the Internet as part of your marketing plan or not, remember that the EDA has lots of information to share. Give us a call at 786-2192.



Linda Hirvonen is the Delta County EDA Director and a member of Michigan Works! The Job Force Board

## Bringing Youth & Business Together Imagine the Possibilities...

### Youth Works! for BUSINESS

We provide your business with:

- ✓ Motivated Youth
- ✓ Applicant Screening
- ✓ Labor Market Information
- ✓ Employment Regulation Information
- ✓ Save your Business Time and Money
- ✓ Placement Services



### Our Youth Applicant Pool:

- ✓ Attends a soft skills pre-employment workshop
- ✓ Are screened by a professional Michigan Works! staff member
- ✓ Are talented, motivated and responsible
- ✓ Possess a wide variety of skills

### Youth Works! for YOUTH

We help youth with:

- ✓ Job Information
- ✓ Applications to local business
- ✓ Career Exploration
- ✓ Education Opportunities
- ✓ Access to Computer Lab
- ✓ Employment Career Resources
- ✓ Soft Skills Training

Contact your Nearest Michigan Works! Service Center- (Contact information is on the back) for more details. 1-800-285-WORKS

## Workplace Safety

Accidents in the workplace happen for one of two reasons: either unsafe conditions or unsafe actions. The key to a successful safety and health program is recognizing that safety in the workplace is not optional. Reduction of accidents lowers workers compensation costs, improves employee morale and increases productivity. The Lakes Superior Community Partnership and the Michigan Occupational Safety and Health Act (MIOSHA) are teaming up to help avoid those costly workplace accidents.

The objective of this newest offering, a half-day workshop, is to provide business people with valuable information about the five elements of a successful safety and health program: management

commitment, employee involvement, hazard recognition, worksite analysis, and employee training.

This program offers the basic information for implementing a safety and health program. The program, featuring local MIOSHA consultant, Dan Maki, is scheduled for February 11, 2003 at the Holiday Inn of Marquette. The price of the half-day workshop is \$10 for Partnership members and \$15 for non-members and includes all materials and a continental breakfast.

For more information, or to register, please contact the Lake Superior Community Partnership's Marquette Office at (906) 226-9658.

