

## Dickinson County Service Center Works With Area Employers

Your local Michigan Works! Service Centers are working as hard as ever to supply our area employers with the high-quality job force needed to keep our area profitable. One area employer that is currently reaping the benefits of a strong partnership with the Michigan Works! Service Center in Dickinson County is RGIS.

Thomas J. Nicholson established RGIS, which stands for "Retail Grocery Inventory Service," in 1958. Nicholson felt that an outside service could offer potential customers savings in time and money while certifying the results of their inventories. Therefore, armed with pencils, clipboards, and a few adding machines, he and his two sons began conducting inventories. Soon after the initial inception, RGIS expanded to do inventories for all types of stores throughout the Midwest.

Now more than ever, RGIS Inventory Specialists stands for accuracy, integrity, reliability and convenience. With one phone call, the burden of your physical inventory can be managed, from planning through processing. Whether you have a single location, a nationwide chain, or an Inter-

national presence, RGIS is equipped to handle your needs.

In fact, RGIS has become the largest provider of inventory services to the world's retail industry. Their commitment to accuracy and customer satisfaction has made them the service of choice for thousands of customers year after year.

RGIS starts with a personal consultation to identify your requirements. RGIS works with you to design an inventory program tailored to meet your needs. The goal is a cost effective plan while minimizing interruptions to your normal business activities.

The more than 40,000 dedicated employees of RGIS perform in excess of 400,000 inventories every year, making it necessary for RGIS Inventory Specialists to operate over 400 offices throughout the world. The wide distribution of employees and offices has made it possible for RGIS to offer unparalleled coverage.

RGIS has been using the facilities of the Michigan Works! Service Center in Dickinson County for several years now. They

utilize the facilities for hiring and training as well as recruiting. Through the partnership with Michigan Works!, RGIS has found many valued employees from our area.

When asked about Michigan Works!, Lori Church from RGIS stated, "We value our relationship with Michigan Works! and the employees at this Service Center." She further stated, "this is a win-win proposition for both Michigan Works! and RGIS. We can add valued employees to our organization and utilize the services of Michigan Works! with a minimum of disruption for the center. It is like having an office in Iron Mountain without the expense."

For RGIS, working with Michigan Works! represents a winning formula for success. For more information regarding RGIS and their services, employers are urged to use their website at [www.RGISINV.com](http://www.RGISINV.com).

For information Michigan Works!, please call you nearest Michigan Works! Service Center at 1-800-285-WORKS!. Put the Michigan Works! Team to work for you!

are looking for these services, I am in strong support of the services that we have received from the Michigan Works! Service Center in Marquette County."

One such highly qualified employee that Michigan Works! placed at the Bahrman's Blue Ribbon Dairy was Paul Monroe. "Paul came to Michigan Works! while unemployed," reports Jackie Earl of Michigan Works!. "Paul is a veteran of the armed services. Since we are co-located with the Veteran's Employment Representative, Hal Barker, we were able to team up to help him find employment faster."

"Paul visited and used Michigan Works! over nine times," said Earle, "using the resource room for his job search, skill assessments, and resume building. Paul is nice and was an avid job seeker. He would call me when he had questions or saw something on the Talent Bank, and he would ask for my input. This was the perfect job for Paul. I was able to relate what a qualified, reliable and great candidate he would be when I was working with Bahrman's. You might say he was a blue ribbon candidate for Bahrman's Blue Ribbon Dairy!"

*"We can add valued employees to our organization and utilize the services of Michigan Works! with a minimum of disruption for the center. It is like having an office in Iron Mountain without the expense." - Lori Church*



*Lori Church from RGIS states, "We value our relationship with Michigan Works! and the employees at this Service Center."*

## Local Small Business Calls Upon Michigan Works! For Support

Bahrman's Blue Ribbon Dairy, located at the old KI Sawyer AFB, near Gwinn, MI was a brand new company, in need of quality employees.

"As a start-up, we called upon the services of the local Michigan Works! office to help us sort through and evaluate job applicants and recruit qualified employees." Said Jan Sorensen, Human Resources Manager for Bahrman's Blue Ribbon Dairy, "They have really developed a high-quality labor exchange system that efficiently meets the needs of both the business and jobseeker."

"Our local Michigan Works! organization provides local businesses with high quality, pre-qualified job applicants that are tested, pre-screened and pre-qualified to meet the demands of the employer." Says Lance Wolfe, Michigan Works! Service Center Manager. "In today's fast-paced, lean and competitive market, most businesses cannot afford to have large human resource departments staffed to handle these services. However, this is often overlooked and can put a business at risk, we potentially play one of the most important roles in small business today."

"With all of the other demands of a new, company, the services provided by our local Michigan Works! staff were extremely valuable." Jan said. "When it came time to conduct our interviews, our Michigan Works! Service Center, had done all of the tasks required to have a full schedule of interviews set up for a three-day period of interviewing. Without her effort of setting up each interview session with quality applicants, we would have been far behind our schedule."

Jan went on to say, "The services that are available at Michigan Works! leave us feeling confident, as an employer, that we are doing everything possible to offer our employees the fair and decent job opportunities they deserve. It is good to know that Michigan Works! supports small business employment needs."

Jan concludes by saying, "We greatly appreciate the help of Michigan Works! and the Workforce Development Professional, Jackie Earle. We will continue to look to this office for further assistance with our human resources needs and will continue to spread a good word to other employers that

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If you would like to learn more about Michigan Works! and the services available to your business, please contact the Michigan Works! Service Center nearest you. The contact information is listed on the back page of this issue.

## President's Corner: Financing your business ideas

Taking an idea and translating it from a dream into a successful business can be a daunting task. Often, the dream is abandoned because it lacks the financial backing needed to be a success. Recently, I spoke to Paul Arsenault of Concepts Consulting, who is also a member of The Job Force Board, about business financing. Mr. Arsenault was able to provide me with the following outline of the first steps needed to make a business dream into a reality.

At the outset of a business idea, the business planning and financing go hand in hand. A good business plan includes all the financial data that develops a coherent story and communicates that story to the lender. Before presenting your business idea to a lender, it is important to be prepared, and to thoroughly think your plan through.

Generally, the first question that a lender will ask is, "What do you need the money for?" The lender will then ask, "How will you pay back the loan?" A request needs

to include how much money is needed, what the money is needed for, and most importantly, you need to show proof that you will be able to repay the loan. Your lender needs to know your plan so that he or she will be able to determine that you are indeed planning to use the money in a way that will enable you to repay the loan. Most lenders follow the 5 C's of commercial lending. These are Cash, Collateral, Character, Capacity, and Conditions.

- **Cash:** Don't expect to obtain 100% financing. You will be expected to invest some of the needed funds yourself.
- **Collateral:** The lender will want you to pledge assets against the loan as a secondary form of repayment.
- **Character:** You must be able to demonstrate to the lender that you are trustworthy; that you have a good name, and that you are reliable. If the lender does not feel that you can be counted on, you will not get financing, no matter how good your business plan is.

- **Capacity:** You must completely understand your business's ability to absorb and repay debt.
- **Conditions:** You need to have an understanding of the general economic conditions and in what ways they will affect your industry and your business.

Since the bank is depending on you to repay the loan, the more you look like you know what you are doing, the more likely the bank will be to finance your business. Coupling knowledge about your business with the way banks operate can create a winning combination that will get you what you need while looking for financing opportunities.

To test whether or not you are really prepared to approach a bank, ask yourself these five questions:

1. How much will I need?
2. What will I do with it?
3. How will I pay it back?
4. What if something goes wrong?

If you can successfully answer all of these questions, then you are ready to start putting your plan down on paper in plain English.

Once the plan is written out, then take the next step and approach a lender.

One of the most important things to remember during this whole process is that you are not alone. Michigan Works! has a staff of highly trained Business Development Consultants available to answer your questions. Should you have a question that our staff is unable to answer, we can put you in contact with other area organizations that can see to your needs. Feel free to call your local Michigan Works! Service Center with any questions that you may have. 1-800-285-WORKS!



Will Carne, President of The Job Force Board

## Michigan Works! is called upon to aid 900 laid-off miners

In November 2001 the Empire Mine in Palmer, MI, located in Marquette County, laid-off nearly 900 employees. The mine, managed by The Cleveland-Cliffs Iron Company, was idled when LTV Corporation, a 25 percent owner, ceased integrated steel making operations.

Michigan Works! was called upon by Cleveland-Cliffs and the local United Steelworkers of America unions to aid the unemployed miners. Michigan Works! immediately began to provide Rapid Response and Workforce Investment Act services to the displaced workers.

"Michigan Works! responded immediately and was instrumental in softening the impact of the initial layoff." Said Don Ryan, Cleveland-Cliffs spokesman. "The staff at Michigan Works! assisted the employees in the entire unemployment process. For the employees who would not likely be returning to work, they helped identify their personal skills and needs, and helped facilitate new career paths."



Michigan Works! Business Development Consultants while on a mine tour.

"Our displaced workers really benefited from the services and quick response by Michigan Works!" said Mike Carlson, President of USWA Local 4974, "Michigan Works! assisted the JAC with job fairs, newsletters, mailings, and phone calls to initiate contact with the laid off workers. Michigan Works! to this day, is continuously helping the workers transition back into the work force through relocation, retraining and job search allowance. Our hats are off to Michigan Works!"

"The Empire Mine and its employees faced a huge challenge and had a long hill to climb." commented Michigan State Senator Mike Prusi, "The impact of the lay-off to the miners was lessened by the forward thinking by the dedicated people of the local United Steelworkers of America unions, Cleveland-Cliffs, the Joint Adjustment Committee, and through the efforts of our office and the local Michigan Works! System. The staff at Michigan Works! responded quickly and was instrumental in providing leadership and the needed support to the affected miners."

The Marquette Iron Range Re-employment Committee, a Joint Adjustment Committee (JAC) was formed to set goals and to ensure the employees were satisfied during their transition period. In April 2002, the Empire Mine was certified under TAA.

Don Mourand, neutral Chairman of the Joint Adjustment Committee reported, "Michigan Works! coordinated and facilitated

informative meetings to address many of the issues and concerns the employees had. In addition, an outreach station was set-up by Michigan Works! at the USWA Hall (Ronn Hall), where they made technology available for the dislocated workers to search the Michigan Talent Bank and various other databases available through the services of Michigan Works!. Michigan Works! staff was on hand for any concerns or questions the displaced miners had."

One such displaced worker was Chris. Chris was working for the Empire Mine as a General Laborer, making almost \$20.00/hour.

"All of a sudden, everything changed and we all new we would have to adapt to it." Chris said, "Around Thanksgiving, the mine laid-off me and about 900 of my co-workers. It was tough, with Christmas right around the corner, all I could think about were the families with children, there were a lot of long faces."

Instead of panicking or sitting around feeling sorry for himself, Chris decided that he would view this as an opportunity. "Michigan Works! presented me with options; options I never knew I had. I knew this was an opportunity to change my life. With the help and guidance of Michigan Works! I immediately enrolled in training to become an EMT, with the ultimate goal to become a nurse and work in a hospital where I can help people." Chris reported.



Jamie Applin of Michigan Works! (far right) discusses employment issues while at an employment fair held for the miners at Ronn Hall

"I finished training with a license in the spring of 2002. Michigan Works! informed me that TAA was certified by the USDOL and administered by Michigan Works!, when I found this out, I immediately saw this as an opportunity to enroll in Nursing school."

Chris now works at the local Regional Medical Center as an EMT and at the same time, he is also going to school to become a nurse. "Michigan Works! worked with us every step of the way. Our customer service representative was very knowledgeable and showed a genuine concern for us all." Chris said, "When someone told me that they had set-up an outreach center at Ronn Hall, I thought, man, that is customer service. They were there to help us work on the computer job system (Talent Bank) and to answer our questions. They (Michigan Works!) really came through for us, they were great."

## Paul Arsenault elected as the new SCEA Chairman

Paul Arsenault of Marquette County has been elected as the new Chairman of the Six County Employment Alliance. The Six County Employment Alliance (SCEA) is a board comprised of two County Commissioners from each of the central six counties of the Upper Peninsula. The SCEA makes regional policy for business and workforce development in the Six-County area in partnership with Michigan Works! The Job Force Board.

"Paul Arsenault will do great," said Will Carne who is the President of Michigan

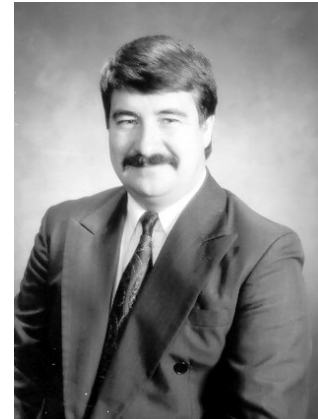
Works! The Job Force Board. "Paul not only serves on the Six County Employment Alliance, he is also a Job Force Board member. He knows and is very active in our area's business and workforce development system. This combined with his knowledge and background are sure to direct the SCEA to success."

In addition to serving as the Chairman of the SCEA, Arsenault is the President of Concepts Consulting, Inc., a Business Finance Consulting firm out of Ishpeming. He is majority owner in Pioneer Square in

Ishpeming.

Arsenault has served on the Marquette County Board of Commissioners since 1988. He is the Past Chairman of the K.I. Sawyer EDC, currently serves as a Director for Argonics, Inc., First Step, and Michigan Works! The Job Force Board. He is also a member of U.P. REAL Entrepreneurship, The Keweenaw Industrial Council, Michigan Small Business Development Centers State Board, and Elks.

Arsenault currently resides in Ishpeming



Paul Arsenault

## Michigan Works! names Connie Friets "Alumna of the Year"

Connie Friets, of Escanaba, has been named the "Alumna of the Year" for the Central Upper Peninsula by Michigan Works! The Job Force Board. Friets, a former jobseeker who used the service of Michigan Works! to develop her career, and to find meaningful employment at The Law Firm of Viau, Chapekis and Economopolous, is a shining example of how hard work and determination can lead to success.



Friets listens as State Representative Casperson, speaking, and State Senator Prusi, present her with the award.

"Connie Friets," said Will Carne, President of Michigan Works! The Job Force Board, "is the type of jobseeker who truly makes me proud to be part of Michigan Works!. Her determination and hard work have helped her to successfully develop herself for a new area of the job market."

Connie Friets, along with her sons James and Jacob, moved back to Michigan from Colorado in 1996. At that time, Connie was divorced, raising her two sons without any child support and suffering from a back problem caused by a work-related injury. Her medical condition eventually led to back surgery and resulted in her being unable to continue her profession as a house painter.

Her hard working attitude lead her to attend Bay College. While at Bay, she worked part time in the Special Population Office at Bay. She then went on to finish her schooling through Northern Michigan University, during which she worked a part time job at the Michigan Center for Truck Safety. She graduated with honors in 2001 with a bachelor's degree in social

work. While attending college, Connie was assisted by Michigan Works! The Job Force Board with funds for textbooks and car repairs.

Shortly after her graduation, she was laid off from her job with the Michigan Center for Truck Safety. She quickly found part time employment, but continued to seek a fulltime position. With assistance from Michigan Works!, she was able to refine her resume and develop a structured job search. After several months of unsuccessful job searching in the human service field, she found a position as a legal secretary with The Law Firm Viau, Chapekis and Economopolous.

While accepting her honor of being the Alumna of the year, Friets shared an insightful quote with the crowd, "It is said that a leader takes you where you want to go. But a good leader takes you not necessarily where you want to go, but where you ought to be. Michigan Works! is a good leader." Thank you fro the compliment Connie, and we wish you the best of luck with your future. You deserve it.



Connie Friets currently works with The Law Firm Viau, Chapekis and Economopolous in Escanaba.

## Boomerang Marketing offers Marketing Communications Seminar

If you've been searching for a conference or seminar that will provide answers to specific marketing questions and give you insight into putting together the pieces of your marketing plan, then help is right around the corner.

Boomerang Marketing will be conducting two-day marketing seminars in Escanaba, Houghton, Sault St. Marie and Ironwood during April and May of 2003. The seminar is entitled "Integrated Marketing Communications" and will consist of 4 sessions: Components of the Marketing Mix, Creating Effective Marketing Materials, Getting the Most From the E-World and Developing an Integrated Marketing Com-

munications Plan. Attendees will learn cost-effective, practical approaches to developing an integrated marketing communications strategy. Specifically the goal of the seminar is to help participants learn to:

- Evaluate the return on advertising dollars
- Write creative ad copy that will get the customer's attention
- Recognize and capitalize on creative marketing tactics
- Understand the difference between advertising and marketing
- Apply marketing strategy to a business plan

- Negotiate rates and select the right media format

Class sizes will be limited to 25 to enhance the hands-on, interactive nature of the instruction. A questionnaire will be sent to registrants prior to the seminar that will help the instructors tailor sessions to meet the needs of participants and address their unique situations.

Registration can be made by phone at 888-878-5920, by Fax at 810-885-1852, by Email at seminars@aiaboomerang.com or online at www.aiaboomerang.com (click the seminars button). Seminar fees are \$359 prior to March 10 and \$379 thereaf-

## We Need You!

**OSF St. Francis Hospital** is one of the high-quality area medical facilities partnering with Michigan Works! to address the current needs of the U.P. healthcare industry.



ter. Registrants who reference code WM3020 will receive the Preferred Price of \$329.

The seminar is endorsed by Northern Initiatives, the Northern Michigan University Department of Continuing Education, M-TEC and the Keweenaw Industrial Council. Boomerang Marketing is a member of the American Marketing Association and the U.P. Training Network.

## Business Building Sessions offered at Michigan Works!

Michigan Works! The Job Force Board has an exciting service to help employers network and discuss issues that relate to business today. The "Business Building Sessions" are offered to assist Upper Peninsula Businesses by providing informational and in-depth training seminars for businesses and industries on a variety of topics. The "Business Building Sessions" are held at Michigan Works! Service Centers throughout the Central UP. Some topics include:

- Legal Hire Fire Issues
- Marketing

- Human Resources Tips and Tools for small and medium sized business
- Employee Performance Appraisals
- Recruiting and Retention
- Employment Law Administration
- and many others

provide employers with information regarding the legal aspect to disciplinary actions. It's a tough topic for many people to face, but hopefully, after attending our workshops, the employer will know how to handle the situation correctly should the topic ever arise.

But this is just one of the many "Business Building Sessions" offered by Michigan Works!. These sessions can even be custom created and tailored to your particular business needs. Feel free to call your local Michigan Works! Service Center to see what "Business Building Sessions" are available to you. 1-800-285-WORKS!



*The Business Building Sessions provided by Michigan Works! not only give professionals the opportunity to learn about important topics relevant to today's business world (as pictured above) but also provide great networking opportunities*

Recently the Michigan Works! Service Center in Delta County held a "Business Building Session" to a packed crowd with more than 45 people who registered for the session. The topic for the session was "Employee Discipline and Termination." The basic format of the workshop was to

## We Need You!

*War Memorial Hospital is one of the high-quality area medical facilities partnering with Michigan Works! to address the current needs of the U.P. healthcare industry.*



## LSCP celebrates 5<sup>th</sup> Anniversary at the 4<sup>th</sup> Annual Membership Dinner

On March 14, 2003, members of the Lake Superior Community Partnership will once again gather for a very special 4<sup>th</sup> Annual Membership Dinner, highlighting the countywide organization's 5<sup>th</sup> anniversary.

The LSCP's Annual Dinner Committee says everyone should plan for an exciting and entertaining evening that begins at 5:30 p.m. in NMU's Great Lakes Rooms with a social gathering followed by dinner, a video presentation, an Award Presenta-

tion and the ever popular Silent Auction and a special Celebrity Auction.



Also, those groups reserving a table for the evening can opt, for a donation of \$150, to decorate their table to a theme of their choosing. "We had several groups who participated in theme decorating last year and everyone had so much fun that we decided to repeat it again this year," said Cheryl Shutty, Event Coordinator. "Everyone who attends the dinner can vote on their favorite table theme and, at the end of evening, there will be a prize awarded to the winner. Last year's winner was M. Tavernini & Associates, At Your Service"

Donations for the Silent and Celebrity Auctions are now being sought and everyone is invited to participate. The cost to attend this event is \$40 per person with dinner choices of Prime Rib, White Fish or Shells Florentine. Reservations for a table of 6 or 8 are also available. For reservations information or to learn more about how you can participate in the evening's special events, please contact either of the LSCP offices at 486-4841 or 226-6591.

## Nurses We Need You!

*Dickinson County Healthcare System is one of the high-quality area medical facilities partnering with Michigan Works! to address the current needs of the U.P. healthcare industry.*



## LSCP Leadership Academy now accepting applications

Bammert. "We try to give the people that are likely to move into those positions of responsibility a well rounded education about how their countywide community works. Armed with that education and the network developed throughout the class, they are better prepared to step into leadership roles."

The Academy educates future leaders by focusing on eight specific topics, one per monthly class session. Intense exposure to the topics of regional economy, tourism, education, arts and culture, health and human services, the media, government and the justice system give participants an underlying understanding of the community's inner workings. That understanding forms a strong foundation for them to build on going forward.

The Academy is accepting applications for the Class of 2004 now through May 16<sup>th</sup>. Potential participants can receive applications for the class by calling (906) 486-4841 or stopping in either partnership office.

## LSCP Business After Hours

**March 3, 2003**  
*Business Showcase*  
Bell Memorial Hospital and Teal Lake Med. Center

**April 14, 2003**  
*Business Showcase*  
Northern Michigan Bank of Marquette

## UPPCO becomes lead donor for the new Electrical Line Technician Program LSCP

Upper Peninsula Power Company (UPPCO) recently presented a check in the amount of \$10,000 to the Lake Superior Community Partnership Foundation (LSCPF) to kick off its annual solicitation campaign. The donation was funded by the WPS Resources Foundation, the philanthropic entity of WPS Resources Corporation (NYSE: WPS).

The 501 (c)(3) LSCPF's primary workforce development project for 2003-04 is a U.P.-wide training center for electrical line technicians. This one-year certified program is scheduled to begin in the spring of 2003. Bay De Noc Community College will certify the program, and the student application process is expected to begin in February 2003.

"UPPCO and WPS Resources strongly support economic and workforce development efforts throughout the Upper Peninsula," said Stipech. "This new program is

of particular interest to us as our industry has a current and projected need for these family-sustaining jobs."

For more information regarding the LSCPF or to make a tax-deductible contribution, please call 226-9658.



*Frank Stipech (left), UPPCO Operations Manager, presents the check to Foundation staff representative Amy Clickner and UPPCO Vice President/Lake Superior Community Partnership Foundation President Gary Erickson.*