

You asked for it, and we're giving it to you!

The Chamber and the Economic Development Alliance are again collaborating to bring "Whiz Bang! Trainer" Bob Negen to Delta County for another Uppertunities Professional Development training program. He will present "Whiz Bang! Marketing" in a day long workshop to be held from 9AM to 4PM, Wednesday, May 22, 2002, in the Heirman University Center of Bay College. The registration fee which includes lunch is \$49 for Chamber and EDA members (\$59 for non-members).

Negen will address marketing from three perspectives:

- "Mining diamonds in your own back yard." How to get the maximum bang from your marketing buck.
- "Why use e-mail marketing?"
- How to develop a WhizBang! Staff"

Both Bob and his wife Susan who often presents with him are enthusiastic speakers and accomplished trainers. Their workshops are fun, interactive and challenging. Bob is the founder of the Mackinaw Kite Company, a chain of specialty toy and kite shops which he first opened in 1981. Susan began her retail career at large department stores. She held a number of positions at Lord & Taylor, Bloomingdale's and Macy's California, including department manager, buyer and group sales manager.

Here is what workshop participants have said about Bob's workshops:

- "As an old direct salesman, I have heard many speakers in my life. In the last 10-15 years most put me to sleep. Some talk 10 minutes and it seems like an hour. You talked an hour and it seemed like 10 minutes!"



- "I told my supervisors I need to hear you speak once a month to keep up my motivation. Your enthusiasm is contagious."
- "If you want to hear what works, how to get the absolute most from every customer, no matter what type of business you are in, you want to hear "Mining Diamonds in Your Own Back Yard."

Co-sponsoring the workshop with the Chamber and the EDA are Michigan Works! The Job Force Board, WLUC TV-6, 1st Step, Bay College and MEDC.

Limited space is available for a mini-marketing marketplace. For more information or to register, contact the Chamber 786-2192.

Scramble For Students Golf Outing

Preparations are underway for the Dickinson Area Partnership's 2002 Annual Golf Outing. The tournament will consist of a 18-hole scramble and an optional 9-hole scramble Tuesday, June 4th at Timberstone Golf Course. A portion of the proceeds will be donated to a scholarship fund for local schools including: Iron Mountain, Kingsford, North Dickinson, Norway, Niagara, Florence, Goodman, Pembine and Dickinson Area Catholic. Each year a new school will be chosen to receive the scholarship.



The scramble begins with registration at 11 a.m. and a shot-gun start at noon. A limited number of registrations are available, so sign up now! New this year is an optional 9-hole scramble. The Cost for the event is \$70 per player prior to May 15th or \$75 per player after May 15th. Non-members are welcome to golf at a cost of \$80 per player. Included in your registration fee and new this year is lunch, dinner, refreshments and a gift bag for all participants. Events planned for the tournament include: Betting Holes, Raffles, Putting Contests and much more! Space is very limited for this competition. Call the Partnership for more details and to register (906) 774-2002.

Schoolcraft County Chamber of Commerce List of Upcoming Events

- The Chamber's Annual Banquet- April 27
 - Business After Hours at the Jack Pine Lodge- May 6
 - The 2002 ORV Poker Run- May 17 & 18
 - Golf Chamber Challenge- June 7
 - Native American Celebration- June 11-13
 - 4th of July Celebration and the Manistique Art Fair- July 6
 - Folk Fest- July 12 & 13
- Contact the Chamber for details at (906) 341-5126

Upper Peninsula Economic Development Alliance

By: Karen Olsen, Executive Director of the UPEDA

The mission of the Upper Peninsula Economic Development Alliance (UPEDA) is to enhance, link, and promote the unique aspects of Michigan's Upper Peninsula as a viable location in which to invest and conduct business. It will accomplish this through regular networking, education, regional image campaigns, regional marketing campaigns, and creation of a regional information base. It is the goal of the UPEDA to provide a single point of entry for business attraction as well as the conduit of information and opportunities throughout the Upper Peninsula.

True to the Mission Statement, seventeen members from throughout the Upper Peninsula met at Zellar's Village Inn on March 14th. Each member shared some of their recent success stories and challenges that have been faced since their last meeting in January 2002. Represented at the meeting were several representatives from Michigan Works! Representatives from the Michigan Department of Career Development also attended the meeting. Both of these organizations are working closely with workers and companies in the UP to address recently announced closures, expansions and training needs.

Updates on the Link Michigan grant application progress were provided at the meeting. The UPEDA, in conjunction with UGLETI are working with the UP Counties to prepare a Notice of Intent, the first step in this important grant process. Several studies of the UP are under consideration to increase our broadband, high-speed internet capacity and last-mile connection. By obtaining this type of grant, we can best understand how we can attract more high-tech companies to our area, help expand the capacity of those currently here, and keep the UP's best and brightest students and workers here in high-tech industry.

If you have any questions about the UPEDA, would like to become a member, please visit our website at www.superiormichigan.com or contact our Executive Director, Karen Olsen at 906-492-3998.



Bay Looks at Operating Budget

At the recent Board of Trustees meeting held on the campus of Bay College, President Michael Allkins told the Boards, "According to the Governor's proposed budget, we will not receive an increase in state appropriations funding next year. Plus operation expenses are likely to increase in state appropriations finding next year. Plus, operating expenses are likely to increase due to inflationary pressures."

With that in mind, and after considerable discussion with the Bay College Executive Council, Allkins recommended that changes to the tuition and fee structure be phased in over a time period extending over the next four years. The changes in structure would show minimal increases in tuition for the academic years of 2002/2003 to \$58; 2003/04 to \$59.75; 2004/05 staying the same at \$59.75; and finally 2005/06 to \$61.50. Students are currently charged tuition on three contact hours/credit hours. The proposal would increase the number of contact hours/credit hours charged each year until year four when tuition would be applied to all contact hours. Currently, learning fees are \$1 per contact hour up to twelve contact hours. The current technology fee is \$1.50 per contact hour for

all contact hours. The proposed change would be to create one fee of \$2.50 per contact hour with no cap. When compared to other community colleges assessing a similar fee, the fee is combined into one fee and does not have a cap. Therefore, the proposed structure is in line with what other community colleges have been doing in the past for some time now.

Assessment fees are generated and suggested to cover the cost of assessment activities on campus (programs, general education assessment, and associated training/implementation costs). Under the new structure, it was proposed to add an assessment fee of \$1 per contact hour beginning the 2002/03 academic year.

"Bay College has been dedicated to keeping the cost of higher education affordable to everyone in past years, and we remain committed to that today," said Allkins. "In light of the economic picture of the nation, we are thankful our tuition and fees will only be affected slightly and that we can slowly implement the changes over a course of four years."

NMU Enlisted for Cancer Research

Northern Michigan University students and faculty will do cutting-edge cancer research with support from a Seattle biotechnology company. NMU biology professor Rob Winn will spend the summer working with scientists at Dendreon Corporation to see how they prepare and test an antigen – or marker – produced on the surface of breast and colon cancer cells.

Dendreon's goal is to produce vaccines that modify antigens so that the human immune system recognizes them and activates a robust response that will rid the body of them. Targeting only cancerous cells is favorable to chemotherapy or radiation treatments, which often result in undesirable side effects.

"Things are progressing so quickly in biotechnology that companies can't invest time and resources in research that might not turn out to be profitable; it doesn't make fiscal sense to take a risk," Winn said. "In academia, we can



Northern Michigan University

ask questions to find answers that don't necessarily have a monetary goal.

"The payoff for us is that our students and faculty will be able to do significant research usually reserved for places like Johns Hopkins. If we can make a better antigen that gets a bigger response from the immune system on top of that, it's a plus for Dendreon. If we can't, the company isn't out that much financially and we still have the prestige of being involved, which is a recruiting tool. Either way, both parties benefit."

The collaboration between the university and Dendreon has been in the works for about a year. The company's senior vice president for



Confined Space-CPR/First Aid Training

*Certified M-Tec trainers:
Jill Martin and Brent Madalinski*

This hands-on training covers a variety of topics such as: The roles and responsibilities of entrants and attendants, characteristics of typical confined-space operation, and entry and exit procedures. This is a thorough overview of emergency response actions and rescue procedures, the use and care of personal protective equipment air monitoring, proper ventilation techniques, respiratory protection, and lockout and energy source control. In addition, the second half of this training will certify employees through the American Red Cross CPR/First Aid Program.

Thursday, May 2 2002
Location: M-TEC at Bay College
Registration Fee: \$65.00 per person
Company Group Discount
Pre-registration is encouraged!

To register by phone with Visa, MasterCard or Discover please contact the M-TECSM at Bay College
Jayne Bernard
Director of Safety Training

visit www.baydenoc.cc.mi.us Or call: 906-786-5802 x. 1510

corporate affairs, T. Dennis George, is a Northern alumnus. Two NMU students have been accepted for paid internships in Seattle this summer. They will work separately from Winn, who is the first faculty intern.

After Winn becomes skilled in Dendreon's preparation and testing procedures, he will supervise NMU research beginning this fall. The ongoing, interdisciplinary effort will involve biology, chemistry and clinical laboratory sciences.

"We'll begin with about 10 undergraduate and graduate students, but there are even more eager to take part in this, so manpower isn't a problem," he added. "With the Seaborg Science Complex, we also have the facilities. I think this combination made us attractive to Dendreon. We are very fortunate to have this relationship with them."

Fair Play: Leveling the Field between Consumers and Insurance Companies

By: Stephen F. Adamini, State Representative, District 109

Losing a home in a fire or suffering serious injuries in an automobile crash can cause severe problems for a family. Filing an insurance claim is usually the first step in minimizing the damage and returning lives back to normal. However, even more damage can be inflicted on a family when the insurance company delays or denies a legitimate insurance claim.

Current Michigan law favors insurers over consumers. Insurance companies have succeeded in influencing laws to make insurance regulation in our state toothless and full of loopholes. These weak laws do nothing to deter bad faith actions by insurers. Under our current laws, an insurance company that endlessly delays paying out an insurance claim faces only paying interest and small penalties, and then only if the person filing the claim can prove "bad faith" on the part of the company. Current laws fail to protect consumers against unfair treatment and wrongful denial of claims.

A special task force I served on with my House colleagues discovered that Michigan has no legal mechanism for "bad faith" recovery against insurance companies. This leaves the consumer vulnerable to further unfair treatment by unscrupulous insurers. Many other states do recognize bad faith causes of action and allow courts to level meaningful sanctions and penalties against insurers when they fail to live up to their duties.

According to a report by the Michigan Office of Financial and Insurance Services, nearly half the

consumer complaints it receives deal with delayed or denied insurance claims. The report said, "across all different kinds of insurance, this means that Michigan citizens are having problems with delays, coordination of benefits, denials and unsatisfactory settlement offers."

Our task force determined that Michigan laws must be changed to allow consumers the right to file a bad faith cause of action to hold insurance companies accountable. We developed a six-bill package to change these laws to help better protect consumers. Our legislation is designed to fight the "bad faith" strategies used by insurance companies to deny or delay claims.

The legislation addresses the entire spectrum of insurance companies – indemnity insurers, HMOs, no-fault, health, life, and property/casualty insurance. These bills require that insurance companies obligated to pay claims under a policy must deal in good faith with any person claiming benefits. If an insurer fails to deal in good faith, the insurer would be liable for different sorts of damages available under the law – compensatory, consequential, and exemplary.

Compensatory damages are monies paid to an injured person for the injury sustained and nothing more. Consequential damages are those that do not flow directly and immediately from the wrongful act of the party, but arise from foreseeable consequences or results of such an act. As an example, if you were injured in an accident and required home care, this would be paid for by consequential dam-

ages. Exemplary damages are awarded to an injured person over and above what will compensate him or her for the property loss, where the wrong done to the injured person was aggravated by circumstances of particularly bad behavior on the part of the wrongdoer. This is used to make an example of the wrongdoer so the company does not repeat the behavior in the future.

Our legislation is meant to level the playing field for consumers. Often, when a consumer files a legitimate claim with an insurer and it is delayed or denied, he enters into a David and Goliath legal fight. The consumer is forced to hire an attorney, who then must battle with the huge legal division of the insurance company over the claim. This is does nothing but add insult to injury for the family who has already suffered a loss or injury.

This legislation will help families victimized by insurance companies. Many families already struggle to pay insurance premiums for protection when disaster strikes. We need to change our current laws to make them more consumer-oriented, so people can receive the protection that they pay for.



Stephen F. Adamini,



The Six County Employment Alliance

The Six County Employment Alliance is composed of two county commissioners from each of the six counties of the Central Upper Peninsula. This Board is tasked with appointing the Job Force Board, and with overseeing Michigan Works! involvement with the direction and development of our local workforce.

Edward Lindstrom
Alger County Commissioner

Donald Sandstrom
Alger County Commissioner

Tom Elegeert
Delta County Commissioner

Tom Vitito
Delta County Commissioner

Frank Smith
Dickinson County Commissioner

Joe Stevens
Dickinson County Commissioner

Paul Arsenault
Marquette County Commissioner

Gerald Corkin
Marquette County Commissioner

Pat Anderson
Menominee County Commissioner

Floyd Berger
Menominee County Commissioner

Keith Aldrich
Schoolcraft County Commissioner

Ernest Hoholik
Schoolcraft County Commissioner

Local People Making Local Decisions About Workforce Development



Offering Assistance to Businesses Across the Upper Peninsula



- *JOB PLACEMENT*
- *EMPLOYER/EMPLOYEE MATCHING*
- *BUSINESS ENHANCEMENT, SKILL BUILDING, AND EMPLOYMENT RETENTION WORKSHOPS*
- *SKILL ASSESSMENT AND EMPLOYMENT MATCHING TOOLS*
- *ACCESS TO MEETING, TRAINING, AND INTERVIEWING FACILITIES*
- *PHONE, FAX, COPIER, AND INTERNET RESOURCES*

www.jobforce.org

ALGER COUNTY:

114 W Superior Street Suite 4
Munising, MI 49862
906-387-4937 / Fax 906-387-4938

DELTA COUNTY:

2831 N. Lincoln Road
Escanaba, MI 49829
906-789-9732 / Fax 906-789-1904

1-800-285-WORKS!

DICKINSON COUNTY:

200 Fairbanks
Iron Mountain, MI 49801
906-774-3647 / Fax 906-774-6066

MARQUETTE COUNTY:

1498 O'Dovero Drive
Marquette, MI 49855
906-228-3075 / Fax 906-228-4372

MENOMINEE COUNTY:

2604 10th Street
Menominee, MI 49858
906-863-9957 / Fax 906-863-9986

SCHOOLCRAFT COUNTY:

321 Deer Street
Manistique, MI 49854
906-341-4555 / Fax 906-341-4557

Equal Opportunity Employer Michigan Relay Center (1-800-649-3777) Auxiliary Aids & Services Available to Individuals with Disabilities.
Affiliated with the Michigan Department of Career Development