



Networks
Northwest

Talent / Business / Community



TALENT



BUSINESS



COMMUNITY

2021 ANNUAL REPORT

To Partners, Stakeholders, and to all of **Northwest Michigan,**

We are pleased to present the 2021 Networks Northwest Annual Report. In it, you'll find information and highlights about our accomplishments through the last year and our direction moving forward. You'll learn about the customers we have served, updates on the programs we administer, and financial details about the agency.



Of particular note, \$2,375,000 in Small Business Survival Grant dollars were distributed last year by Networks Northwest to small businesses in the region as they worked to recover from COVID-19 related disruptions and closures. With funding from the Michigan Economic Development Corporation and area economic development organizations, we worked to fund 181 small businesses and nonprofits across Northwest Michigan with an average grant amount of \$13,122.

We are very proud of our ability to quickly adapt to the complex landscape of 2021 and help facilitate the above and the variety of other financial and technical assistance programs. Yet, we also know that more needs to be done to further this region's standing of distinction and success.

Networks Northwest will continue to work collaboratively, diligently, and with impact in 2022 and beyond.

Sincerely,

Sue Peters, Board Chair
Vice President of Human Resources,
Munson Healthcare

Chris Christensen, Chief Elected Official
Charlevoix County Commissioner

Matt McCauley,
Chief Executive Officer



TALENT DEVELOPMENT

The dedicated, experienced staff at Networks Northwest helps connect job seekers and workers to the employers who need talent. Northwest Michigan Works! is the signature program in an array of services that help people be job-ready in the areas that employers need most. Our unique services help clients reach their goals, but the hard work is ultimately all theirs. In the following pages, you will be inspired by people from all over Northwest Michigan who have put in the effort to take the next big step in their careers.



- ➔ Job Seekers
- ➔ Young Professionals
- ➔ Jobs for Michigan's Graduates
- ➔ NMC Collaboration
- ➔ Adult Education
- ➔ MiCareerQuest Northwest
- ➔ Offender Success
- ➔ Veterans Services

Talent Development Meet Audrey Ouillette

When Audrey Ouillette first met with Northwest Michigan Works! staff to receive assistance with employment, she was experiencing homelessness, was without her own transportation, and had no support. What she did have was a big dream to work as a tall ship captain on the Great Lakes and eventually on the ocean.

While she worked as a dishwasher, Northwest Michigan Works! helped Audrey apply for a local grant that provided the funds to help her move into an apartment. She took advantage of Skills Up North, a program of Northwest Michigan Works!, which provided her with basic welding skills that would help her make ship repairs.

Audrey was thrilled when she was hired by the Traverse City Tall Ship Company in the Spring of 2021 to work as a deckhand. Earning \$20/hour, she worked hard and quickly proved to both herself and the crew that she had the ability and determination to be successful. By the end of the season, she had been promoted to First Mate.

During the winter months, Audrey was retained by the company to gain skills in construction intended to further develop her ship repair skills. She also passed the test needed to obtain a ship captain license, which is recognized by the Merchant Marines and the United States Coast Guard.

Audrey will return to her work on the Wind Dancer at the start of Summer 2022, where she will continue to apply the skills she has learned and move closer to her dream job of Ship Captain, with the potential to earn more than \$35/hour.



*"You didn't judge me when I was homeless. That meant a lot. I can't thank you enough for all you've done for me. I am living my best life."
—Audrey Ouillette*



Talent Development

The pandemic continued to impact the number of customers visiting our Northwest Michigan Works! American Job Centers, which were closed to walk-ins until early June. Our teams remained flexible and adaptable during a time when the future continued to be full of uncertainty. While the Centers were closed, our teams provided services online and over the phone, including resume development, interviewing skills, job search strategies workshops, Career Connection, and Veterans Services Orientations. All services are now offered either virtually or in-person.



American Job Center Customer Visits

10,396
Total Center Visitors in 2021 (June 7–December 31)

Despite the Centers being closed for the first half of 2021, virtual services continued to be provided.



Virtual Workshops

- Resume Development, Interviewing Skills, & Job Search Strategies Workshops
- Career Connection
- Veterans Services Orientations

Talent Development Veteran Services



Service Type	Services Provided
Appointment	106
Career Connection	19
Interviewing Assistance	2
Job Search	57
Learning Lab	72
PATH	9
Resume Assistance	25
Unemployment	188
Veterans Workshop	7
Total	485

Talent Development



"The staff was very friendly and accepting of me as though my situation was their challenge. They were a great support for me. I felt that Michigan Works! provided a lifeline for me in a time when I felt as though I was sinking."

*—Donna Williams
Northwest Michigan Works!
Customer*

"You guys have completely set me up for success. If I needed something for work, I knew I would get the resources I would need to succeed. I've established the habits I need to succeed."
—Taylor Cushman, Northwest Michigan Works! Customer



Talent Development

Partnership. Accountability. Training. Hope. (PATH) & Workforce Innovation and Opportunity Act (WIOA)—Community Impact

4,340

Number of Wagner Peyser participants employed six months after completion of services

89%

of PATH participants who obtained employment

79%

of WIOA participants who were employed six months after completion of services

80%

of WIOA Adults and Dislocated Workers who received a credential

85%

of WIOA participants who were employed a year after completion of services

\$15.51/hr

Average reported wage earned 6 months after completion of services by Wagner Peyser, WIOA Adult, and WIOA Dislocated Worker participants

Talent Development

Job Seeker Success Stories



“When I called Michigan Works! for guidance, they invited me to Career Connection and from there, they helped me refresh and strengthen my resume, provided me interview techniques and tips...Michigan Works! should be the starting point for any new job search.”
—Drew Denison



“I received continued encouragement and sense of positivity from Michigan Works! through their professional employment and training assistance and guidance that was offered.”
—Kathy Gibson



“I was able to attend truck driver training and complete my Bachelor’s Degree at Baker with the help of the amazing staff at Michigan Works! and Pinnacle. Michigan Works! and the great staff and team has helped me greatly over the past year and opened up many opportunities for me.”
—Thomas Young



“They helped with finding me a job close to my home and helped with gas and shoes to make it so much easier. They are amazing people. Thank you all!”
—Prudence Pulido



“The staff at Michigan Works! gave me the extra push I needed to not become overwhelmed while letting me have my own time to work on things...They really helped me to build my confidence up.”
—Gabriella Alfano



“Michigan Works! is an awesome agency that assisted me with establishing a career while offering supportive services. I highly recommend Michigan Works! for career planning and support.”
—Tabitha Knudsen

Talent Development

Young Professionals Program

Over the course of eight weeks, Northwest Michigan Works! successfully administered the 2021 Young Professionals Program. The goal of this program was to expose participants to in-demand occupations and industries, while also providing them with the technical skills they need to pursue welding and construction occupations after the completion of the program. Participants received assistance with transportation as well as tools and safety equipment to use throughout and after the pre-apprenticeship program.

Cohort 1

This pre-apprenticeship program was aimed at training participants with foundational welding skills, with an option to earn a Welder Qualification Test Record credential. Seven participants were supported with a Young Professionals grant-funded stipend to function as a \$13/hour wage throughout the training program. All but one participant received their Welder Qualification Test Record credential.



192 *hours of foundational welding skills*

Cohort 2

Northwest Michigan Works! partnered with Charlevoix-Emmet Intermediate School District and Pellston High School to develop and implement a pre-apprenticeship program to train participants in a variety of construction-related skills designed to expose students to occupations in the construction industry, while also providing foundational skills that could be applied to those occupations. All participants either returned to secondary or enrolled in post-secondary education.



\$14/hour *grant-funded stipend wage throughout program*

Northwest Michigan Works! was pleased to strengthen our partnerships throughout the Emmet and Charlevoix communities, and we are expanding the program to offer a similar model at Northwest Education Services and Wexford-Missaukee Intermediate School Districts during the summer of 2022.

2021 Highlights

- Provided foundational skills and training to almost 20 students in construction and welding.
- Construction students worked on an active job site, applying skills learned as they helped construct a building on Pellston High School campus to house future Career Tech students.
- Welding students gained competencies to earn their Welder Qualification Test Record credential.

17
Students Trained

100%
Successful Completers

86% *Percentage of Welding Students Who Earned their Welder Qualification Test Record credential*

Talent Development

Jobs for Michigan's Graduates (JMG)

The success of our region's K-12 students and young adults remains a top priority of Northwest Michigan Works! and our JMG team. With the significant skill gap and a talent pipeline shortage, Michigan's future workforce needs well-prepared and work-ready young adults. Each moment is critical, every action matters. In 2021, Northwest Michigan's JMG program equipped 321 young people with the skills needed to overcome barriers and succeed in education, employment, and life.

Engaging youth in different opportunities that allow for exploration in career and education pathways is a key part of the successful outcomes of the JMG program. Specialists work closely with their cooperating teacher to facilitate employer and post-secondary engagement opportunities, and real world classroom instructions, all within a trauma-informed care environment.



Youth attended Leadership Day at Camp Daggett in Petoskey.

Northwest Michigan Works! is proud to have partnered with the following schools to achieve a record JMG enrollment of 321 students in 2021:

- Northwest Education Services (formerly TBAISD)
- Cadillac Innovation High School
- Wexford-Missaukee ISD
- CASMAN Academy
- Cadillac Junior High School
- Char-Em ISD
- Cadillac High School
- Northwestern Michigan College (NMC)



321
Students
Enrolled

Record Enrollment!



29 students participated in leadership development events at regional, state, or national levels.

Highlights of the year:

- First-in-the-state program models for Middle School and College Success were opened at Cadillac Junior High School (Mackinaw Trail Middle School) and Northwestern Michigan College.
- 16 JMG students participated in paid work experience opportunities with eight area employers.
- The Regional JMG Leadership Day held at Camp Daggett in Petoskey drew 20 area students who participated in character building team work and leadership activities.

For the sixth consecutive year, our program received the National Jobs for America's Graduates "5 of 5 Award" for meeting or exceeding national standards in five categories measuring student success.

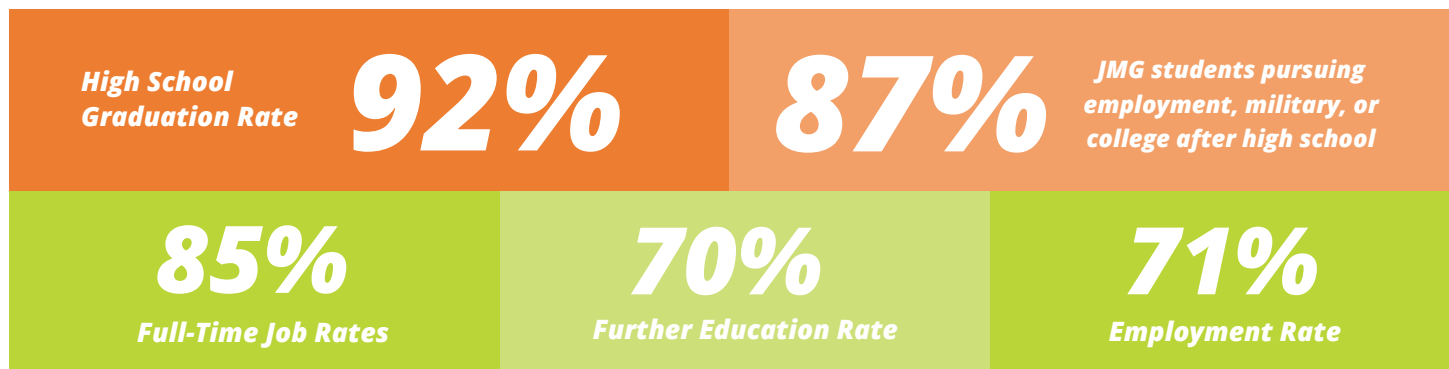
All JMG students receive:

- Job and post-secondary education placement services
- Employer engagement
- Adult mentoring
- Student-led leadership development and experiences
- Advice and support
- Linkages to school and community-based services
- Competency-based instruction
- 12 months of follow-up services

Drue Duffield is a hard-working, conscientious student who enrolled in the JMG program as a junior and graduated May 2021. During his time in the program, he participated in a paid work experience at FeAI Metal Design and successfully completed his welding training at the Industrial Arts Institute with financial assistance from the JMG scholarship program. He was one of the first recipients of this program.



Drue Duffield (Char-Em ISD) and Molly McKeever (Cadillac High School) were awarded \$1000 to pursue post-secondary education in the first annual JMG Scholarship Competition.



“This program and the scholarship I received gave me a big boost in paying for tuition...this has been a lifesaver for me.”
—*Drue Duffield*

“Having the extra financial support helped me not to worry my first semester of college. It saved me money which I can put towards graduate or medical school.”
—*Molly McKeever, Cadillac High School Student*

“JMG has done nothing but give me motivation and resources to do what I love.”
—*Sophie Chadwick, Cadillac Innovation High School Student*

“The quality of the students coming to us from the JMG program has been truly remarkable. They are well prepared, eager, and open to be mentored as they continue to grow and advance their skill sets.”
—*Tom Gordon, General Manager, Fox Grand Traverse*

Talent Development

NMC Collaboration/NMC College Success Pilot Program



In partnership with Northwestern Michigan College (NMC), a Northwest Michigan Works! Employment Readiness Specialist serves NMC students in the **FIRST EVER** Michigan College Success pilot program. The specialist provides resume assistance, mock interview sessions, job search assistance, classroom presentations, and connections to local employers. The College Success program strives to enhance the already robust partnership with NMC and help students take those critical steps towards obtaining employment in regionally in-demand careers.



Employment Readiness 2021 Accomplishments

- ➔ Contacted over 120 local employers looking for assistance in retaining college students
- ➔ Engaged with students to enhance PowerPoint and LinkedIn capabilities
- ➔ Provided career mentorship/guidance on a regular basis to 188 students
- ➔ Conducted over 53 mock interviews

MiCareerQuest Northwest

Northwest Michigan Works! worked hard to put on the first ever Virtual MiCareerQuest Northwest event. This event was a career and college readiness event for 9th and 10th grade students to talk with experts from the region's in-demand industries, experience tools and technology of the trades, and learn in-depth and practical knowledge of today's workplaces.

The event was host to:

- ➔ 4,500 9th and 10th grade students
- ➔ 45 participating schools
- ➔ 60 career exploration exhibits
- ➔ 7 high-wage, in-demand industries represented
- ➔ 100+ career pathways to explore



Talent Development

Adult Education

Total Number of Students: **190**

Total Number of Attendance Hours: **12,400**

Class of 2021: **51 Graduates** (23 HSD; 28 HSE/GED)

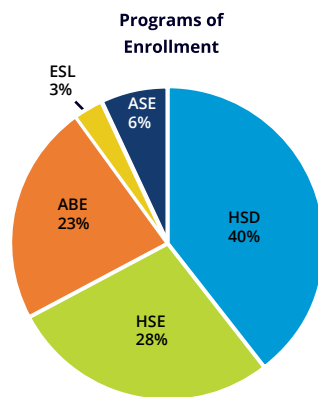
ABE: Adult Basic Ed

ASE: Adult Secondary Ed

ESL: English as a Second Language

HSD: High School Diploma

HSE: High School Equivalency (GED)

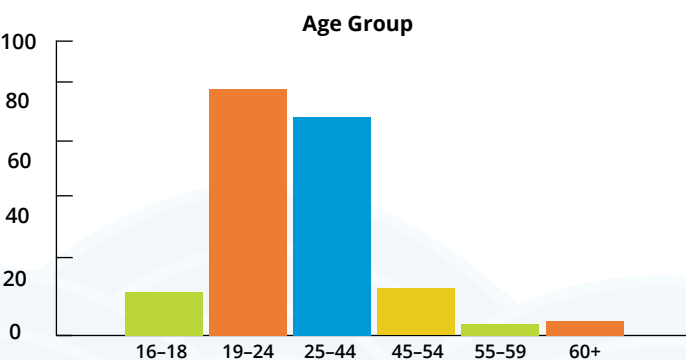


Literacy Services

The fuller range of literacy services provided in the learning labs during the 2020-21 school year yielded positive results. A major benefit was increased numbers of enrolled students in the lower literacy levels. Often, adults who struggle with reading or writing skills do not seek help. Adjustments to the intake process helped promote a more receptive atmosphere to encourage applicants to feel more comfortable in the learning labs. In addition, a tutor training process helped to onboard 12 tutors that have been active in the learning labs.

ACT (Adult Career Training) at WMISD CTC

The ACT program experienced another successful year with 20 adult education students benefiting from their participation in the Healthcare and Manufacturing Training programs. Training was provided through Wexford-Missaukee Career Tech Center. Thirteen Healthcare training participants received certifications in HIPAA, First Aid/CPR, and Bloodborne Pathogens. Eleven of these also earned their CNA license. Seven students in the Manufacturing Pathways earned certifications in Overhead Crane and Forklift Operation and GMAW Welding. These students also received CTC certificates showing competence in: Mills, Lathes, four types of Welding, Residential Wiring, Soldering and Hydraulics. 14 of the 20 participants gained employment in the area they were trained.



Adult Education services delivered through the Northwest Michigan Works! Learning Labs have an **Education for Employment** focus. Labs operate year round with an open registration schedule. Participants aged 18 and older can learn for free at their own pace. All instruction is individualized. The 2020-21 school year produced an enrollment of 190 participants with over 12,400 attendance hours. Of these hours, 89% were acquired remotely through distance learning.

Blended Learning

The COVID pandemic impacted the number of participants served in the learning labs as well as the number of onsite instructional hours. Because of this shift, the nature of instruction evolved into a blended learning delivery system. All students now are encouraged to work both at home and in the lab to accelerate the attainment of their educational goals.

89% of all attendance hours came from Distance Learning

Adult Education Student Focus

Tracie Force, a Petoskey Learning Lab student and 2019 Traverse Bay Area ISD Adult Education HSD graduate recently contacted her instructor, Jerry Hawes, to thank him for all his support. She stated: **"The learning lab helped me achieve some great goals, and I'm not finished yet.** After I earned my RMA I decided to go back for my RN. I'm in my last semester for prerequisites so with any luck I'll be in the nursing program in the fall. It all started with the learning lab. There is no way that I could keep going and do what I am doing without the people supporting me, and that includes you."



Talent Development

Offender Success Program

In Michigan, over 90% of individuals in prison will eventually be released after serving their sentence. Coming back home after being incarcerated presents many barriers and unique challenges. The Offender Success program aims to provide these individuals with the tools they need to be successful and self-sufficient. This benefits not only the individual, but also the entire community. Helping people stay out of prison increases public safety, reduces the number of crime victims, and ultimately results in tax dollar savings.

Research shows that obtaining a job and stable housing significantly reduces an individual's risk of returning to prison. To that end, Offender Success staff work one-on-one with participants to not only get a job, but keep a job. Staff also provide housing support services aimed at assisting those that would otherwise be homeless to obtain temporary shelter and find suitable long-term housing. Staff work closely with local Michigan Department of Corrections parole agents to ensure participants have access to any additional supports they may need, such as basic hygiene kits, bus passes, fuel cards, clothing, and more. A truly collaborative approach that has demonstrated yet another year of success, with 186 individuals served throughout the 10-county region.

Residential Stability

- 124 individuals that would otherwise be homeless received assistance with finding and securing a place to stay.
- 31% of the program budget was spent on providing residential stability services.

Job Placement

- OS staff provided job retention services and/or directly placed participants with 91 unique employers. Out of those employers, 39 were first time partners with the Offender Success program.
- Exceeded Key Performance Measures for Job Placement and met benchmark for Job Retention.

Nearly 50% Percentage of those who maintained employment for 12 consecutive months and/or successfully completed their parole term

Job Placement Rate—second highest in state, exceeding state average of 54%

69%

\$12.79

Average hourly wage for participants—third highest in state, exceeding state average of \$12.28

Numbers of Participants Served by County	
Antrim	15
Benzie	7
Charlevoix	11
Emmet	23
Grand Traverse	80
Kalkaska	12
Leelanau	5
Manistee	4
Missaukee	6
Wexford	36

Success Story

Gerald was released from prison in August 2020. Within that first month, he was working with an Offender Success Resource Specialist on a plan for employment. One of Gerald's goals was to obtain a commercial driver's license (CDL) and pursue a career as a truck driver. The Offender Success program's Truck Driver Training program seemed like the perfect fit to help him reach that goal. Over the next several months, Offender Success partnered with Northwest Michigan Works! and braided funds to help Gerald on his career pathway. Gerald was able to maintain employment while completing the truck driver training program, while also complying with all his parole requirements; no small feat. One year later, in August 2021, Gerald successfully completed his CDL training and passed all the required exams.

"It was a struggle to be out with a label on your back. Offender Success is 120% responsible for where I am today".

Soon after completing his training, Gerald successfully completed his parole term and continues to maintain employment with a local transportation company.



BUSINESS DEVELOPMENT

Networks Northwest has a broad spectrum of unique services focused on helping businesses succeed. Ultimately, we help improve business results—sales growth, reduced costs, and higher profitability. Maybe that’s why our business clients continue to work with us over many years. These clients impress us every day with their hard work and creativity as business leaders. As you read through the following client success stories, we hope you, too, are impressed.



- ➔ *Business Resource Network*
- ➔ *Northwest Michigan Procurement Technical Assistance Center*
- ➔ *Apprenticeships*
- ➔ *Global Trade Alliance*
- ➔ *Business Services*
- ➔ *Going PRO Talent Fund*

Business Development

Business Resource Network Employee Retention Program

The Business Resource Network (BRN) is an innovative employer retention program which includes an on-location Success Coach. Kate Stolarski has been the Success Coach for 3+ years now and has provided services to the same eight initial employer members. In 2021, 97 new individuals participated in success coach services and 242 received ongoing case management. In total, 334 employees received services and 286 were retained for a 86% retention rate.

In 2021, 517 referrals for services were provided. Ninety percent were in the following categories:

UIA Assistance	119	Employment Assistance	20
Housing	69	Utilities	19
Car Repair	54	Legal Aid	18
Finance & Budgeting	46	Mental Health Counseling	17
Transportation Assistance	30	Medical/Dental Care	10
Child Care Assistance	25	Affordable Family Nutrition	10
Credit Counseling	23	Substance Abuse Counseling	10

“The Business Resource Network has been an amazing resource for our team members at The Highlands at Harbor Springs. We started in 2018 and Kate Stolarski has made our team feel comfortable and confident. The success coach program was a huge help when we went into the COVID shutdown period. Kate helped hundreds of our team members with unemployment, navigating financials, housing, and educational resources. The past two years have not been easy for anyone; however, having Kate on our team has made the tough situation easier. Our team has built connections with Kate as a confidential source. I would support all businesses to get a success coach! Many team members have utilized her as someone just to talk with and more. We are blessed to have been part of the original BRN Success coach program! Thank you.”

Amanda Bomers, SHRM-CP
 Director | Human Resources
 The Highlands at Harbor Springs



Business Development

Apprenticeships—Skills for In-Demand Jobs

Northwest Michigan Works! sponsors 34 diverse US Department of Labor apprenticeship training programs, including the first police officer apprenticeship in the State of Michigan through a partnership with the Manistee County Sheriff's Office and West Shore Community College.



Regionally, there are 333 apprentices with 49 active programs. Northwest Michigan Works! sponsors 88 apprentices in industries of every size and various occupations including these job titles:

- ➔ Police Officer
- ➔ Digital Video Editor
- ➔ Material Coordinator
- ➔ Sales Representative
- ➔ CNC Programming
- ➔ Customer Service Representative

333

Registered Apprentices
Across the Region

Apprenticeship Success

Moore Mechanical

In rural Honor Michigan, one family-owned, veteran-friendly business, MM Acquisitions (Moore Mechanical) employs 85 workers with over 30% of their employees participating in US Department of Labor registered apprenticeship programs for either plumbing or HVAC. Ownership of the company transitioned in November 2019 and the business has experienced over a 200% workforce growth rate in the last two years.

To keep up with their extraordinary expansion, MM recognized the need for upskilling to retain and cultivate their workforce. By further developing and registering their in-house training program, they enhanced the educational experience and opportunities for their team members.

The Northwest Michigan Works! apprenticeship team helped develop the program by sponsoring the occupations and assisting with the paperwork and registration process. With a comprehensive training plan including innovative online instruction, the apprentices are achieving on-the-job learning hours to become state licensed plumbers and fully trained HVAC installers



and servicers. MM is participating in both the State Apprenticeship Expansion and Going PRO Talent Fund programming to ensure success and sustainment of the program.



“Given that I was a part of an apprentice program as I came through high school and into college, I recognize how an apprentice program can shape a career and grow a business. The team at Michigan Works! really were the missing piece to bring our vision of an apprenticeship program to reality. I can’t wait to see what this team of apprentices can do in shaping the future of Moore Mechanical.” —Craig LaFave, Owner

Business Development

Apprenticeship Success Kalkaska Memorial Health Center

During the early days of the COVID-19 pandemic, Jill Ponstein noticed that weekly dinners with her mom and sister became only 30 minutes long because they both had to get back to their jobs at Kalkaska Memorial Health Center (KMCH) where they were working nearly around the clock. Ponstein said she felt helpless, so when she saw a posting for a Medical Assistant Apprenticeship opportunity offered by Northwest Michigan Works!, in partnership with Kalkaska Memorial, she applied.

Ponstein's educational and employment background was in business, but she says she had always been interested in healthcare. She had even started to attend a local community college focused on obtaining her medical assistant certification. But balancing school, work, and family made that difficult, so she put her education on hold until her youngest child was enrolled in school. Ponstein said the apprenticeship allowed her to get her education and training while balancing her other responsibilities.

"I was so excited to start in a career that always piqued my interest," said Ponstein. "Michigan Works! helped tremendously by making sure I had the tools to complete my job. They provided me with scrubs, shoes, and a stethoscope with no cost to me."

The U.S. Department of Labor Registered Medical Assistant Apprenticeship included paid on-the-job learning and online related technical instruction along with guidance from professional mentors. The program's work-based learning strategy allowed Jill to get her training without having to pay for classes.

"Kalkaska Memorial Health Center was finding it difficult to recruit Medical Assistants to meet the needs of our growing family medicine practice," said Director of Employee Relations at Kalkaska Memorial Health Center Heather Soenksen. "Identified barriers for community members to train in healthcare careers included the difficulty in juggling school, work, and educational expenses. The apprenticeship partnership with Northwest Michigan Works! offers the career opportunity in our community for paid on-the-job learning and paid online related technical instruction along with guidance from professional mentors."

"Penn Foster is proud to have worked closely with Northwest Michigan Works! and Kalkaska Memorial Health Center to create and launch their first ever Medical Assistant Apprenticeship program," said Rick Bruno, Penn Foster, educational partner. "The collaboration was made simple due to the passion shared by all three parties, jointly pursuing a common goal of expanding apprenticeship into the Allied Health arena. The Kalkaska program should serve as a model for other healthcare facilities, as a way to recruit and retain workers in these difficult times."

Ponstein successfully completed her apprenticeship program and is now mentoring others as a certified medical assistant. Her aspirations to continue her education and cultivate her career pathway growth include learning additional skills within the healthcare system.



Partnering with MUNSON HEALTHCARE

Business Development

Business Services at a Glance



Northwest Michigan Works! collaborated with the Michigan Economic Development Corporation and the region's Economic Development Organizations to conduct



87

business retention and growth visits

22

Employer of the Day hiring events held, with

50+

job seekers attending



All events took place from July to December as virtual Employer of the Day services were being initiated

100

online campaigns included over



600,000

emails to job seekers promoting employment workshops, networking, and hiring events

126

Career Connection events were held, serving 304 participants

Nearly

\$40,000

provided to employers to offset the cost of on-the-job training for new employees entering in-demand industries with an average hourly wage of \$17.57



8

major online hiring events



208

total employers served



63%

attendance rate by connecting 246 jobseekers with those 208 employers across the region

Business Development

Business Services by County

Michigan Works! Business Services: Unique Companies Served by County, By Industry												
Industry	Antrim	Benzie	Charlevoix	Emmet	Grand Traverse	Kalkaska	Leelanau	Manistee	Missaukee	Wexford	Out of Region	Total
Agriculture, Forestry, Fishing	1			4	6		12	3	2		4	32
Mining, Oil and Gas Extraction					2					1		3
Utilities			1		7	1		1			3	13
Construction	1	2	4	9	29	5	8	3	2	5	1	69
Manufacturing	9	4	19	15	59	8	9	7	4	4	23	161
Wholesale Trade	1			2	12		1			2	4	22
Retail Trade	4	6	6	22	56	3	8	5	1	1	45	157
Transportation and Warehousing			1		6		1		1	2	6	17
Information	1			3	8		1	1			2	16
Finance and Insurance		2	2	3	19		2	1			8	37
Real Estate and Rental and Leasing			1	2	1		2				3	9
Professional, Tech Services		1	2	4	24	1	3	1	1	2	19	58
Management of Companies					2							2
Admin, Support, Waste Management	1	1		3	3		2	1		1	5	17
Educational Services			1	1	7	1	3	1		3	4	21
Health Care and Social Assistance	1		6	6	39	2	3	4	4	1	24	90
Arts, Entertainment, and Recreation	1		1	5	5		4	2			2	20
Accommodation and Food Services	1	2	4	13	21		6	6	1	1	14	69
Other Services	2	3	4	13	39		2	5		7	10	85
Public Administration	3	1	2		11	1	3	1	1	3	7	33
Total	26	22	54	105	356	22	70	42	17	33	184	931

Bullman Dock & Lift

Northwest Michigan Works! partnered with Bulmann Dock & Lift in Boyne City to provide the most diverse apprenticeships ever offered by a single employer in Northwest Michigan. The office manager, sales technician, material coordinator, manufacturing technician, and dock builder/installer apprenticeships marked the first time a Northwest Michigan employer registered five apprenticeships at one time. The dock builder/installer apprenticeship was ***the first-of-its-kind in the state.***



Business Development Employer Testimonials



*"Northwest Michigan Works! has been a partner of Bear River Electric for many years. **Our Northwest Michigan Works! representative made a point to come see me "in person" to walk me through all application steps** so that I could successfully complete and tie off on last year's application, as well as to make sure that I completed this year's application within all deadlines."*

—Karin Corcoran, Bear River Electric

*"The reason we decided to develop an apprenticeship program is because like many industries and many professions around the country right now, we're struggling to find qualified candidates who are interested in the position of police officer. **Michigan Works! was fantastic. They were with us hand-in-hand, always ready to give us assistance with anything we had or any questions we had.** They are there to give you the basic building blocks to put it together."*

—Brian Gutowski, Manistee County Sheriff



*"At a time when recruitment is as challenging as it's ever been, the Employer of the Day event was a great tool to help us meet our staffing goals. **Ultimately, we were able to interview over 12 candidates and successfully place 10 individuals in jobs within a week or two of our event.**"*

—John Kose, HR Director



**FROZEN
BAKERY**

Business Development Employer Testimonials

"A Michigan Works! representative visited me shortly after I began my position. That visit was the start to what has become an amazing and invaluable relationship to both M R Products and our employees! M R Products has received assistance from various Michigan Works! representatives and have found each to be incredibly helpful!"

Our representative helped us every step of the way to develop our Apprenticeship Program and have since helped us research and develop several different occupations within the Apprenticeship Program."

—Carol Mathias, HR Manager, MR Products



"Precision is very excited to enroll several employees into The Precision Plumbing & Heating Apprenticeship Tech Academy, a DOL-approved plumbing and HVAC Apprenticeships program."

The funds provided by this grant have allowed Precision to truly give wings to individuals seeking a career in the HVAC and plumbing fields. We need them. Indoor plumbing and the need for heat and air conditioning will never go away so incentivizing and educating the next generation of skilled tradespeople is essential."

—Bob Roe, Co-Owner of Precision Plumbing & Heating Systems

Talent Development

Going PRO Talent Fund

Michigan's Going PRO Talent Fund awards grants to employers to assist in training, developing and retaining current and newly hired employees. Training funded by the Talent Fund must be short-term and fill a demonstrated talent need experienced by the employer. Training must lead to a credential for a skill that is transferable and recognized by industry. In 2021, 41 businesses in Northwest Michigan received a total of \$1,288,698 from the Talent Fund which was used to train a total of 1,050 employees.

Northwest Clients by County					
County of Business	# of Awards	\$ Amount Awarded	# of Employees Receiving Training	# of New Hires	# of Apprentices
Benzie	3	\$46,742	47	21	0
Charlevoix	9	\$364,647	236	42	33
Emmet	6	\$170,380	136	19	5
Grand Traverse	14	\$251,245	201	64	20
Kalkaska	1	\$30,000	15	15	5
Manistee	1	\$36,134	22	17	3
Wexford	7	\$389,550	393	74	0
REGION 2 TOTALS	41	\$1,288,698	1050	252	66

This is what Honor Bank had to say about their Going PRO experience.

The years 2020 and 2021 changed many things in our world—and almost every industry was affected in multiple ways by the pandemic. Honor Bank caught on quickly to the fact that people were looking for non-contact ways to do their banking, both business and personal. In April of 2021, Honor Bank was able to launch our Help Center (calling center), which alleviated the need for our already multi-tasking front line staff members to be answering phones constantly while trying to serve the person in front of them and pulling up to the drive through window. The Bank knew this was the route we wanted to go, but wasn't 100% certain how to obtain the training that would be necessary for the success of the employees who would take on these Help Center roles, and how to arm them with both sales and issue resolution skills—it was a big project to say the least!

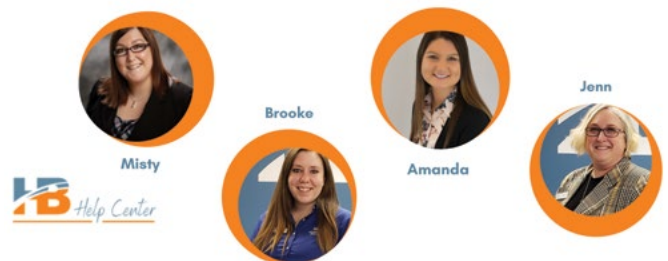
When I spoke with our Networks Northwest Representative, Kyle Ray, late in 2020, he helped me to understand how we might be able to utilize Going Pro grant funds to help both support our new Help Center Advisors (and Manager), and that we were eligible for some on the job training reimbursement for the new hires we brought on board to replace the front line employees who were promoted to the Help Center positions. Through the Going Pro grant, our new Help Center received not only adequate but outstanding training through Mid-Michigan Training Services and has been running successfully for nearly a year (most importantly, with extremely little employee attrition!).

Not only did our team at Networks Northwest assist in figuring out how we could leverage grant funds, they also walked us through every step of the tracking and forgiveness process. By the end of the grant cycle we had so much helpful training, reimbursement for that training, and reimbursement for OJT.

Without the help of Kyle and the awesome staff at Networks Northwest none of that would have been possible. In addition, we've recently been approved for even more training and funding for the 2022 calendar year!

Networks Northwest has aided our community bank in not only sustaining, but growing stronger and better through training and funding. We can't say enough thanks!

—Deidra Charnes, Assistant Vice President,
Human Resource Manager



Talent Development

Global Trade Alliance



Networks Northwest completed their fourth year of a five-year contract as the Regional Export Network (REN) host for all of Northern Lower Michigan and the Upper Peninsula.

In 2021, the Global Trade Alliance was busy with virtual employer engagements and outreach. These engagements were designed to help companies that are new to exporting and preparing businesses for international trade shows.

Working with both local and state level partners the Global Trade Alliance was able to market trade show opportunities, trade missions, exporting focused webinars, and export related training. Employers were connected to training such as International Traffic In Arms or Export Administration Regulations and also were able to take advantage of international travel and in-country trade show prep. Employers had the opportunity to participate in the International Trade and Development Intern Program, as well as the Michigan Economic Development Corporations' Michigan State Trade Expansion Program (MiSTEP). With our move to include virtual opportunities, we will continue to make connections

to virtual trade missions, export webinars and other professional development opportunities for our clients in the Upper Peninsula and northern Lower Michigan.

The Global Trade Alliance continues collaborations with the Michigan Economic Development Corporation, Grand Traverse Area Manufacturing Council, Northwest Michigan Industry 4.0 Consortium, Northern Initiatives, Northern Michigan Chamber Alliance, Networks Northwest Procurement and Technical Assistance Center, the Small Business Development Center, and the Northwest Michigan Works! Business Services team.

Our partnership with MEDC and our local International Trade Manager will allow us to continue to serve and connect businesses with export resources to facilitate expansion of their international reach.

Global Trade Alliance Clients



Businesses served

51

State Trade Export Program grants totaling

\$192,350

Export sales

\$38,990,545

Business Development

Northwest Michigan PTAC

The PTAC provides no cost assistance to area businesses who want to sell their products and/or services to the government.

The mission of the Procurement Technical Assistance Centers (PTAC) is to enhance national defense and the economic development of the State of Michigan by helping area business secure local, state, and federal government contracts.

The Northwest Michigan PTAC serves the entire Upper Peninsula and the 10 counties throughout Northwest Michigan.



**2 Offices Serving
25 Counties**

The Northwest Michigan Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency and in part by the Michigan Economic Development Corporation (MEDC).

Businesses Served

150

Counseling Hours Provided

1,670

Government Contracts Awarded to Clients

\$63.6M

Jobs Created or Retained

318



Special Events

- What Federal Contractors Need to Know About the Vaccine Mandate
- Outreach Events for the Soo Locks Projects in Sault Saint Marie
- Boeing Industry Day
- "Doing Business" Events with U.S. Forest Service, National Park Service, Michigan Department of Transportation (MDOT), and U.S. Army Corp of Engineers

\$63.6m

*in Client Contract
Awards*

"PTAC is our 'go-to' resource that supports us in many of our marketing and sales challenges.

I've found the PTAC team is always willing to roll up their sleeves and work side-by-side with us to create opportunities and solve problems. If you're doing business with any government-funded entities, it would be a major mistake not to tap into PTAC for support. I feel strongly that through the years our partnership with PTAC has improved our revenues. This year, we are celebrating our 20th year in business and I must say a thank you to PTAC for being part of our ongoing success story!"

—Cheryl Tallman, Fresh Baby



IMPROVING THE WAY
AMERICANS EAT®

Business Development

Meet Calderwood Enterprises, the Northwest Michigan PTAC Best Small Business of the Year!

Calderwood Enterprises in Trout Creek, Michigan, was founded in 2003 by Fred Sliger who is a civil engineer, retired state trooper, and a Native American. The company started as a designer and manufacturer of wooden roof trusses. But Sliger says when the housing crunch hit about 2006 the truss business went dead in the water. He started designing small wastewater systems and while he was doing that, a contractor asked Sliger if he was a HUBZone contractor. Sliger said he could get that certification and that's when he first started working with the Northwest Michigan Procurement Technical Assistance Center (PTAC).

"I went to every PTAC training for contractors and even repeated a lot of the trainings," said Sliger. "I felt that I learned at least one thing at each training and I interacted with other contractors like myself and gained insight as to how earning a living on your own is not easy."

The PTAC helped Sliger get his HUBZone certification which led to some HUBZone contracts. Sliger's business evolved into construction, site management, and technology and he continued working with the PTAC. Since 2009 Sliger has attended 16 PTAC trainings, networking, and "Meet the Buyer" events. The PTAC has provided Calderwood with over 65 hours of one-on-one counseling assisting with various registrations and certifications. The PTAC has also provided Calderwood with a free bid match service, assistance with finding opportunities, marketing to the government, and numerous introductions to buyers, primes, and other Michigan resource partners (SBA, MEDC, SBDC).

"At every level and/or plateau of my development, I have been assisted by a PTAC representative, first in basic training, and later in what I would refer to as fine-tuning a business to really expand and prosper," said Sliger.

Since receiving their first government contract in 2012, Calderwood has seen a 98% increase in government awards. Calderwood attributes their success in government contracting in part to their relationship with, and service provided by, the Northwest Michigan PTAC.

"It's been a pleasure working with Fred and his office staff with different types of training, reviewing solicitations/set-asides, bid matches, etc.," said LeAnne Kachmarsky, Northwest Michigan PTAC Procurement Counselor. "They are always open to suggestions and learning something new. It's very rewarding as a PTAC Counselor to see how Fred has grown his government contracting business."

"Our most successful clients are those that take advantage of the many no-cost services and assistance provided by the PTAC," said

Cathy Fairbanks, Northwest Michigan PTAC Regional Director. "Calderwood recognizes the benefits of being and staying connected to their PTAC. I congratulate the Calderwood Enterprises Team on their success in the government marketplace and look forward to continuing to serve them."

Calderwood is continuing to adapt and move forward. Working with partners they've expanded into providing high value IT solutions targeted at DOD, DOI, ISDA, Homeland Security, and other federal agencies. They will continue to make new and grow existing relationships including working with their PTAC and other resource partners.

"I would advise anyone starting out to develop a good relationship with a PTAC representative," said Sliger.

"I have found that once the PTAC representative gets involved with your development, they take an interest in your development, as they see your success as their success."



COMMUNITY DEVELOPMENT

Community Development in Northwest Michigan seeks to convene partners for collaboration, generation of ideas and achieving consensus on both clear and onerous subjects, while also providing educational opportunities, and assisting with development of plans, policy and land use ordinance language. Community Development staff oversee and are involved with state and federal programs, such as helping: the Michigan Department of Transportation with asset management; the Department of Environment Great Lakes and Energy plan for solid waste management and; the Federal Emergency Management Agency with Hazard Mitigation planning. The Community Development Department also provides planning services for local level development of Master/Comprehensive Plan Documents, Recreation Plans, Capital Improvement Plans or Zoning Ordinances. The Community Development Department is eager and qualified to convene groups, perform research, write plans and advise residents, elected and appointed officials on important issues to our region.



- ➔ *Rural Task Force (RTF); Transportation Partnerships & Planning*
- ➔ *Manistee County-Wide Park and Recreation Plan*
- ➔ *American Rescue Plan Non-Entitlement Community Funding Workshops*
- ➔ *Comprehensive Economic Development Strategy (CEDs)*

American Rescue Plan Act Non-Entitlement Community Funding & Workshops

Funding through the American Rescue Plan Act was appropriated to local units of government with distribution occurring through the State of Michigan Department of Treasury. These appropriations were authorized to offset the impacts felt to local units of government and their communities by the COVID-19 Pandemic. Many questions arose from local units of government that ranged from how they were to acquire the funds by application to the authorized eligible uses of the funds by local government.

In order to meet the needs of our local units of government, Networks Northwest, in partnership with other Michigan regional entities through the Michigan Association of Regions and Michigan State University, began planning for the hosting of informational sessions and workshops within each region

of Michigan. The workshops and information sessions were hosted by the regional entities with speakers and materials provided by Michigan State University Extension.

The northwest region workshop was held in October of 2021 with sound attendance from our local units of government. Presentations and materials were then placed on a website to facilitate access to those that were unable to attend in person. Networks Northwest prides itself on collaborative relationships with our regional partners and educational institutions, and strives to provide desired and necessary information to our local units of government.

Community Development Benchmarks Northwest



Visit our website at
BenchmarksNorthwest.org

Total Population
307,959

Percentage of Population 65 and Over
23.98%

Cost of Living
9.5%
below the US average

Homeownership Rate
76%
11% greater than national average

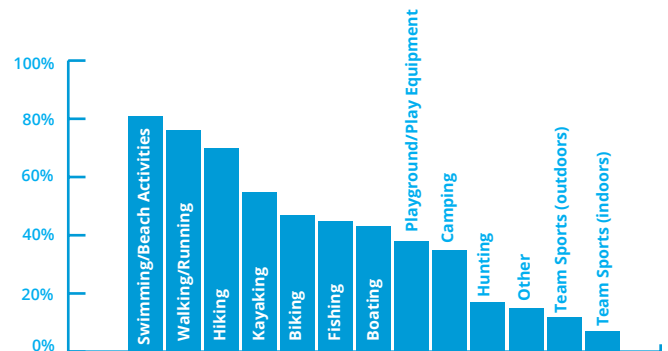
Community Development Manistee County-Wide Park and Recreation Plan

The State of Michigan outlines a 5-Year Park and Recreation Plan Process that is necessary for eligibility for certain State Recreation Grant Programs including the Natural Resources Trust Fund and the Land and Water Conservation Fund. Manistee County approached Networks Northwest Community Development Department in December of 2020 inquiring about development of an updated County-Wide Recreation Plan, which would meet eligibility requirements for each of their local units of government including Manistee County.

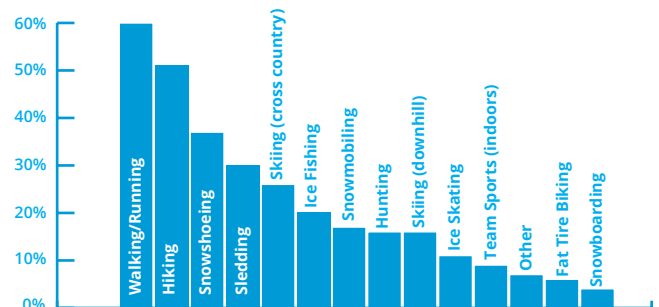
Community Development staff worked to secure participation of each of the local units of government, and set an ambitious timeline for development of a planning document over the course of 2021. The planning process included facilitation of meetings with each local unit of government, issuance of a county-wide survey, development of necessary document sections and inclusion of additional materials specific to recreation programs in Manistee County including trail development initiatives, a State recognized ADA Universal Accessibility program titled "Explore the Shores" and prioritization of all publicly accessible recreation sites for a collaborative approach across each of the 21 entities included in the plan.

Completion of the planning documents with adoption following occurred in November and December of 2021, with the final submission of the plans to the Department of Natural Resources in early 2022. With this sound model of a collaborative approach to recreation in place, the communities of Manistee County are eligible for grant processes through 2026.

**Summer Activity Participation Survey
Respondent Percentage Graph**



**Winter Activity Participation Survey
Respondent Percentage Graph**



Community Development

Rural Task Force (RTF)

As part of Networks Northwest’s Rural Task Force (RTF) responsibilities with the Michigan Department of Transportation (MDOT), Networks Northwest staff helped County Road Commissions, County Transit Agencies, and Local Road Agencies program over 20 million dollars in Federal funds and 2.5 million in State funds for various road and transit projects during Fiscal Years 2023 through 2026. In order for this to take place, Networks Northwest assisted each County in holding a local county Rural Task Force meeting between the County Road Commission, Transit Agencies, and applicable Villages to determine the best way to use funds available to the respective County.

After these meetings took place, regional Rural Task Force meetings were held in December where selected projects from the local meetings were approved for submission to the 2023-2026 State Transportation Improvement Plan (STIP). The projects that were programmed will be found on the Networks Northwest webpage once MDOT, the Federal Highway Administration (FHWA) and the Federal Transportation Authority (FTA) have approved the 2023-2026 STIP (expected by October 1, 2022).

“The assistance offered by the Networks Northwest Staff in collecting the required PASER data for our local street network has been fantastic. The staff were prepared well in advance of the collection process in the field which resulted in an efficient data collection effort. The data is used by the City staff to prioritize our annual \$750,000 road reconstruction and rehabilitation program as part of our Capital Improvement Plan.”

**—Tim Fass,
City of Boyne Director of Public Works**

Comprehensive Economic Development Strategy (CEDS)

A regional approach to Economic Development is a requirement for funding from the Federal Government’s Economic Development Administration (EDA). A regionally collaborative approach to Economic Development is important also for strategizing and consensus building, benchmarking of data and trends, and development and support of economic initiatives. With these benefits at the forefront, Networks Northwest Community Development Department undertook a full revision process for the ten county region #10 Comprehensive Economic Development Strategy, often referred to as CEDS.

The process for updating the region’s CEDS started with securing the participation of our partner Economic Development Organizations including the Alliance for Economic Success, Manistee Chamber of Commerce, Northern Lakes Economic Alliance and Traverse Connect. These partner organizations nominated leaders from education, community, business, non-profit and other sectors to participate as Task Force Members that would guide the development of the plan and process, offering valuable input and data.

Guidance from EDA outlines necessary components to the strategy including a breakdown of existing economic conditions, a SWOT analysis, development of an action plan and strategic direction, outlining an evaluation framework and developing regional economic resilience. Inclusion of surplus components such as an economic analysis, current economic support efforts and benchmarking data trends meet best management practices and provide additional information and data that assists current economic development planning efforts along with future plan updates.

Fiscal Year 2023 through 2026 Annual STBG and State D Target Allocation Estimates			
	Fiscal Year	Federal (STBG)	State (State D)
RTF 10 A (Antrim, Charlevoix, Emmet, Kalkaska)	2023	\$2,026,000	\$258,000
	2024	\$2,065,000	\$263,000
	2025	\$2,104,000	\$267,000
	2026	\$2,145,000	\$271,000
RTF 10B (Manistee, Missaukee, Wexford)	2023	\$1,592,000	\$193,000
	2024	\$1,621,000	\$196,000
	2025	\$1,653,000	\$200,000
	2026	\$1,684,000	\$203,000
RTF 10C (Benzie, Grand Traverse, Leelanau)	2023	\$1,398,000	\$161,000
	2024	\$1,424,000	\$163,000
	2025	\$1,451,000	\$166,000
	2026	\$1,479,000	\$169,000
Total		\$20,642,000	\$2,510,000

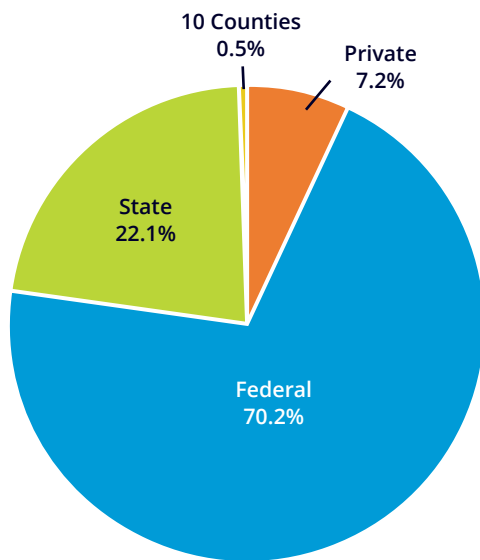
Financial Summary 2021



Both of our legal entities, Networks Northwest and Northwest Michigan Works! Inc., received FY21 audits that contained no significant deficiencies of any kind.

Revenue by Source

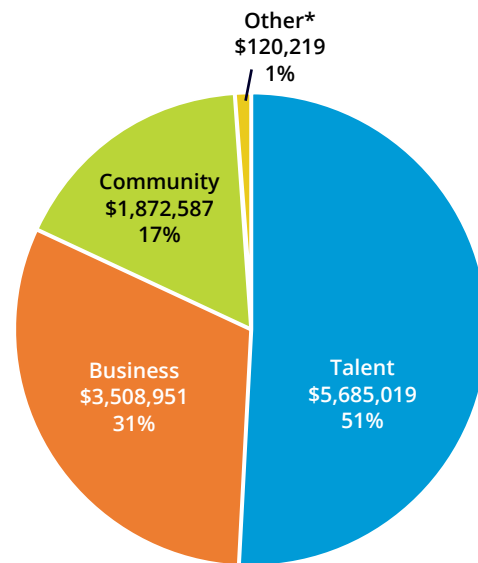
Fiscal Year 2021, Ending 9/30/2021



Expenditures by Service Category

Fiscal Year 2021, Ending 9/30/2021

Total: \$11,186,776

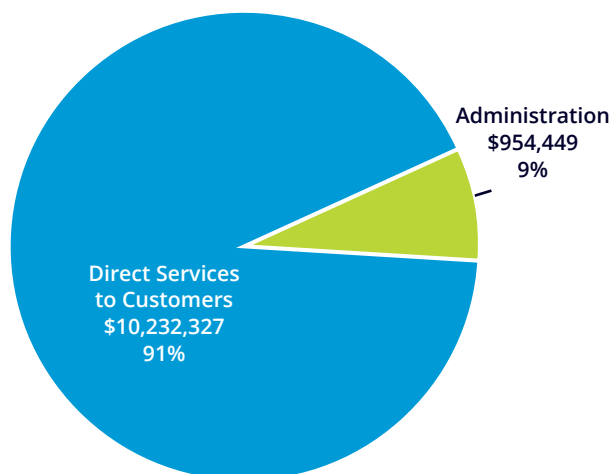


*Reserve Fund; Leave Fund: Pass-through funds

Expenditures by Function

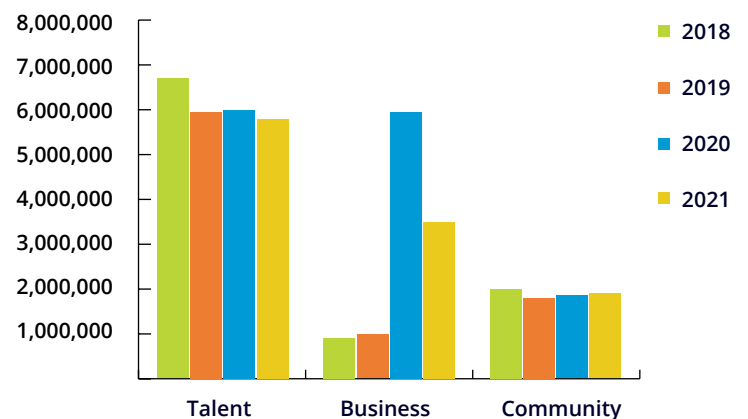
Fiscal Year 2021, Ending 9/30/2021

Total: \$11,186,776



Budget

2018 - 2021



Networks Northwest

Regional Prosperity Board Members in 2021

PUBLIC SECTOR	PRIVATE SECTOR	OTHER SECTORS
<p>Ed Boettcher, Antrim County Commissioner</p> <p>Art Jeannot, Benzie County Commissioner</p> <p>Chris Christensen, Charlevoix County Commissioner</p> <p>Charlie MacInnis, Emmet County Commissioner</p> <p>Kohn Fisher, Kalkaska County Commissioner</p> <p>Bryce Hundley, Gr. Traverse County Commissioner</p> <p>Patricia Soutas, Leelanau County Commissioner</p> <p>Richard Schmidt, Manistee County Commissioner</p> <p>Dean Smallegan, Missaukee County Commissioner</p> <p>Ben Townsend, Wexford County Commissioner</p> <p>Michael Cain, Manager, City of Boyne City</p> <p>Alan Cooper, Manager, Wexford Co. Road Commission</p> <p>Chip Johnston, Executive Director, Centra Wellness</p> <p>Pat Lamb, Principal, TBAISD CTC</p> <p>Bill Kennis, Executive Director, Benzie Transportation Authority</p> <p>David Cox, Superintendent, Wexford/ Missaukee ISD & Manistee ISD</p> <p>Kelly Dunham, Executive Director, Bay Area Transportation Authority</p>	<p>Jim Barnard, Owner, Barnard Engineering, Bellaire</p> <p>Gary Fedus, President & CEO, Mitchell Graphics, Petoskey & Traverse City</p> <p>Sue Peters, VP for HR, Munson Healthcare System, Traverse City</p> <p>Kelli Stepka, Human Resource Manager, Cherry Republic</p> <p>Ken Bollman, President, Sabre Tool, Cadillac</p> <p>Leslie Nowlin, HR Manager, 9&10 News</p> <p>Chris Warren, General Manager, Midwestern Broadcasting Co., regional</p> <p>Nicole Sulak, Director of Accounting, Munson Medical Center</p> <p>Jamie Al-Shama, Bay Construction, regional</p> <p>Lisa Leedy, Owner, Sky Telecom</p> <p>Stacie Bytwork, Executive Director, Manistee Area of Chamber of Commerce</p> <p>Sean Adams, President, Bear Lake Hardware</p> <p>Doug DeYoung, Community Affairs Manager, Consumers Energy</p> <p>Shaun Lamp, CEO, Truestream</p> <p>Doug Luciani, Vice-President, Cunningham-Limp Development</p> <p>Gabe Schneider, Trustee, Cherryland Electric Co-Op</p>	<p>Dave Emmel, President, Northern Lakes Economic Alliance (economic development)</p> <p>Eric Bachmann, Regional Manager, Michigan Rehabilitation Services (rehabilitation)</p> <p>Bob Scheele, Vice President, Central Labor Council (labor)</p> <p>Clint Steele, Pipefitter, UAW Local 85 (labor)</p> <p>Kristine Lagios, Director, Manistee-Benzie Dept. of Human Services (human services)</p> <p>Jane Korthase, HR Director, Grandview Medical Care (community based organizations)</p> <p>Steve Perdue, President & CEO, Grand Traverse Industries (community based organizations)</p> <p>Jim Smith, Controls Designer, Tool North, Inc. (apprenticeships)</p> <p>Scott LaDeur, Professor, North Central Michigan College</p> <p>Mary Faculak, President, East Jordan Chamber of Commerce</p> <p>Rob Summers, Business Advisor, Michigan Manufacturing Technology Center</p> <p>Trevor Tkach, President/CEO, Traverse City Tourism</p>