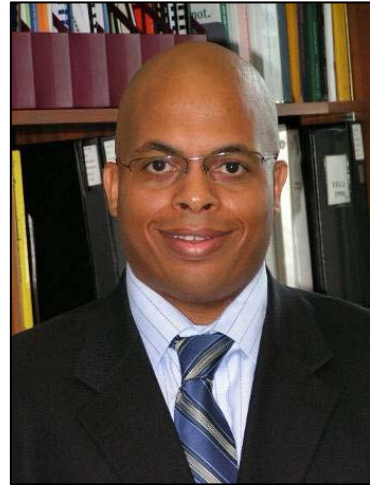


## MISSOURI WORKFORCE CHAMPIONS

Wow...what a time to be a Missourian! First, I would like to congratulate the St. Louis Cardinals, and all of their loyal fans, for an outstanding (and, I might also mention, dominating) victory as the 2006 World Champions! I can tell you, as I was on my way to the Bootheel on Friday night for the 15<sup>th</sup> Annual Youth Field Day; I was biting my nails, hoping for a clincher at home. Getting over the curse of 1985 (for all you KC Royals fans) was a great feeling. I may originally be from Illinois, but I grew up just across the Mississippi from downtown St. Louis, and the Cards have always been my team. A 4-1 Series showed that the designated hitter is no match to Weaver, Carpenter, Wainwright, Suppan, Reyes... the list goes on. On Labor Day, Governor Blunt stated that Missouri has the "greatest workforce in the world," and the Cards demonstrated that as members of Missouri's workforce (ok, maybe they make more money than the rest of us). While Tony La Russa's strategy for winning the World Series turned the Cardinals into champions, Missouri's Workforce Development System has its own champions and I would like to share some of the stars with you in this issue.



*"What could possibly be more important than who gets hired, developed, promoted, or moved out the door? Business is a game, and as with all games, the team that puts the best people on the field and gets them playing together wins. It's that simple." --Jack Welch on workforce development*

## BUSINESS RETENTION TRAINING



*Retention Training in KC led by Thomas Croft*

Our Champions for Business Retention efforts are Lee Langerock of the Northwest Region, Karen Tannen and Neal Lang of the Kansas City Metro Region, and Charles Shaver of the Southwest Region. These are the Business Retention Coordinators for their respective workforce regions and the people designated to lead their local Business Retention Committees. Each region's Committee includes representatives from workforce, economic development, education, chambers of commerce, labor, and Missouri Enterprise. These important teams will identify at-risk companies and develop strategies.

As team leaders, it is critical the Business Retention Coordinators have private sector or economic development experience, and all four of our Champions do. Lee Langerock, who is housed at the St. Joseph Chamber of Commerce, has nearly 10 years of direct experience in economic development. In addition, she has 24 years of experience as an entrepreneur and small business owner. Karen Tannen worked in direct sales and recruitment in the private sector and served as a market researcher for the Kansas City Economic Development Corporation. Neal Lang holds more than 20 years experience in private sector sales and marketing. And Charles Shaver has a business retention background as a manufacturing extension agent, as well as serving as a business development coordinator for a Small Business Development Center.

## ONE-STOP ENHANCEMENT RFAs

The competition among the One-Stop Enhancement RFA contenders (Northwest, Northeast, K.C., East Jackson County, West Central, Central, Southwest and Ozark) is heating up. Last summer, these Regions survived the first round of competition by beating a group of ten competitors to receive One-Stop Enhancement awards. Now, these finalists are in the running for creating enhanced One-Stop Career

Centers that are designed to make business and job-seeker customers feel like they hit a home run when it comes to meeting employment and training needs.

RFA awards can be used for all types of Career Center upgrades, including physical re-design and/or expansion of the Centers themselves, the purchase of computers for resource rooms, creation of business centers, signage, purchase of audio visual equipment and improvement to resource room design and materials.

After the first quarter, competition is tough. Expenditures are not significant yet, but the West Central Region is leading with Ozark and Central Regions looking to bat clean-up during the next quarter. Since this competition is really just beginning, it is anybody's game at this point. Which of these One Stop Enhancement RFA players will be in the lead after December?

## ENTREPRENEURIAL TRAINING AND SUPPORT



An effective economic development strategy is a “grow your own” concept which offers a nurturing environment for individuals to start their own business. Our champion for the Micro Enterprise Skilled Workforce Initiative is the Workforce Investment Board of Southeast Missouri (SEMO WIB). The Micro Enterprise Program targets low income individuals and dislocated workers and offers self-employment tools.

The Micro Enterprise Program in Southeast Missouri is designed to address two critical challenges for starting a business. The Program utilizes the First Steps FastTrac curriculum to introduce the concept of business planning. In addition, it provides capitalization grants to help with start-up costs.

The SEMO WIB is partnering with the Southeast Missouri State University Small Business Development Center (SBDC) and Southeast Innovation Center (SIC) to deliver this program. The Southeast Region is a pioneer in the concept of entrepreneurial assistance. The SBDC and SIC have a successful history and experience base of First Step FastTrac delivery and micro enterprise start-up grants.

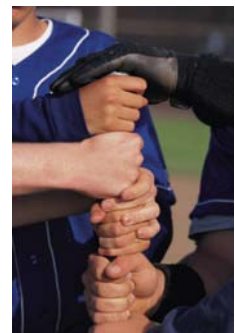
## GUARD AT HOME

I think most of you are aware that we are required by law to offer specialized services to the spouses of deployed National Guard troops and reservists. Each of the seven Workforce Investment Boards that have Guard at Home grants (Southeast, Southwest, Ozark, Central, West Central, KC & Vicinity and St. Louis County) are ready to take a swing at outreach by adding enrollees to their respective program line-ups. While this program currently has no “official” enrollees, there is lots of activity underway to promote the program.

Rodney Henry and Mike Gavura have stepped up to the plate to obtain lists of Guard and Reservists by contacting various military officials. This information will be used for targeted outreach. In addition, DVOPs and LVERs are assisting by making extra effort to market the Guard at Home project with Veteran job seekers and Veteran organizations. Lastly, Clardine Canady and Rodney Henry have recommended that a Guard at Home notice be posted on Greathires.org to increase awareness of this program. With this type of help and the dedication of the entire Missouri workforce team, Guard at Home is sure to be a winner soon!

## LWIB BENCHMARKING

LWIBs are strengthening their bullpens. The Northwest by Southwest Connection takes a swing at applying the assessment tools and critical success factors of the WIB Benchmarking Project. A few weeks ago at the Governor's Conference, LWIB Benchmarking debuted and highlighted the exemplary practices of LWIBS who are leading the talent development movement in very innovative ways. Northwest WIB exec Becky Steele and Southwest WIB exec Jasen Jones have teamed up to help facilitate the self-assessment in the strategic setting of each other's WIB meetings. Even before the final report has been released, these two regions have acknowledged



that their boards have room for improvement and are willing to accept and share constructive criticism, gauging their successes and failures. *Golden Gloves* go to Jasen Jones and Becky Steele for an open and honest approach to the betterment of Missouri's workforce development system.

## SHARE NETWORK

Hear that sound? It's a roaring round of applause for the eight Champion regions who are implementing the SHARE Network in Missouri. MVP awards go to: Cathie Chalfant and Lisa Hotstetler (Northwest Region), Cyndi Johns (Northeast Region), Jeanette Murphy (St. Louis County), Kathy Brown (West Central), Kelley Bernardi and Jim Sahaida (St. Louis City), Tiffany Jasper (Kansas City), Bob Swartz (Jefferson-Franklin), Donna Cole (Ozark), Regional Coordinators Mike Gavura, Robert Ruble, Gilbert Hake and Danielle Smith, and Central Office Staff Brenda Record, Lisa Johnson, Mark Bauer and Donna Prenger. Thomas Bolden with



ITSD, as well as Rita Elkins and Mark Gaff, USDOL consultants, have also been batting a thousand!

The bases are loaded...and we anticipate a grand slam with workforce investment boards partnering with faith and community-based organizations to open neighborhood "access points" in these eight regions within the next few weeks. If you haven't already done so, be sure to register with the SHARE Network Resource Directory ([sharenetworkmo.org](http://sharenetworkmo.org)) to score even more runs with this awesome initiative!

## WORKER PROFILING REEMPLOYMENT SERVICES

The Profiling Champions are Branson, Cape Girardeau, Caruthersville, Florissant, Independence, Kennett, Lebanon, Mexico, Moberly, Park Hills, Sedalia and Warrensburg Career Center staff. These offices hit some profiling home runs by putting forth the extra effort to provide services to individuals designated as likely to exhaust Unemployment Insurance benefits before becoming reemployed.

These players made the list by keeping their profile records current, enrolled claimants in services for 30 days to coincide with the customer's next four week reporting date and submitted an office profile request for the subsequent week.

Customers from these offices were enrolled in more activities than just the self-directed job search. Records show attention to detail by Career Center staff which keeps everybody pacing with the needs of these customers. It is often difficult to keep detailed records due to the volume of customers, but these profiling Champions are leading the league this season. Keep up the good work!

## JOB CRAWLER

October stats show that only about .5% of all customers using resource room services statewide are utilizing the Crawler option. Of all customers statewide, 1.03% used the Crawler option to help with job searches. No office is leading the workforce league yet. It is still early in the Crawler implementation season and any office can up their Crawler Run Usage (CRU) average and be the league leader.

## Q&A WITH ROD

**Q:** What, no "Cardinal" logo with all this baseball talk?

**A:** Unfortunately, we are restricted in using Cardinal logos since those graphics are all protected by copyright laws. However, check out this photo! We didn't find any copyright prohibitions! Go Cards!

