

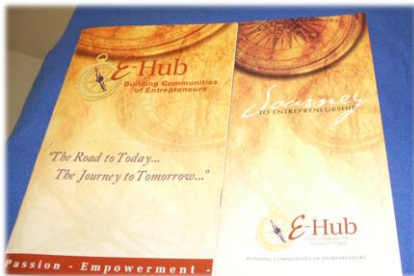
CORD

=== Collaborative Organizations Responding to Dislocation

September 1, 2010

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"Two excellent Lead Mentors from the most recent winter/spring sessions are returning."

E-HUB CLASSES STARTING SOON

In prior issues of this CORD newsletter, we've highlighted the E-Hub program—short for Entrepreneurial-Hub. As a review, E-Hub is a unique program where staff members work one-on-one with you to explore your business idea and its market feasibility. It can also help you develop the foundation of a business plan, understand strategic planning, discuss and analyze hundreds of small business issues and challenges, and to learn about innovation and leadership principles. It is open to both those seeking to start a new business or those wishing to improve or expand a business. The courses cover numerous topics dealing with business start-ups and the day-to-day operations of a small business. Excellent presentations come from those who are already involved with or associated with small business, providing first-hand, experiential real-world knowledge not easily obtained elsewhere.

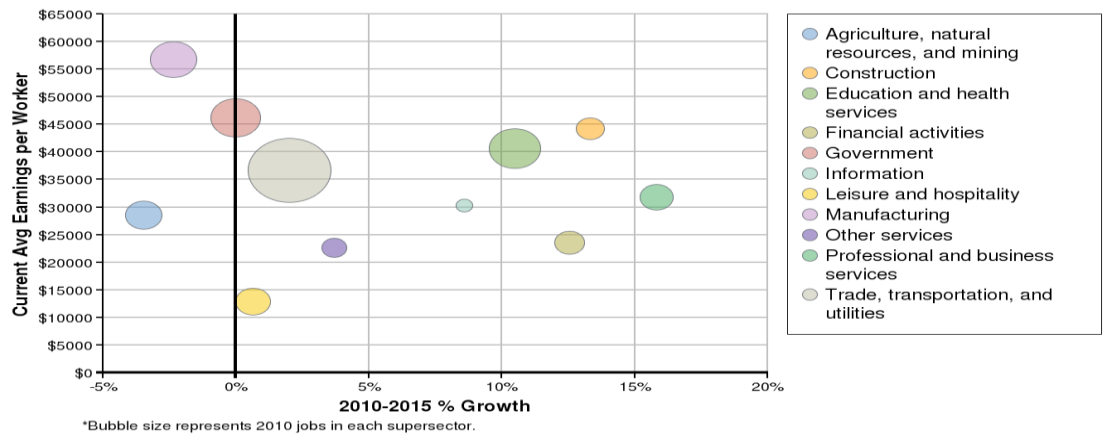
The fall session for 2010 has now been set, and if you're interested in exploring the possibility of participating, contact Eric Kuznacic of the Southwest Wisconsin Workforce Development Board (SWWDB). Eric's e-mail is e.kuznacic@swwdb.org. Or call him at (608) 741-3502. Upcoming classes will be held in the Vision Beloit Center conference room on Wednesdays, starting September 18, from 5:30-7:30 p.m. If that doesn't fit your schedule, another section is being offered at the Forward Janesville conference room on Thursdays, starting September 30, from 9:30 a.m.-1 p.m.

Two excellent Lead Mentors from the most recent winter/spring sessions are returning for these upcoming session—Amy Loudeneck (Beloit) and Julie Fisher (Janesville sessions). Qualified dislocated workers are eligible to have their tuition and material costs covered by the Workforce Investment Act (WIA) of 1998. Also limited scholarship monies are available to those who are not WIA-eligible.

Find out more about the E-Hub program by going to the SWWDB web site at www.swwdb.org or view the new E-Hub newsletter at <http://www.swwdb.org/ehub.htm>. In addition, E-Hub is now on Facebook. Visit the page and click on the 'like' button to stay connected to the program, fellow graduates, current participants, Lead Mentors, and other partners. Also you can access to E-Hub groups on the LinkedIn page by registering at <http://www.linkedin.com/groups?mostPopular=&gid=1935704>.

INDUSTRY GROWTH PROJECTIONS IN OUR REGION

The most recent issue of the CORD Newsletter (Aug, 2010) contained articles related to what specific current and future jobs will experience growth. In this issue, we look more globally at where overall industrial size and growth will occur. The following chart shows the growth in the SWWDB region (six-county southwest area of Wisconsin, including Rock County) between now and 2015. The lower chart shows the number of jobs and growth totals and percentages.



“A new economic forecast says there has been more hiring in 2010 than once expected, but employment won’t return to pre-recession levels in Wisconsin until 2013.”

--Quarterly Wisconsin

Economic Outlook , 8-20-2010

The state Department of Revenue forecasts job growth of 1.7% next year and 2.5% in 2012.

Description	2010 Jobs	2015 Jobs	Growth	% Growth	Current EPW
Ag, Natural Res., Mining	13,537	13,066	-471	-3%	\$28,533
Construction	9,006	10,207	1,201	13%	\$44,227
Education/Health Serv.	20,813	22,995	2,182	10%	\$40,612
Financial Activities	10,121	11,391	1,270	13%	\$23,527
Government	20,335	20,333	-2	0%	\$46,190
Information	2,766	3,004	238	9%	\$30,346
Leisure & Hospitality	12,506	12,588	82	1%	\$12,923
Manufacturing	18,398	17,968	-430	-2%	\$56,799
Other Services	7,304	7,575	271	4%	\$22,588
Profess./Business Services	12,018	13,920	1,902	16%	\$31,799
Trade, Transport., Utilities	37,437	38,195	758	2%	\$36,721
Total	164,241	171,242	7,001	4%	\$36,703

Note: To capture a complete picture of industry employment, EMSI combines covered employment data from the Quarterly Census of Employment and Wages produced by the Department of Labor with total employment data in Regional Economic Information published by the Bureau of Economic Analysis, augmented with County Business Patterns and Nonemployer Statistics published by the U.S. Census Bureau. Projections are based on the latest EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and growth rates in national projections from the Bureau of Labor Statistics. (State Source: DWD Bureau of Workforce Information).

HOW TO THINK LIKE A HIRING MANAGER

After lengthy periods of time searching for a job, it can become easy to get frustrated and ask yourself, "What are hiring managers looking for?" The following are some random thoughts on how to not only prepare yourself, but to look into the mind of an HR person to see what they may be thinking.

From your own standpoint, show them that you can learn the job quickly. Know the job duties for the position and give examples of when you performed those tasks—whether it be at work, in school, around the house, as a volunteer or any other aspect of your life. If you don't have that experience, substitute an example that shows you can learn that skill quickly.

Show that you'll do the work. Reveal that you won't be a 'slacker' by including examples and describing prior experiences such as volume of work, time allotted, obstacles overcome, outcomes, leadership, etc.

Show them you're cooperative. Difficult or unfriendly people are weeded out quickly. Show them examples from the past that you have good people skills, are easy to coach and assimilate, and have a good attitude.

BUT WHAT ARE THEY THINKING ABOUT?

But be sure to not overlook what a hiring manager may be thinking. Gimmicks won't work—you need to show that you want the job. You need to be excited and show that you'd enjoy working for them. Place yourself in their position and empathize what they might be thinking while communicating with you.

They will not want someone who will be high maintenance and not fun to have in the organization. Show them and use examples of how you work well with others and as a team member.

Show them that you know about yourself—what you are good at and where you need to improve. Be honest but not self-deprecating. Show them that you are resourceful and become excited rather than frustrated when faced with a challenge. Show them you have excellent ideas but are still practical and know certain limitations that cannot be overcome (restrictive budgets, physical barriers, timeframes, etc.).

Show them that you can think differently (or the overused phrase 'outside of the box'). Bring energy and excitement to show that you really want the job.

And be sure not to overlook the 'small things' that might eliminate you immediately. While you may perceive them as 'small,' be assured they are not small to a potential employer (they reveal your attention to detail).

One of those things is as simple as the spelling and grammar of your cover letter, resume, and other documents. Do you speak directly and coherently, and do you use proper language? Humor is fine, but don't overdo it and always keep it proper.

What is your response time? If you say you will get back to them within 24 hours, do so! Along with that goes reliability. If you claim something, be sure it is verifiable and that you follow through on any questions or requests.

Can you follow directions well? Be sure that if they request something, it is done. And do not imply to them that you are 'owed' the job or you have a right to it.



Displaying traits that are fundamental to what you would perform in the job will reveal one aspect of your myriad qualifications.

CHECK OUT THESE OPPORTUNITIES

There are several **Dislocated Worker** workshops that may be of interest to you (even if you are not in the WIA program—these are open to all). Call the Rock County Job Center for information or to schedule a session—Julie Funk at (608) 741-3462, 741-3578 or Susan at (608) 741-3447. Also you can contact Amber Culver at amber.culver@dwd.wisconsin.gov, or call (608) 741-3532 (please note that to enroll in the Career Assessment & Planning 201, you must first complete the Choice, Change & Adjustment 101 class).

Choice, Change & Adjustment 101	Wed., Sept. 1, 9-11:30 a.m., Rm. B
Success Skills Training III	Fri., Sept. 3, 8:30 a.m.-noon, Rm. B
Java & Jobs	Fri., Sept. 3, 9:30-10:30 a.m., Annex
Resume 201	Tues., Sept. 7, 2-4 p.m., Annex
Dislocated Worker Orientation (open)	Wed., Sept. 8, 10 a.m.-noon, Rm. K
Job Search Using jobcenterofwisconsin.com	Wed., Sept. 8, 1-3 p.m., Annex
Dislocated Worker Orientat. (NEG only)	Thu., Sept. 9, 1-3 p.m., Rm. K
Success Skills Training I	Fri., Sept. 10, 8:30 a.m.-noon, Rm. B
Career Assessment & Planning 201	Fri., Sept. 10, 1-3:30 p.m., Rm. B
Java & Jobs	Fri., Sept. 10, 9:30-10:30 am, Annex
FutureTrac Workshop (NEG only)	Fri., Sept. 10, 9 a.m.-noon, Rm. J
Interviewing 101	Mon., Sept. 13, 9-11 a.m., Rm. C
Choice, Change & Adjustment 101	Mon., Sept. 13, 9-11:30 a.m., Rm. B
Futuretrack (open)	Mon., Sept. 13, 10 am-1 p.m., Rm. K
Stretching Your Food Dollar	Tue., Sept. 14, 10:30-11:30 am, R. B
WisCareers	Tue., Sept. 14, 9-11 a.m., Rm. A
Interviewing 201	Tue., Sept. 14, 1-3 p.m., Annex
Things to Do When the Paycheck Stops	Wed., Sept. 15, 10 am-noon, Annx.
Educational Options	Thu., Sept. 16, 2-3 p.m., Rm. B
Java & Jobs	Fri., Sept. 17, 9:30-10:30 am, Annex
Interviewing 101	Mon., Sept. 20, 9-11 a.m., Rm. C
Choice, Change & Adjustment 101	Mon., Sept. 20, 1-3:30 p.m., Rm. B
Dislocated Worker Orientation (open)	Mon., Sept. 20, 10 am-noon, Rm. K
FutureTrac Workshop (NEG only)	Mon., Sept. 20, 1-4 p.m., Rm. J
Career Assessment & Planning 201	Tue., Sept. 21, 1-3:30 p.m., Rm. B
Resume 101	Tue., Sept. 21, 9-11 a.m., Annex
Choice, Change & Adjustment 101	Wed., Sept. 22, 9-11:30 a.m., Rm. B
Job Search Using Monster.com	Wed., Sept. 22, 9-11 a.m., Annex
Java & Jobs	Fri., Sept. 24, 9:30-10:30 am, Annex
Success Skills Training II	Fri., Sept. 24, 8:30 a.m.-noon, Rm. B
FutureTrack (open)	Mon., Sept. 27, 10 am-1 pm, Rm. J
Dislocated Worker Orientat. (NEG only)	Mon., Sept. 27, 10 a.m.-noon, Rm. K
Interviewing 101	Mon., Sept. 27, 9-11 a.m., Rm. C
Interviewing 101	Tue., Sept. 28, 2-4 p.m., Annex
Career Assessment & Planning 201	Fri., Oct. 1, 1-3:30 p.m., Rm. B

Please note: There are also Career Workshop series classes offered in **Monroe, Fennimore, Dodgeville** and **Richland Center**. **Choice, Change & Adjustment 101** (10 a.m.-noon) and **Career Assessment & Planning 201**

(1-3:30 p.m.) are offered:

1st Thursday each month at the BTC Monroe Campus, 210 4th Ave. (Sept. 2)

2nd Thus. Ea. month at the SWTC Job Cent., 1800 Bronson Blvd., Fennimore (Sept. 9)

Metropolitan Bldg., 201 S. Iowa St., Dodgeville (Sept. 23)

SWTC Outreach Center, 26220 Executive Lane, Suite A, Richland Center (Sept. 30)

Monroe—Amber (above) or Matt- matthew.schroeder@dwd.wisconsin.gov

Dodgeville—Lola Williams (608) 574-0759, lola.williams@dwd.wisconsin.gov

Fennimore—Sasha Straka (608) 604-7564, sasha.straka@dwd.wisconsin.gov or Kathie Edge—(608) 822-2418, Kathie.edge@dwd.wisconsin.gov

Richland Center—Kari Oates-(608) 412-0123, kari.oates@dwd.wisconsin.gov

SEPTEMBER 2010

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OCTOBER 2010

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QUOTE OF THE DAY

"I don't deserve this award, but I have arthritis and I don't deserve that either."

---Jack Benny

The **CORD Newsletter** is designed to provide helpful information and tips to area dislocated workers. Have comments or ideas for stories?

Contact the editor:

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g.bosak@swwdb.org
or call (608) 741-3463