



**Region One 21<sup>st</sup> Century Workforce Initiative  
 Creating the 21<sup>st</sup> Century Workforce:  
 Developing Coordinated Regional Strategies to  
 Transform Southeast Michigan's Workforce**

**Career Transition Workgroup  
 July 27, 2011 1:00 – 3:30 PM  
 TechTown at Wayne State University  
 440 Burroughs, Detroit, MI 48202**

**Objectives and outcomes:**

- **To share best practices and learn about regional resources to support individuals starting a business or exploring options and opportunities for self employment or diversifying their income options**
- **To learn from those in the field what most contributes to success in these areas**
- **To further develop and practice assessment and coaching skills for front line staff working with those in transition**

**Meeting Summary**

**Participants:**

Kimberley Allen-Bradfield Oakland CC	Erin Fortuna Macomb CC	Mike Draheim MI Works! Waterford
Norma Bauer Livingston MWA	Heather Coleman-Voss Ferndale Career Center	Niko Dawson Oakland Community College
Alex Stamatoulakis SEMCA	Gerard Baltrusaitis SEMCA	Karen Gutman JVS
Rania Atris MI Works! Dearborn/ ACCESS	Mildred Pivoz MI Works! Southfield	Dana Tringali Macomb CC
Lisa Mangigian AACIL	Mona Diegel MI Works! Highland	Zipora Golenberg JVS
Janice Norwood MI Works! Wayne	Sulixa Valiente-Rubin Detroit MI Works! West	Phil Hubbard Job Link, Pontiac
Karol Friedman Automation Alley	Yulanda Harris Oakland CC	Megan Berry Ferndale MI Works!
Pamela Bellaver Ferndale MI Works!	Bonnie Fahoome The More Program	Michelle Haley Detroit MI Works! East
Alicia Pearson Detroit MI Works! East	Ron Marshall Ferndale Career Center	Jeffrey Durr The Information Center
Tricia Llewellyn Henry Ford CC	Jessica Hilliker MI Works! Macomb-St Clair	Derrin Leppek TechTown
Susan Corey SEMCA		
Marilyn Opdyke and David Shevrin - Facilitators		

The group met at TechTown in Midtown Detroit where we were welcomed by Derrin Leppek and Ocie Irons. We then started the meeting with introductions and updates on the 21<sup>st</sup> Century initiative, including sharing the recent newsletter and the next steps for the Steering Team. At that time we agreed to keep everyone apprised of the status of future funding for the initiative.



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The roster was circulated as a sign in sheet and for everyone to update their contact information. The updated roster is included with this summary. Everyone, even if you did not attend the meeting (but have attended previous ones), please check your contact information for accuracy and e-mail any changes to Marilyn.

### Sharing Best Practices:

We then moved into the main objective for our meeting: **Sharing Best Practices – programs and resources that support Entrepreneurship, Small Business, Self Employment and the “Enterprise of One”**. Wow! What a great group of presentations and what great resources we have in this region! The following are summaries of the programs and information shared and links and contact information for the presenters. I have also attached copies of documents shared if they were available in electronic format. Please use this information (and share it with others in your organization) as you work with customers and clients exploring entrepreneurship and small business ownership, or those who need to re-think their approach to generating income for themselves and their families. There are many choices and resources available as all our clients expand their understanding and capability to be a “company of one”.

If you have any questions about a specific program or need additional information please contact the presenter directly.

**TechTown – Resources and Programs for Entrepreneurs – a resource review and facility tour.** Derrin Leppek, Entrepreneurial Champion, and Ocie Irons, Director of Entrepreneurial Programs, welcomed everyone and provided a history, an overview of programs and information on how aspiring entrepreneurs and small business owners can tap into this incredible local resource. We also took a virtual tour of the campus. Information on TechTown, including the link to the virtual tour, can be found at their web site Website: <http://techtownwsu.org>. For more information Ocie can be contacted at [ocie@techtownwsu.org](mailto:ocie@techtownwsu.org). Derrin Leppek can be contacted at [Derrin@techtownwsu.org](mailto:Derrin@techtownwsu.org).

**It Takes a Team - Partnering SBTDC support and continuing education in Macomb County.** Dr Donald Morandini, Regional Director, Macomb County Small Business and Technology Development Center (SBTDC) Don provided a brief presentation on Macomb County's Small Business & Technology Development Center (SBTDC) and their partnership with Macomb Community College to support career transition opportunities. They have developed a series of eight non-credit classes targeting displaced workers interested in entrepreneurship. After the participants complete the classes and develop an implementation strategy with time lines, they receive free, one-on-one business consulting from one of their SBTDC certified business consultants. The final step in the process is a presentation to loan officers from several banks to hopefully secure funding. SBTDC locations can be found at [www.misbtfdc.org](http://www.misbtfdc.org). Don can be reached at [don.morandini@macombcountymi.gov](mailto:don.morandini@macombcountymi.gov). Other sites of interest may be their local site at [www.misbtfdc.org/region10](http://www.misbtfdc.org/region10) or the Macomb County business site at [www.MacombBusiness.com](http://www.MacombBusiness.com).

**InsYght – a new on-line resource for entrepreneurs and front line staff from The More Program.** Bonnie Fahoome, Resource Coordinator, The More Program Bonnie provided background information on The More program, a relatively new local resource funded by the New Economy Initiative and chartered with providing access to resources for small business



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owners and entrepreneurs. The program is unique in that it uses a personal profile approach to match entrepreneurs with the specific tools they need based on that profile. She took us through an on-line tour of InsYght, their newly launched program providing that access on-line. It is being presented to the public through partner organization sights (we viewed it through a link from TechTown's home page). New partners are being added, including the Michigan Works! Agencies and the colleges. We have attached a one-page summary of the project. It can also be viewed at <http://www.insyght.co/> For more information, Bonnie's contact information is 313-223-2521 office or [Bonnie.Fahomme@themoreprogram.com](mailto:Bonnie.Fahomme@themoreprogram.com).

**Training Customers for Success in Entrepreneurship and Small Business. Heather Coleman and Ron Marshall, Training Facilitators and Consultants, Ferndale Career Center** Heather and Ron also used on-line resources to share the programs they are using at the Ferndale Career Center to support aspiring entrepreneurs and small business owners. This included a program called "The Path of the Entrepreneur". Copies of that program and a summary of their comments are available through our new 21stCentury Career Transition Group Facebook page. For more information or if you are not a Facebook user please contact Ron and Heather at [hcoleman@ferndaleschools.org](mailto:hcoleman@ferndaleschools.org) or [rmarshall@ferndaleschools.org](mailto:rmarshall@ferndaleschools.org) or "friend" them on Facebook.

**The Enterprise of One – The changing nature of work for all of us. Susan Corey, Workforce Development Manager, and Gerard Baltrusaitis, SEMCA** Susan led us in an interesting discussion on the changing nature of work and why it is so important to coach job seekers to consider multiple income sources and a personal business mindset. She shared multiple resource materials and challenged everyone to recognize this need and adjust our coaching and counseling approaches accordingly. Gerard then shared a reminder sheet called Workforce Development 5.0 – Me Inc and You Inc. This discussion needs to continue with all of our Career transition professionals! They can be reached at [susan.corey@semca.org](mailto:susan.corey@semca.org) and at [Gerard.baltrusaitis@semca.org](mailto:Gerard.baltrusaitis@semca.org).

Our time ran short so our discussion on how front line staff can best use all this information and these resources and integrate this learning back into their home agencies was very limited. I encourage all of you to continue this conversation in your offices and with us on the new Facebook page.

### About Facebook:

In keeping with the times we are experimenting with another means of communication for this workgroup. We now have a Facebook group called SE Michigan Career Transitions Group. Please join us, either through work or at home, and continue the dialogue! For those who do not have access to Facebook we will still continue to use e-mail and LinkedIn for communications.

### Additional Resources:

Many participants and others who could not make it, shared information and resources with the group.

Norma Bauer from Livingston County has information on materials they use at their center called "Considering Self Employment?" And "Useful Websites from the Riley Guide" at [www.rileyguide.com](http://www.rileyguide.com). She can be reached at [nbauer@rossprov.com](mailto:nbauer@rossprov.com) or 517-546-7450.



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Rania Atris from ACCESS shared information on their FastTrac New Venture program. It is basically the same as the one shared by Don Morandini but was being offered at the Dearborn One Stop. Contact Rania at [ratri@accesscommunity.org](mailto:ratri@accesscommunity.org) or 313-584-1885 for more information

Tricia Llewellyn from Henry Ford Community College shared information about a series of Business Communication workshops they are offering as part of the regional defense Industry grant. Because of timing this information was already sent to the workgroup. Questions can be directed to Tricia at [tnllewellyn@hfcc.edu](mailto:tnllewellyn@hfcc.edu).

### Next Meeting:

Instead of our regular meeting in September we are asking all workgroup members to participate in a valuable **"Voice of the Business Customer" symposium with IT/Technology sector employers on September 22 from 7:30 AM to 12:00 noon at Lawrence Technological University in Southfield.** This is being sponsored by Automation Alley, MEDC, HFCC and many other partner institutions. There will be a nominal fee and you will need to register. This was shared with the Steering Team and Michigan Works! Directors last week and they encouraged participation by this group. Employers representing numerous IT specialties will share their skill and employment needs. It will be your opportunity to interface with them directly and ask your specific questions about employment at their organizations. The flyer with details is attached to the e-mail with this summary.

We adjourned at approximately 3:50 PM.