

## Northeast Wisconsin Job Center's Employer Bulletin

### Making JobCenterOfWisconsin.com part of your hiring strategy

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Governor Doyle Makes Wisconsin Employment Website

[JobCenterofWisconsin.com](http://JobCenterofWisconsin.com)

Official Site for Recovery Jobs

In a move to help the unemployed find work and get the economy back on track, Governor Jim Doyle has signed an executive order requiring all contractors and subcontractors involved in recovery projects to post job openings on JobCenterofWisconsin.com, Wisconsin's Internet employment site that is free, user-friendly and accessible at all hours of the day.

**JobCenterOfWisconsin.com** offer Wisconsin businesses one of the best resources to find potential employees for job openings. You can post your company's open positions with no charge or fee to you or the job seeker. **JobCenterOfWisconsin.com** is internet-based and offers employers 24/7 access to input, edit and remove job postings at your convenience. It provides real-time edits and removal of your job listings. New job listings are reviewed for content and effectiveness. Listings appear on **JobCenterOfWisconsin.com** and are uploaded to JobCentral.com, a national website, for better coverage for hard-to-fill positions.

To maximize your results when using **JobCenterOfWisconsin.com** or other online recruiting resources, it's important to use the advantages that internet recruiting offers. Internet listing is a time saver; it allows you to post, update, modify or delete a job listing in real time, provides 24/7 access to job seekers and you are not limited by space or word counts as in other types of advertising. But to make these advantages work for you, to find the best matches for your requirements, you need to understand how to optimize your results.

#### What makes a great job listing, one that gets results?

**Use keywords.** The primary job search method for job seekers is using keywords to find a job in their area. When these words are used on your job orders, it helps job seekers to find you job quickly and easily.

**Use common job titles:** Make your job titles clear and succinct. Ask yourself, "If I was a job seeker, would I use this as part of my search criteria?"

**Provide Job Details and Requirements:** Explain the job duties. What is the expectation for the person hired, and what are the minimum requirements to be considered for the position? Include specific requirements, certifications, educational requirements and/or specialized work experience. Unlike other methods of advertising, you have

space to list specific job duties, requirements, qualifications needed and/or preferred to help job seekers quickly decide not only if they are interested, but whether they meet your minimum qualifications. Be sure pertinent details such as "Employee may work in dusty conditions" or "Outside 50% of time" is noted.

**Work Location:** Be sure the work site location is listed. It helps job seekers determine commuting and travel times, decide if relocation is necessary, whether public transportation is available, etc. If travel is a job requirement, be sure to include that information as part of the job duties.

**Preferred Application Method:** How do you want job seekers to apply for your job opening? If you are accepting résumés via email, be sure to specify acceptable formats for résumés and/or attachments.

**Benefits and Wages:** Providing an overview of benefits details is often a deciding factor for job seekers when applying for jobs. Avoid generic phrases such as "Benefits Available", "Company Benefit Package" or "Will be discussed at interview". It is highly recommended that pay or compensation information be provided. Research indicates that job seekers bypass many job listings that do not include wages and perceive them to be minimum wage jobs. By offering a wage range, experienced workers pursuing employment will be much more likely to view your listing.

**Showcase your company:** Provide basic company information. **JobCenterofWisconsin.com** provides a Company Profile area. Companies are encouraged to provide a short overview of the company to help job seekers in their job quest. Remember, part of the recruitment process is that the company has to promote itself, and its products and services to potential employees.

## 2010 Wisconsin Veterans Job Fairs Dates Announced

### Veteran Job and Benefit Information Fairs

#### 2010 Schedule dates, times and contacts

Here is a great opportunity employers to find qualified candidates for those jobs you need to fill. The Office of Veterans Services and American Legion have put together Veteran Job Fairs that are at no cost to employers. America's Veterans encompass many of the skills employers are seeking in their candidates; technical skill training and experience, quality education, dedication, hardworking, leadership, ability to learn quickly, and much more

#### May 4, Tuesday (9:00-4:00 pm): Madison

- ☐ Madison Area Technical College, Traux Campus, 3550 Anderson Street
- ☐ Contact: Michael Beck, (608) 242-4910 or Eric Benson (608) 242-4881

#### May 4, Tuesday (1:00-5:00 pm): Kenosha

- ☐ Kenosha County Center – Bristol, 19600 75th Street
- ☐ Contact: Jerry Costello, (262) 697-4707 or Marie Pollnow, (262) 697-4713

#### May 7, Friday (9:00-3:00 pm): Janesville

- ☐ Army National Guard Armory, 11 Palmer Drive
- ☐ Contact: Dale Belke, (608) 741-3523 or Charles Jones, (608) 741-3522

#### May 11, Tuesday (12:00-3:00pm): Marinette

- ☐ Army National Guard Armory, 2000 Mary Street
- ☐ Contact: Connie Clayton, (715) 732-7843 or Michael Mack, (920) 448-6776

#### May 13, Thursday (9:00-2:00 pm): Milwaukee

- ☐ American Serb Hall Banquet & Conference Center, 5101 West Oklahoma Avenue
- ☐ Contact: Greg Williams, (414) 389-6293 or Stan Kogutkiewicz, (262) 695-7790

#### June 16, Wednesday (9:00-2:00 pm): Sparta

- ☐ Army National Guard Armory, 602 E. Division Street
- ☐ Contact: Rickie Larson, (608) 785-9363 or Dave Wolf, (608) 785-9363

#### June 16, Wednesday (11:00-3:00 pm): Green Bay

- ☐ Army National Guard Armory, 800 North Military Avenue
- ☐ Contact: Michael Mack, (920) 448-6776 or Brian Marquardt, (920) 448-6778

#### July 15, Thursday (10:00-2:00 pm): Platteville

- ☐ Army National Guard Armory, 475 North Water Street
- ☐ Contact: Tim Murphy, (608) 741-3523 or Dale Belke, (608) 741-3523

#### July 21, Wednesday (9:00-3:00 pm): Wausau

- ☐ Army National Guard Armory, 833 South 17th Avenue
- ☐ Contact: Gary Albrecht, (715) 261-7726 or Don Masterson, (715) 261-7725

#### Aug 18, Wednesday (9:00-2:00 pm): Oshkosh

- ☐ Army National Guard Armory, 1415 Armory Place
- ☐ Contact: David Williams, (920) 929-3923 or Curt Sattler, (920) 968-6874

#### September 8, Wednesday (9:00-2:00 pm): Rhinelander

- ☐ Army National Guard Armory, 1136 Military Road
- ☐ Contact: Gary Albrecht, (715) 261-7726 or Don Masterson, (715) 261-7725

#### September 9, Thursday (9:00-4:00 pm): Madison

- ☐ Edgewood College, Deming Way Campus, 1255 Deming Way
- ☐ Contact: Michael Beck, (608) 242-4910 or Eric Benson, (608) 242-4881

#### September 16, Thursday (9:00-2:00 pm): Milwaukee

- ☐ Milwaukee VA Medical Center, 5000 West National Ave, Room 3435
- ☐ Contact: Greg Williams, (414) 389-6293 or Stan Kogutkiewicz, (262) 695-7790

#### October 15, Friday (9:00-2:00 pm): Superior

- ☐ Army National Guard Armory, 32 North 21st Street
- ☐ Contact: Tim Moore, (715) 836-2909 or (715) 456-5790

**Thank you for your continued support of Wisconsin's Veterans**

### Special Note: Information for Employers/Vendors

- √ Please contact the individual listed on the flyer in order to reserve a table and to obtain specific information about each job fair.
- √ There is "NO COST" for employers or others to attend the job fairs or to reserve a table.
- √ Each table provided will either be 6' or 8' depending on location with a 10x8 ft space. Table coverings and/or skirting may or may not be available. Other space accommodations can be considered upon request.
- √ Some locations may be able to provide electricity upon request.
- √ Some locations have "WIFI"; most have very limited internet capability.



## 2010 — Green Bay Veteran Job Fair Scheduled for June 16, 2010

### You're invited to participate in the 2010 Green Bay Veteran's Job and Benefits informational Fair

The Office of Veterans Services and American Legion will be hosting a Veterans Job Fair at the Wisconsin National Guard Armory on North Military Avenue in Green Bay, WI on Wednesday, June 16, 2010 from 11:00 AM to 3:00 PM. This job fair will be free to employers interested in attending to recruit some of the best qualified candidates Northeastern Wisconsin has to offer.

As we all know, veterans encompass many or all of the skills employers are seeking in their candidates; quality education, experience, dedication, hardworking, honesty, ability to learn quickly, and much more. Employers interested in participating in the Veterans Job Fair can either contact the Veterans Unit at the Wisconsin Job Center Green Bay for further details.

### To sign up or get more details, Please contact:

Michael Mack

Local Veterans Employment Representative  
(920) 448-6776

Email: [michael.mack@dwd.wisconsin.gov](mailto:michael.mack@dwd.wisconsin.gov)  
or

Brian Marquardt

Veterans Employment Representative  
(920) 448-6778

Email: [brian.marquardt@dwd.wisconsin.gov](mailto:brian.marquardt@dwd.wisconsin.gov)

Mailing : **Veterans Unit, Wisconsin Job Center Green Bay**  
**701 Cherry Street, Green Bay, WI 54301**

## Veteran's Award Shared to help Area Veterans



**CVSO Jerry Polus & Brown County Executive Tim Hinz are presented with a check for \$820.00 by LVER Michael Mack & DVOP Brian Marquardt.**



**CVSO Scott McFarlane is presented with a check for \$200.00 by DVOP Brian Marquardt.**

The Veterans Employment & Training unit which is part of the DWD OVS (Department of Workforce Development Office of Veterans Services) received moneys that were awarded for Excellence in Service to Veterans by the US Department of Labor to the Veterans by the Brown County Job Center which services Veterans in Northeastern Wisconsin. The Veterans Unit winning the award in Brown County includes Local Veteran's Employment Representative (LVER) Michael Mack and Disabled Veteran's Employment Program Representatives (DVOP's) Brian Marquardt and Michael Martin.

Local Veterans Representatives, Michael Mack (LVER) and Brian Marquardt (DVOP) recently had to pleasure to share part of the award by presenting Brown County Executive Mr. Tom Hinz and Brown County Veteran Service Officer Jerry Polus with a check for \$820.00 in support of veterans in Brown County.

Brian Marquardt, Disabled Veterans Outreach Program Specialist on behalf of the Veterans Employment & Training Unit also presented a check to Door County Veteran Service Office, Scott McFarlane for \$200 in support of veterans programs in Door County.

The Veterans Unit provides services to Veterans in Brown, Sheboygan, Manitowoc, Kewaunee, Shawano, Oconto, Marinette, Menominee and Oconto counties. These counties and the Disabled American Veterans Transportation Program also received financial support from this award.



## Consumer Price Index

<b>Consumer Price Index - All Urban Consumers (CPI-U) *</b>											
National (U.S. City Average) 1982-1984 = 100			% Change	Class B/C - Midwest States (1996/1997 = 100)			% Change	Class D - Midwest States (1982-1984 = 100)			% Change
U.S. City Average	Feb-10	Jan-10	Feb-09	Size 50,000-1,500,000	Feb-10	Jan-10	Feb-09	Size Less than 50,000	Feb-10	Jan-10	Feb-09
All Items	216.7	216.7	2.1%	All Items	134.0	133.9	2.4%	All Items	210.1	210.1	3.0%
Food & Beverage	219.1	219.2	0.0%	Food & Beverage	137.4	137.4	0.2%	Food & Beverage	218.5	218.7	0.2%
Housing	215.8	215.9	-0.6%	Housing	131.2	131.2	-0.7%	Housing	193.3	193.3	-1.4%
Apparel	118.9	116.7	0.0%	Apparel	86.3	85.3	-2.5%	Apparel	118.0	115.6	6.3%
Transportation	189.6	190.5	11.8%	Transportation	133.3	133.9	12.2%	Transportation	190.1	190.3	14.1%
Gasoline (All Types)	227.2	233.7	36.8%	Gasoline (All Types)	227.1	233.3	37.5%	Gasoline (All Types)	216.9	222.2	38.3%
Medical Care	385.9	382.7	3.6%	Medical Care	162.6	161.0	3.1%	Medical Care	375.1	372.6	3.9%
Energy	204.5	208.0	14.4%	Energy	187.1	189.5	14.5%	Energy	195.9	199.6	15.3%

Source: U.S. Department of Labor, Bureau of Labor Statistics \*Not Seasonally Adjusted

## Labor Force Update

<b>Green Bay MSA (Brown, Kewaunee, &amp; Oconto counties)</b>	<b>February-10</b>	<b>January-10</b>	<b>February-09</b>	<b>Change from one month ago January 2010</b>	<b>Change from one year ago February 2010</b>
<b>Civilian Labor Force</b>	169,069	168,808	171,497	-2,747	734
Employed	153,747	153,486	157,011	-1,408	-4,710
Unemployed	15,302	15,322	14,486	-1,339	5,444
Unemployment Rate %	9.1%	9.1%	8.4%	0.0	0.6
<b>Total Nonfarm (NFWs) ***</b>	157,900	157,800	161,900	100	-4,000
Goods Producing	32,400	32,500	34,000	-100	-1,600
Service Producing	125,500	125,300	127,900	200	-2,400
Constr., Mining & Nat. Resources	5,600	5,600	6,000	0	-400
Manufacturing	26,800	26,900	28,000	-100	-1,200
Trade	21,600	21,900	22,600	-300	-1,000
Transportation & Utilities	10,600	10,700	11,000	-100	-400
Financial Activities	12,300	12,300	12,700	0	-400
Education & Health Services	21,200	21,100	21,000	100	200
Leisure & Hospitality	14,300	14,500	14,500	-200	-200
Info., Prof & Bus. Svcs., & Other Svcs.	23,800	23,700	24,500	100	-700
Total Government	21,700	21,100	21,600	600	100
Federal	1,200	1,200	1,200	0	0
State	2,200	2,100	2,600	100	-400
Local	18,300	17,800	17,800	500	500

\*\*\* Includes employment with employers located in area. Estimates are not seasonally adjusted.

Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers.

All monthly estimates are subject to annual revisions.

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Training, LAUS, CES

## Job Center Job Order Stats:

### Snapshot in time - Active Job Orders on JobCenterOfWisconsin.com as of Noon—March 30, 2010

Statewide 23,153  
Resumes/applications on JCW 31,109

### New Job orders listed in January & February 2010 (Does not include uploads to JobCenterOfWisconsin.com from JobCentral.com)

	February 2010		January 2010	
State Wide	3,606 Job Orders	9,022 Job Openings	3,524 Job Orders	7,195 Job Openings
Bay Area (10 Counties)	536 Job Orders	998 Job Openings	540 Job Orders	1,130 Job Openings
Fox Valley (7 Counties)	612 Job Orders	1,910 Job Openings	545 Job Orders	1,227 Job Openings
Brown County	277 Job Orders	488 Job Openings	305 Job Orders	608 Job Openings

## Economic Development Tax Credit

<http://commerce.wi.gov/BD/BD-ETC.html>



The **Economic Development Tax Credit** replaces five former Wisconsin tax credit programs - the Airport Development Zone, Agricultural Development Zone, Community Development Zone, Enterprise Development Zone and Technology Zone programs. The new tax credit program eliminates all former zone boundaries, as well as creating new ways in which existing Wisconsin businesses or businesses relocating to Wisconsin can earn tax credits.

The tax credits, which are nonrefundable and nontransferable, must be applied against a certified business's Wisconsin income tax liability. In the case of an S-Corporation, LLC or other pass-through entity, tax credits flow through to the owners in the same way as the income. The tax credits have a 15-year carry forward.

### Eligible Activities

- **Job Creation** – Tax credits can be earned through the creation of new, full-time positions that pay at least \$10.88 per hour. Businesses must create the jobs within three years and maintain them for at least two additional years. Tax credits will be released on an annual basis, in direct proportion to the number of jobs created.
- **Capital investment** – Tax credits may be earned through capital investment for property and equipment. Expenditures for working capital, employment costs, moving costs, intellectual property and unrelated fees and permits are not eligible. Tax credits will be released on an annual basis, as eligible expenditures take place. Businesses whose primary activity includes such things as retail, commercial development, recreation, entertainment or direct health care are not eligible to earn tax credits through capital investment.
- **Employee Training** – Tax credits may be earned through many types of training provided to existing and new employees in full-time positions. Training must be related to a specific project. Eligible training costs include trainee wages, trainer costs and trainer materials. Tax credits will be released on an annual basis, as eligible training costs are incurred.

**Corporate Headquarters** – Tax credits may be earned by businesses locating global, national divisional or regional headquarters operations to Wisconsin or by businesses whose existing Wisconsin headquarters are at risk of leaving the state. Credits will be allocated on a per-job basis.

### Allocation of Tax Credits

Commerce will certify applicants that have met the eligibility criteria and will allocate tax credits. In determining the allocation of tax credits, the Department will consider the following:

1. Whether the project will serve a public purpose;
2. Whether the project might not occur without the allocation of tax credits;
3. The extent to which the project will be financed with funds not provided by the State of Wisconsin;
4. Whether the project will displace workers in Wisconsin;
5. The extent to which the project will retain or increase employment in Wisconsin;
6. The extent to which the project will contribute to the economic growth of Wisconsin and to the well-being of Wisconsin residents;
7. Whether the project will be located in an economically distressed area;
8. Whether the project will be located in a rural area;
9. The extent to which the project will increase the geographic diversity of available tax benefits throughout Wisconsin;
10. The financial soundness of the business;
11. The ability of the business to utilize Wisconsin income tax credits; and
12. Any previous financial assistance that the business received from the Wisconsin Department of Commerce.

Application materials can be obtained by contacting the Department of Commerce's Area Development Managers.

[Area Development Managers assist business expansions, promote business retention, and help local development organizations in their respective territories. Area development managers (ADM) use their knowledge of federal, state, and regional resources to provide a variety of information to expanding or relocating firms. They also mobilize resources to help struggling businesses. Local economic development practitioners can turn to area development managers for assistance with long-term marketing and planning strategies.]

To find the Area Development Manager providing services in your area go to:

<http://commerce.wi.gov/BD/BD-AreaDevManagers.html>

For additional information about the Economic Development Tax Credit program, contact Todd Jensen at 608/266-3074 or

[Todd.Jensen@Wisconsin.gov](mailto:Todd.Jensen@Wisconsin.gov)

## Refugee Services Program—Here to help you.

NEWCAP, Inc. Refugee Services helps recently arrived refugees achieve economic self-sufficiency and social adjustment within the shortest time possible following their arrival in the United States. Services include English language training, employability services, case management, social adjustment services, interpretation, and citizenship and naturalization services.

### Matching Employees with Employers' Needs

NEWCAP staffs at the Green Bay Wisconsin Job Center provide the following opportunities between refugees and employers:

- √ Resume writing, job readiness/motivation, and job interview preparation.
- √ Jobseeker assessment, job application screen, and candidate screening.
- √ Translation/interpretation services for: Job interview, new hire orientation, job coaching performance review, annual benefits orientation.
- √ Provide assistance to employer with recruiting/retention.
- √ Provide on-site job coaching and translation services.

√ Work with employer (supervisors and plant managers) provide strategies to help company increase their productivity.

Refugees help employers in meeting increasing product demand and scheduling conflicts. Refugees have excellent work ethics, and put forth their best efforts in all they do. They work hard to succeed in their jobs and are willing learners.

If you have questions, job announcements or interests in recruiting refugees, please feel free to contact NEWCAP Refugee Services Program staffs at the Green Bay Wisconsin Job Center:

Program Supervisor -Hun C. Ho

Phone: (920) 448-7206 E-mail: [hunho@newcap.org](mailto:hunho@newcap.org)

Case Manager - Gaonou Lee

Phone: (920) 448-7207 E-mail: [gaonoulee@newcap.org](mailto:gaonoulee@newcap.org)

Case Manager - Mayneng Xiong

Phone: (920) 448-7208 E-mail: [maynengxiong@newcap.org](mailto:maynengxiong@newcap.org)



## Global Business Luncheon Go Global – Business Ideas for the New Decade

**Come enjoy a free buffet style lunch and listen to presentations specifically designed to introduce you to Global Business concepts and skills. Learn how to partner with NWTC to begin your global business journey.**

Presenters

**Michael Stone** has over 25 years of successful international business experience. He is the owner and operating president of The Stone Group Inc., which specializes in sales, marketing and leadership in the international market. He studied International Business and Marketing at Sophia University in Tokyo, Yokohama Commercial University ( Japan), and UW-Eau Claire. Michael's background and experience includes the development of foreign markets, the creation of foreign offices and the management of foreign personnel, with an emphasis in the food industry.

**Silvia Campazzo** is a graduate of the University of Wisconsin-Oshkosh, where she earned her bachelor's degree in Spanish and international studies. She is also a graduate of the University of Medicine La Plata in Buenos Aires, Argentina with an associate degree in medical sciences, forensic medicine, histology technology and medical lab technician. Silvia has had works published in the following publications and websites: Interculturalismo y

lenguaje; several essays at BabelPsi.com, ar; Como a mi propia hija; a short story in the Antología de autores latinoamericanos; El Loco y otros cuentos; a short story in the Anthology sin fronteras. Silvia is an adjunct instructor at Northeast Wisconsin Technical College, teaching Spanish in the General Studies department.

**Date:** Tuesday, May 4, 2010

**Time:** 11:30 am – 1:45 pm

**Location:** Northeast Wisconsin Technical College

Green Bay Campus

Center for Business & Industry

Room CB213

Seating is limited. RSVP by April 27, 2010

**For further details**

Email: [lisa.miller@nwtc.edu](mailto:lisa.miller@nwtc.edu) or call (920)498-6971 and press 1