



MWCA Best Practices

SUBMISSION FORM

WIB Name/WSA: Stearns-Benton Workforce Council/WSA #17 SBETC _____

Submitted by: Jill Magelssen, Chair of Workforce "U" Committee of Stearns-Benton Workforce Council, member of Workforce Council and SBETC Joint Powers Board

**Attach a description (no more than two pages) describing the innovative best practice.
Please address the following:**

- Overview describing the innovative best practice
- Jobseeker impact (ie: benefits, outcomes for jobseekers)
- Community impact (ie: benefits, outcomes for non-jobseekers)
- Identification of those involved, including collaborators
- Leveraging/alignment of outside resources
- Ideas for replication/lessons learned

Attached.

Information can be mailed, faxed or e-mailed to:

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DUE DATE: FRIDAY, JULY 24, 2009

Breakfast with the B.E.S.T.

- **Overview describing the innovative best practice**

Breakfast with the B.E.S.T. (Building Excellence through Strategic Thinking) is a monthly training series presented by choice business leaders in Central Minnesota. Developed by the Stearns-Benton Workforce Council with staff support from SBETC, this program was created to assist local business owners, managers, employees, and non-profits in building knowledge and skills that add value to their organizations. Targeted at small employers who may not have employee development resources or opportunities, these Breakfast meetings highlight local business leaders who contribute their services at no cost. The workshops are held the second Wednesday of the month, with a full breakfast provided at 7:00 a.m. and the presentation running 7:30 – 8:30 a.m. Cost is \$25/person.

- **Jobseeker impact (ie: benefits, outcomes for jobseekers)**

The training is to build the knowledge and skill within business and organizations which will impact attending incumbent workers as well as transfer to the “bottom line” of the employer represented. SBETC staff take lessons learned and implement them into Workforce “U” class offerings to job seekers, including managers who are now dislocated workers.

- **Community impact (ie: benefits, outcomes for non-jobseekers)**

As of 7/20/09, attendance totaled 518 individuals (unestimated duplication of participants).

Survey Results:	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Answered
1. Seminar Valuable	63%	37%			
2. Met Personal - Professional needs	46%	53%	1%		
3. Relevant to needs of business	65%	35%			
4. Location and time of seminar met my needs.	64%	35%	1%		

- **Identification of those involved, including collaborators**

Presentors and topics to date:

3/12/08	Improving Your Business Capital	Dr. Bruce Miles, C.E.O. Big River Consulting Group
4/9/08	Leadership Success Planning	Nancy Meyers, Prof. Dev. & Comm. Mgr., The Bernick Cos.

5/14/08	Leading & Managing for Sustainable Profitable Growth	Tom Schlough, CEO, Park Industries
6/11/08	Social Capital	Brian Myres, Head of Midwest Operations, ING Direct
7/9/08	Ensuring a Successful Lean Implementation	T. Kent Gilmore, C.O.O., Nahan Printing, Inc.
8/13/08	World Class Safety Program	Boyd Hengel, Safety & Health Coordination, Bayer Built Inc.
9/10/08	The Alphabet Soup of Employee Benefits	David Flotten, JD, SPHR, HR Consultant; Nich Mahlberg, Employee Benefits Account Executive; Erik Hinz, Benefits Consultant, Associated Financial Group
10/8/08	Building a Start Up Business	Justin Wampach, CEO, Adjuvant
11/12/08	Identify Theft – How It Affects Your Business	John Justin, Crime Prevention Specialist, St. Cloud Police Department
12/10/08	Culture & Customer Service	John Rogan, Business Advisor, DeZurik Water Controls
1/14/09	Growing a Start-Up Business	Nikki Orton, President, Up North Basket Company
2/11/09	Tools to Use in <i>Your</i> Business	Shelly Bauerly Kopel, Managing Partner, Venture Allies
3/11/09	Does IT Matter: The Corrosion of Competitive Advantage	Scott Warzecha, CEO, Netgain
4/8/09	Risk Management	Bob Mahowald Sr., Mahowald Insurance Agency
5/13/09	Benchmarking Employee Satisfaction	Jeff Gau, CEO, Marco Business Products
6/10/09	What Were You Thinking! How To Communicate More Effectively with Those You Do Not Understand	Diane Amundson, General Manager, Express Business Solutions
7/8/09	Preventing Workplace Violence at Your Business	Vikki Sanders, Workplace Violence Prevention Consultant, Dept. of Labor & Industry

Each presenter is asked to develop a “recommended reading list” for continued learning which is posted on www.workforceu.com and are provided in Workforce “U” class offerings.

- **Leveraging/alignment of outside resources**

These sessions are presented at no speaker cost. Existing facilities at the WorkForce Center are used. Stearns-Benton Workforce Council members do the recruiting of the speakers, determination of topic. Council members and Partners help with “getting the word out.” SBETC provides staff support including fiscal.

- **Ideas for replication/lessons learned**

There are an abundance of community resources – you just need to ask - such as employers who are nationally recognized and are willing to share their experience as a community contribution. Presenters need to be the “leaders” – top level executives who don’t “delegate down.” Of most value are the stories of venturing into uncharted waters i.e. how to develop a company from scratch and mistakes made along the way; how a facility fire led to strategies and organizational opportunities. Be respectful of the time of the attendees and presenters. Keep it straight forward/direct. Get feedback and respond.