TALENT

BUSINESS

COMMUNITY

Networks Northwest

Talent / Business / Community

2019

ANNUAL REPORT

NETWORKSNORTHWEST.ORG

To Partners, Stakeholders, and to all of **Northwest Michigan,**

We are pleased to present the 2019 Networks Northwest Annual Report. In it, you'll find information and highlights about our many accomplishments through this last year and our continued positive momentum.

We accomplished a lot in 2019 and are recognized in Michigan and nationally as an agency of best practices, but realize that much remains to be done.

The hallmark of this organization has always been its unwavering belief and confidence in the region. Northwest Michigan is a special place that is thriving, in large part, because it embraces its small towns, scenic lands, natural resources, and hardworking people. Our region inspires each Networks Northwest employee and board member to do more and give more.

In 2020, Networks Northwest will continue to be a leading talent, business, and community development agency. We will help job seekers find jobs and work-related skills. We continue to help businesses plan for growth, address workforce needs and reach new markets. And, we will always work with leaders to improve local economic conditions. Our governing board, consisting of the public and private sector, remains focused on building stronger communities and enhancing the quality of life in the 10 counties of Northwest Michigan.

Thank you for your continued support. Networks Northwest is proud to partner with you as we continue to build prosperity and resiliency in Northwest Michigan.

Sincerely,

Gary W. Fedus,
Board Chair
Owner, Mitchell Graphics

Chris Christensen,
Chief Elected Official
Charlevoix County Commissioner

Matt McCauley,
Chief Executive Officer

2019 ANNUAL REPORT

TALENT DEVELOPMENT

The dedicated, experienced staff at Networks Northwest helps connect job seekers and workers to the employers who need talent. Northwest Michigan Works! is the signature program in an array of services that help people be job-ready in the areas that employers need most. Our unique services help our clients reach their goals, but the hard work is ultimately all theirs. In the following pages you will be inspired by people from all over Northern Michigan who have put in the effort to take the next big step in their careers.

Networks Northwest
Talent / Business / Community

NORTHWEST MICHIGAN WORKS!

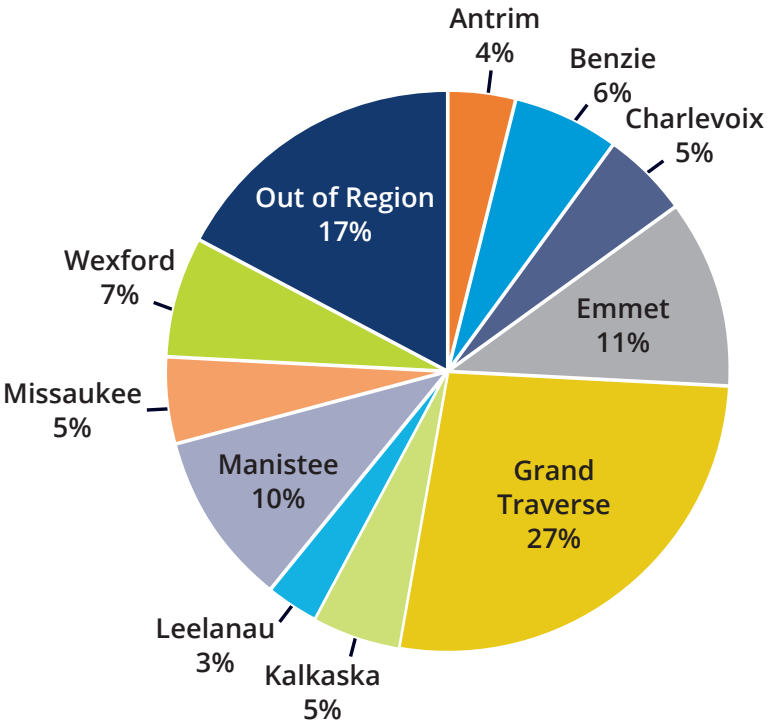
- *Job Seekers*
- *Jobs for Michigan's Graduates*
- *Employee Retention*
- *Apprenticeships*
- *Adult Education*
- *Offender Success*
- *Skilled Trades*
- *Business Services*

Talent Development
American Job Center — Job Seekers

41,221

Total Center Visits

Percentage of Customers by Residence County



Talent Development
Veteran Services

657

Veterans Served

Service Type	Services Provided
Appointment	258
Career Connection	93
Interviewing Assistance	14
Job Fair	8
Job Search	616
Learning Lab	112
PATH	14
Résumé Assistance	233
Unemployment	944
Veterans Workshop	109
Total	**2401**

Talent Development
Meet Javier Nuno

Javier Nuno served in the U.S. Navy for six years before being honorably discharged in the fall of 2018. Shortly after leaving the Navy, he started looking for a job in the civilian world. One of the first places he went was to the Northwest Michigan Works! American Job Center in Traverse City.

"Transitioning from military life to civilian life can be really hard," said Nuno. "Just going into Michigan Works! felt like a pretty smooth transition."

Nuno met with the Veterans Career Advisor and Northwest Michigan Works! Career Advisor. They helped him with his résumé and worked with him on the transferability of his military skills to the civilian workplace. In the Navy, Nuno had worked as a communications electrician. The Career Advisors worked with the Michigan Works! Business Services team to connect Nuno with a local electrical company that was looking for workers. He was hired by the company and qualified for the On-the-Job training program offered through Michigan Works! that covered part of the cost of his wages while he was being trained for his new job. Now he is working full-time and using the skills he learned in the military.

"Thank you to Michigan Works! and to all the personnel that helped me get to where I am right now."

"Transitioning from military life to civilian life can be really hard. Just going into Michigan Works! felt like a pretty smooth transition."

Talent Development

Meet Lori Bialik

When Lori Bialik came to Northwest Michigan Works! in Manistee, she was unemployed, had limited income, no internet at home, and was feeling distressed. Lori began using the Michigan Works! Resource Room for her job search and staff assisted her with her résumé, cover letter, and interview skills. Lori also attended Career Connection events and received job referrals and gas cards for her job search.

Lori said she became frustrated during her job search but the staff at Michigan Works! kept working with her and told her to stay positive. All the effort she put into her job search paid off when Lori was hired as an Executive Secretary for the Michigan Department of Corrections at the Oaks Correctional Facility in Manistee.

"I got the job I really wanted... and love my job," said Bialik. "I just want to say thank you to everyone at Michigan Works! for all their help and encouragement because I could not have done this without them."

"I just want to say thank you to everyone at Michigan Works! for all their help and encouragement because I could not have done this without them."

Talent Development

Partnership. Accountability. Training. Hope. (PATH) & Workforce Innovation and Opportunity Act (WIOA)

66% *Average percentage of PATH program participants who met/exceeded their program participation requirements*

Average percentage of WIOA participants who were employed 6 months after completion of services **95%**

92% *Average percentage of WIOA participants who were employed a year after completion of services*

6,389 *Number of Employment Services participants employed 6 months after completion of services*

Average percentage of WIOA Adults and Dislocated Workers who received a credential **88%**

$16.07/hr

Average reported wage earned 6 months after completion of services by Employment Services, WIOA Adult, and WIOA Dislocated Worker participants

Talent Development

Meet Sandra Zeinog

Sandra Zeinog was alone, homeless and dealing with other personal challenges when she started working at Wojan Window and Door Corporation in Charlevoix. Spending $60 a night to stay in a hotel, making overly expensive car payments, and facing legal fees for an assault charge, Sandra was financially devastated. Everything she owned was in her car and she was without a support system of any kind. She felt hopeless.

"It can be very overwhelming, especially when you don't know where you're going to go," said Zeinog. "You're trying to work, and you get off work and you're like, where am I going to lay my head tonight? It's scary, especially when you don't feel like you've got anybody to turn to."

Wojan's HR Manager, Jill Harrell, learned about the challenges Zeinog was facing and referred her to a Business Resource Network (BRN) Success Coach. The BRN was developed by Northwest Michigan Works! in partnership with Char-Em United Way. The Success Coach visits participating employers on a weekly basis to provide community-based referrals and support to remove worker barriers and increase retention while reducing turnover.

"It was less than three weeks and the [Success Coach] had helped me find another place. She was on it like day and night, calling people, and finding me apartments and everything," said Zeinog. "I was very happy."

"It's such a load off to know that when you can't help somebody there's somebody else with so many more resources that I would never even think about in all of my years in HR that she can help with. It's amazing," said Harrell.

Moving into her new apartment, Sandra had limited possessions. The Success Coach continued helping her with household furnishing vouchers through community partners. The Success Coach also worked with Sandra on budgeting. She was able to get a lower cost vehicle and catch up on bills including her legal fees. She has now paid all her fines and is no longer on probation.

The financial and emotional support empowered Sandra to make the right decisions, take accountability, and reach her goal of becoming a stronger, more stable employee.

Sandra Zeinog and her employer, Wojan Window and Door Corporation in Charlevoix, received Impact Awards from the Michigan Works! Association

"It was very important. Not only does she help... she was a friend. She was a lifesaver."

Talent Development

Apprenticeships — Skills for In-Demand Jobs

Northwest Michigan Works! Sponsored Apprenticeships:

- Accounting Technician
- Bindery
- Certified Nursing Assistant
- Culinary
- Fiber Optic Lineworker
- Maintenance Repairer, Industrial
- Medical Assistant
- Numerical Control Machinist
- Offset Press Operator
- Soil Conservation Technician

Serving as a Department of Labor Registered Apprenticeship Sponsor, Northwest Michigan Works! added Apprenticeships for 11 different occupations, representing 12 employers including 33 newly registered apprentices.

Northwest Michigan Works! partnered with Boyne Highlands Resort, Boyne Mountain Resort, The Inn at Bay Harbor, American Culinary Association and North Central Michigan College to develop an innovative culinary program. Once the apprentices complete their training, three credentials will be achieved including a Sous Chef, Hospitality, and National Journeyworker certificates.

North Central Michigan College *It's what matters!*

BOYNE HIGHLANDS

33

New Apprentices Across the Region

Dean, Boyne Highlands Mentor

Talent Development

Business Resource Network Employee Retention Program

In partnership with Char-Em United Way, the Business Resource Network (BRN) comprises eight shareholder companies participating in an innovative employer retention program which includes an on-location Success Coach. In 2019, more than 200 individuals have worked with the Northwest Michigan Works! Success Coach to help remove barriers in their home and work lives.

The onsite Success Coach provides referrals and supportive services for:

- Transportation
- Childcare
- Health & Wellness
- Financial Management
- Housing
- Household Needs
- Work Clothing
- Utility Assistance

In collaboration with Char-Em United Way, Charlevoix State Bank and Chemical Bank, the BRN has launched an innovative loan and credit building program to help qualified individuals with emergent needs and credit history issues.

Together, the BRN Shareholders have saved over $500,000 in turnover costs through the success of this program.

"We care about everybody that passes through these doors, that's just the nature of our business. Now we're able to take that extra step and really care for our employees a lot more."

—Carol Timmer, Administrator, Grandvue Medical Care Facility, & BRN Member Employer

Talent Development

Jobs for Michigan's Graduates (JMG)

We know we need to be centered on the success of young people in today's job/economic market. With the significant skill gap and a talent pipeline shortage, Michigan's future workforce depends on our current actions. Each moment is critical; every action matters. As a host for the Jobs for Michigan's Graduates program, in 2019 we were able to equip 336 young people with the skills to overcome barriers and win in education, employment, and as citizens.

336
Students Enrolled

56 students participated in leadership development events at the regional, state, or national level.

Highlights of the year:

- Northwest Michigan Works! continued its partnership with Char-Em ISD Career and Technical Education, the Traverse Bay Area ISD Career-Tech Center, and the Wexford Missaukee Career Tech Center; reaching a record enrollment of 336 JMG students.
- New programs were opened at Cadillac High School, Cadillac Innovations High School, and CASMAN Academy in Manistee.
- 13 out-of-school young adults are enrolled in JMG receiving high school completion and career preparation services.
- 15 JMG students participated in paid work experience and internship opportunities with 8 area employers.
- The Regional JMG Leadership Day held at Camp Hayo-Went-Ha in Antrim County drew 45 area students who participated in character building, teamwork, and leadership activities.
- 81 JMG students participated in 5 community service projects.

For the fourth consecutive year, our program received the National Jobs for America's Graduates "5 of 5 Award" for meeting or exceeding national standards in five categories measuring student success.

97%
High School Graduation Rate

Students at Camp Hayo-Went-Ha participating in character building, teamwork, and leadership activities during the Regional JMG Leadership Day.

JOBS for MICHIGAN'S GRADUATES

All JMG students receive:

- Barrier removal, drop-out prevention, career preparation
- One-on-one guidance counseling
- Student-led leadership development
- Community service projects
- Adult mentoring
- Work-based learning
- College preparation and transition
- 12 months of follow-up services

JMG students in the Char-Em ISD's Career and Technical Education Welding program at East Jordan High School display the certificates for committing to participate in the JMG program

JMG students from the Wexford-Missaukee Career-Tech Center toured Rexair for Manufacturing Day in Cadillac.

Students pose outside the capitol building at the National Student Leadership Academy in Washington, D.C.

116 *JMG students toured six post-secondary institutions*

JMG students pursuing employment, military, or college after high school graduation **95%**

111 *JMG students participated in 23 employer talent tours*

Talent Development
Career Navigators

In close partnership with our region's four intermediate school districts, Career Navigators employed by Northwest Michigan Works! provided training, guidance, and classroom activities in support of the Educational Development Plans (EDP) required for K-12 students in our ten county area.

Beginning in elementary and continuing through high school, the EDP program creates an adaptive continuum of career awareness and exploration that culminates in students discovering successful in-demand career paths. Success is achieved by bringing together the collaborative efforts of workforce development specialists, educators and employers.

2019 Highlights

- Planning committee for MiCareerQuest Northwest event that reached 1,750 9th grade students from across northwestern Michigan.
- Recruited schools and handled logistics for Manufacturing Day increasing participation to over 1,200 students, a 33% increase in students over 2018.
- Assisted with planning and provided support for career events reaching students in 27 school districts.
- Partnered with teachers and counselors to increase the amount of EDP lessons available to students by 25% going from 45 to 60 lessons.
- Presented at a Michigan School Board Association Conference

Over 2,500 students in 57 schools across 24 school districts received EDP lessons

MiCareerQuest Northwest

May 22, 2019
Grand Traverse County Civic Center

37.5 million
Boomers will retire in the next decade

21 million
emerging workers will enter the workforce to replace them

What are we, as a region, doing to encourage our youth to choose careers in Northwest Michigan's high demand industries? MiCareerQuest Northwest is a hands-on career readiness event for 9th grade students created to inspire and direct young people to viable careers in high-demand occupations to address the need for future talent.

MiCareerQuest Northwest 2019 Stats

- 6 Industries represented-Manufacturing, Healthcare, Hospitality, IT, Agriculture, and Construction
- 50 Exhibitors
- 30 Schools/1,750 students
- 70 Volunteers
- 10 county participation

"I got to talk to actual people who have these jobs, not just look it up on the internet. I thought it was a great experience."
—Participating Student

Talent Development
Adult Education

Total Number of Students: **267**

Total Number of Attendance Hours: **18,600**

Average Attendance per Student: **70 Hours**

Total Distance Learning Hours: **7,076**

38% of attendance Hours come from Distance Learning

Class of 2019: **65 Graduates** (24 HSD; 41 GED)

ABE: Adult Basic Ed

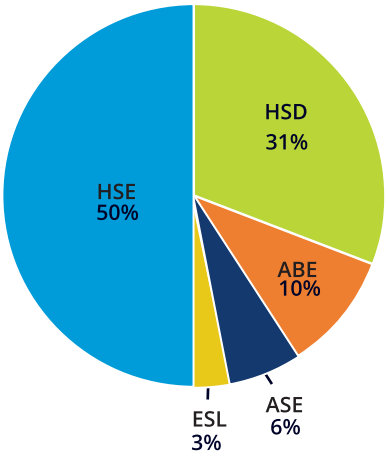
ASE: Adult Secondary Ed

ESL: English as a Second Language

HSD: High School Diploma

HSE: High School Equivalency (GED)

Programs of Enrollment



Blended Learning Options at Northwest Michigan Works! Learning Labs

Adult Education students have the option to complete some or all of their education online and outside of the learning lab. This is referred to as Distance Learning. With over 85% of our student population employed at the time of registration, this has proven to be a great option for students. Data shows that 78% of the students enrolled used distance learning options sometime during their enrollment.

Northwest Michigan Works! Learning Lab Literacy Services

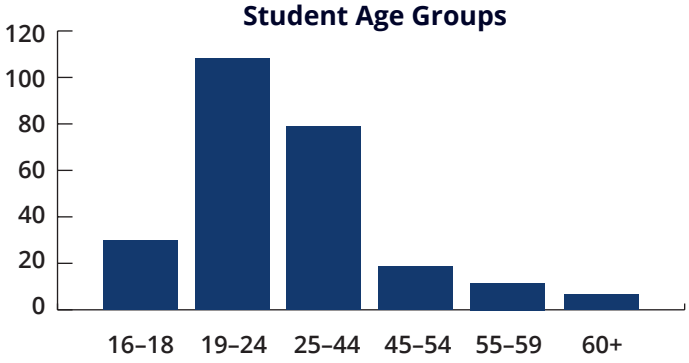
Utilizing federal grant funds and a bequest from a local patron, processes were initiated to develop a fuller range of literacy services in the learning labs. Literacy can be defined as the ability to functionally read, write, and speak in the English Language. Lab Literacy Services have expanded this definition to include computational skills. A Literacy Specialist was hired and work began on tutor training models. Literacy services can include the use of tutors and specialized materials to help promote educational gains.

ACT (Adult Career Training) and SUN (Skills Up North) Career Tech Training Grants

Traverse Bay Area ISD (TBAISD) and Wexford-Missaukee ISD (WMISD) were two of eleven CTC programs that were awarded a state of Michigan Adult Education Grant for the 2018-2019 school year. The purpose of the grant is to provide skills training to adult education participants to increase employability and to meet the needs of local employers by filling the skills gap. WMISD's Adult Career Training Program (ACT) provided training in Manufacturing, Healthcare and Hospitality during the Fall and Spring sessions. TBAISD's Skills Up North (SUN) program was new to the grant this year and provided training in Automotive, Culinary and Welding. Students must be co-enrolled in Adult Education and one Career Tech Center course. Northwest Michigan Works! partnered with the programs to provide soft skills, resume writing training, and mock interview practice.

78% ***of students use Distance Learning as an option sometime during their educational time in the lab***

Student Age Groups



Talent Development

Offender Success Program

The Michigan's prison population experienced another year of decline in 2019, thanks in part to the Offender Success program. The Offender Success program aims to reduce crime by providing targeted services for those formerly incarcerated, with the goal of obtaining self-sufficiency. In Northwest Michigan, dedicated staff work one on one with participants to help them not only get a job, but keep a job.

Housing Navigation services are also offered for those individuals that would otherwise be homeless upon returning to the community.

The Offender Success program served 212 formerly incarcerated individuals. The majority of those individuals received assistance finding safe affordable housing and meaningful employment — two key factors in reducing the region's recidivism rate (return to prison rate) and subsequently increasing community safety and reducing cost to taxpayers.

Residential Stability

- 121 individuals that would otherwise be homeless received assistance with finding and securing a place to stay
- 25% of the program budget was spent on providing residential stability services.

Job Placement

- 70 individuals were enrolled in job placement services and received employability skills training, job counseling, temporary work experience, On-the-Job Training, help with purchasing necessary work supplies and more from dedicated Offender Success job placement staff.

In addition to residential stability and job placement services, Offender Success participants also received help with basic needs such as obtaining identification, clothing, and transportation via bus passes and fuel cards. The Offender Success program also partners with area providers to ensure participants are connected with behavioral health services such as individual counseling and batterer intervention services as needed.

29% *Recidivism — one of the lowest in the nation*

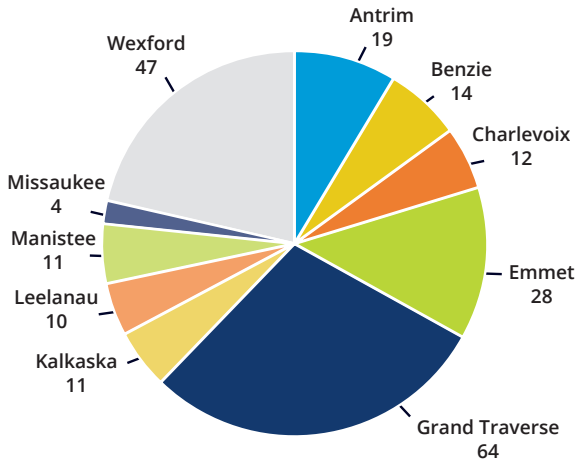
38,005 *MDOC prison population*

56% *Job placement rate State average: 49%*

57% *Job retention rate* State average: 38.2%*

*Participants had to maintain employment for 12 consecutive months or until successfully completing parole term.

Number of Offender Success Participants Served by County



Talent Development

Offender Success Program — Meet Joe

In January of 2019, Offender Success (OS) participant Joe F. was released from prison after serving almost five years. Upon release, his parole agent referred him for Job Placement services, where OS staff worked one on one with him to get job ready.

Initially, Joe struggled with his adjustment back into the community. "There were a lot of up and downs," said Joe. He engaged in treatment and focused on moving forward.

The OS Job Developer and Joe met weekly to problem-solve, build a résumé, practice interviewing skills and job search. In April of 2019, the OS program referred him to a position at Bill Marsh Auto Group. OS staff reached out to Bill Marsh and advocated for him. Joe successfully interviewed and with OS subsidizing his first 30 days with an On-the-Job Training contract, Joe was hired as a Lube Tech at one of the largest automotive dealerships in the area.

Having stable employment and continuing with treatment and rehabilitation has allowed Joe the chance to reunite with his children and family members, as well as gain the confidence to not give up. He's learned that "rejection is normal, do not give up, keep on it, 'no' comes before 'yes'".

Today when asked how the OS program has been helpful to him, Joe says, "The OS program provides you with a map to success. When we come out from prison, people have no clue where we have been, OS understands. It provided me with the tools I had no access to, such as creating a résumé and interviews with employers. I believe the Networks Northwest Offender Success Job Developer put extra effort into helping me".

Recently, Joe has been offered some additional training at work and after almost a full year of employment, he is looking forward to successfully completing his parole term in April of 2020 and continuing on his path toward bettering himself.

The OS Job Developer and Joe met weekly to problem-solve, build a résumé, practice interviewing skills and job search.

BILL MARSH

Joe has learned that "rejection is normal, do not give up, keep on it, 'no' comes before 'yes'".

Talent Development

Special Activities — Business Services at a Glance

Missaukee/Wexford

- 16 Career Connection events with 68 attendees
- 33 "Employer of the Day" events with 231 attendees

327 high school students from 5 districts in Wexford and Missaukee schools attended a Mock Interview Day and were able to get real-world employer feedback on their résumés and interviewing skills.

327

Students Attended Mock Interview Day

Antrim/Kalkaska

- Seven employers along the US 131 corridor opened up their manufacturing facilities to area middle and high school students for tours on Manufacturing Day. Student participation increased by 1/3 over last year.
- Northwest Michigan Works! collaborated with Kalkaska Memorial Hospital in the development of a U.S. Department of Labor Medical Assistant Registered Apprentice Program to address the shortage of healthcare workers in the Kalkaska area. The program will be launched in 2020.

MFG DAY

In the region, 75 employers opened their doors to over 2,000 students for Manufacturing Day!

Talent Development

Special Activities — Business Services at a Glance

Benzie/Manistee

- Provided 561 unique services to area employers
- 2 Career Expos at Benzie Central High School, 47 employers, 200 high school students

Charlevoix/Emmet

- 49 Career Connection events with 147 attendees
- 24 Employer of the Day events, 116 job seekers, 29 new hires

The Northern Michigan Regional Hiring Event is the largest hiring event in northern Michigan. 332 job seekers networked with 75 employers. Private interview rooms were available for employers and an average of 1.7 job offers were made per employer during the event.

Grand Traverse/Leelanau

- 43 Career Connection events with 280 attendees
- 71 Employer of the Day events, 310 job seekers, 35 new hires
- Staff from Northwest Michigan Works! conducted a résumé workshop for 63 students of the TBAISD Manufacturing Technology Academy

71
Employer of the Day Events

The following hiring events connecting employers with talent were hosted in Traverse City by Northwest Michigan Works! and Northwestern Michigan College.

Veterans and their spouses had the opportunity to meet with nearly 40 local employers and a variety of service providers at the Jobs for Vets Hiring Event. Employers recognize and value the skills Veterans bring from the military to the civilian sector. Besides bringing veterans and employers together, the event also raised over $1,800 for local veterans services.

The 2019 Technology Career Fair attracted over 120 job seekers and more than 30 businesses with positions to fill. The event featured employers in the fields of IT, Visual Communications, Engineering Technology, and Welding Technology.

Talent Development
Going PRO Impact 2019

Michigan's Going PRO Talent Fund provides competitive awards to employers to assist in training, developing, and retaining current and newly hired employees. The Talent Fund helps to ensure employers have the talent they need to compete and grow, and individuals have the skills they need for in-demand jobs.

Northwest Michigan Impact					
County of Business	**# Awards**	**$ Amount Awarded**	**# of Employees Receiving Training**	**# of New Hires**	**# of Apprentices**
Antrim	3	$61,959.00	48	15	0
Benzie	1	$6,000.00	2	0	2
Charlevoix	7	$195,941.00	121	43	14
Emmet	9	$261,680.00	214	69	6
Grand Traverse	29	$533,157.00	374	32	16
Leelanau	1	$1,500.00	1	0	0
Manistee	1	$33,639.00	20	0	3
Wexford	5	$258,410.00	207	29	1
Region 2 Totals	**56**	**$1,352,286.00**	**987**	**188**	**42**

Talent Development
Cherryland Electric

Cherryland Electric Cooperative in Grawn serves customers in six northern Michigan counties. Cherryland has an ongoing need to train employees so they applied for a grant from the Going PRO Talent Fund. Northwest Michigan Works! assisted Cherryland with the Going PRO application process and the company received $ 27,500 for employee training. That training included lineman apprenticeship, staking, metering, safety, and drone pilot certifications.

That training has helped some of Cherryland's apprentices gain journeyman status and is helping others advance through the apprenticeship. That is significant to their strategy of combating the competitive hiring environment for journeymen.

"The training for Certified Loss Control Professional, staking and metering certifications has allowed us to train employees for advancement, especially considering the many retirements happening in the next 1–5 years," said Kerry Kalbfleisch, HR Director, Cherryland Electric Cooperative. "The ability to certify various employees to be drone pilots, has positioned us well to be much more efficient with patrolling lines and identifying outage causes resulting in significant cost savings. I would also like to recognize the assistance that we have received from Northwest Michigan Works! with respect to this program and our recruiting process. It has been invaluable."

Talent Development

Going PRO Company Testimonials

"The Going Pro training grant provided a means of not only meeting our regulatory requirements but also supported training new employees and preparing our future leaders with the technical skills they need for growth and opportunity."

"This was the first year we participated in this program and we could not be happier with the results. We were able to send one of our engineers to get training on 3D CAD. This has decreased our engineering times immensely."

"Having this program available is a big difference maker for our growing business... providing resources to develop key skills of some of our high potential leaders to support our growth. We have great talent willing to take on new challenges and now we can provide the training and mentoring that will be career changing for them and so valuable for Iron Fish Distillery."

"These grants have had a positive impact within MR Products in many ways. The grants have allowed us to develop and implement a comprehensive training program that includes both classroom and on the job training for new Plastic Injection Machine Operators and employ a dedicated trainer for new hires."

Talent Development
Business Services

Michigan Works! Business Services: Unique Companies Served by County, By Industry

Industry	Antrim	Benzie	Charlevoix	Emmet	Grand Traverse	Kalkaska	Leelanau	Manistee	Missaukee	Wexford	Out of Region	Total
Agriculture, Forestry, Fishing		1	3	8	6	1	8	3	4	1	1	41
Mining, Oil and Gas Extraction					2						1	7
Utilities	1		1		9			1		4		21
Construction		7	5	12	37	1	5	2	1	3	1	64
Manufacturing	9	5	27	16	67	4	12	8	3	25	7	194
Wholesale Trade	1		1	5	17		1		1	3	1	32
Retail Trade		7	13	30	100	1	5	13	4	68	2	183
Transportation and Warehousing		1	1	3	13		1			5	6	32
Information			1	4	10			1		5	1	20
Finance and Insurance		1	4	7	12		2	2		14		36
Real Estate and Rental and Leasing		1	2	1	2					6		16
Professional, Tech Services		2	4	7	47	2	2	2	1	21	3	77
Management of Companies				1	4						1	2
Admin, Support, Waste Management	1	1	1	5	10	1	1	1		3	1	28
Educational Services			2	5	8		3	3		5	3	36
Health Care and Social Assistance	1	2	7	13	51	1	4	9	3	29	6	100
Arts, Entertainment, and Recreation	2		2	10	13		3	4		6	1	25
Accommodation and Food Services	1	4	8	25	43	1	5	7	2	24	3	111
Other Services		9	7	13	50		2	6	2	10	7	80
Public Administration	2	1	6	9	10			2	1	5	6	31
Total	**18**	**42**	**95**	**174**	**511**	**12**	**54**	**64**	**22**	**237**	**49**	**1,280**

"Training is critical to our business. In order to grow and produce a quality product, we need our employees equipped with industry specific knowledge to grow wine grapes and produce wine. The employees are learning important information about wine chemistry and production techniques both in the vineyard and in the cellar, which will in turn give them skills needed to both grow in our company and in the industry."

— Petoskey Farms Vineyard & Winery

BUSINESS DEVELOPMENT

Networks Northwest has a broad sweep of unique services focused on helping businesses succeed. Ultimately, we help improve business results — sales growth, reduced costs, and higher profitability. Maybe that's why our business clients continue to work with us over many years. These clients impress us every day with their hard work and creativity as business leaders. As you read through the following client success stories, we hope you, too, are impressed.

- *Small Business Development Center*
- *Global Trade Alliance*
- *Northwest Michigan Procurement Technical Assistance Center*

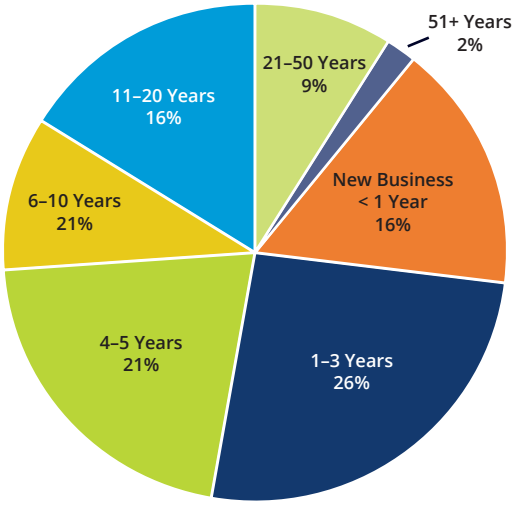
Business Development

Small Business Development Center (SBDC) 2019 Regional Program Impact

Clients Served in 2019
347

51% (179 clients) are considered "In Business". These businesses ranged in age from new start/less than one year to 51+ years having been in business — meaning the range of services provided to them varied greatly as well.

- The team's work impacted 1,542 full and part-time employees (averaging 4.4 employees per client).
- 40% of this group consists of online clients.
- 15% of this group comprises minority-owned small businesses.
- 48% (168 clients) consider themselves 'Not Yet in Business.' 12.5% of those clients successfully opened their doors for business, which is above the state average.
- Less than 1% of all clients were assisted through the process of dissolving their business, which was determined to be the most appropriate option.



Business Development
SBDC 2019 Regional Program Impact

Additionally, it continues to be a priority for the Northwest region to equitably service our 10-county Northwest footprint. This is a demonstration of how we were able to service clients region-wide in 2019:

Northwest Clients by County		
County (MI)	Customer Count	% Total of Companies Served
Antrim	21	6%
Benzie	21	6%
Charlevoix	34	10%
Emmet	21	6%
Grand Traverse	138	40%
Kalkaska	13	4%
Leelanau	27	8%
Manistee	26	7%
Missaukee	12	3%
Wexford	23	7%
Other	11	3%
GRAND TOTAL	347	100%

- Assisted 33 clients by accessing $13,807,475 in capital formation (i.e. loans, private investment, personal investment, and grants). A 45% increase over 2018.
- Assisted 29 clients in increasing sales by a combined total of $11,591,471. A 460% increase over 2018.
- Provided 19 regional training events which attracted 231 participants. 63 individuals also attended 46 different training webinars.
- Provided 2,090 consulting hours to 347 clients.
- 56 jobs retained and 190 jobs created.

Business Development
Meet 1st Chance Garage

Dennis & Kristen Kenny embarked on their journey to entrepreneurship in 2015 when they sought assistance from SBDC to assist with their business plan development, obtain supporting market data, loan preparation and securing necessary capital to make the dream of 1st Chance Garage a reality. With Dennis' background in Automotive Service Technology and Vocational Education Teaching and Kristen's Business Management education and experience, the duo possessed the right recipe for success.

The Kennys have built the success of 1st Chance Garage on their commitment to customer service, superior workmanship, affordable service & repairs, and community engagement. Throughout their 4 years in business, Dennis & Kristen have demonstrated perseverance and never hesitated to continue their relationship with SBDC when faced with business decisions or challenges. In fact, when the Kennys were looking for a creative way to bring administrative office support on, through a referral to Michigan Works, they were able to utilize an apprenticeship program to help meet their personnel needs.

As 1st Chance Garage approaches 5 years in business, the Kennys are looking to expand the business with additional service bays, new equipment, and the addition of automotive service technicians. SBDC continues to support Dennis & Kristen in all aspects of the business, including financial, marketing, and personnel guidance.

1st Chance Garage, LLC

Business Development
Global Trade Alliance

Networks Northwest completed their second year of a five year contract as the Regional Export Network (REN) host for all of Northern Lower and the Upper Peninsula.

Operating under the auspices of the Global Trade Alliance, our charge is to support area businesses in their endeavors as exporters. We promote the international trade services of the MEDC and other local resource providers who provide exporting assistance.

In 2019, GTA helped organize six trainings and workshops throughout the region geared toward helping companies that are new to exporting and preparing businesses for international trade shows.

Global Trade Alliance also increased collaboration and information sharing among partners and resource providers in the region: Michigan Economic Development Corporation, Grand Traverse Area Manufacturing Council, International Affairs Forum, Northern Initiatives, Northern Michigan Chamber Alliance, Procurement Technical Assistance Center, Small Business Development Center, and Michigan Works! Business Services.

Through our close partnership with our regional MEDC International Trade Manager, we were able to connect area businesses with timely export resources to bolster their exporting activities.

Business Development
Global Trade Alliance Clients

Businesses served
57

State Trade Export Program grants totaling
$280,103

Export sales
$92,310,376

Business Development

Northwest Michigan PTAC

The PTAC provides no cost assistance to area businesses who want to sell their products and/or services to the government.

The mission of the Procurement Technical Assistance Centers (PTAC) is to enhance national defense and the economic development of the State of Michigan by helping area business secure local, state, and federal government contracts.

The Northwest Michigan PTAC serves the entire Upper Peninsula and the 10 counties throughout Northwest Michigan.

2 Offices Serving 25 Counties

The Northwest Michigan Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency and in part by the Michigan Economic Development Corporation (MEDC).

2019 Impact

- Over 1,000 counseling hours helped the region's businesses understand, compete, bid, receive and perform on local, state and federal opportunities.
- 37 events brought together industry, government, and subject matter experts and gave participants a competitive edge in the government marketplace.
- PTAC clients received over $115.5m in government contracts making a significant impact on the local economy in the form for 578 jobs created or retained ($200k in contract awards equates to one Job).

Special Events

- Growing Northwest Michigan's Share of Defense Contracts
- Arsenal of Innovation Event
- Michigan Aerospace Manufacturing Association Space Symposium
- How to do Business with the U.S. Forest Service Event
- Tribal Economic & Government Contracting Forum
- Defense Supply Chain Cybersecurity Resiliency Seminar

$115.5m
in Client Contract Awards

"With PTAC's assistance, Graceland Fruit bid on and successfully won a purchase award from the USDA for the purchase of dried fruit cherries in the amount of $4.5M. Graceland officials say "the peace of mind and ease of contacting PTAC relieved a lot of stress and PTAC service is a vital part of successfully being able to submit bids to the USDA."

Business Development

Meet B&P Manufacturing

B&P Manufacturing in Cadillac, Michigan manufactures commercial material handling products used for food and beverage distribution. In recent years, they have focused on diversifying their company beyond commercial material handling products and have begun offering high-quality metal fabricated products, including missile containers, for the Department of Defense (DoD).

"We started really going after defense business as a diversification strategy about 10 years ago, at that time our DoD sales were almost non-existent," said Lia Lipar, B&P's Director of Defense Sales and Contracts. "We began working closely with the Northwest Michigan PTAC for guidance and training. Now, based on existing open orders, we anticipate DoD sales to account for roughly 50 percent of our business in FY 2020."

B&P attends PTAC training events and receives counseling and assistance from the PTAC on complex issues as they arise. B&P's defense and commercial business have continued to grow, and since 2016, the company has added 10 full-time employees.

In 2018, B&P won its third-largest single delivery order worth $1.66 million from the Department of the Navy. In 2019, B&P won its second-largest single order worth $2.58 million, also with the Department of the Navy. B&P has several ongoing contracts with the Navy, NASA, Air Force, Raytheon, and the Defense Logistics Agency. In 2019 alone, B&P received over $9 million in delivery orders and contracts with the DoD as a prime contractor.

B&P has recently been awarded defense contracts that extend into 2022 and the company currently has over $11 million in open orders with the Department of Defense. B&P projects their sales to continue to climb in the next few years, due in part to the continued success of its Defense Contracting Division that resulted from the direct involvement and training received from the PTAC.

"We hold up B&P as an example of how to be successful in the government marketplace," said the Northwest Michigan PTAC Regional Director. "Beyond the quality of their product and people, they have dedicated themselves to ongoing training and staying connected to their PTAC."

"We are fortunate to be able to reach out to PTAC for assistance whenever we have a question or a new situation arises. They have a great team of people and are a terrific resource for small businesses."
— Lia Lipar, Director of Defense Sales and Contracts

B&P has recently been awarded defense contracts that extend into 2022 and has over $11 million in open orders

COMMUNITY DEVELOPMENT

The role of the Community Development department is quite varied and involves many different partners. Throughout the year, Community Development periodically convenes more than six regional networks such as the Housing Solutions Network and a network of county administrators so that those in attendance can share ideas and learn from each other. As well as supporting local governments with assistance on their planning and zoning needs, master and recreation planning, and by providing educational opportunities on emerging issues, many state agencies such as Michigan Department of Transportation and the Michigan Infrastructure Council rely on Networks Northwest's Community Development team to implement some of their programs at the local and regional level.

- *Beaver Island Lighthouse Property*
- *Benchmarks Northwest*
- *Housing Target Market Analysis*
- *Traverse City to Charlevoix Trail*

Community Development
Beaver Island Acquisition

The Beaver Island Lighthouse is one of the oldest lighthouses in the Great Lakes and now has new owners. Charlevoix County partnered with Networks Northwest in 2019 to purchase the Beaver Island Lighthouse School property from Charlevoix Public Schools. The property had been used by Northwest Michigan Works! as an alternative education site for more than twenty-five years. That program was suspended in 2016 due to changes in federal regulations and funding.

The property includes the lighthouse and fog signal building, three residential cabins, a classroom building, a dining hall, and a woodshop. For 2020, Charlevoix County and Networks Northwest plan to work in conjunction with the Beaver Island Historical Society and island residents to identify potential future uses of the site that will increase the presence of the historical asset and surrounding property.

"Given the historical nature of the Beaver Head Lighthouse Property, its value as a regional recreational asset, and cultural significance the property holds to the residents of this county, we are very proud of this joint venture with Networks Northwest," Kevin Shepard, Charlevoix County Administrator.

Community Development

Benchmarks Northwest

A new and resourceful data portal went online this year. The website, benchmarksnorthwest.org, serves as a hub for important information that supports the data needs of businesses, governments, organizations, and citizens. It gives all these entities direct and quick access to information they may need. The website serves as both a dashboard of quick statistics on the region while offering additional links to specific sources for more drilled-down data.

In conjunction with the website, a printed synopsis of quick facts about the region was published, called "Benchmarks Northwest: A Collection of Data Resources for Northwest Michigan". This inaugural issue shows a snapshot of how the region is doing along various indicators that will help communities assess where they are and how they are doing in relationship to their neighbors. It can also be used by anyone considering options for living or conducting business in the region.

Employers in the region

8,670

Percent of population with Bachelor's Degree as highest education level

15%

Regional poverty rate

13.23%

PROSPERITY

REGIONAL DATA

NATIONAL DATA

PUBLICATIONS

Community Development

Target Market Analysis Shows Housing Needs

Networks Northwest worked with Housing North in conducting an update to the Target Market Analysis that shows the potential demand for new housing units in each county, city, and village in the region from 2019 through 2024. This information is used by local governments, developers, and housing organizations in addressing the critical demand and as an aid for properly planning for the types and locations of the additional housing units needed.

The analysis underscores just how far away we are from meeting the region's housing needs. While clearly indicating that the highest demand is for rental units, the analysis shows that in order to meet the demand for rental units in 2020 alone, an additional 10,880 new rental units are needed in the region. An additional 4,660 people are looking to purchase a home in 2020. The Target Market Analysis further breaks down these numbers into specific demand for 46 distinct locations in northwest Michigan.

HOUSING NORTH

Community Development

Traverse City to Charlevoix Trail

Work is underway to connect two regional trail networks through a 46-mile non-motorized, multi-use trail that links the communities of Traverse City, Acme, Elk Rapids, Eastport, Norwood and Charlevoix with nearly 300 miles of existing non-motorized transportation and recreation trails from Alpena to Suttons Bay. The newly named Nakwema (Ojibwe for 'where one path joins another') Trailway builds on the vision of more than a decade of locally-driven work to link the TART Trail system with the Top of Michigan Trail network with a trail that connects people of all ages and abilities to the communities, heritage, natural resources, and recreational assets along the US-31 corridor.

Creating these connections is a multifaceted, multi-jurisdictional, collective project and Networks Northwest is helping support these efforts through a partnership with TART Trails and Top of Michigan Trails Council. Communication, community engagement, and coordination are key, and Networks Northwest will continue to work alongside the three counties, seven townships, a village, three county road commissions, two tribes, numerous state agencies, and many, many other community stakeholders as the project progresses.

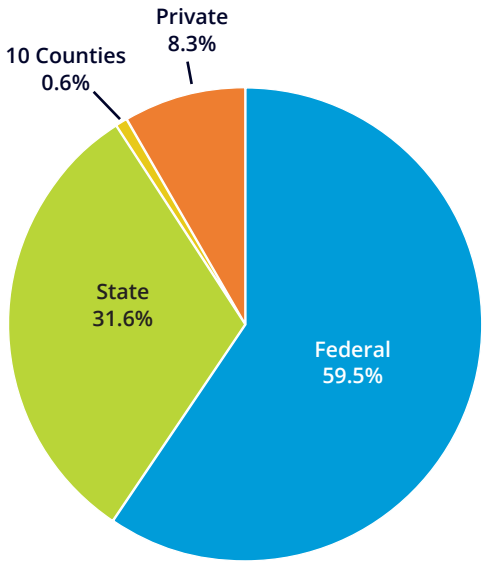
"The partnership with Networks Northwest has been an important part of the success of the Traverse City-Charlevoix Trail to date. Their extensive knowledge and relationships with local governments along the corridor and the staff's understanding of the importance of engaging communities in the planning process has helped ensure active community involvement. Networks Northwest's planners' appreciation of and efforts to encourage meaningful community input was one of the reasons TART Trails was most excited to partner with them on the project. The incredible staff at Networks Northwest is another reason. The Project Manager brings exemplary leadership and experience to the effort and is a great example of the high caliber staff on the Networks Northwest team."

— Julie Clark, Executive Director, TART Trails

Financial Summary
2019

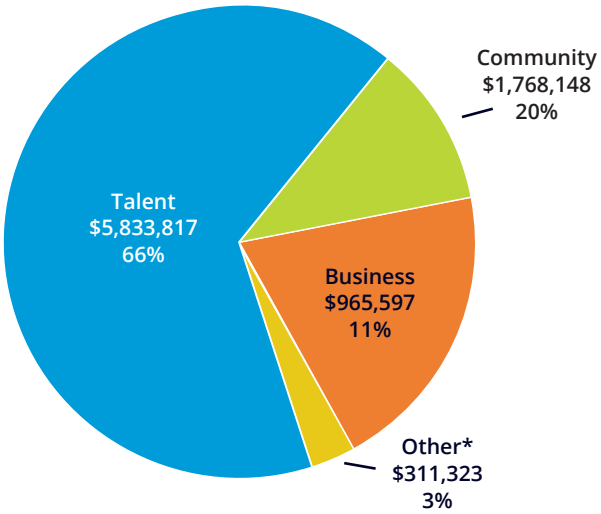
Both of our legal entities, Networks Northwest and Northwest Michigan Works! Inc., received FY19 audits that contained no significant deficiencies of any kind.

Revenue by Source
Fiscal Year Ending 9/30/2019



Expenditures by Service Category
Fiscal Year Ending 9/30/2019

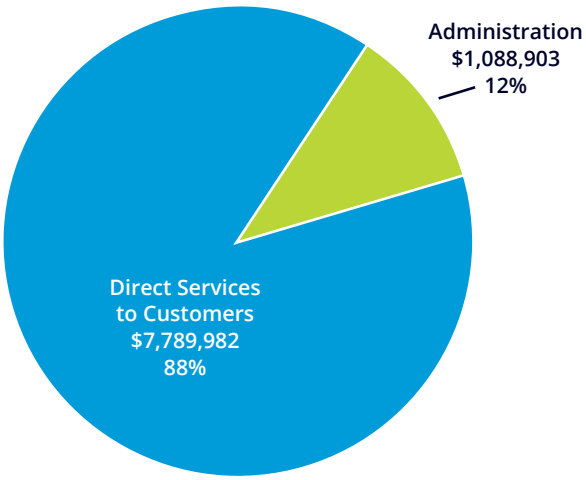
Total: $8,878,885



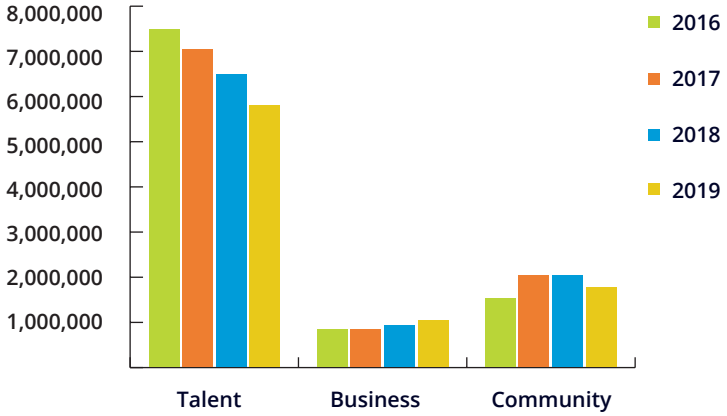
**Reserve Fund; Leave Fund: Pass-through funds*

Expenditures by Function
Fiscal Year Ending 9/30/2019

Total: $8,878,885



Budget
2016 – 2019



Networks Northwest

Regional Prosperity Board Members in 2019

PUBLIC SECTOR

Ed Boettcher, Antrim County Commissioner

Linda Farrell, Benzie County Commissioner

Chris Christensen, Charlevoix County Commissioner

Charlie MacInnis, Emmet County Commissioner

Kohn Fisher, Kalkaska County Commissioner

Bryce Hundley, Gr. Traverse County Commissioner

Ty Wessell, Leelanau County Commissioner

Richard Schmidt, Manistee County Commissioner

Dean Smallegan, Missaukee County Commissioner

Ben Townsend, Wexford County Commissioner

Michael Cain, Manager, City of Boyne City

Josh Mills , Manager, City of Frankfort

Caroline Kennedy, Assistant Village Manager/ Clerk, Village of Elk Rapids

Doug Mansfield, Mi. Township Assoc.

Alan Cooper, Manager, Wexford Co. Road Commission

Chip Johnston, Executive Director, Centra Wellness

Pat Lamb, Principal, TBAISD CTC

Bill Kennis, Executive Director, Benzie Transportation Authority

PRIVATE SECTOR

Jim Barnard, Owner, Barnard Engineering, Bellaire

Betty Workman, Owner, Vacation Trailer Park & Sales, Benzonia

Lee Ballard, HR Director, Ebels Family Store

Joe Moch, CEO, Acat Global, Charlevoix

Gary Fedus, President & CEO, Mitchell Graphics, Petoskey & Traverse City

Sue Peters, VP for HR, Munson Healthcare System, Traverse City

Kelli Stepka, Human Resource Manager, Cherry Republic

Kim Weckesser, Director Human Resources, West Shore Medical Center

Tom Vine, Plant Manager, Viking Energy, McBain

Ken Bollman, President, Sabre Tool, Cadillac

Leslie Nowlin, HR Systems Administrator, Group Beneteau

Chris Warren, General Manager, Midwestern Broadcasting Co., regional

Nicole Sulak, CPA, Munson Healthcare, regional

Mike Ascione, CEO, American Waste, regional

Jamie Al-Shama, Bay Construction, regional

Lisa Leedy, Owner, Sky Telecom

Kent Wood, Director of Gov. Relations & Community Development, TC Chamber

Stacie Bytwork, Executive Director, Manistee Area of Chamber of Commerce

Mike Groleau, Co-owner/Project Manager, RJG, Inc.

Chuck Lombardo, Director of Marketing & Communications, Northern MI Chamber Alliance

Kim Pontius, CEO, Traverse Association of Realtors

Doug Rath, Graceland Fruit, Inc.

Diane Allington, Owner, Master Craft Extrusion Tools, Inc

Elizabeth Dewey, Human Resources Manager, Kalkaska Screw Products, Inc.

OTHER SECTORS

Tim Nelson, President, Northwestern Michigan College (post-secondary education)

Andy Hayes, President, Northern Lakes Economic Alliance (economic development)

Eric Bachmann, District Manager, Michigan Rehabilitation Services (rehabilitation)

Bob Scheele, Vice President, Central Labor Council (labor)

Clint Steele, Pipefitter, UAW Local 85 (labor)

Kristine Lagios, Director, Manistee-Benzie Dept. of Human Services (human services)

Jane Korthase, HR Director, Grandview Medical Care (community based organizations)

Steve Perdue, President & CEO, Grand Traverse Industries (community based organizations)

Jim Smith, Controls Designer, Tool North, Inc. (apprenticeships)

Charles Welch, Parole Supervisor, MDOC (corrections)

Scott LaDeur, Professor, North Central Michigan College