



CBI NEWS

the newsletter for business and industry training

CBI Celebrates Virginia Manufacturer's Week

We're on the web:

www.vhcc.edu/cbi

Melinda Leland, *Dean*
(276) 739-2548

Beth Duffield, *Workforce Development Coordinator Customized Training & Non-Credit*
(276) 739-2496

Vota Thomas,
Office Manager
(276) 739-2430

Heather Brooks,
Educational Support Specialist,
(276) 739-2533

Nikelle King,
Media Specialist
(276) 739-2497

Contact the Center for Business and Industry at Virginia Highlands Community College for customized training.

276-739-2430

Thirty manufacturing representatives from Smyth and Washington Counties and Bristol, Virginia, attended the first ever Manufacturers Appreciation Conference held October 4, 2006. The event, sponsored by CBI, was one of several held across the state during the week of October 1—7, 2006 to recognize the contributions of manufacturers in the Commonwealth of Virginia.



one voice," said Vassey. "Manufacturers throughout Virginia need to 'put a better shine' on their industry if they want to attract and keep a skilled workforce that will enable them to be competitive, and they have to communicate with a loud voice about the opportunities in our industry."

Vassey went on to say, "The VMA recognizes that the Virginia Community College System is an integral part of the workforce development solutions necessary to keep industry competitive. It takes leaders inside each institution to look beneath the 'headlines of the day' to understand the potential for meaningful career opportunities for young people and those looking for more technical



opportunities. We are delighted that Virginia Highlands Community College is willing to take that leadership role in the community." He also encouraged local manufacturers to take advantage of resources like the Career Readiness Certificate, a service offered through the Center for Business and Industry, which will help employers identify qualified employees.

Vassey also shared some enlightening statistics about Virginia manufacturing. He

said that manufacturing accounts for 3% of all business in Virginia, 10% of all jobs, 17% of all taxes, and 83% of all exports. However, state policies that govern manufacturing were written at a time when the industry was labor intensive and have not been rewritten for the technology-intensive industry today. As a result, the state has lost more than 72,000 manufacturing jobs since July, 2000.

To combat the problem, the Virginia Manufacturers Association has developed the Virginia Strategy for Growth and Manufacturing Renewal. The written document outlines the obstacles to manufacturing in Virginia and pledges to work with federal and state legislators to grow Virginia's domestic manufacturing base.

Also present at the conference were Scott Stewart and Rhonda Taylor with Kennametal, Inc of Chilhowie, VA. Melinda Leland, Dean of the Center for Business and Industry recognized Kennametal, Inc. as the 2005-2006 Training Partner of the Year for their use of CBI services during last fiscal year. From July 1, 2005 through June 30, 2006, Kennametal contracted with CBI to provide 15 workshops and/or pre-employment tests. This represented 19% of the total customized training contracts CBI provided last year. Classes include CPR and First Aid, Microsoft Word and Excel, (basic and intermediate), pre-employment testing using the Bennett Mechanical Test and an Electrical Aptitude test, and finally, leadership workshops including Principles and Qualities of Leadership and Delegating for Shared Success. "We're honored," said Taylor. "We value the training CBI provides for our employees. All we have to do is ask, and CBI takes care of the rest."

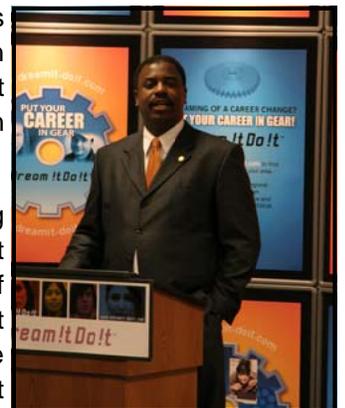


(Leland presents Stewart and Taylor with award)

Dream It Do It Campaign Kickoff Means Opportunity for Employers and Employees alike.

In late 2005, the Smyth-Washington Regional Industrial facilities Authority (SWIFA) was awarded a Virginia Works grant in the amount of \$900,000 to fund the Smyth-Washington Regional Workforce Consortium. The Consortium was chartered as an industry-led effort to provide more and better trained workers for manufacturers, and to promote careers in manufacturing in the region.

On Monday, October 23, 2006 months of planning and coordination between manufacturing representatives, county officials and educational partners resulted in the launch of the Dream It Do It Campaign. A dinner was held at the Martha Washington Inn where a number of speakers, including state officials and manufacturing representatives, shared information about the Dream It Do It Campaign and why all manufactures in the two county area need to be involved. Representing the Governor Kaine's Office was Deputy Secretary for the Department of Commerce and Trade, David Smith.



(Deputy Secretary, David Smith)



(Jason Vanhoy speaks at press conference)

"We are no longer competing with the plant down the street for employees," Smith said. "We are competing with companies in India, China, and Bangladesh." He went on to say that that the Kaine administration is committed to promoting careers in manufacturing and to helping change the image of manufacturing in Virginia. One of the goals in Governor Kaine's strategic plan is to provide a world class workforce system that is responsive to employers and worker needs, and creates a well trained, educated workforce with transferable skills. "Manufactures have to play a role in changing the image of their industry and what you are doing with the Dream It Do It Campaign is great way to start the change in perception," Smith concluded.

The following day, a press conference was held to introduce Dream It Do It to the public. "What we're doing here today is historic," said Bruce Kravitz, Consortium Program Director.

“We want everyone to know that there are good jobs available in manufacturing in Smyth and Washington County.” Kravitz went on to describe the marketing efforts including a job fair following the press conference, television, radio and newspaper ads and twelve computerized kiosks that will be placed in each high school in the two county area, the Bristol Mall and the Abingdon Cinemall. **(Kravitz unveils kiosks)** These computers will allow individuals who might not have access to visit the *Dream It Do It* website to access information about job openings and training opportunities.



Also speaking at the press conference was Jason Vanhoy, an employee of AFG Glass in Abingdon and a perfect example of why a career in manufacturing is still a viable option for young adults in Southwest Virginia.

“I started working at odd jobs at the age of 16,” said Vanhoy. “After high school, I went to work for a local company, but after 7 years, I had maxed out the pay scale. I wanted a challenge, and I wanted to find a way to make a good living for my family. About three years ago I went to work for AFG. They paid for me to go to Virginia Highlands Community College to obtain a

Career Studies Certificate in Industrial Maintenance and they offered me an apprenticeship as an Industrial Maintenance Supervisor. I now have a career and not just a job,” Vanhoy concluded.

For more information about *Dream It Do It*, visit www.dreamit-doit.com.

Dream It Do It Training Opportunities

- **Career Readiness Testing**

November 16	9:00—12:00
February 1	9:00—12:00
- **Train-the-Trainer (Adult Learning Techniques)**

November 21	8:30—5:30
December 2	8:30—5:30
February 20, 2006	8:30—5:30
- **Job Skills Training (pre-employment)**

December 11, 12 & 14	8:30—5:30
January 15, 16 & 18	8:30—5:30
February 26, 27 and March 1	8:30—5:30
- **OSHA 30 Hour**

January 22, 23, 29, 30 & February 5 and 6	5:30—10:30
--	------------

For more information about the classes, please call CBI at (276) 739-2430. Or to find out how your employees can take advantage of these training opportunities, please call Bruce Kravitz at (276) 783-5103.

Utility Trailer, Glade Spring Graduates Four

On October 19, 2006, the hard work and dedication of four Utility Trailer employees came to fruition as they received their GEDs from the Mount Rogers Adult Education Program. Utility Trailer in Glade Spring began hosting GED classes for employees, on site, this past summer. “We had been considering offering our employees the chance to complete their high school education for sometime now,” said Jack Washburn, Utility Trailer Plant Manager. “CBI put us in touch with Susan Seymore at Mount Rogers and we made it happen. We provided the space to hold the classes and paid the cost for their tests. We’ve been able to schedule the classes before or after a shift so the classes don’t interfere with work schedules. Since Jason Cozart, Buddy Hayden, Alan Bordwine and David Neely (pictured here) graduated, we’ve had several other employees asking to be a part of the next class that starts,” Washburn went on to say.



The graduates were also upbeat about the opportunity. “I wanted to get my GED so that I would feel like I had accomplished something,” said graduate, Alan Bordwine. “Going to school and working created a lot of pressure, but it was worth it.

The Center for Business & Industry
Virginia Highlands Community College
P.O. Box 828
Abingdon, VA 24212-0828
An Equal Opportunity/Affirmative Action Institution

Non-Profit Org.
STANDARD
U.S. POSTAGE PAID
Abingdon, VA 24212
Permit No. 109

Communicating with Spanish Speaking Employees and Customers made easy with Command Spanish®

We've all read the latest US Census statistics that tell us 12% of the population or 34.3 million people are foreign born, with Mexico being the leading country of origin. We all know this first-hand because we have Spanish speaking employees and/or customers with whom we need to communicate.

But most of us don't know the first thing about speaking Spanish, save a few phrases left over from long ago, high school Spanish 101. This is where the latest in workplace Spanish or occupational Spanish comes into play. Command Spanish® is the leader in the field of occupational Spanish and is now available through the Center for Business and Industry. Developed initially in the 1980s by Dr. Sam Slick in conjunction with the Police Training Academy at Sam Houston State University, it quickly became the primary training methodology for public safety officials across the United States.

Today, the company has developed training for over 30 different occupations including construction, manufacturing, banking, hotel and restaurant staff, law enforcement, healthcare, education, and general business.

Here are just a few of the features that make Command Spanish® unique and why companies around the country are relying on this training to improve communication with Spanish speaking employees and customers.

In occupational Spanish training:

1. There are no verbs or tenses to memorize — it is not grammar based.
2. It is understood that English speakers need only enough Spanish to effectively, efficiently, professionally, and politely request that an employee carry out a task.
3. The commands, statements, and questions are highly focused and specific to the occupational role of the adult learner.
4. Because in most job-related communication between English and Spanish speakers adults communicate orally, all instruction and practice is oral. Pen and paper exercises do not reflect real-world, on-the-job language usage.

Look for Command Spanish® classes on the CBI schedule each semester or contact Beth Duffield at 276-739-2496 to set up a class customized for your business.