

CBI NEWS



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Virginia Highlands
Community College for
customized training.*

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Electro-Mechanical Supervisors Set to Earn Career Studies Certificate

When Electro-Mechanical recently began succession planning for several supervisory positions, they found themselves in a quandary. Internally, they had many well qualified candidates from a technical skills standpoint. What the candidates lacked was formal training in business management or managerial skills. That's when Electro-Mechanical turned to The Center for Business & Industry (CBI) for help. "We have a close working relationship with Virginia Highlands Community College (VHCC). Several of our employees participated in the apprenticeship program through VHCC and both my children graduated from Highlands," stated Electro-Mechanical, General Manager, Carl Blevins. "We knew we could depend on VHCC to help us out."

Working hand in hand with management at Electro-Mechanical, Melinda Leland, Dean of CBI, developed the Industrial Supervisor Career Studies Certificate. This program met the company's needs on several levels:

- The program is comprised of evening classes.
- Credit is awarded for all classes completed to encourage further educational opportunities.
- State credentialing is provided.
- The full certificate program can be completed in 12-18 months.

The Industrial Supervisor Career Studies Certificate program is made up of six credit classes that include: Industrial Safety, Principles

of Management, Human Relations and Leadership Development, Introduction to Speech Communications, Business Law and Principles of Marketing. The employees from Electro-Mechanical attend these classes with traditional students in the evenings. For example, the Principles of Marketing meets from 4:30—5:45 p.m. each Tuesday and Thursday for one semester.

Twelve individuals from five of Electro-Mechanical's divisions began attending classes in the 2004 Fall Semester and the benefits are already evident to management.

"When we started this program, we looked at a group of our key candidates for potential supervisory roles and offered them the chance to complete this certificate program at no cost to them. We pay for all books and tuition," Said Blevins.



(From left to right: Jason Plymal, Chris Fowler, Gary Dutton, Dave Peterson, Jack Phillips, Robbie Collier. Not pictured: Troy Daily, Tony Rust, Skeeter Morrell, Tony Smith, Mike Horton, JD Cross)

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“We are very pleased with the progress our employees are making in their course work and the benefits are already evident. We have seen them step up to decision making and they’ve come out of their shells. Prior to attending these classes, they were somewhat hesitant to speak in public. Now they speak with confidence and they are not afraid to discuss business decisions with their superiors,” commented Blevins.

And after a year of classes, how do the students feel? One employee summed it up this way. “I feel fortunate that Electro-Mechanical has confidence in me to give me this opportunity. I also feel like this helps me to be a good role model for my kids.” Another comment was, “I appreciate the opportunity to grow personally and I didn’t die doing it. I’m even thinking about going after my Associates Degree. In today’s work environment, continuing education is a must.” Lastly, “Once you figured out how to juggle work, family, class and homework, it wasn’t so bad and we learned a lot about each other. It taught me to stop thinking as just an employee and to think as a team.”

The Career Studies Certificate Program has been a part of the Virginia Highlands Community College curriculum since 1982. It was designed in response to needs identified by employers to upgrade the skills of employees. Virginia Highlands Community College and CBI offer 27 different Career Studies Certificates, including The Industrial Supervisor Career Studies Certificate

Electro-Mechanical Corporation is a privately held, American owned company founded in 1958. It is headquartered in Bristol, Virginia and for more than 47 years has manufactured a wide variety of products used in generation, transmission, distribution and control of electricity.

Customer Service Corner:

What do Customers Really Want?

For years businesses have struggled to answer the question: What do our customers really want? Along the way slogans and discussions have come and gone--about customer satisfaction versus loyalty, selling outcomes and solutions versus products and services, and technical processes versus interpersonal skills. Too often, they missed the point. Simply put, customer loyalty is earned when service providers consistently deliver the qualities their customers value.

It's easy to see why a company would want loyal customers. Consider the following statistics:

- On average, it costs a company five times as much to win a new customer as to keep an existing one.
- Highly effective organizations spend about 10 percent of their operating budgets on resolving customer problems caused by poor service. Ineffective organizations spend as much as 40 percent of their operating budgets on the same thing.
- Unhappy consumers tell twice as many people about a bad experience as they do a good experience.

With numbers like these as incentive, why don't more businesses achieve their loyalty goals? The challenge lies in the ability to develop behaviors that allow service providers to regularly deliver service that dazzles customers. To deliver that type of service companies must first understand what customers truly value. **That is: STAR Qualities.**

- *Seamless service:* The ability to manage service factors that are invisible to the customer.
- *Trustworthy service:* The ability to provide what was promised--dependably and accurately.
- *Attentive service:* The ability to provide caring and individual attention to customers, recognizing both their human and business needs.
- *Resourceful service:* The ability to provide prompt service and creative solutions.

The obvious conclusion? Give your customers what they want. Each person, every day, is responsible for delivering stellar service experiences. At each interaction the customer is shaping an opinion of you and the organization. By integrating the four STAR Qualities into attitudes and behaviors, you will provide meaningful and memorable experiences that will build customer loyalty.

To learn more about how the STAR Qualities can make your business shine and for more information about the Achieve Global Stellar Service curriculum available through CBI, contact Beth Duffield at 276-739-2496.

CBI Creates Customized Electrical Safety Class

When the Town of Abingdon called and asked for a basic electrical safety class, The Center for Business and Industry (CBI) went right to work. Partnering with Mr. Jim Cole, a long time faculty member at Virginia Highlands Community College and former engineer with Appalachian Power Company, CBI was able to structure a class that met the exact needs of the Town of Abingdon.

Scheduled to meet for 90 minutes each day over the course of four Wednesdays, the class will provide attendees with an understanding of basic electrical theory, equipment and circuit recognition, and troubleshooting with a strong emphasis on safe and proper procedures required around energized electrical apparatus.

CBI wants to customize a class for your business. It is our goal to provide high quality, low cost training in a timely manner to all our business and industry partners. If you have training needs, please call Beth Duffield, Workforce Development Specialist at (276) 739-2496 for a free consultation.

FREE Computer Training Available For Limited Time

Through a grant made available by the Virginia Tobacco Commission and in partnership with the Tek.Xam Foundation, for a limited time, CBI will be offering a 16 hour computer literacy course absolutely free. This course will provide attendees with a foundational understanding of:

- General Computing Concepts (MS Windows)
- Word Processing Concepts (MS Word)
- Internet Concepts (MS Internet Explorer)
- Spreadsheet Concepts (MS Excel)

Upon completion, attendees will receive a Tek.Xam Workforce Certificate.

Classes will be held in the recently renovated Chilhowie Community Center. The response to our first class scheduled to begin September 28 has been so great that we have added a second class that will begin Wednesday, November 2 from 1-5 p.m. and will continue each Wednesday through November 23.

If you are interested in sending any of your employees to this 4 week course, or would like to schedule a course specifically for your staff, please contact CBI at (276) 739-2496.

Contract Training Offerings Now Available

The Center for Business and Industry is eager to customize a training course to meet the needs of your business. Following are just a few of our recent offerings, all of which can be offered at your facility.

- Any Microsoft Office Product including Word, Excel, Publisher, PowerPoint, ACCESS and Project
- OSHA Certification training and other workplace safety courses including Lock Out/Tag Out, Blood Borne Pathogens and Personal Protective Equipment
- CPR & First Aid
- Achieve Global customer service and leadership workshops
- Supervisor training including topics in personality types, reinforcing and redirecting behavior, problem solving, goal setting, business law and business finance
- Pre-employment assessments including the SOS II, Bennett Mechanical Testing and Career Readiness Certificate Testing

Upcoming Classes:

Industry Certification

- EPA Certification Class and Exam
October 15 8:00 - 5:00 p.m. \$130
- OSHA 10 Hour Certification
November 10 & 11 5:00-10:00 p.m. \$175
- OSHA 20 Hour Certification
Nov. 17, 18, 24, 25 5:00-10:00 p.m. \$350

Computer and Technology

- Digital Photography
October 3, 10, 16 & 24 6:30-8:30 p.m. \$65
- Introduction to Web Page Design
October 18 & 19 6:00-9:00 p.m. \$50
- Spreadsheets Overview
November 7 & 8 6:00-8:30 p.m. \$40
- Word Processing Overview
October 3 & 4 6:00-8:30 p.m. \$40
November 14 & 15 6:00-8:30 p.m. \$40

Mark Your Calendars . . .

Donald Davis Concert

Friday, October 28, 2005, from 7-8 p.m.
LRC Building in Room 605

Cost: \$100 (Admission fee to this concert is waived for those who attend the Saturday workshop)



Donald David in The Best Storyteller Wins

In the classroom, in the courtroom, in the pulpit, in the management meeting, on the sales floor...the person who can, through story, paint visual pictures most clearly always succeeds. Learn about the visual magic of story and receive hints about how to effect application in your own job or profession.

Donald Davis will present techniques of storytelling to demonstrate how you can enhance your business and professional presentations. He will use examples of oral storytelling that craft different from the written story, and how oral abilities can be developed to get your point across, educate audience members, and even persuade them.

Mr. Davis will help you relate to your listeners through your own experiences, and show you how to communicate those anecdotes or stories clearly by choosing words which create visual pictures in the listeners' minds.

You will benefit from this workshop by learning when, and how, to use the story craft; how to build rapport and relate your own experiences without sounding "phony" or boring; and how to develop an easy style all your own that is not pompous or self-conscious.

Saturday, October 29, 2005 from 9:00 a.m.—12:00 p.m., LRC Building in Room 605.

Cost: \$100 (The Friday concert is free for workshop registrants)



Call the Center for Business & Industry to Register
(276) 739-2430 or (276) 739-2533