

CBI NEWS



Scholle Corporation

“Pay For Knowledge” Works

At Scholle Corporation, the culture is all about training and educating employees. Employees buy in because they get paid to learn. The return on investment: low turnover, satisfied employees, and greatly reduced down time.

How do they do it, and how does it work? Plant Manager Lynn Veasey began this program as a way to increase the knowledge level of his employees and make his workforce mobile. The Pay for Knowledge program allows employees to become certified in one or more of the three job classifications at the Chilhowie Plant. These classifications are operator, packer, and inspector. For each certification earned, employees receive a permanent increase in their hourly wage. An employee with three certifications earns an additional \$1.10 per hour.

Certification in any of the three job classifications requires that an employee:

1. Pass a written test developed in house at the Chilhowie Plant that is specific to the job classification.
2. Pass a skills test that measures practical application of the job.
3. Receive minimum scores on the WorkKeys Assessments for Reading for Information, Locating Information, Team Building and Observation.

Since the program began two years ago, approximately 38 of the 67 direct labor employees have received at least one

certification. Currently one employee holds three certifications. “She is very valuable to the plant,” says Plant Manager, Lynn Veasey. “If an absence occurs, her three certifications mean that we can have her work in any of the three jobs. This kind of flexibility is a positive on thru put and up time for the Plant.”



A second phase of Scholle's employee training plan prepares the current direct labor force to move into the supervisory level as positions become available. This training began in February with 13 employees taking a series of nine classes in the VHCC Productive Manager Series. The Productive Manager Series introduced in the spring of 2005 is a set of classes designed to give new or up-and-coming managers the edge they need to be successful frontline managers. This class series combines personal development skills such as identifying and understanding personality types and adult learning styles, goal setting, and giving and receiving feedback with fundamental business concepts, industrial safety, CPR certification, and problem solving skills.

We're on the web:

www.vhcc.edu/cbi

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

276-739-2430

“The essence of real leadership is to allow your people to see your need and desire for learning. Your actions speak more than your words. Today’s leaders must be students of change first, before they become teachers of change to others.”

—Jack Kahl, Manco, Inc.

The Productive Manager classes have been held on Saturday mornings from 8 am to Noon at the plant. Scholle is paying for the training, but employees have shown up on their own time to attend the classes. The 13 participants will complete the class series on May 21. “We’re really proud of the folks that signed up to take these nine classes. There have been no absences, and they’ve really enjoyed themselves. Their favorites (classes) have been Supervisory Skills, Personality Types, and Business Law,” said shift supervisor Randy Poe.

The sentiments about the classes are the same from the employees. “The classes have been great,” said Sheila Doane, fork truck operator. “I came to further my education and to understand what is involved in management, and I’ve learned a lot.” Zana West, packer, agreed. “The instructors make it real, and the different environment makes it comfortable to learn.”

“We’re looking at starting another round of classes this summer for the direct labor employees that want to prepare themselves to be supervisors. We’re looking at CBI’s Industrial Supervisor Career Studies Certificate and a couple other credit classes for our employees,” said Veasey. “We want them to be educated and prepared when the time comes.”

Scholle Corporation is a privately held international company specializing in [flexible packaging](#) and [filling systems, metallized coatings](#) for plastics and paper, [inflatable underwater salvage and buoyancy products](#), and [specialty chemicals](#). Scholle is best known as the inventor and leading worldwide supplier of [bag-in-box](#) packaging for food, beverage, and industrial products. Scholle manufactures in 23 locations around the globe and markets its products in over 60 countries. The Chilhowie facility runs bag-in-box products exclusively for Coca Cola.

For more information on the “Pay for Knowledge” program or the Productive Manager Series, please call Beth Duffield, Workforce Development Specialist for contract Training, at 276-739-2496.

TeleServices Certificate Class Takes Off

With the opening of the new Global Contact Services Call Center in Saltville, the Saltville Economic Development Program believed it would be helpful to the citizens of the community to offer job skills training in the area of Teleservices. The goal is to further train the area workforce to improve its opportunity to work for GCS or Call Centers that may come to Southwest Virginia.

A grant was written to the Tobacco Commission to help fund the majority of this training. Each student who lives in a VIRGINIA tobacco growing county (Smyth, Washington, Russell, Grayson, Lee, Wise, Scott, Wythe, Tazwell) is eligible for the \$200 scholarship. Students are asked to pay the final \$50 of the course cost to help ensure they have a vested interest in attending the entire 30 hours of the course.

The first class which that taught by the Center for Business & Industry was held May 3–13 in the GCS training room in Saltville. Five Smyth County residents participated in the class. “I really enjoyed the class and believe I am better at keyboarding and at communicating with others since taking this class,” said Pamela Evans of Saltville. Pamela hopes to obtain full time employment with GCS now that she has completed the class and upgraded her skills.

Classes in June will be held at the Smyth County Career and Technical Center at Seven Mile Ford. Evening classes are set for June 13–24 from 6 -9 p.m., and day classes are scheduled for June 27–July 1 from 9 a.m. -4 p.m.

For more information, please call the Center for Business and Industry at (276) 739-2496.

New Pharmacy Tech Program to Begin Fall

The Center for Business and Industry at Virginia Highlands Community College will be offering Pharmacy Technician courses in the fall of 2005. Pharmacy technician training provides students with the skills necessary for entry-level positions in pharmacies. Students will learn to enter prescriptions into a computer, maintain records and inventories of drugs and supplies, stock pharmaceuticals, price medications, etc. Once qualified, graduates can assist the pharmacist with technical tasks such as filling prescriptions and other dispensing duties. Pharmacy technicians have recently become indispensable to the healthcare industry because they allow pharmacists to spend more time on other responsibilities.

Michael Hayter, who is a Doctor of Pharmacy, will teach a series of three one-credit courses:

Introduction to Pharmacy Technician will be offered August 30 through September 27, 2005 from 6-9 p.m. on Tuesday evenings. This course is for new pharmacy technicians or for those interested in beginning a career in pharmacy. The course will focus on pharmacy settings, personal standards, computer knowledge, law and the technician, terminology, pharmacy abbreviations, calculation routes and formulations, how to read prescriptions, prescription labels, and auxiliary labels.

Math for Pharmacy Technicians will be offered October 4 through November 1, 2005 from 6-9 p.m. on Tuesday evenings. This course is designed to make understanding pharmaceutical calculations easier. Whether you are preparing for the pharmacy technician certification or merely brushing up, this course is designed to be a great tool for any level of technician knowledge.

Pharmacy Technician Certification is a Virginia Board of Pharmacy approved course and will be offered beginning November 8 through December 13, 2005 from 6-9 p.m. on Tuesday evenings. This course will prepare participants for the certification exam.

For more information call the Center for Business and Industry at (276) 739-2430 or visit our website at www.vhcc.edu/cbi.

CBI Ready to Deliver AchieveGlobal Training

The Center for Business and Industry and Virginia Highlands Community College are pleased to announce that Workforce Development Specialist, Beth Duffield recently was certified as a facilitator for AchieveGlobal. AchieveGlobal is the worldwide leader in skills training. Melinda Leland, Acting Director for CBI is also a certified facilitator. CBI now has two highly qualified and experienced facilitators ready to deliver high impact leadership and customer service training to your employees.

What is AchieveGlobal and how can it help your business? AchieveGlobal is the world's leading resource for helping organizations translate business strategies into business results by developing the skills and performance of their people. AchieveGlobal is the single resource for aligning employee performance with organizational strategy through training and consulting solutions in sales performance, customer service, leadership, and teamwork.

AchieveGlobal class modules can be configured to allow for both credit and non-credit contract training, depending on the needs of your company and your employees. Customer Service topics include: *Reaching for Stellar Service*, *Caring for Customers*, *Healing Customer Relationships*, and *Guiding Customer Conversations*. Leadership topics include, *The Principles and Qualities for Genuine Leadership*, *Personal Strategies for Navigating Change*, *Building Team Pride and Purpose* and *Clarifying Performance Expectations*. This is just a small sample of the more than 30 different class topics that CBI can deliver to your workplace.

Call Beth Duffield at (276) 739-2496 for more information on bringing AchieveGlobal leadership or customer service training to your company.

Governor Launches “Virginia Works Initiative”

Governor Warner and the Virginia Legislators recently approved a special economic development program specifically designed to help Southwest Virginia and Southside Virginia: the Virginia Works Initiative.

This program includes funds to encourage existing business to maintain productivity and expand, funds to attract new business (especially tourism, artisans, advanced manufacturing), and funds for strengthening communities (especially banking, tax credits and redevelopment of manufacturing sites).

Generally, the Virginia Works Program requires collaboration among the business community, the local community college, and economic development agencies. For more details please visit Governor Warner's website at www.governor.virginia.gov/Initiatives/VirginiaWorks/index.htm or contact VHCC President, Dr. David Wilkin for more information (739-2420, dwilkin@vhcc.edu).

Supervisor's Corner: Managing Generation X

More than 40 million American workers are in their twenties or early thirties. To stereotype these workers is dangerous, but managers need to understand what motivates younger employees. Here are four ways managers can get through to “Gen X” employees and motivate them to work hard:

- ***Help them “train for another job.”*** It may sound crazy, but younger employees realize that the old “employment contract” is no more. They know they won't stay with one company for their entire career. So, ironically, the way to keep them is to help them acquire more skills that will make them marketable later on. The more they can learn, the more they'll want to stick around.
- ***Give them responsibility for projects.*** Younger workers have more of an independent spirit than Baby Boomers or older workers. Rather than mistake this quality for a liability — e.g., a refusal to stick to procedures — treat it as an asset. Give them clearly defined goals — and the freedom to achieve them in their own way.
- ***Offer constant informal feedback rather than periodic performance reviews.*** Younger workers expect a lot of feedback from managers. Formal, sporadic performance reviews are not timely enough to keep up with the rapid pace younger workers work best at.

— Adapted from *The Motivational Manager*

Mark Your Calendars . . .

June 2 *Building a Foundation For Your Business*

6–9 p.m. Virginia Highlands Small Business Incubator - 851 French Moore, Jr. Boulevard, Abingdon, VA

The Small Business Development Center at Virginia Highlands invites you to attend a special seminar designed to help you translate what you already know about your customers into additional revenues. This workshop employs top-down, business development techniques. These disciplines have been specifically tailored to help small businesses create and capitalize on their identities, and develop successful sales and marketing strategies.

Cost is \$25/person. Call 276-492-2066 to register.