

Bringing People and Business Together

Florida Crown Cryer

Serving Columbia, Dixie, Gilchrist, and Union Counties

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Dream Machine

The Florida Crown Cryer is a publication of the Florida Crown Workforce Board. The Florida Crown Workforce System is operated by ACS State and Local Solutions.

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Internet at
www.floridacrown.org



From left to right,
Joyce Hackman,
Ruby Williams,
Meally Jenkins and
Diane Duncan

Christmas has always been known as a time for giving and ensuring that over 900 children will have a truly Merry Christmas is what the Dream Machine is all about. Last year, as in the past 16 years, the Dream Machine was located in the Gleason Mall in Lake City. A local non profit organization designed to help children, the Dream Machine receives donations from individuals and sponsors and gives Christmas to needy children in the area who would otherwise not have Christmas.



Meally Jenkins left and
Joyce Hackman right
check tags on gifts

"I started the Dream Machine in 1989, the same year my father was tragically killed in a car accident." Meally Jenkins, Florida Crown Job Developer, said. "My parents always taught me to give."

Jenkins, the Founder and CEO of the Dream Machine, explains that the families receiving the toys must show a need for help. They must be the working disadvantaged or prove that they are unable to work due to a disability.

Once they are determined to be eligible, the child's name along with their wish list are displayed on a paper ornament on the Christmas tree. Individuals who wish to donate then pick a child's name off the tree, purchase gifts and bring the unwrapped gifts back with the paper ornament. A few days before Christmas the parents pick up the gifts to take home and wrap, that way the children will never know that the parents didn't actually buy the toys.

The most popular gift every year for girls and boys are bicycles. This year the most asked for dolls were the Cabbage Patch Kids, Strawberry Shortcake and Bratz.

Jenkins, and her 16 volunteers, devote countless hours during the holiday season to the Dream Machine, as well as the preparation time and effort spent throughout the year. The first year of operation about 360 children were helped. This holiday season over 900 children received Christmas presents because of the Dream Machine efforts.

Without the support of the community and corporate sponsors the Dream Machine would be just that, a dream and the 900 children would have had a less than joyful Christmas. Florida Crown, a proud sponsor of the Dream Machine, helped with its financial support this year.

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Computer Camp



Students pose outside the Center

Janet Horton, owner of The Computer Learning Center in Lake City taught basic computer skills during Christmas break at the Florida Crown sponsored computer camp held at the Old Town Career Center. She said, "The eight students who participated and completed the course were very enthusiastic." The four boys and four girls learned basic computer skills including how to set up and maintain a computer. Best of all they each took home a brand new computer system worth \$1000!



The students were excited about the opportunity to earn their very own computer. Most of them would never have had access to a personal computer if not for this program. The computers will assist the students with school projects and help prepare them for the workforce in this digital age.

The Florida Crown board staff made a visit to the Old Town center to meet the computer camp youth and take a tour of our Center. For some it was their first opportunity to see our beautiful facility.

Article by: Pattie Nyberg

Part Five of Marketing Plan Strategies– WHY and HOW



Happy New Year Everyone! Why and How is the 5th and the last article on the series K.I.S.S. as a Marketing Strategy. If you missed last month's article you can locate it in the Florida Crown Cryer archives located on the internet at www.floridacrown.org in the Our News link.

Why Do You "Have" To Do A Marketing Strategy?
Why Do You Stop And Take in The View?
How Far Do You Need To Go??
How Do You Get There?

Do you use a road map to see where you're going before making a trip, or do you use a map once you're lost to see where you went wrong? Strategy, whether it's a business plan, a marketing plan or a trip across country helps put together the "ideal" trip. Then, smart business people, smart marketers and smart travelers have an idea of their destination and some stops they want to make along the way. Note that I said "ideal" trip, what if along the way you run into a business issue you hadn't anticipated? Well, you deal with that, make your adjustments and even take a detour until you work your way back on track of your ideal trip to your ideal destination. After writing your ideal marketing strategy: you might come across a fantastic new way to promote your business, you might not have gotten your anticipated results or, you may decide to offer a new service or product. Expect to make wanted and unwanted stops and detours along the way, evaluate your route and move forward with changes if any.

Serious entrepreneurs identify their strengths then hire professionals to guide them through the business gaps they aren't strong in. This allows them to focus on the areas that will make them and their business successful. In an interview with ¹Bill Gates he states the four things that made his company successful in the beginning were "Vision... Good people... Long-term approach... Don't take shortcuts..." These rules also apply to marketing; get your vision on paper, hire great people in their areas of expertise, plan where you want to be in 1, 3, 5 and 10 years and don't take shortcuts on anything. I was just talking with a professional photographer about hiring people to handle the 'business' aspects of his business while he focuses on, what is the business, his photography and selling it. There is little difference in creating a business plan and creating a marketing strategy; same use of planning and projections, slightly different terms. What kind of sales do you want in 1 year, 3 years, 5 years etc.. How do you get there? The idea is to make an "ideal" but realistic guess. Kind of a "What came first, the dream or the dreamer?" If you have a marketing budget hire a professional that knows your market service area and can direct your money effectively; the investments into experience pays dividends. If your marketing budget is non-existent then change that! Dedicate some money just to marketing, still do a plan; if you can't afford to hire someone you'll have to do some footwork yourself (press releases, personal visits and flyers). Figure out what percentage of sales you can afford to set aside and then spend or hire wisely.

Step 5: Why and How to K.I.S.S. is as important as Who, What, When and Where you K.I.S.S.
Just Keep It Simple Silly!

1. **Can Gates Remember Being Small? Q&A Interview:** *Fortune Magazine* <http://www.fortune.com/fortune/smallbusiness/articles/0,15114,547175,00.htm>

The Board of Directors of the Florida Crown Workforce Board will meet on the following dates for the 2005 year.

January 24, 2005
April 18, 2005
June 20, 2005

All meetings begin at 4:00 p.m.

and are held at the Florida Crown Employers' Service Center, 840 SW Main Blvd., Lake City, Florida.

The Florida Crown Board is a public, private entity mandated by law. Its' members provide direction and oversight to the Executive Director and support staff. It is composed primarily of community leaders who volunteer their services for the good of the community. The public is invited to attend all board meetings.

www.floridacrown.org

Florida Crown Welcomes New Staff



Florida Crown would like to welcome Bert Jones (pictured left with wife Rebecca) as our new Workforce Investment Act (WIA) Career Manager. Bert comes to Florida Crown with over 10 years experience with the Georgia Department of Labor. While in Georgia, Bert worked as a WIA Career Manager, Intake Specialist, Job Developer and Unemployment Claims Examiner.

Bert and his wife Becky, were married in September of last year and together they have 3 boys and a girl, ranging in age from 8 to 22. They are the proud grandparents of a 3 year old girl.

During his free time, he enjoys taking his children fishing and watching them participate in sports. He is also a self taught computer buff and does all of his own repairs and upgrades, and enjoys working in his friend's woodworking shop making cabinets.

Officer Berry Raulerson



“The Workforce Investment Act (WIA) Program is the best thing that’s ever happened to me” says recent Lake City Community College Law Enforcement graduate Berry Raulerson. Berry says that all it takes is a little perseverance and hard work but in the end it is well worth the effort.

Shortly after graduation, Berry secured a position as a Police Officer with the High Springs Police Department. He never misses the opportunity to tell others, who are looking to improve themselves, about the WIA program and all it has to offer.

Berry lives in Lake City with his wife and 4 children. While in school, Berry worked part-time at Bob's Marina as a Sales Associate.

Top Bird Goes to Doris Hall



*Doris Hall left.
Project Manager,
Ed Burford right.*

The Top Bird Award for the month of December was awarded to Customer Service Representative Doris Hall. “I was ecstatic when I found out I had won,” said Doris. “I appreciate the chance to be working with everyone at Florida Crown”.

Doris started her career in 2000 with Experience Works in Trenton. The next year she worked as a temporary employee of Florida Crown in Old Town, Florida. In October of 2003 she was given the opportunity to become a full time employee with Affiliated Computer Services (ACS) and Florida Crown.

Since the beginning she has shown a tenacity to stick with any project that she is assigned. Even when a project is new to her, she will go out of her way to learn new processes and ideas. She has always been willing to share her knowledge with others who are not so well versed in subject. Her hard work, diligence and persistence has put her in a class of its own. Congratulations Doris, you are our Top Bird.

Congratulations Graduates

On November 11, 2004, Central Florida Community College in Levy County was the setting for the Patient Care Technicians (PCT) graduation for 15 individuals including Florida Crown Old Town customers Donna Tyson and Eureka Walker.

The PCT program consist of 100 hours of classroom and lab training as well as 100 hours of clinical experience. Some of the courses are home health aid, blood borne pathogens and Cardio-Pulmonary Resuscitation (CPR). This training prepares students to work in the health field as nursing assistants or home health aides. They are also prepared to take and pass the Certified Nursing Assistant (CNA) test.

After Donna passes the State Boards she will be employed at Cross City Rehabilitation.

Contact your local One-Stop to see if you might be eligible for any of the training programs that are offered.

Business/Economy

They Don't Retire Them, They Hire Them

Faced with business-busting demographic shifts and skills shortages, some organizations have decided the smart move is to recruit and retain workers over 50. Experts say this new older workforce will make it necessary for companies to rethink their approach on everything from recruitment and training to benefits and providing new challenges.

Retired and older employees, who were often brushed aside by hiring managers in the past decade's obsession with youth, could be the solution to the approaching worker shortage. The AARP recently completed a nationwide survey of 2,001 people between the ages of 50 and 70, asking about their views on retirement. Sixty-three percent said they plan to work at least part-time in retirement; 5 percent said they plan to never retire, some because they like working, others because they need the money to replace lost retirement savings. Experts say this new older workforce will make it necessary for companies to rethink their approach on everything from recruitment and training to benefits and providing new challenges.

According to surveys by Watson Wyatt and others, many older workers, particularly those who opt for part-time work, look for companies that will provide "bridge" medical coverage until Medicare kicks in. Seventeen percent of the AARP survey respondents said "a need for health benefits" was a key reason they would work during retirement. Giving full medical benefits to older workers who decide to go part-time, experts say, can be an effective way to hang on to skilled employees, and can be cheaper than bringing in new workers who must be trained.

Experts agree that many older people will not apply for positions because they think they don't have a chance of being hired, or won't be treated well if they are. Companies that bend over backward to correct these misconceptions have a better chance of tapping into the older workforce. Volkswagen of America Inc. has never actively recruited older workers, but the average age of its workforce is 44. Understandably, the car maker has put a lot of effort into creating an "age-friendly" workforce.

One way that Volkswagen achieves this is by asking older workers for suggestions on how to avoid age barriers, a simple technique that companies often overlook. In addition, the company's Diversity Committee includes a number of older managers who help other managers become more sensitive to older workers' needs.

Those efforts are backed up with action. Older workers are encouraged to go back to school, take part in professional organizations and serve as mentors to younger colleagues. In the company's mentoring program, the more seasoned workers spend three to four hours a month with high-potential employees who have less experience. Stephen Stephens, Volkswagen's human resources leader, says that the relationship is good for the employees and the company.

*Excerpts from story by Joe Mullich from
NetAssets web site www.HRMS-Net-Assets.net*

Experience Works



*Ron Haney, left and
Laretta Suriano,
right*

Today many older Americans are returning to the workforce, and employers are finding that maturity and experience gives their companies an edge. Mature workers bring a strong work ethic and the knowledge gained through living.

The Experience Works program at Florida Crown, serving Columbia, Suwannee, Hamilton and Union Counties, assists those individuals 55 years of age and older in finding employment. Laretta Suriano and Ron Haney, Experience Works Field Operation Assistants, assist individuals in determining if they are eligible for the program. For example, a household of one can earn no more than \$11,637.50 per year in order to be eligible. Veterans are given first priority to services and then spouses of veterans.

The program places participants into training positions with a host agency that will train them for 20 hours per week giving them the opportunity to continue to build their resume and search for full time employment. Participants are re-evaluated after a 6 month period if they have not been able to find full time employment. At the present time, there are approximately 30 participants in the local Experience Works program.

For more information, or to see if you qualify for these services, call Laretta or Ron at 386-755-9026.

According to the American Foundation for the Blind, statistics show that nationally there are 1.3 million people who are legally blind and 32% of those are employed. There are another 10 million people who are visually impaired of which 46% are employed. Because many people who are considered legally blind actually do have some sight, the term vision impaired is more suitable.

Whether a citizen has limited vision or none at all, help is available through the Florida Division of Blind Services (DBS). These services are available to individuals of all ages who are blind or visually impaired and may include counseling services to assist them in living and functioning independently in their homes and communities.

DBS can supply everything from residential job training programs to new and constantly updated technology that makes it possible for the visually impaired to succeed in the workplace. Both hardware and software are available and geared to the specific needs of the individual.

Whether a voice activation program, an enlargement screen or a special keyboard is required, DBS can help. Not only do they provide the equipment, but an on site support person to make sure the individual understands how to use the equipment and is comfortable with it.

For assistance, call Grace Lipps or Jeannie Carr at 386-755-9026. You can contact DBS directly at 850-488-1330 or toll free voice 800-342-1828 for more information, or visit their website www.state.fl.us/dbs.

Author: Jeanne Carr

High School/High Tech

Workforce Investment Act (WIA) and the Navigator program are teaming up with the Florida Crown After School Youth Program to begin High School/ High Tech program. The new program is slated to start in the Spring 2005 and will target disadvantaged and disabled youth in the area to give them a better opportunity to achieve success in their lives.

Presently, Florida High School/High Tech Operational sites are Gilchrist, Columbia, Dixie and Union counties. The Florida Crown Workforce Development Board (FCWDB) is working towards a cooperative program partnership with Florida High School/High Tech (FHSHT) and the In-School Year Round Youth Program.

The youth that have been identified as eligible for and are participating in the program will receive additional benefits through FHSHT resources. Some examples of what participants will be involved in are; occupational career opportunities, educational requirements to obtain employment, and onsite visitation to out of area high tech industries.

Out of School Youth Programs Offered

Approximately 15 million Americans between the ages of 16-24 are out of school. Seventy percent of them only have a high school diploma or have dropped out of high school. It is estimated that America sustains more than \$88 billion in lost earnings for each year's class of high school dropouts.

These 15 million young people are a major source of human capital for the next century. At a time when knowledge and technology are expanding more rapidly than ever, it is essential that all of America's youth have a good education and job training, as well as opportunities to continue learning throughout their lifetimes.

Florida Crown supports a wide variety of efforts to ensure that all youth, particularly those who are out of school, have the skills and training they need to successfully make the transition to adulthood and careers.

The Basic Eligibility Criteria is low income youth between 16-21 years old who has one or more barriers to economic self sufficiency. These barriers include such issues as deficiencies in basic literacy skills, no high school diploma or GED, failing the FCAT, homeless or runaway, foster child, pregnant or parenting teen.

Assistance is also offered with paid and unpaid work activities, assessments for training needs, GED preparation, tutoring, remediation as well as enhancing study skills, and Occupational Skills Training.

For more information call Darlene Ryon (Youth Coordinator) at 386-755-9026.

Article by Darlene Ryon

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There are over 100 veterans workforce specialists stationed in One-Stops across the state. Without denying services to other vets, we are now collectively making a commitment to disallow recently released Iraq War veteran to fall between the cracks without getting the personal one-on-one workforce services offered.

The workforce Veterans staff have made this commitment and so any unemployed/underemployed Iraq War veteran whom you encounter as needing housing or other help can and should be referred to the local One-Stop, told to identify themselves as a veteran and ask to speak with a Veteran's representative. If a One-Stop is not convenient or if the referral fails for any reason, please contact Mitch Collier at (850) 245-7451.

Also, if any of the local homeless providers would like to establish local Veterans contact, Mitch can provide contact information and arrange for introductions. He is also urging them to make contact with the local homeless coalitions, Florida Community Based Organizations (FCBOS) for veterans, etc., if they are not already working together. It is important that we have good strategies in place on this issue and are alert to the needs of these Iraq veterans who may be homeless or in jeopardy of future homelessness and ensure they are provided the necessary workforce and other supportive services.

We need to act on this now and not allow a situation similar which impacted and continues to impact Vietnam vets who became homeless after that war and are still in the cold. This message is being circulated among homeless shelters and other providers around the state. A directory to One-Stop center is at <http://www.employflorida.net/index.html>. Please pass this along as appropriate so that it gets to the right organizations and people that may encounter freshly discharged homeless veterans.

NUMBER ONE REQUEST AT WALTER REED HOSPITAL

The number ONE request at Walter Reed hospital is phone cards. The government doesn't pay long distant charges and these wounded soldiers are rationing their calls home. There is an endless need of these and any assistance would be greatly appreciated.

Phone cards can be sent to:

**Medical Family Assistance Center
Walter Reed Medical Center
6900 Georgia Avenue, NW
Washington, DC 20307-5001**

TRICARE TO BEGIN ENFORCING GENERICS POLICY

Having delayed implementation for 6 months to give beneficiaries and their doctors an opportunity to review generic versus brand name drug options, TRICARE will implement its long-standing mandatory generic substitution policy in 2005.

Beneficiaries who have brand name prescriptions for which there is a generic equivalent need to talk to their doctor about switching to the generic, or getting a "medical necessity" determination if the doctor believes it's important to stick to the brand name drug for valid medical reasons. To qualify for medical necessity, the doctor must certify one or more of the following conditions: the patient has experience, or would be likely to experience, significant adverse effects from the generic medicine; the generic medicine has resulted in or is likely to result in therapeutic failure; or the patient has previously responded to the brand name medication and changing to the generic medication would incur an unacceptable clinical risk.

If the physician feels that it is medically necessary for the patient to continue to receive the brand name version of the medication, the physician should call the TRICARE Retail Pharmacy program Prior Authorization Line at 1-866-684-4488 to obtain a letter of medical necessity before the patient presents the next prescription at the retail pharmacy. Unless the patient has an approved letter of medical necessity before they fill the new prescription, they will have to accept the generic substitute or pay the full price of the brand name medication.



Florida Crown

Serving Columbia, Dixie, Gilchrist, and Union counties

“Bringing People and Business Together”

Florida Crown has three specialized centers to assist you.

The Florida Crown Career Centers offer many services which include:

- Career Interest Survey
- Job Training Grants
- Employability Skills
- Job Referrals
- Typing Tests
- Resume Assistance
- Nationwide Job Bank Access
- Unemployment Compensation Guidance
- G.E.D. Preparation
- Basic Skills Survey
- Life Management Skills
- Welfare Transition Job Training Grants
- Experience Works for adults age 55 and up
- Navigator to assist disabled adults
- Specialized Services to Veterans

And other services at no cost to you!

Workforce Investment Act (WIA) Programs

WIA Adult Program

- You might be eligible if:
- You are age 18 or older
- Unable to obtain Employment

WIA Dislocated Worker Program

- You might be eligible if:
- You have been terminated or laid off
- You have exhausted your unemployment benefits
- You are unable to return to your previous occupation

Out of School/Older Youth Program

- You might be eligible if:
- You are in need of Basic Skills/GED
- You have a poor work history or are underemployed

In School Youth/Younger Youth Program

- You might be eligible if:
- You are in need of basic skills to graduate
- You have not met the FCAT requirement

For Employers:

We also have an Employers’ Service Center available at
840 S.W. Main Boulevard, Suite 103 Lake City, Florida 32025
Call 755-9026

Services offered at no cost to you:

- Recruiting Assistance
- Assistance with hiring and training employees
- Access to a nationwide applicant pool
- Pre-screening of potential employees
- Receptionist assistance and service
- Job listings in the largest job bank in the U.S.
- Office space for interviews
- Day conference rooms available
- Labor market statistics available
- Access to a Resource Library

All services are based upon eligibility and availability. Call today for a pre-screening.

Visit one of Florida Crown’s centers today for the services you need!

Columbia County residents may call 755-9026.

Residents of all other counties call 1-866-987-(JOBS) 5627 for a site near you!

TTY via the Florida Relay Service (FRS): 711

Or you can find us on the internet at www.floridacrown.org

Florida Crown is operated by ACS State and Local Solutions

Equal Opportunity Employer/Program and Auxiliary aids and services are available upon request to individuals with disabilities

Member:



John M. Chastain, Executive Director
840 SW Main Blvd., Suite 102
Lake City, FL 32025

Florida Crown Cryer

Member:



The idea is to seek a vision that gives you purpose in life and then to implement that vision.

— Lewis P. Johnson