



Taking Care of

Business

...Tools for Success!

Show Me the Money!

"A gambler is nothing but a man who makes his living out of hope.

Marla Rye

President & Executive Director

~William Bolitho

Robin Dunn

Vice President, Business Services



Who is Workforce Essentials, Inc.?



WorkForce Essentials, Inc. is a private, non-profit corporation providing innovative employment programs & training solutions to businesses and opportunities for job seekers.

MISSION & VISION



Our Vision

provide customers with innovative workforce solutions which promote economic growth.

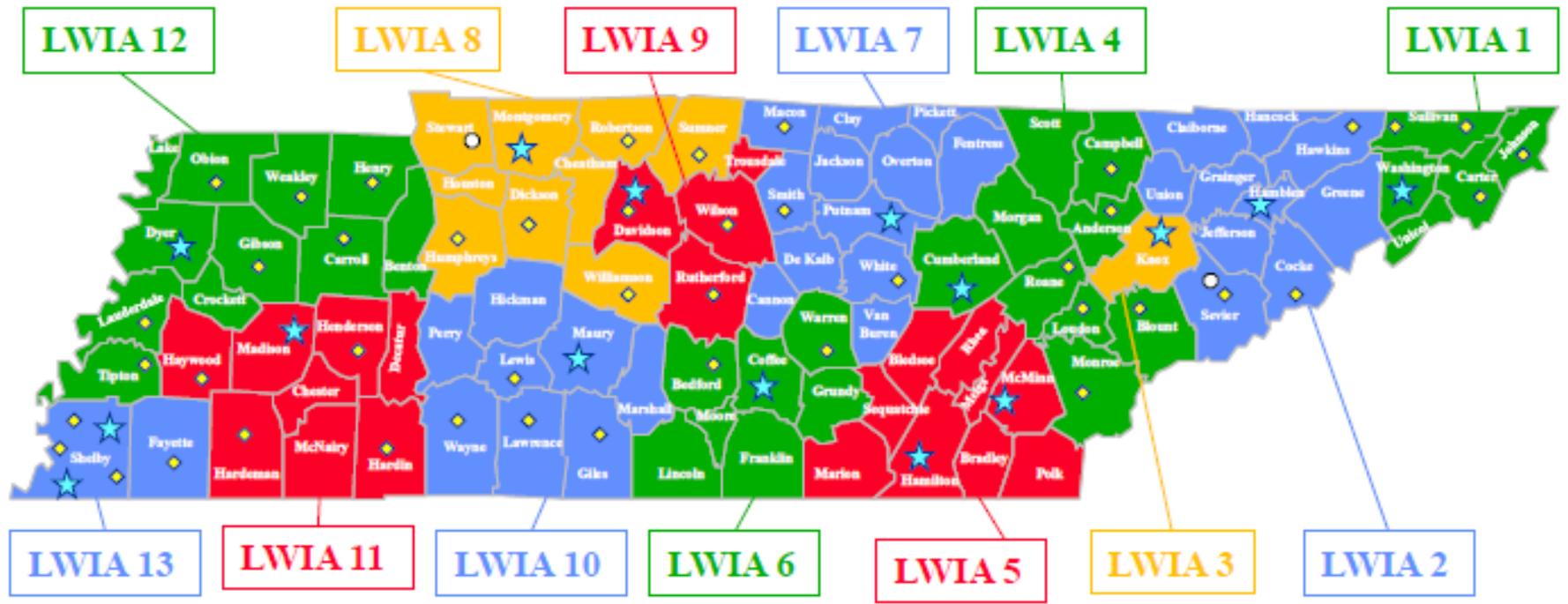
Our Mission

To maximize human resource capital through innovative, results-oriented workforce solutions. By using solid business principles, professional staff, effective partnerships and a commitment to continuous improvement and customer satisfaction, we will provide the highest quality services in a rapidly changing environment, while exceeding the expectations of our customers.

“To the best of my knowledge, nobody ever lost a customer by being responsive”

Tennessee

Local Workforce Investment Areas



★ Comprehensive Career Centers (15)

◆ Affiliated Sites (45)

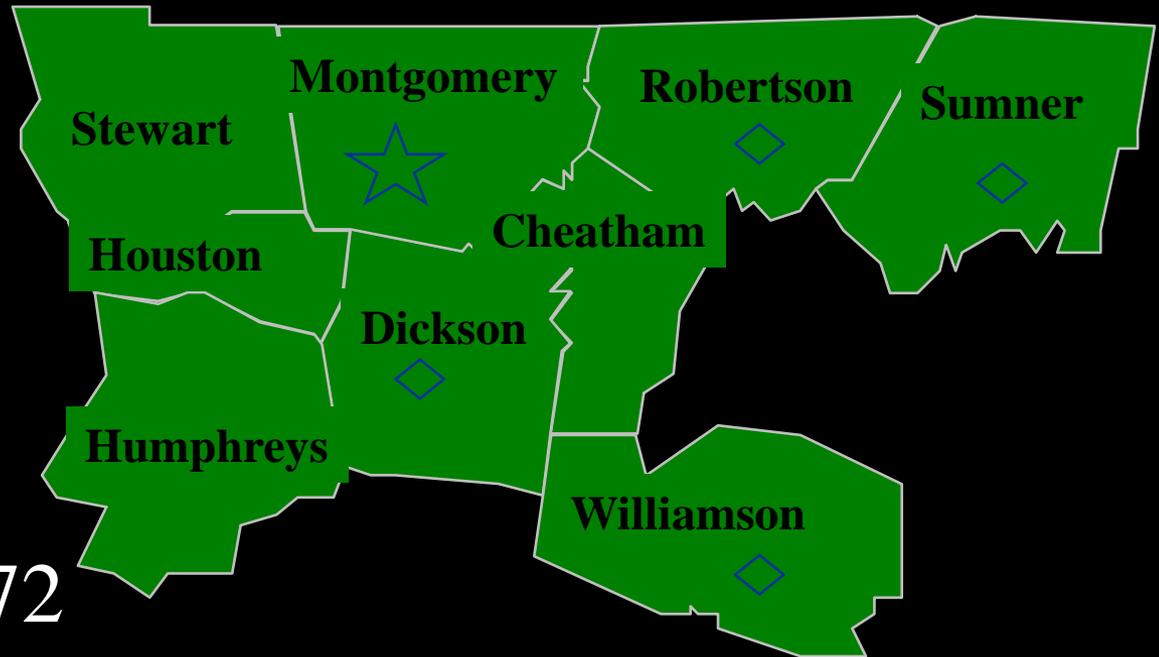
○ TDLWD Local Offices (2)



How Our Chips Stack Up



- LWIA 8 County Map



- Population 673,372
- Unemployment Rate 8.6% as of September 2011

In the Beginning . . .

- **Began in 1992**
 - Failed JTPA Service Delivery Area
- **Early Services**
 - JTPA
 - Jobs Work
- **Roughly \$2 million revenue**



Don't Run A Program....



**Build
a
Business!!**



Consider
a small
thing that
won't

unless
you do!

*Empower Employees to Take
Risks and Overcome Challenges*

A close-up photograph of a person's hand holding two dice. The hand is positioned palm-up, with the dice resting in the center. The dice are translucent and appear to be made of a material like acrylic or glass, with white pips. The background is a dark, textured surface, possibly a tablecloth. The lighting is dramatic, highlighting the contours of the hand and the facets of the dice.

We Took a Gamble

- We came to realize we were at a critical point
- 2 Choices
 - Stay narrowly focused and not be able to grow revenue
 - or
 - Use our reputation, location, and ability to grow our business in other ways

“If you always do what you always did,
you will always get what you always got!”



Our Choice

We chose to
grow, take
risks and
truly become
a full service
organization
to our
business
communities.





- Board Developed
- Committed
- Strategies must reflect business focus
 - Demand Driven
 - Employer Focused
 - Know your Community
 - Marketing and Public Awareness
 - Customer Service and Satisfaction

The First Steps

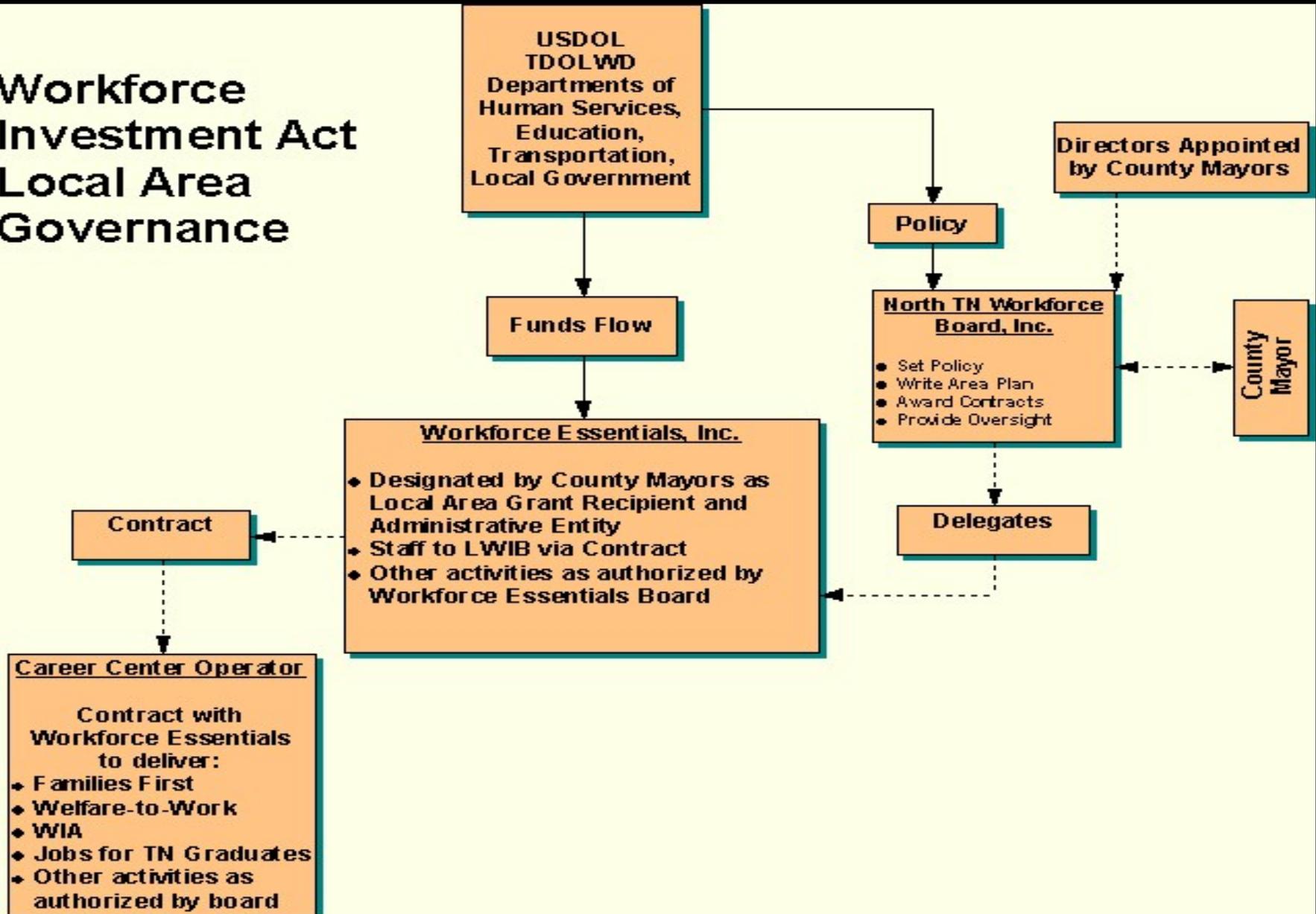
Dealing the cards...



- 1995 -- Offered first service
 - Driver Education
- 1995 -- Economic Labor Force Study
- 1995 -- Investigated drug testing for DOT drivers
- Late 1995 -- Began drug testing
- 1997 -- Drug-Free Workplace testing began
- July 1999 -- Established Business Services Division

Governance Chart

Workforce Investment Act Local Area Governance





- Listen to business
- Consider Career Center services
- Determine gaps
- Developing and implementing ideas to compliment Career Center Services
- Negotiate fee
- Deliver through Career Centers



Knowing Your Community “Players”

Professional

Workforce Excellence Network Board
TN LWIA Directors Assn.
National Rural Consortium
Finance & Administration Committee
Vocational Rehabilitation Board Directors
Local Chambers of Commerce (LWIA 8)
County Leadership Development Programs
SHRM -Society for Human Resource
Managers
ASTD –American Society of Training &
Development
APSU Alumni

Civic

Girl Scouts
Parents Club
Mid Cumberland Community ACHON
Agency
AAU Basketball Youth
Sunday School Teacher/Youth
Leader/Church memberships/Counselor
Little Leagues
United Way
Humphreys County Fair Association
Homeowners Associations
County Housing Authority Board
Cancer Society
Sheriff's Dept/Community Leaders
Habitat for Humanity
Clarksville Promises
Friends of Library
Fire Department Volunteer
Dickson Coalition
Rivers & Spires
Miss TN USA Planning Committee
Police Protector Project
Downtown Dist. Partnership
Humane Society
Big Brothers Big Sisters
Boy Scouts
Junior Achievement
Clarksville Jobs Partnership
Williamson Works
Historic Society
Williamson Soccer Association
Girls In Action
Montgomery County Democratic
Women
Spanish Honor Society
MBNA Professional Women
Civitan Club
Adult Literacy
Enlisted Spouses Club
TN Nutrition & Consumer Ed Program
Hopkinsville Community College Human
Services Advisory Community
Stewart County Health Council
Heritage Foundation





Marketing & Public Awareness



WorkForce Essentials' Service Guide Folder

Quarterly Newsletter

www.workforceessentials.com

Annual Summary Report

Workforce Chronicle Magazine

Press releases

Cable TV Community Calendar listings

Annual Customer & Partner Awards Luncheon

Business Fast Facts

9 County Chamber Involvement

Customized Community presentation

Various direct mail pieces

Billboards

Specialized Radio Promotions

Who deals the cards?



Robin Dunn,
*Business Services
Vice President*



Business Services Division Game Plan

- **Customer development and sales to new customers**
- **Expanding market share - increased sales to existing customers and increased sales of “individual” services**
- **Public relations**
- **Marketing in support of customer development**



Primary Services for Businesses

- Drug Testing Program Management
 - Physicals (Pre-employment & DOT)
 - Business Training and Consulting
 - Job Profiling

**NEED
BUSINESS
SOLUTIONS?**

- ✓ Pre- and Post-Employment Drug & Alcohol Testing
- ✓ Employee Skills Assessment
- ✓ Customized Business & Industry Training



 **WorkForce
Essentials Inc.**

Solutions that work.

www.workforceessentials.com

800-865-0981



Drug Testing Program Management



Drug Testing Program Management



WE HAVE THE SOLUTION!

Complete Drug Free Workplace Program Management

It's good for Employers...
Employers choosing to participate in
this program will be entitled
to the following:*

Receive a minimum
5% premium credit on Workers'
Compensation Insurance Policy.

No Workers' Compensation pay out if the
employee tests positive in a post accident
situation. **The burden of proof is
shifted to the employee.**



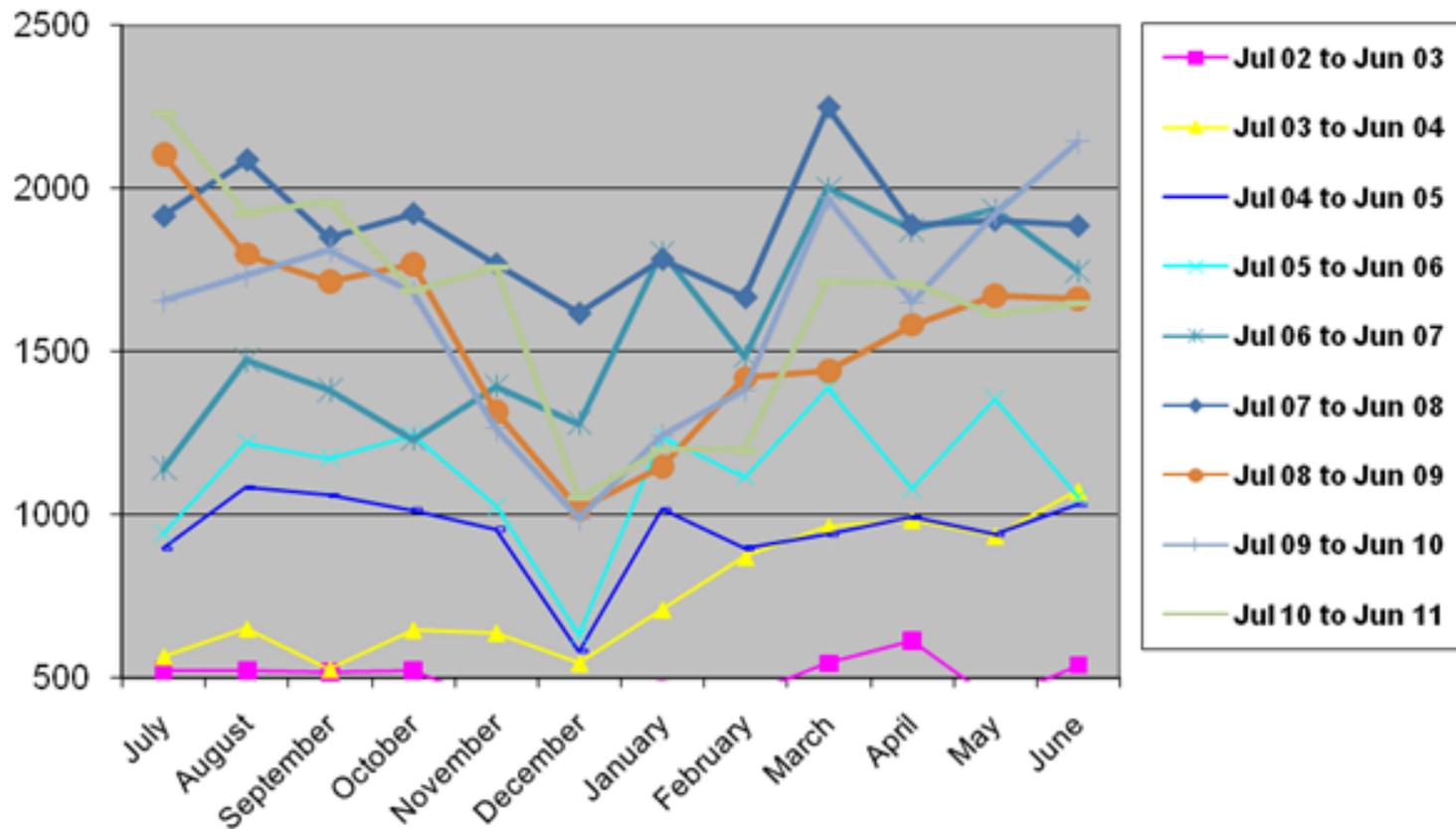
**Discharge or
discipline** of an
employee who is
found to be in
violation of the
covered employer's
Drug Free
Workplace Program
**will be
considered
done for cause.**

It's good for Employees...
Employees are more productive and
have better morale when their health
and safety is protected from the
increased dangers and risks that
substance abusers present
in the workplace.

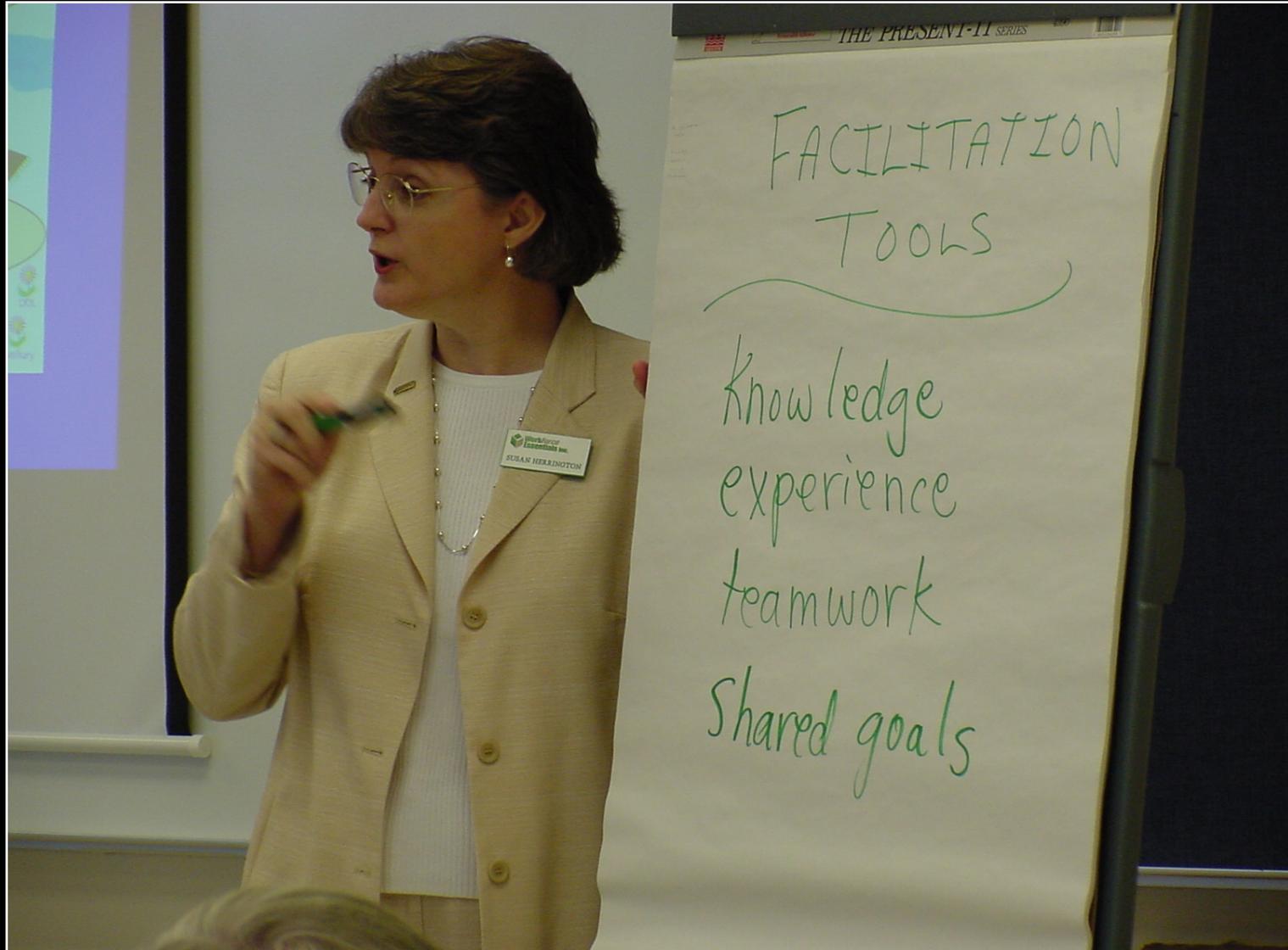
*pursuant to T.C.A. 50-6-418, 50-9-100 et.sequ., and 50-6-110

Drug Testing Program Management

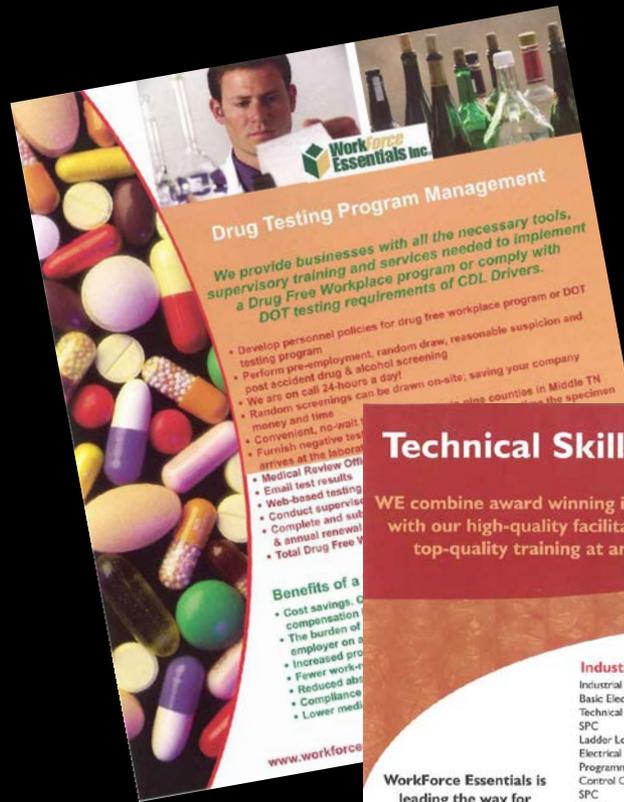
Drug Test Volume Report



Business Training



Topics



Drug Testing Program Management

We provide businesses with all the necessary tools, supervisory training and services needed to implement a Drug Free Workplace program or comply with a DOT testing requirements of CDL Drivers.

- Develop personnel policies for drug free workplace program or DOT testing program
- Perform pre-employment, random draw, reasonable suspicion and post accident drug & alcohol screening
- We are on call 24-hours a day!
- Random screenings can be drawn on-site, saving your company money and time
- Convenient, no-wait
- Furnish negative test results at the laborer
- Medical Review Officer
- Email test results
- Web-based testing
- Conduct supervisory
- Complete and submit
- Annual renewal
- Total Drug Free Y

Benefits of a

- Cost savings, Compensation
- The burden of employer on
- Increased pro
- Fewer work
- Reduced abs
- Compliance
- Lower medi

www.workforceessentials.com

Regulatory/Safety Training

Profitable businesses know how to run things BETTER, FASTER and CHEAPER!

Let WorkForce Essentials handle the Safety & Regulatory Compliance Training needs of your organization while you concentrate on running the business

Regulatory/Safety Library

- Hazardous Communication
- Defensive Driving
- Asbestos
- Bloodborne Pathogens
- CPR/First Aid
- Drug Free Workplace
- Hearing Conservation
- Fire Protection
- OSHA 10 Hour Compliance
- OSHA 30 Hour Compliance
- Ergonomics
- Confined Space Entry
- Crane Safety
- EPA Awareness
- Fat Protection
- Office Safety

Workforce Essentials inc.



Technical Skills Training

WE combine award winning instructional materials with our high-quality facilitation team to deliver top-quality training at an affordable price.

WorkForce Essentials inc.

Industrial Skills Library

- Industrial Automation Troubleshooting
- Basic Electricity
- Technical Math
- SPC
- Ladder Logic/Motor Controls
- Electrical Maintenance Automation
- Programmable Logic Controllers
- Control Charting
- SPC
- CNC
- Metrics
- Variable Speed Drives
- Gauging
- Process Management
- Hand Tools & Measuring
- Pneumatics/Hydraulics

New Equipment/Maintenance Consulting

- Hydraulics
- Pneumatics
- Variable Speed
- Electrical
- Automation
- New Plant Set Up
- Charge Over Process

PC Skills Library

- Using PCs
- PowerPoint
- Windows
- Access
- Word
- Outlook
- Excel
- Project
- Publisher

WorkForce Essentials is leading the way for area businesses when it comes to employee training programs. We are your one stop solution for consultation and classroom training. Our Industrial Skills, New Equipment/Maintenance Consulting, & PC Skills Libraries will help your organization decrease down time, increase productivity, and lower your maintenance costs.

www.workforceessentials.com 1.800.865.0981

Environmental Regulation

- ISO 14000 Ser
- Emergency Management & System

WorkForce Essentials inc.

www.workforceessentials.com 1.800.865.0981

Business Skills Training

WE combine award winning instructional materials with our high-quality facilitation team to deliver top-quality training at an affordable price.

WorkForce Essentials inc.

Business Skills Library

- Communication Skills
- Teamwork
- Change Management
- People Skills
- Workplace Spanish
- Conflict Management
- 101 Ways to Reward Employees
- Effective Business Meetings
- Active Listening
- Motivational Sessions
- Decision Making
- Problem Solving Tools
- Force Field Analysis
- Business Writing
- Supervisor Training
- Quality Basics
- Creativity
- Leadership
- Problem Identification
- Customer Service
- The Indispensable Employee
- Group Problem Solving
- Goal Setting/Action Planning

Human Resource Library

- EEOC
- Diversity
- Employee Surveys
- Myers Briggs Assessments
- Quality Award Consulting
- HR Audit Program
- Social Media Programs
- Performance Appraisals
- Conducting Performance Reviews
- ADAA/FMLA
- New Hire Orientation

WorkForce Essentials is leading the way for area businesses when it comes to employee training programs. For organizations seeking to upgrade employee skills, raise morale and increase productivity, we serve up an extensive yet diverse list of courses. From annual training requirements to day-long classes, conference sessions, and 1/2 day resources to meet your learning objectives!

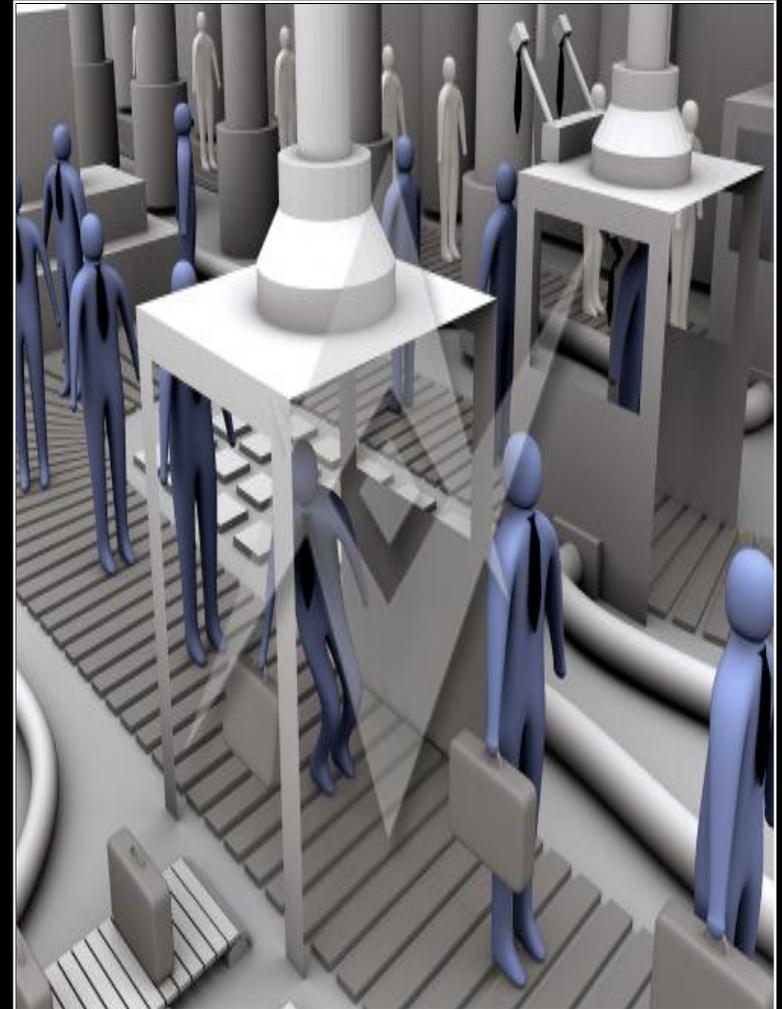
www.workforceessentials.com 1.800.865.0981

Physicals

(Pre-employment and DOT)



Job Profiling



Services for Individuals

★ Driver Education



Paternity Testing

Fast, Affordable
Local Testing

452-1964

Admissible in Court

WorkForce Essentials Inc.

An advertisement for paternity testing. It features a close-up of a baby's face on the left. The text on the right reads "Paternity Testing", "Fast, Affordable Local Testing", "452-1964", and "Admissible in Court". A small logo for WorkForce Essentials Inc. is at the bottom left of the ad.

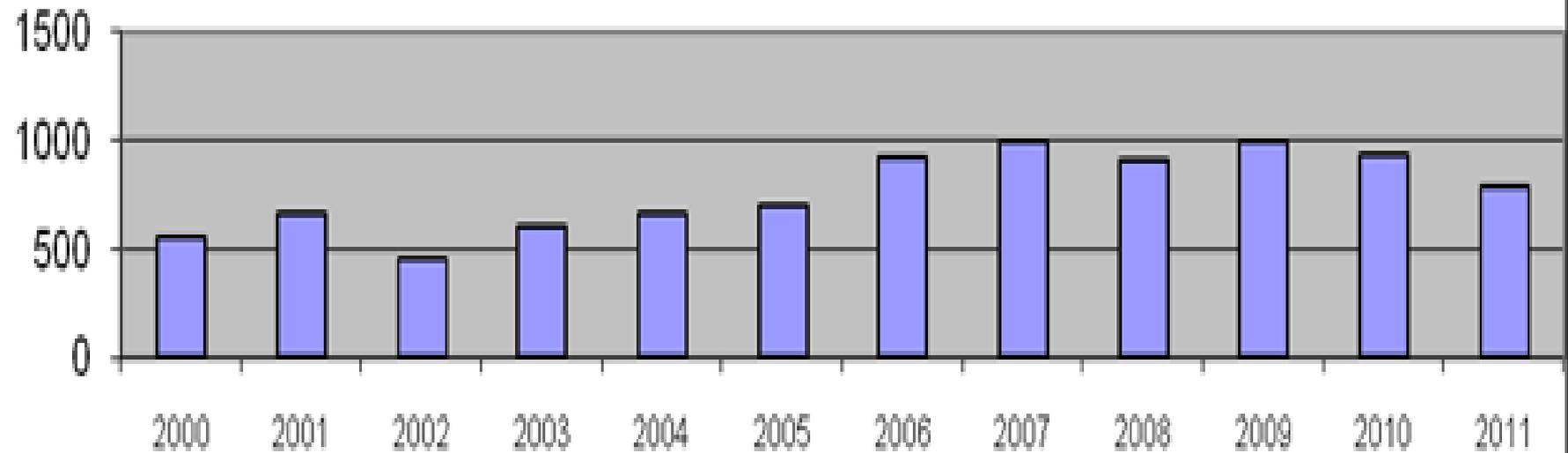
★ Paternity Testing

★ Court Programs

- ✓ Drug Testing
- ✓ Defensive Driving
- ✓ Physicals



Drivers Education Volume Over 10,000 Students Served



Other Services

- Curriculum Development
- Under-Cover New-Hire
- Job Shadowing
- Developed Training Plans for Companies
- New Hire Orientation
- Computer Skills Training
- Certified Nursing Aide Training
- Daycare Operation
- Convention Planning
- Bank Preparation Course



A Sample of Our Customers . . .

Akebona

Austin Peay State University

Ben Franklin Plumbing

Bridgestone

Chamber of Commerce, Clarksville, TN

Champion Home Builders

Electrolux

Green Mountain Coffee

Hemlock SemiConductor

Jostens

Florim, USA

McDonalds

Robert Bosch Corporation

Temple-Inland

Tennessee Bun

Tennessee Department of Human Services

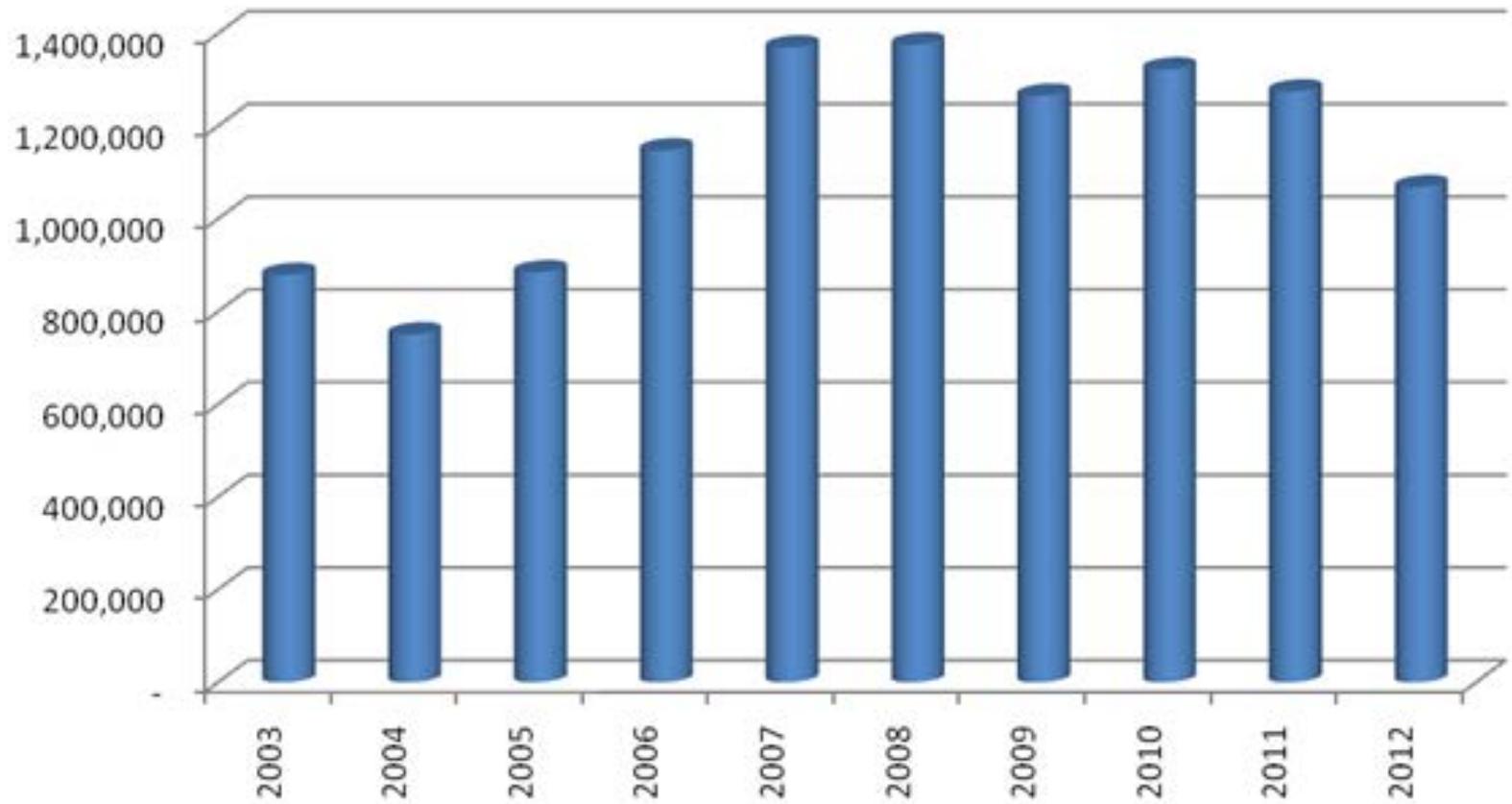
Triton Boat Company

TVA

Wal-Mart



Business Services Revenue



Economic Development

The background is a green-tinted collage. It features a grid pattern, several dollar signs scattered throughout, and a key in the lower-left quadrant. The overall theme is financial and economic.

Partner with ECD Agencies

Attracting and Recruiting New Industry

Partner with Chamber of Commerce

Obstacles We Have Had to Overcome



- ✓ Start-up Capital
- ✓ Nerve
- ✓ The Bureaucracy
- ✓ Keeping up with Growth

What Have We Gained?

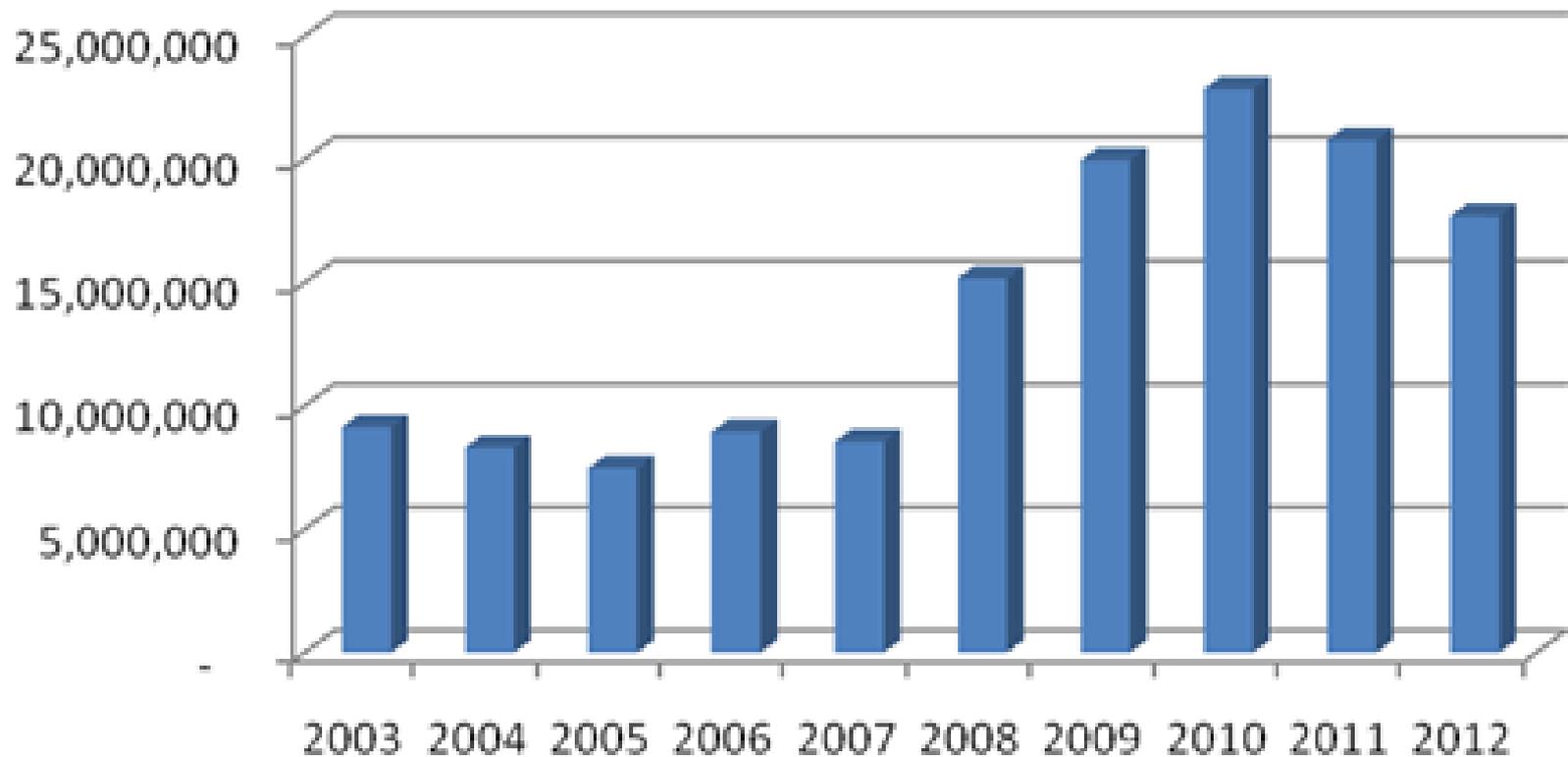


- ✧ Strong Business Ties
- ✧ National Recognition
- ✧ Name Recognition
- ✧ Capitol for Investment



Company Growth

Revenue Growth



What is in it for us?



Opportunity to Share with Others

Enhanced
Community Image

“Real” Connection to
Business using
Unrestricted Revenue

Keys to Success

- **Expect** more than others think possible
- **Dream** more than others think practical
- **Risk** more than others think safe



And Remember...

As the saying goes...

What happens in Vegas, stays in Vegas.



But...

*What happens in Tennessee,
can be shared with YOU!*



Solutions that work.

1-800-865-0981

Thank You!

www.workforceessentials.com