

## An Update on the Evert, MI Facility

The facility in Evert, MI, which was introduced in a previous issue of *Equipped*, is progressing. Staffing is ramping up. Machines are being installed. Production is increasing. Of the four businesses in the Evert facility, two are actively adding staff. Combined, Patriot Steelworks, LLC and Duram Mfg., LLC now have 15 employees and are actively seeking ten more. Just Kitting, LLC is utilizing the space for storage and staging, and Garison Coatings, LLC, is working on setting up the space so they can begin adding staff and production for powder coating and painting. The interest from the community has been great, and the outreach has been positive.



## this issue

Patience and Success **P.1**

Recycling and Information Security **P.2**

A Breakdown of the Hiring Climate **P.3**

## Patience is Required for Success

When operating a build-to-order type of business (versus a mass production business), as many ESI clients are, the timeline between initial discussion to learn about the customer's problem for which they are seeking a solution, to the actual sale can be lengthy. It can take months, and sometimes even years. This is a very different type of manufacturing than a mass-production model, but it is what allows ESI clients to be successful in the areas in which they exist – primarily Northeast Michigan. To overcome the transportation costs that exist because of geographical location and related constraints, ESI clients are built around exporting two things: craftsmanship and intellectual property. Each is expensive to develop, but when combined, they give ESI clients an edge against their competitors, which overcomes the high cost of transportation.

ESI clients are producing parts and equipment for their customers that take a significant amount of labor and require high levels of competency. It may take years for someone to achieve craftsman level of work – the level necessary to produce the type of equipment that is promised to the customer. Craftsmanship takes extensive coaching, practice and continuous learning until the point is reached where the person can use experience and muscle memory to achieve successful end results. Results that a machine or someone who is not a craftsman could not achieve.

Think about a professional MLB player who is up to bat. He does not think through each step along the way in order to hit a ball coming at him at 95+ miles per hour. For many hours he has practiced technique, each step of the process, fine-tuning it along the way, so when it comes to the game he can use the practice, experience and muscle memory to make contact with the ball. It takes that player years of developing competencies through self-learning, and being trained regularly by other, more experienced players.

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## Summer Help Wanted!

Reacher Mfg. Corp. is seeking to boost their assembly team for the summer months.

Do you know of anyone (must be at least 18 years old) who is, or will be, looking for summer employment?

These assembly opportunities can be full-time (preferred) or part-time, with the opportunity for over-time.

These positions can start today.

If you know of anyone looking for summer work in Alpena, please have them complete an application at [www.358-jobs.com](http://www.358-jobs.com) or call 989.358.5627 to learn more.

Continued from page one...

As people begin their path to becoming a craftsman, they are paid in two ways: wages (cash) and training (knowledge/experience). Over time, the training decreases and the wages increase. They become like the MLB player, starting in the minor leagues, fine-tuning their craft for many years. Because of the build-to-order businesses, patience is key. Patience for a conversation to turn into a sale. For a new hire to become a craftsman. Patience for the reward and prestige that will ultimately come if the work is done. It takes hard work. ESI clients have many team members who demonstrate this hard work, which has led to long-term success. Congratulations to them, and to all who are working hard to achieve craftsman level.

## The Recycling and Information Security Industries

Several ESI clients are involved in big ways in the recycling and information security industries. AMOS Mfg. Inc. (AMI), Ameri-Shred Corp. (ASC), and Endura-Veyor, Inc. (EVI), are all involved in designing and selling a variety of equipment for the recycling and information security industries, while a number of the manufacturers are involved on the manufacturing side.

The equipment that these businesses have provided for customers can be found all around the globe including Japan, New Zealand, Brazil, Canada, Australia, China, Myanmar, Indonesia, the United States, and more. Their customers are a mix of private sector and government and the equipment they have designed is used to destroy, sort, crush, reduce, and separate everything from paper, plastic, and metals, to tires, hard drives, and grape skins. That is just a snapshot.

Ameri-Shred Corp. is focused primarily on industrial shredders for destruction of secure information. Their equipment ranges from ½ horsepower to 200 horsepower, while the largest document shredder they have built is able to shred up to 14 tons of documents per hour and the largest hard drive shredder is able to destroy up to 10,000 units per hour. ASC is also starting to get involved in the shredding of sterilized medical waste.

AMOS Mfg. Inc. is focused primarily on volume or size reduction and separation of materials. One application is electronic scrap recycling (computers, printers, radios, microwaves, etc.) which uses a variety of technologies to separate materials, such as magnets, eddy currents, and optical devices. They have also helped customers shred prototypes of products, products with flaws, product overruns, and more. A recent installation was designed to shred and process catalytic converters and separate the steel housing from the catalyst that is inside so that the precious metals within can be reclaimed and recycled.

Endura-Veyor, Inc. is focused on building equipment for the recycling industry. EVI designs a significant amount of equipment and systems for reclaimed products like wood or metal shavings from lathes, grape skins from filter press conveyors, and more. They have equipment in many places that are familiar names – Apple, Pepsi, OxiClean, and Duracell, for example.

Continued on page 4....

## An Illustration of the Current Hiring Climate

ESI hears it daily. “We need people.” Engineers! Assembly! Machine operators! Salespeople! The team at ESI places ads, posts on social media, attends career fairs, posts on available job boards online and at physical locations, and engages in other activities in an attempt to recruit requested competencies. The current hiring climate is extremely challenging. To demonstrate just how challenging it is, ESI has broken down a list of applicants from a recent Indeed ad to help paint the picture of what the hiring climate is like. The ad was placed for machine operators for one specific ESI client. Over the course of almost two weeks, the ad brought in 57 applicants. To start with the good news, one of those 57 was hired and is still working for that business today.

The following is the breakdown of the remaining 56 applicants:

- Twelve of the applicants did not respond to messages left via phone, text, and email.
- Four applicants left the wrong number, no number, or had a number unable to accept a message.
- Three applicants were scheduled for interviews but they were no shows, and did not call to explain why or to reschedule.
- Five indicated they would not be able to pass a drug test.
- Three were supposed to complete an application so ESI had more information, but they failed to follow through on that.
- Three did not call back as they had promised (if they were unable to talk upon initial contact they were instructed to call back when they could talk).
- Two of the applicants do not live in the area and were not willing to relocate.
- Four had a poor (recent) work history with another ESI client.
- Two interviewed with the shop foreman but were not offered a position.
- Two learned more about the job and did not want to do that much physical labor.
- One came in to interview but left before it started because he changed his mind.
- Two were hired but terminated shortly thereafter for not showing up to work three days in a row and not calling.
- Three had recent criminal charges that were not acceptable for employment at this point.
- Two applied for the job hoping to get a foot in the door for another position that they were not qualified for, but did not want a machine operator position.
- The remaining eight were screened but were not a good match for the position for various reasons such as poor attitude, lack of personal responsibility, low motivation, refusal to work the hours available, or no desire to learn.

This is a common pattern. A tremendous amount of work goes into finding just one hire. From manufacturing roles to sales and engineering, the struggle continues. Remember, your contacts matter - referrals continue to be the best source of good candidates!

## Where are ESI Clients Located?

Employment Services, Inc. doesn't just serve clients in the area in which you work. ESI has clients in several locations.

Below is a list of locations where ESI clients are located.

Michigan:

Alpena  
Atlanta  
Ann Arbor  
Ewart  
Gaylord  
Lachine  
Lewiston  
Ossineke  
Posen

Florida:  
Bradenton

Iowa:  
Britt

Illinois:  
Pittsfield

Ohio:  
Brunswick



## Contact ESI

ESI contacts

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Benefits: Leslie Davis

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Career Opportunities: Ashley

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Ashley.defisher@kabu.net

Misc. HR Questions:

989.358.7190

info@358-jobs.com

Misc.

Opportunities / Competencies /

Career Questions

989.358.JOBS (5627)

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Recycling and information security are becoming increasingly important industries. To play such a large role in this arena is an honor. The ESI clients that are involved are making a difference in the industry with every piece of equipment they distribute.



Pictured above is an OCC (Old Corrugated Cardboard) screen at Husky Products, Inc. in Atlanta, MI.

## Keeping Up with ESI and Their Clients

### In addition to this publication, how else can you keep up with ESI clients?

This publication is just one place for you to get information about the ESI clients. Other places you can learn more include the ESI Facebook or Instagram pages, the ESI website (which includes a blog), and individual ESI client websites or social media pages.

Distributing information about ESI clients is valuable to combating rumors, recruiting people with the right competencies, creating valuable connections, and increasing awareness of the important work ESI clients do.

You are invited, and encouraged, to connect and learn in any/all of these ways!

## From ESI: There is Never too Much Safety Training

Several ESI client team members recently took an OSHA 10 Course

Alpena Community College recently offered a free OSHA 10 General Industry Safety Course. Several ESI clients had team members who attended this Friday evening and Saturday course for a total of ten hours of training. The course included an introduction to OSHA, rights of workers, responsibilities of employers, how to file a complaint, fall protection, emergency action plans, electrical, personal protective equipment, hazard communication, and more.

Thank you to all who attended – thank you for caring about the safety of your, and your fellow co-workers' work environment, and thank you for committing a portion of your weekend to attend this valuable course.