

Equipped Live

The first Equipped Live was held on March 21st. There is a link on the blog page at www.358-jobs.com that will allow you to view a recording of the event.

The purpose of Equipped Live is to increase communication about ESI Clients. This publication, social media, and the ESI website are all great sources of communication, but Equipped Live allows for more information to be shared in a different format and ESI is very aware that people retain information in different ways.

The next Equipped Live will be held on April 25, 2022 at 6:00 p.m. The link will be shared via email in the coming weeks. The topic: The future of ESI clients within the scope of what's happening in the world today.

Questions about Equipped Live, suggestions for future topics, or feedback on the events can be directed to Jackie at

jackie.krawczak@kabu.net

or 989.358.6175.



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19 Patents and Counting

A patent is a property right granted by a Government to an inventor. The purpose is to exclude others from making, using, or selling the invention throughout that country (can be filed around the world, but most of the patents of ESI clients are within the United States only). Patents are for a limited time and are in exchange for public disclosure of the invention when the patent is granted.

Once an idea is vetted through chain of command (impact on current lines of products, potential sales, etc.), the patent application is written. Technical language and drawings are combined with legal language which includes explaining the invention in less technical terms. The process from the point of preparing an application for submission to being granted a patent can be lengthy, taking as much as a year or longer (sometimes by choice) and includes an in-depth review with questioning and time published in the Official Gazette of the United States Patent and Trademark Office (if a US Patent) for others to review. Patent processes for other countries vary.

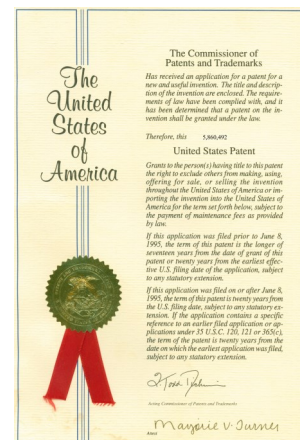
Within the ESI clientele, there are a total of 19 patents that were filed independently, with the first one in the 1980s, and four having just recently been approved. There are also currently two additional patents in-process within the ESI clientele.

Not all equipment or parts are patented. After twenty years a patent expires, and anyone can then make that product. A patent is also only sought if 1) the development or innovation changes a function or components and not for things that are industry standards, and 2) a patent is a superior strategy to operating with it as a trade secret.

An important distinction is between a trademark and a patent.

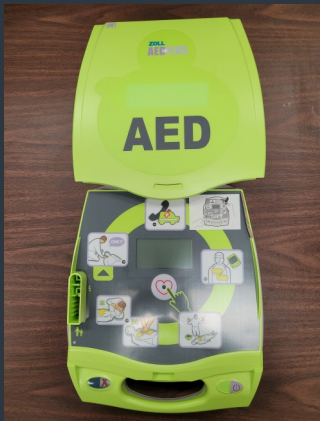
While a patent protects a product, a trademark protects the brand associated with that equipment or line of equipment.

The team members of ESI clients who are involved in the patent process should be proud of their innovative contributions and their added value is much appreciated. It is important to note that trade secrets are also something to be proud and protective of.



Delivering You a Safer Environment

The Automated External Defibrillator (AED) is a device used in the event of a sudden cardiac arrest. The portable device is used to analyze the



heart's rhythm, and, if needed, can deliver defibrillation (an electric shock) to help the heart re-establish an effective rhythm.

Although these devices are not required by any safety organization (OSHA, for example), it is ESI's goal to have one in every facility. This year, through participating in various safety trainings and quizzes, Leslie Davis from ESI earned enough points to acquire three new AEDs. With devices now in Gaylord, Lewiston, Atlanta, Posen, Lachine, and Ossineke, these new devices will make their way to Pittsfield, IL, Evart, MI, and Britt, IA.

Cyber Security Reminders

Mindfulness when it comes to keeping information and systems safe is always important, but right now, with the threat level high due to various factors (the war in Ukraine, for example), is a great time for a reminder of best practices for computer safety at home and work.

Stay up to date: Make sure that you are receiving automatic updates from Windows Update, and that you install any updates that your company requires. Keeping Windows, Microsoft Office, web browsers, and other software up to date will help protect your computer and your company.

Install with caution: Avoid installing software that is not approved or administered by your company. Unauthorized programs have potential to create security vulnerabilities.

Keep strong passwords: If you must use a password, use a strong one. A strong password is at least 13 characters or more, and contains a combination of uppercase letters, lowercase letters, numbers, and symbols. Do not reuse old passwords or passwords that you're using in other places. For more password tips, see Protect your passwords.

Click carefully: Be mindful of suspicious links. They can appear in email, tweets, posts, online ads, messages, or attachments, and sometimes disguise themselves as known and trusted sources. See Protect yourself from phishing.

Beware of public Wi-Fi: If you connect to an unsecured Wi-Fi network with a company device, you're putting yourself and your company at risk. Be sure to use the virtual private network (Always On VPN) that has been configured for you so you can access our networks securely when you need to use Wi-Fi away from the office.

Store your data safely: If your company provides a resource for storing your work such as OneDrive for Business, or SharePoint, you should use that whenever possible rather than storing work only on your local computer. By saving your files on company resources you can be more confident that they're securely backed up and always available, even if your local device gets damaged or stolen.

Ring the alarm: If you're using your computer and notice something strange, let the Sabre team know. They may need to take action to identify and contain the issue. This helps ensure that your company network stays secure. If you have been victimized by a scam or your files are held by ransomware, avoid dealing with the scammers directly.

Browse the web safely: Avoid visiting sites that offer potentially illicit content. Many of these sites install malware on the fly or offer downloads that contain malware. Use a modern browser like Microsoft Edge, which can help block malicious websites and prevent malicious code from running on your computer.

Be on the lookout for scams: Some scammers search social media for employment information and send emails that appear to be about work-related transactions. Be careful when responding to or acting upon unsolicited communication whether through email, phone, or SMS. The FBI regularly warns about business email scams and provides contact information for complaints and reports.

Avoid sharing work-related info on social media: Sharing too much detail about your work responsibilities and contact information on social media can attract scammers. They might leverage this information to send you targeted scam messages that appear legitimate.

Use caution when sharing on social media: Before sharing any photos on social media look closely to make sure there isn't something in the background of the photo - such as usernames or passwords, names or addresses, confidential or proprietary information - that shouldn't be shared publicly.

Protect physical devices: Removable drives and mobile devices, including laptops and cellphones, are easily stolen along with all the data they contain. Keep these devices safe and stored properly, especially when using them in cafes or leaving them in your car.

Your assistance is necessary and appreciated in keeping the workplace safe both physically and regarding cyber security threats.

This information was adapted from: [Keep your computer secure at work \(microsoft.com\)](https://www.microsoft.com/en-us/security/default)

Education Reimbursement Program

Did you know that ESI clients offer training reimbursement dollars to their team members?

Your employer is committed to creating a life long learning organization for highly motivated team members. As an incentive to team members, to make themselves more valuable, ESI clients will reimburse employees for their tuition and lab fees under the following conditions:

- The person must be actively employed by the ESI client, having at least one year of continuous, full-time service.
- The course of study must improve the competencies required for the employee's current work or are required for the employee to retain his or her current work
- Reimbursement cannot be used for educational courses to qualify an employee for a new trade, business or career path or to satisfy the minimum educational requirements for the employee's current work.
- Approval must be given by the employee's General Manager or Division Leader prior to the start of the course to ensure that the course is relevant to the employee's current work. It is encouraged that educational needs be discussed during the evaluation process and a course of action be established to improve skills in identified areas. Resources for training are available from ESI.
- These reimbursements will be secondary to other educational financial aid.
- When other subsidies are used, this reimbursement program in combination with the other subsidies will not exceed 100 percent of the cost of tuition and lab fees.
- The amount of the reimbursement will be determined by the employee's General Manager or Division Leader.
- Reimbursements apply to no more than six credits per semester.

There are three levels of reimbursements which will be determined using the following criteria (for each level, if no grade is given, excellent attendance is required):

- Level 1 – 50% Reimbursement: Achievement of 80% or better must be attained during the training.
- Level 2 – 75% Reimbursement: Achievement of 80% or better must be attained during the training. Employee will be responsible for contributing a one to two page course report at the end of the training to their Leader which demonstrates their ability to apply course-work to their job.
- Level 3 – 100% Reimbursement: Achievement of 80% must be attained during the training. Employee will be responsible for contributing a one to two page course report (as noted above) during each week of the training to their Leader. Employee must also actively mentor other team members.

This is not currently a widely-used program as only a few people utilize it annually. But it is a great way to grow your knowledge without having to cover all of the costs.

Leadership Brags **The following brags were submitted to ESI for publication.**

No Leadership Brags were submitted for this edition of Equipped. Leaders may submit information for future editions (new hires, promotions, retirements, completed trainings, etc.) to

Jackie: jackie.krawczak@kabu.net.

Hiring: About Ads

These days it is necessary to place ads to attract applicants. Without ads, the number of incoming applications is a very small number.

ESI and ESI clients have tried a number of different sources for ads.

LinkedIn, Facebook, Indeed, radio, newspaper, and more. At this time the most effective ads are Indeed. They bring in the most applicants and have the highest successful hiring rate, which, unfortunately is not that high.

Since January 1, 2022, ESI and ESI clients have placed nearly 50 Indeed ads. Each one costs between \$150 and \$200.

There have also been a total of 13 Facebook ads since the start of the year, each one somewhere between \$50 and \$100.

Although the ads are not a guarantee, they are more successful than doing nothing. ESI is willing to try anything a client wants to try to get the word out about openings.

The number one most successful recruiting tool still remains word of mouth referrals.



Contact ESI

Newsletter: Jackie Krawczak
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Benefits: Leslie Davis
989.358.7181
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Career Opportunities:
Ashley DeFisher
989.358.6289
Ashley.defisher@kabu.net

Misc. HR Questions:
info@358-jobs.com

Misc. Opportunities / Competencies / Career Questions
989.358.JOBS (5627)
jobs@358-jobs.com



Introducing the Priority Health Wellbeing Hub

A Resource for You and Your Family Members

Are you looking for an easy-to-use resource that can help you get and stay healthy? Welcome to the Priority Health Wellbeing Hub!

WellbeingHub
POWERED BY VIRGIN PULSE

This is a *FREE*, for Priority Health members, easy-to-use portal has a full range of discounts and rewards including travel and entertainment in addition to the tools available to help you create healthier habits!

Wellbeing Hub is very easy to use. Simply follow these three steps to register:

1. Log in for your member account at <https://member.priorityhealth.com/>
2. Choose **Healthy Living**, then click **Wellbeing Hub**
3. Accept the terms and conditions

You can then personalize your experience by:

- Setting your interests to get personalized wellness tips
- Choosing your email preferences
- Connecting an activity tracker
- Uploading a profile picture and adding friends

If you prefer an app experience, download the Virgin Pulse app from the App Store or Google play.

Below are a few options with the portal to get you started:

Health Assessment: This is confidential - your employer does NOT have access to your portal or to your answers. The Health Assessment asks a series of questions about your current health status and wellness habits. Once completed, your responses are analyzed and a health score is generated showing your health risks and providing tips to help you improve your health.

Daily Cards: Tips are sent to you to help you live well.

Healthy Habits: You select the Healthy Habits you want to work toward and can track your progress each day. Repeating small steps helps reinforce the habit to build it into your routine.

My Care Checklist: This is an easy way to keep track of your health care history and to remind you when you are due for well visits, routine screenings, and vaccinations.

To set this up, including the health assessment, expect to spend 15-30 minutes. If you have health information like blood draw results, your weight, and other important health information, it will be easier to be more thorough, which will allow you to make the resource even more valuable.