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ISI will provide training, material, support and a generous 3-1 matching intern stipend of \$1,800. (A small employer match is required).

“Internship Seeding Initiative” – Workforce Investment Regional Economic Development (WIRED)

Attention Businesses...you are invited to participate in a Workforce Investment Regional Economic Development (WIRED) initiative. The **Internship Seeding Initiative (ISI)** is a **federally funded economic and workforce development project through the WIRED grant**. The goal of this project is to develop a highly skilled workforce by making the internship experience more valuable to both student and employer. This initiative develops the relevant skills of intern supervisors as well as provides students with the required internship success skills. In the end, we seek to help you make internships matter.

Employers who choose to participate in the program will receive 3 hours of training in our Internship Supervisor Success Training program; which includes 6 sets of the Internship Supervisor Guidebook, The Internship Toolkit, and the blueprint for internship success DVD (\$2,500 value). **ISI will provide training, material, support, and a generous 3-1 matching intern stipend of \$1,800.00.** A small \$600.00 match and commitment to participate in the training is required of the employer.

Students will work a total of 240 hours for a stipend of \$2,400. **The target industry clusters are business services, information technology, healthcare, life sciences, logistics & transportation, and advanced manufacturing, but is also open to other industry clusters.** Students of all majors are eligible to apply for these positions. Internships will begin in the 2009 summer and fall semesters.

Participation is limited to 5 interns per the 10 county WIRED grant service area. **To participate in this program, please contact Robert Watts at rwatts@greatvalleyalliance.com and request an application.**

More info can be found at www.InternshipInstitute.org.

Business Education Partnership to Form in Four Poconos Counties

On March 26, 2009, an informational breakfast was held to present information to educational institutions and the business community on a **proposed Business Education Partnership (BEP) for the Poconos Workforce Investment Area**.

Currently in the Northeast, there are 4 existing Business Education Partnerships (BEP) -- Lackawanna county, Luzerne county, Berks county, and the Lehigh Valley. **Through a \$1 million Wall Street West grant, two additional BEPs will be established in the Northeast region - the Carbon/Monroe partnership and the Pike/Wayne partnership.** The currently existing partnerships will provide guidance and support to the newly forming BEPs.

The purpose of a Business Education Partnership is to promote collaboration between business and education to foster productive citizenship, lifelong employability skills and economic development in the Poconos counties.

Some of the goals of the BEPs will be: gain support from local businesses who wish to mentor youth and provide job shadowing opportunities; gain commitment from local school districts to raise student achievement levels; and, align education with career readiness and economic development.

In addition, the **Career Cruising website (www.careercruising.com) will be made available to all students so that they can research and plan their career paths.** Career Cruising offers a suite of online career guidance and planning tools designed for people of all ages—not just youth. Career Cruising allows you to set up a career development network in your own community.

“CareerLinking” activities are also planned to help students make quality career decisions—especially decisions that will help create a “talent pool” for our local employers. So many young people leave our area each year to seek out job opportunities in other areas. The creation of a Business Education Partnership will hopefully help retain our area youth by promoting viable career paths in our own area.

We are still looking for support from local businesses. If you would like to volunteer to be a part of the Business Education Partnership and help create and mentor a “talent pool” for our region’s economy, please contact Peter Alasty at 570-620-2410 or Jennifer Porter at 570-253-5334. **Businesses from Carbon, Monroe, Pike, and Wayne counties are encouraged to call and become a part of this important initiative.**

Businesses are encouraged to call and become a part of this important initiative to help create a sustainable talent pool in the Poconos.

WALL STREET WEST

Five Reasons for Businesses to Engage in BEPs:

1. Corporate image is enhanced
2. The organization has a greater visibility in the community
3. Organizations can observe how tax dollars prepare students for the future
4. Individual participants within the organization derive personal satisfaction from assisting in the development of productive citizens
5. The relationship helps prepare future employees

Source: Hall, R. F. et al. BUSINESS-EDUCATION PARTNERSHIPS: DEVELOPING A COLLABORATIVE RELATIONSHIP WITH BUSINESS AND COMMUNITY. Macomb: Western Illinois University, 1993. (ED 369 169)

Is Your Business Affected by Foreign Trade or Imports? NEW Trade Act of 2009

The Trade Adjustment Assistance Act was established as part of the Trade Expansion Act of 1962. Originally, it authorized the Secretary of Labor to implement Trade Adjustment Assistance (TRA) and relocation allowances through cooperating state agencies. The original program had no training or reemployment component. The program was rarely used until 1974 when it was expanded (Trade Act of 1974) to include a training component. In 2002, it was expanded again and combined with the program provided under the North American Free Trade Agreement (NAFTA). (Source: Wikipedia)

Once again, the [Trade Act has been expanded and reauthorized](#) as part of President Obama's [American Recovery and Reinvestment Act](#). [The new Trade Act of 2009 provides substantial benefits to certified employers and their workers.](#)

The [Trade Adjustment Assistance \(TAA\) program helps workers who have lost their jobs as a result of foreign trade get back to work quickly](#). The TAA program offers a [variety of benefits and services to eligible workers, including job training, income support, job search and relocation allowances, a tax credit to help pay the costs of health insurance, and a wage subsidy to workers 50 years of age and older.](#)

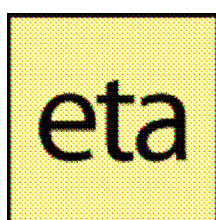
The [Trade Act of 2009 provides an "increase" to the benefits offered as part of the 2002 Act](#). Enhancements to the program include: Training services have been expanded and can now even be offered to workers who are merely threatened with layoff; Income support payments while in training have been lengthened; training enrollment deadlines are expanded; job search and relocation allowances are now 100% reimbursable; and services for older workers (age 50 or better) are also expanded. For a complete list of changes, please visit: <http://www.doleta.gov/tradeact/pdf/QsandAs.pdf>.

[Specifics on who/what companies qualify for TAA, how to file a petition for TAA, and much more information can be found by visiting the US DOL website at <http://www.doleta.gov/tradeact/petitions.cfm>.](#)

[If you are an employer and anticipate downsizing or closure, and/or feel you may qualify for Trade Adjustment Assistance, please contact our Rapid Response Coordinator, Richard Parry, at \[riparry@state.pa.us\]\(mailto:riparry@state.pa.us\) or 717-877-3564](#). The more quickly Rapid Response activities are begun, the more time is available for workers to overcome their fears and begin their reentry into the workforce. For the employer, starting Rapid Response activities quickly can help mitigate the negativity of layoffs by assisting affected workers, maintaining a good company profile in the community, improving workers morale and maintaining productivity.



"The Trade Act has been expanded and reauthorized as part of President Obama's American Recovery and Reinvestment Act."



EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

News and Events...

Businesses Looking To Re-Fi And Expand Can Now Look To SBA 504 Program

Small businesses seeking to expand will be able to refinance existing loans used to purchase real estate and other fixed assets as a result of permanent changes to the U.S. Small Business Administration's 504 Certified Development Company loan program. The changes were authorized in the American Recovery and Reinvestment Act of 2009.

The permanent changes will allow small businesses to restructure eligible debt to help improve their cash flow which, in turn, will enhance their viability and support growth and job creation.

More info can be found at www.sba.gov/recovery

“Building a Business Website” presented by ‘Close the Loop’

Rita Lacey from ‘Close the Loop’ will be at the PA CareerLink Monroe County on **July 31st**.

She will be presenting a seminar from 10 AM - 2 PM on how to Build a Business Website.

If you are looking to increase your business exposure, a website is a great asset!

To attend, please call 570-620-2850 to register.



Interested in Starting Your Own Business?

East Stroudsburg University's Entrepreneurial Leadership Center will host a 3 day "Entrepreneurial Boot Camp" from July 15-17 in the Keystone Room, Center for Hospitality Management on the ESU campus.

This summer camp opportunity is available to all ESU and Northampton Community College students, high school juniors and seniors, faculty, staff, and teachers who are interested in starting a business and in exploring the world of entrepreneurship.

The Entrepreneurial Boot Camp is **free of charge to all participants**, and is funded through a grant from the Pennsylvania State System of Higher Education and the U.S. Department of Labor Wall Street West WIRED Grant.

Registration Deadline: June 12, 2009

Contact: Sharone Glasco, ESU Entrepreneurial Leadership Center Coordinator

Featuring: Andrew Morrison ("Young Millionaire", as seen on Oprah Winfrey show) and Rob Weber, professor and entrepreneur

Community Career & Training Sites

[Workforce Wayne](#) will be establishing community career & training sites to create a more effective workforce delivery system in their rural community.

In partnership with Wayne Library Authority, the sites will **provide career exploration, distance learning, and training portals, and offer such programs as Career Cruising, Interview Stream, and WinWay** (resume software), as well as a new selection of career & training books and DVDs for the library's collection.

Each of the Community Career & Training sites will be accessible to the public during library hours, and will be "staff assisted" with rotating staff at least 3 hours per week. Phase I will begin in July.

More information about Workforce Wayne, their news and events, can be found by

Pocono Mountains Hospitality Scholarship Golf Tournament 2009

The PA CareerLink Monroe County and the Pocono Mountains Visitors Bureau would like to thank staff, volunteers, and everyone who helped make this year's tournament a great success!