

# QUICKSTART®

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## Comfort Level

### Mattress Manufacturer Changes Lives in South Georgia

The Simmons Company, the country's second-largest mattress manufacturer, has the motto "Better Sleep Through Science." After the experience of their new plant in Waycross, they could add another: "Better Employees Through CMS."

Debuting in 1996, the Certified Manufacturing Specialist (CMS) program was an immediate success. Employers around the state quickly recognized the value of a standardized program training new and existing employees in the fundamental principles and processes of manufacturing.

But Simmons recently took CMS to a new level and discovered an even greater payoff in the program. Working with Okefenokee Technical College and Quick Start, Simmons made successful completion of CMS and Quick Start's pre-employment training



Above: A Simmons associate loads mattress material. Inset: The Simmons Company facility in Waycross, Ga.

a prerequisite before an applicant would be granted an interview at the newly built Ware County plant (*Get more detail about this project's timeline in "Partner's Perspective", page 11.*)

That was a big risk. But it paid off, and not just for the company. Not only did this innovative approach allow Simmons to find the best candidates available in Okefenokee Tech's six-county service area, but it also changed the lives of the successful graduates.



Display of Simmons' new line of products being marketed with the slogan "Better Sleep Through Science."





# Jackie Rohosky



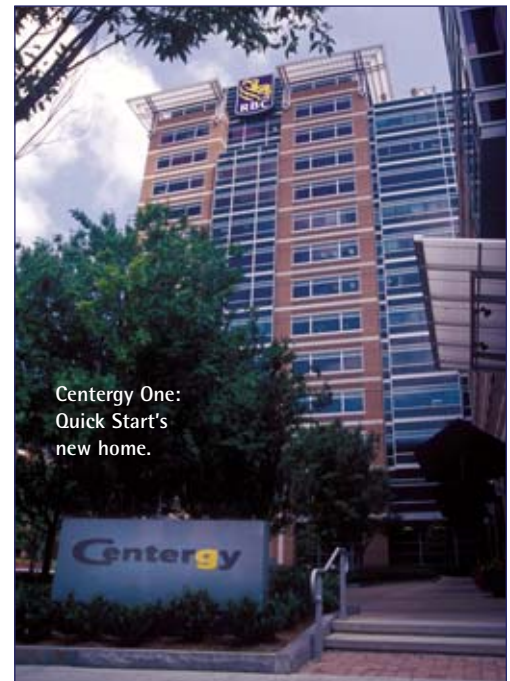
*Our agency will continue to play a key role on Georgia's economic development team.*

Last year, Georgia took a great step forward into the 21st century. When Gov. Sonny Perdue dedicated the George Busbee Center for Economic Development & Innovation, he was inaugurating a new day when, for the first time, many of Georgia's major economic development agencies were located in close proximity to each other.

During the past summer, the Georgia Department of Economic Development (DEcD) moved into Centergy One, at the corner of Spring and Fifth Street in Midtown Atlanta, joining organizations such as Georgia Tech's Advanced Technology Development Center. Later, Georgia Power, Municipal Electric Authority of Georgia (MEAG), Georgia Electric Membership Corporation (GEMC), Georgia Economic Developers Association (GEDA) and others made plans to occupy offices there. In November we moved our Quick Start staff into the complex, and the next month, a few weeks after the Governor's dedication, the Busbee Center hosted an open house, with economic developers and business leaders from around the state touring the new facility.

What this means for the Department of Technical and Adult Education is that our agency and Georgia's technical colleges will continue to play a key role on Georgia's economic development team. With all of us now able to work closely together on a day-to-day basis, we will be able to do a more efficient and effective job at attracting investment to our state and creating jobs for Georgians.

**Jackie Rohosky**  
*Assistant Commissioner*  
*Economic Development Programs*  
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Centergy One:  
Quick Start's  
new home.



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# Quick Start Moves to New Location – ‘Busbee Center’ Now the Heart of Georgia’s Economic Development Community

On November 8th, Governor Sonny Perdue announced the creation of The Busbee Center for Global Economic Development & Innovation. Located at the corner of Fifth and Spring Street in Midtown Atlanta, the Centergy One building now is home to many of the state’s key economic development players, including Georgia Quick Start, DEcD, GEDA, GEMC, Georgia Power Company, the Municipal Electric Authority of Georgia and the U.S. Department of Commerce Export Trade Assistance.

“Governor Busbee pioneered economic development in Georgia on a global scale,” said Gov. Perdue at the dedication. “His active, personal recruitment of international business gave the state of Georgia the global visibility we enjoy today. This center will carry on that legacy and help create new opportunities throughout our state.”

Dr. G. Wayne Clough, president of Georgia Tech, praised The Busbee Center’s focus on building a global business network. “By marrying academic research and development with the government and private agencies that can help them grow, Georgia will be able to lead the world in the knowledge industries that will breed success,” Clough said.

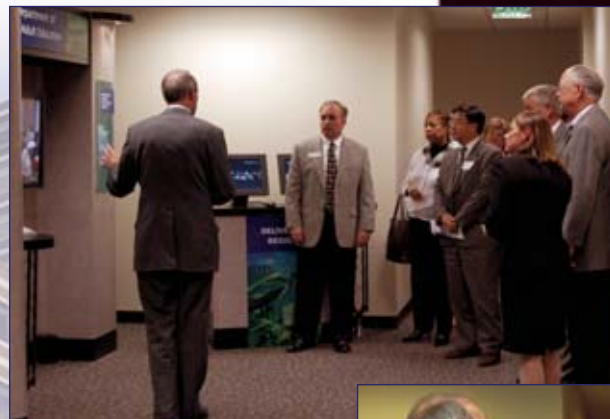
At the dedication ceremony, Gov. Perdue unveiled a sculpture crafted in honor of former Gov. Busbee. The monument was designed by Doug Foltz of Speakeasy Inc. from Elberton Blue granite and was sculpted by Andrew Crawford of Crawford Ironworks.



From left, DEcD Commissioner Craig Lesser, Mary Busbee, Gov. Perdue and Georgia Tech President Dr. G. Wayne Clough with the memorial statue honoring former Governor George Busbee at the dedication of The Busbee Center for Global Economic Development & Innovation in Atlanta.



Visitors during the open house received guided tours of Quick Start’s new offices. Bottom left, from left: DTAE State Board member Debra Lyons, Thomaston-Upson County Chamber of Commerce President Betsy Hueber, DTAE Assistant Commissioner of Economic Development Programs Jackie Rohosky, and Quick Start’s Manager of Creative Services Gary Wilson listen as Sun Clinton, Quick Start’s senior multimedia-based training developer, describes the process for creating customized computer-based training. Top, from left: Bill Thielemann, Quick Start’s director of plastics training, explains Quick Start’s display to DEcD Project Manager Mark Lytle, the Governor’s Small Business Center Director Gilda Watters, LG Chem President Hee Yil Ro, Jackie Rohosky and former GDITT Commissioner Glenn Cornell. Bottom right, from left: Bill Thielemann talks with DTAE State Board member Steve Reick.



Our New Address:  
**QUICKSTART®**  
 75 Fifth Street NW  
 Suite 400  
 Atlanta, GA 30308



Attending CARBO's recent groundbreaking were, from left, CARBO Toombsboro Plant Manager Tim Stafford, DEEd Commissioner Craig Lesser, CARBO President and CEO Dr. C. Mark Pearson, State Senator Robert Brown, CARBO Chairman William Morris, State Representative Kenneth Birdsong, Wilkinson County Board of Commissioners Chairman Dennis Holder and Wilkinson County Development Authority Chairman Frank Wall.

## CARBO Ceramics Brings Proppants to Toombsboro

Recently, CARBO Ceramics, the world's leading producer and supplier of ceramic proppants, broke ground on a new \$62 million manufacturing facility in Toombsboro, Ga. The 40-acre new facility will feature CARBO's highly automated manufacturing system, run by workers trained by Quick Start.

"Quick Start is going to really help in terms of providing pre-employment training," commented CARBO Senior Human Resources Representative Chris Hooper at the recent training plan signing in Wilkinson County. The Quick Start training will include 15 classes designed to provide an overview of the company and its manufacturing processes for new hires, as well as provide them with safety awareness.

After Quick Start completes its training, Central Georgia Technical College will become a partner with CARBO by offering long-term training.

At the company's October groundbreaking, CARBO President and CEO Dr. C. Mark Pearson recognized the value of the three-way partnership the company has formed with Quick Start and Central Georgia Tech. "We remain very pleased with the assistance we have received from the state of Georgia," said Dr. Pearson. "The supportive environment for manufacturing in Georgia, combined with CARBO's existing outstanding workforce will be catalysts for our continued growth in the region."

The Toombsboro facility is the company's second plant in Georgia, and is expected to open in December of 2005.

**prop•pant** (prŏp'pănts) *n.* Sized particles mixed with fluid to "prop" open oil or gas wells. In addition to naturally occurring sand grains, man-made or specially engineered proppants, such as high-strength ceramic materials, may also be used. Proppant materials are carefully sorted for size and sphericity to provide an efficient conduit for production of fluid.

*Source: Schlumberger Oilfield Glossary*

## Ice House Keeping Cool in Colquitt County

Portable ice vending machine manufacturer Ice House America is moving into an 110,000-sq.-ft. Moultrie facility in Colquitt County with help from Quick Start. The Fla.-based company will add 200 jobs within a four-year span, with a total direct community impact of more than \$16 million.

Quick Start is currently providing job aids detailing work instructions and safety procedures in Ice House's main production areas, in addition to providing welding training and core skills training. The Georgia Tech EDI provided assistance for the company's initial production layout in 2003.

Just one of the company's vending machines, called Ice Houses, can produce over 500 16-pound bags of ice per day, delivering chipped ice to consumers within eight seconds. An Ice House vending machine can be installed on any site with access to water and electricity.



Attending Ice House's training plan signing were, from left, Moultrie Tech President Dr. Tina Anderson, Moultrie Tech VP of Economic Development Carol Matthews, Ice House Production Manager Ron Penuel, Quick Start Training Coordinator Kay Pounds and Quick Start Executive Director of Economic Development Programs Marla Lowe.



# LG Chem

Left: Attending LG Chem's groundbreaking were, from left, Coosa Valley Tech President Craig McDaniel, Korean Consul Choi Donggyou, LG Chem President Hee Yil Ro and DTAE Commissioner Michael Vollmer.



DTAE Commissioner Michael Vollmer speaks to the attendees at the LG Chem training plan signing.

## LG Chem to Manufacture Countertops; Signs Training Plan

LG Chem Industrial Materials Inc., a subsidiary of Seoul-based LG Chem Ltd., recently signed a training plan agreement with Quick Start and Coosa Valley Technical College at a ceremony held at the college's Gordon County campus. The company will be opening a plant employing 75 people to manufacture acrylic, solid-surface countertops.

Signing the agreement for LG Chem Industrial Materials was President Hee Yil Ro. DTAE Commissioner Michael Vollmer signed the agreement on behalf of Quick Start, and Craig McDaniel, president of Coosa Valley Tech, signed on behalf of his college.

"Training the workforce is one of the most important factors for

us," said Mr. Ro. "I have visited several companies using the Quick Start team, and it is the most professional we have seen."

Commissioner Vollmer pledged that Quick Start and Coosa Valley Tech would fulfill those expectations. "Our commitment to you is that you will have a world-class workforce."

## JCB Steers Jobs to Savannah

Quick Start and Savannah Technical College recently signed on to help construction equipment manufacturer JCB Inc. train 50 new metal fabrication and assembly team members to make the company's newest product, the Robot skid-steer loader. This marks JCB's second partnership with Quick Start and Savannah Tech since 1999, when they helped start-up the company's 500,000-sq.-ft. North American headquarters in Savannah.

JCB is the North American subsidiary of JCB Bamford Excavators Ltd., one of the world's top five construction equipment manufacturers.



Attending JCB's recent training plan signing, were, from left, JCB Skid Steer Project Manager Gordon Cooper, Quick Start Director of Eastern Operations Ken Boyd, JCB VP of Manufacturing Doug Friesen and Savannah Tech President C.B. Rathburn.



# Top Grill Makes a New Home in Lincolnton

When Top Grill Import's President Paul Faaborg was looking to relocate their La.-based company, Georgia had one selling point that beat them all: Quick Start.

"We're very excited to be here," Faaborg told the crowd gathered at the recent grand opening of the company's new location, where Quick Start is already training 20 new employees in plant safety, ergonomics, OSHA regulations and hazard communications.

"We're already working hard for you," Quick Start Director of Eastern Operations Ken Boyd told the Faaborgs at the grand opening. "We will be right there with you every step of the way."

Top Grill sells patio furniture and grilling accessories in addition to manufacturing fish cookers and top-of-the-line grills. The company's relocation provides a much-needed boost to Lincoln County's economy.

"When you came, you brought a level of confidence to the community that the community needs," Augusta Technical College President Dr. Terry Elam told Top Grill executives at the grand opening. "After Quick Start provides the initial training, we're going to make sure you've got a quality workforce that can help you make your business a success."

Lincoln County officials were also excited to welcome their new neighbors. "The city will do whatever we can to help you," said Lincolnton Mayor Dwaine Biggerstaff. "This is a significant step for Lincoln County."



Attending Top Grill's ribbon-cutting ceremony were, from left, Augusta Tech President Dr. Terry Elam, Lincoln County Board of Commissioners Chairman Walker T. Norman, Lincoln County Development Authority Executive Director Alana Burke, Top Grill Owners Sharon and Paul Faaborg, Lincolnton Mayor Dwaine Biggerstaff, OneGeorgia Authority Finance Officer Lynn Ashcraft, DEcD Regional Project Manager Wendy Bibb and Lincoln County Development Authority Chairman George C. Leverett II.



One of the many grills manufactured at Top Grill's new Lincolnton facility.



Attending Glenroe's grand opening were, standing, from left, Habersham Chamber Executive Director Ed Nichols; MEAG Power Economic Development Project Manager Michelle Cooper; Habersham Industrial Development Authority Vice Chairman David Stovall; Habersham Industrial Development Authority Chairman Charlie Miller; Glenroe owner Sharon Bozman; Glenroe Plant Manager Marcus Tench; North Georgia Tech VP of Economic Development Dr. Judy Taylor; Habersham Chamber Board of Directors Chairman Brent Edwards; and Habersham Chamber Economic Development Committee Chairman David Gould. Seated, from left, were, North Georgia Tech President Dr. Ruth Nichols; Glenroe owner John Bozman; and Quick Start Training Manager Eddie Fite.

# Habersham County Gets New Plant

When Georgia native John Bozman decided to open a second orthodontic parts manufacturing facility for his company, Glenroe, he knew he would need help. When he heard about Quick Start's workforce training services, he knew he had found what he was looking for. So, instead of opening a second facility in Florida, Bozman brought the Fla.-based family company to Baldwin, Ga.

"We're really happy to be here in Habersham County," said Bozman, who has run the company with his wife, Sharon, since 1984. "Quick Start is a big, big plus. It's huge."

North Georgia Technical College President Dr. Ruth Nichols agreed. "Quick Start is truly an exceptional program," she said at the recent training plan signing. "After Quick Start provides start-up training, we'll be there to provide follow-up training."

"This could definitely be a benchmark Quick Start project," commented Quick Start Training Manager Eddie Fite. "I really look forward to this project and being a partner in Glenroe's success."

Glenroe has already broken ground on the new facility, where a team of 35 new employees will begin work soon.





Attending American Fresh Foods groundbreaking were, clockwise from foreground, Thomasville-Thomas County Chamber of Commerce President Don Sims, State Senator Tim Golden, State Representative Wallace Sholar, American Fresh Foods President and CEO Barry Renninger, and State Senator John Bulloch.

## Fresh Business in Thomasville

American Fresh Foods LP recently broke ground for a new ground beef products manufacturing facility in Thomasville, Ga. The 75,000-sq.-ft. plant will be built on a 14-acre site and will manufacture ground beef products for the retail and food service markets in the Southeast. Over the next three years, the company will create 100 jobs.

"We are fortunate to have the leadership team in our community that can recruit industries of the caliber of American Fresh Foods," said Don Sims, president of the Thomasville-Thomas County Chamber of Commerce.

Quick Start will be providing training services for the company's employees when the plant opens in the spring of 2005.

Boeing Team Macon Site Leader Obie Jones (second from left) receives the *Industry Week* trophy from *Industry Week* Senior Editor John Teresko (at podium) while (from left) Boeing VP of Integrated Systems Gary Toyama, U.S. Representative Jim Marshall and U.S. Representative Jack Kingston applaud.



## Boeing Flies High as One of Nation's 10-best Industries

At a recent celebratory breakfast, *Industry Week* Senior Editor John Teresko announced that Boeing's Macon plant has been named one of the 10-best plants in the country, and company executives were presented with a crystal award by Boeing officials.

"Winning results derive from a team effort," Teresko told the crowd. "Boeing Team Macon is a good example of what manufacturing in the 21st century should be about."

U.S. Representative Jim Marshall attended the event, as did U.S. Representative Jack Kingston, who thanked the Macon team for its help in the war on terror. "What you're doing in Macon, Ga., is saving lives," Kingston told the group that works on Boeing's C-17 Globemaster transport jet. "We can thank the Boeing family for that."

Boeing thanked Quick Start's customized training for helping get



Boeing Team Macon off the ground. "Obviously, we couldn't have won the award without the employees, and Quick Start was instrumental in training virtually all of our product associates," said Boeing Team Macon Site Leader Obie Jones, who oversees the Macon facility.

Jones also credited Quick Start with reducing employees' learning curves on new high-tech equipment. Reduced training time was a factor in *Industry Week's* decision to name the plant one of the 10 best. "Overall factory efficiency increased 54% in the last five years," writes Teresko. "Team Macon is a continuing example of how the company is using process efficiencies to strengthen both customer and shareholder value."



## Dollar Tree Keeps Growing in Savannah

Quick Start and Savannah Technical College have partnered with one of the nation's leading operators of discount variety stores, Dollar Tree Stores Inc., to provide training to the company's 20 new employees at its expanded 603,000-sq.-ft. Savannah distribution center. Quick Start will provide pre-employment training in receiving, put-away, order selection and loading procedures for the Va.-based company, which was founded in 1986.

Attending Dollar Tree's recent training plan signing were, from left, Quick Start Director of Eastern Operations Ken Boyd, Dollar Tree General Manager Hugh Buford and Savannah Tech President C.B. Rathburn.





# GIA-NAM Set Agenda for 2005

On December 14, the Georgia Industry Association (GIA) and the National Association of Manufacturers (NAM) held their annual pre-legislative luncheon, hosted by Habif, Arogeti & Wynne LLP, and featuring the presentation of the NAM Legislative Excellence Award to Congressman Phil Gingrey to honor his support for manufacturing. Also during the luncheon, the Pete Grey Award for dedicated service to the GIA was presented to outgoing GIA President Jim Jones.

Keynote speaker Chris Clark, deputy commissioner of the DECD, commented on the Governor's initiatives for 2005, noting that support for Georgia's existing industry will become as important as support for new and expanding industry.



DECD's Deputy Commissioner Chris Clark addresses the GIA-NAM pre-legislative luncheon attendees.

"Support for entrepreneurship, strategic industries and Georgia's existing industries will become the focus of attention in the next year," Clark said.



Top: NAM's Barry Smedstad (left) presents Congressman Phil Gingrey with the NAM Legislative Excellence Award. Center left: GIA Executive Director Sheri Wilburn (right) mingles with members and guests. Center right: GIA's Jim Jones receives the Pete Grey Award from Elizabeth Brock. Bottom: Ford Motor Company Director of SE Regional Gov. Affairs Bob Cucchi (left) visits with Patillo Construction Vice President Jerry Silvio and DTAE Assistant Commissioner of Economic Development Programs Jackie Rohosky.

## HON Recognized as 'Best of the Best' with Help from Quick Start

When executives at The HON Company facility in Cedartown, Ga., set their sights on winning Georgia's prestigious Oglethorpe Award, they knew that their partnership with Quick Start would help them achieve their goal. Between 2003 and 2004, Quick Start had worked with the company to develop a training program for the plant which manufactures office furniture and components. Previously, providing such training had been a challenge.

"We didn't have any dedicated training resources," explains HON Vice President and General Manager Todd Murphy. Then they heard about Quick Start. "That was big for

us," says Murphy, noting that the training – everything from using computer-based business programs to high-performance leadership training of middle management – had "critical downstream effects."

To apply for the Oglethorpe, businesses must rigorously assess their strengths and also areas for improvement, using specific criteria that help them achieve higher performance levels.

"The Oglethorpe Award recognizes the very best of the best in Georgia," noted Georgia's Chief Operating Officer Jim Lientz when announcing the award. "It's about the relentless pursuit of excellence."



From left, HON VP of Metal Case Goods and Systems Business Units Kevin Mathis, HON VP and General Manager Todd Murphy, HON Quality Manager Mark Rickman, Governor's Office Chief Operating Officer Jim Lientz and Georgia Oglethorpe's Executive Director Victoria Taylor.

HON members note that Quick Start helped HON win the Oglethorpe Award. "Working with Quick Start was a big benefit," says Murphy. "Quick Start is a professional group that helped us identify our training needs and provide that training for us."





*Continued from page 1*

“The value of the Quick Start and CMS training has more than just a monetary value,” said Michelle Morón, the Human Resources advisor at Simmons. “For many people, going through this process has been a life-changing decision. You can see it in their relationships with their families. You can see it in their smiles; you can see it in their eyes.”

“It teaches you how to work together, to share ideas,” said Osie Johnson, a recently hired CMS graduate. “And it really does carry over to your personal life.”

### The Challenge

Making 200 hours of training a requirement before an individual gets an interview – let alone gets hired – might sound like a barrier to attracting qualified applicants. But it turned out that the opposite was true. The courage and personal dedication needed to make that commitment produced some of the best associates in Simmons facilities nationwide.

“We are the success story at Simmons,” Morón said. “Our CEO said he had never been to a Simmons



Touring Simmons' Waycross facility were, from left, Quick Start's Director of Eastern Operations Ken Boyd; Okefenokee Tech VP of Economic Development Dr. Neil Aspinwall; Simmons Human Resources Advisor Michele Morón; Okefenokee Tech President Dr. John Pike; and Quick Start Training Coordinator Ron Russell.

facility where the people were as enthusiastic as at our facility here.”

“Simmons is establishing the benchmark for employee qualifications and team building,” said Ken Boyd, director of Quick Start's Eastern Operations. “This process is commendable and resulted in a highly motivated, energetic and committed group of new employees.”

Morón discovered that going

through the CMS and Quick Start training before being hired forged an unbreakable bond among successful graduates.

“Through CMS and Quick Start, they came together as a team,” said Morón. “And this makes the experience much more valuable.”

*Continued on page 10*





Scenes from the plant floor of Simmons' Waycross facility.



“In the classes, everyone is on an equal basis, whether you’re young or old, whatever,” echoed graduate David Pickens. “It teaches everybody to listen to each other and work together no matter who you are. You use that kind of lesson in more than just the workplace.”

The first associates hired at Simmons knew right away that they were entering a new world when they were asked to become part of a team to help design how the plant itself was run. They chose a logo and wrote a purpose statement: “To passionately inspire each other. To strive for excellence, while empowering all to serve all.” And they came up with a name for the team: the “Dreamweavers.”

“This was a paradigm shift for both the employees and employers in the area,” said Morón.

Today, 176 associates are work-

ing together to assemble 600 mattresses and box springs per day, bringing a little more comfort into the lives of people across the country, just as a job at Simmons has helped them sleep a little easier in South Georgia.



*“We are the success story at Simmons.”*


– Michelle Morón,  
Simmons Human Resources Advisor

### True Partnership

But being a pioneer is never easy, Morón said. They couldn’t have implemented this new approach by themselves.

“Okefenokee Technical College and Quick Start were critical components,” Morón said. “The relationship we established right from the get-go was one of true partnership.”

“Without the partnership and emotion, this would not have been successful,” Morón added. “You have to have your heart in it and the faith that it would work, because it was all new to us.”

“In this part of the state, there aren’t too many jobs like this,” said Okefenokee Tech VP of Economic Development Dr. Neil Aspinwall. “Many of these people come from very challenging situations. And for them, this is a chance to succeed. And when they do, the sense of accomplishment is truly life-changing. It’s more than just applying for a job. It’s a chance to change their lives.” 

## Raising the Bar on Basic Skills

CMS evolves as manufacturing grows more sophisticated

what is considered basic skills,” says Jackie Rohosky, assistant commissioner for Economic Development Programs. “By continually consulting with and getting input from the manufacturers themselves, we guarantee that the CMS curriculum is the best there is for teaching new and existing employees the skills they need to be effective in the 21st century manufacturing environment.”

First piloted in 1995 and then launched in 1996, the Certified Manufacturing Specialist program is the product of a unique collaboration between the Department of Technical and Adult Education and manufacturing businesses in Georgia.

Working with an advisory board composed of industry executives from around the state, the curriculum for CMS is continually being enhanced and refined to address the evolving needs of industry.

“As manufacturing becomes more sophisticated, the bar is steadily being raised on





# CMS a Winner in South Georgia

By Dr. Neil Aspinwall

Since the service area for Okefenokee Technical College does not have a large industrial base, I had always envied the schools that had large industrial parks to offer potential clients. Without these resources, economic developers in our region are constantly being challenged to provide training and meet the needs of our customers. For a long time, we promoted the Certified Customer Service Specialist (CCSS) and the Certified Manufacturing Specialist (CMS) programs, and, although they were successful, I was confident that we could do better.

I came to the conclusion that a great way to get the programs jump-started was to get a business or industry to require the training as a condition for employment.

Eventually, that opportunity appeared. In 2003, Waycross and Ware County had a visit from an industry prospect, and the only thing we knew was that it was a manufacturer that invested heavily in its employees through quality training programs. As everyone who has ever courted a prospective industry knows, there are usually four or five other communities trying to lure the prospect to their areas. To our good fortune, Waycross finally made the short list.

I felt even more confident when company executives told us what type of training would be needed. I reviewed their list and noticed how similar it was to the competencies taught in the CMS program. At the next meeting with the company, I presented the CMS program and explained what the CMS curriculum could provide. One of the other partners at the table was Quick Start, and once the executives understood the relationship between Quick Start and Okefenokee Tech, their interest

increased. The company, of course, was the Simmons Company (the 2nd largest mattress manufacturer in the nation with over 18 plants in 17 different states), and in a short time executives decided to build their new facility in the Waycross/Ware County Industrial Park.

But the hard work had just begun. Simmons executives wanted to take their hiring process to the next level. They wanted an individual to complete the CMS program and go through an additional 40 hours of Quick Start's pre-employment training before he or she would be granted an interview. It was a daunting task, but the Simmons Company, the Okefenokee Area Development Authority, the Georgia Department of Labor and Okefenokee Tech began holding job fairs throughout several counties to get the word out.

*"The end results have shown that using CMS and Quick Start is a winning formula."*


– Dr. Neil Aspinwall,  
Okefenokee Tech VP of  
Economic Development

It was a great success. When a job fair was held at Okefenokee Tech, our auditorium was completely filled. Today, 12 months later, Okefenokee Tech has been running three to five CMS classes simultaneously, and Quick Start and Simmons have been providing the 40 additional hours of pre-employment training. To date, we have had over 375 individuals complete the CMS and CCSS programs. Although the students have to complete approxi-



Dr. Neil Aspinwall, Okefenokee Technical College  
VP of Economic Development

mately 200 hours of training before they are even granted an interview, the comments they make on the end of the course evaluations remain consistent. They believe by going through the training, they are better prepared to accomplish their personal career goals as well as the goals of their employer.

The partnership established among Simmons, Okefenokee Tech and Quick Start has been praised by the Simmons Company executives. They attribute the success of the start-up of their new manufacturing facility to the dedication and quality training provided through their partners. The end results have shown that using CMS and Quick Start is a winning formula. Now other industries in our area have realized the value of the CMS training program and are looking for individuals who have completed the training. This is just one more testimonial of how the technical colleges and Quick Start help improve the overall economic prosperity of Georgia. 

*Dr. Neil Aspinwall is the VP of Economic Development at Okefenokee Technical College in Waycross.*



# Thinking Inside the Box

CNP speeds up production of popular products with Quick Start's help

A little more than a decade ago, a company thought it could carve out a niche by introducing a new kind of aseptic, or sterile, packaging in the U.S. The company built a state-of-the-art facility in Pooler, Ga. and prepared to take the market by storm. It was a great proposition: milk in a sealed carton that you could leave on your pantry shelf for months. Imagine that.

Unfortunately, back in the 1980s American consumers couldn't imagine milk on a shelf, unless that shelf was inside a refrigerator. Business fizzled.

Fast forward to the 21st century. The popularity of children's juice boxes convinced consumers that what looks like waxed cardboard is actually a safe packaging for holding liquids of all kinds. Americans now rarely blink at buying products packaged in the hi-tech, layered laminate of polyethylene, aluminum foil and paper.

The Pooler facility is still the best in the country, and its new owner, CNP (California Natural Products), is one of the nation's leaders in providing aseptic packaging for soy milk, flavored beverages and high-energy nutrition drinks. Inside the plant, packaging material from large rolls is pulled into stainless steel "form, fill and seal" systems where it is shaped into a box, filled with whatever liquid product is running on that line and then sealed, all within a single, enclosed sterile environment. On each line, as many as 100 containers a minute can be "formed, filled and sealed."

"Aseptic packaging was slow to take off," said Matt McLellan, CNP's plant manager, "but today it's a booming business."



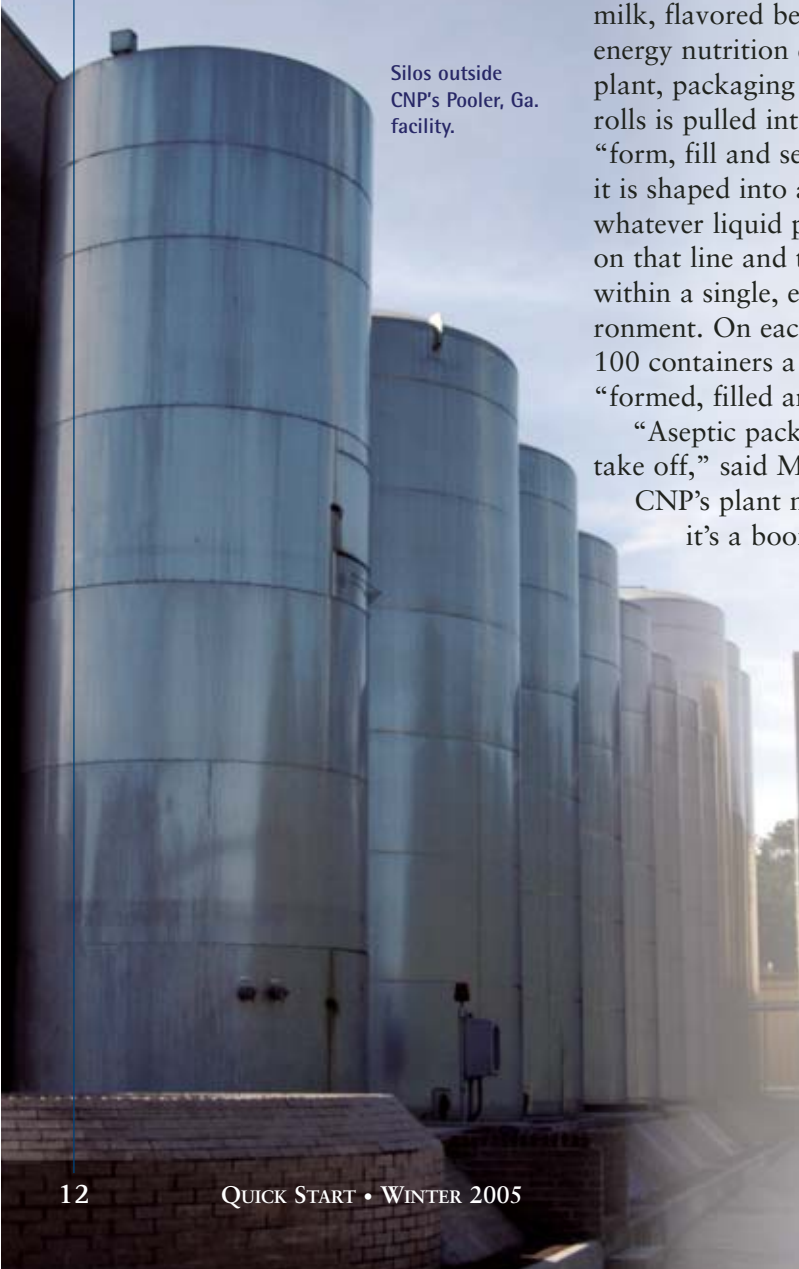
To help handle that increased business and have a presence on both the west and east coast, CNP moved into the Pooler plant in 2003. However, being a California-based business new to the Southeast, the company had some hurdles to overcome.

"This plant gave us presence on both coasts to allow us to compete with other products," said McLellan. "But we weren't linked up with other state agencies that could help us out."

That's where Quick Start came in. "Quick Start has been a crucial link in connecting us to other state agencies, as well as helping us work through the candidates applying for positions."

Beginning in 2004, Quick Start developed training for an initial group of 25 employees. The training, provided in partnership with Savannah Technical College, ranged from pre-employment assessments to post-employment training in such areas as food microbiology, mechan-

Silos outside CNP's Pooler, Ga. facility.



Matt McLellan, CNP plant manager, outside CNP's Pooler, Ga. facility.



Above: CNP's aseptic "form, fill and seal" process in operation. Below: This alcove of "valve clusters" represents the computer-controlled network of valves that monitor the flow of mixed product from the mixing tank area to the holding tank area to the filling machine area.

## "Having Quick Start do this training allowed us to focus on making our business more competitive."

- Matt McLellan,  
CNP Plant Manager

ical and electrical fundamentals.

"We needed to retool the plant for new product," McLellan explained, "And to have Quick Start do this training allowed us to focus on making our business more competitive."

Another benefit of Quick Start's pre-employment assessments was a much more efficient hiring process.

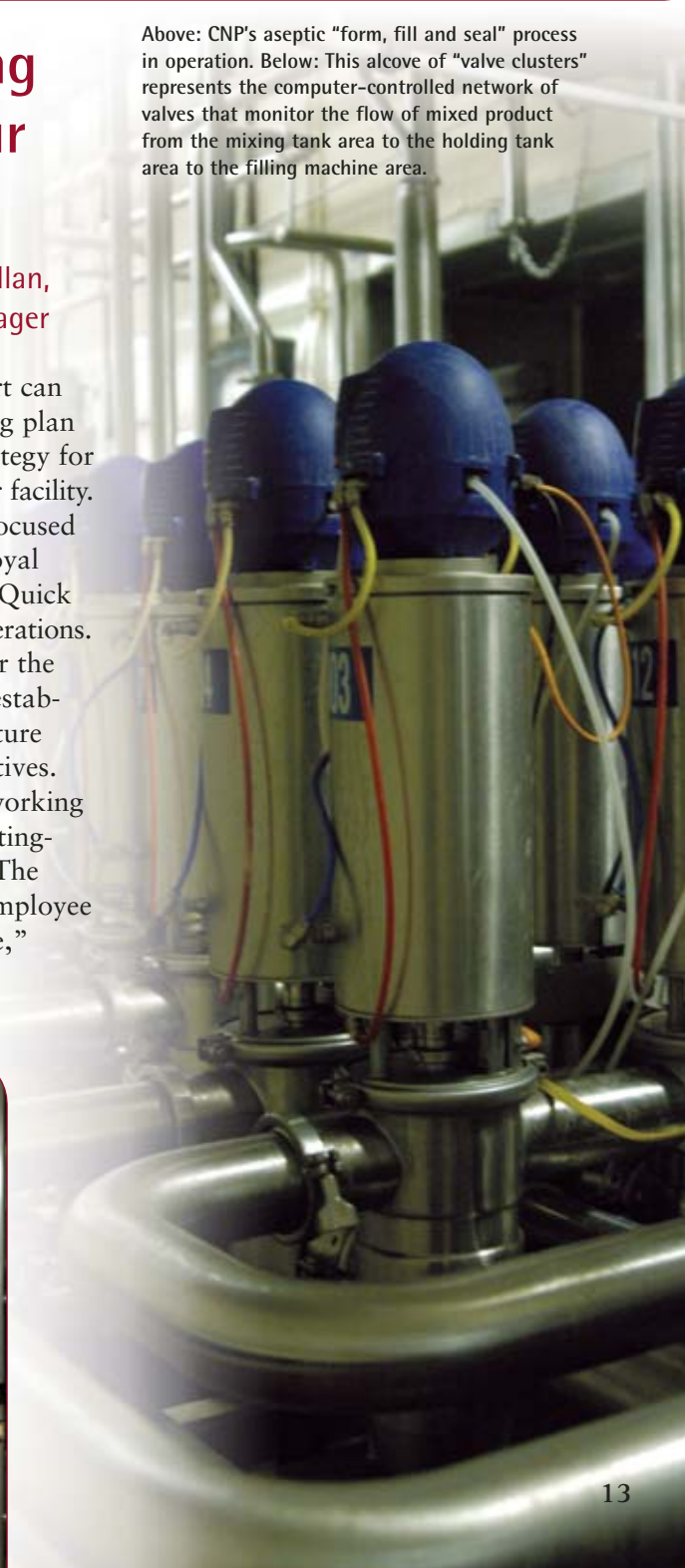
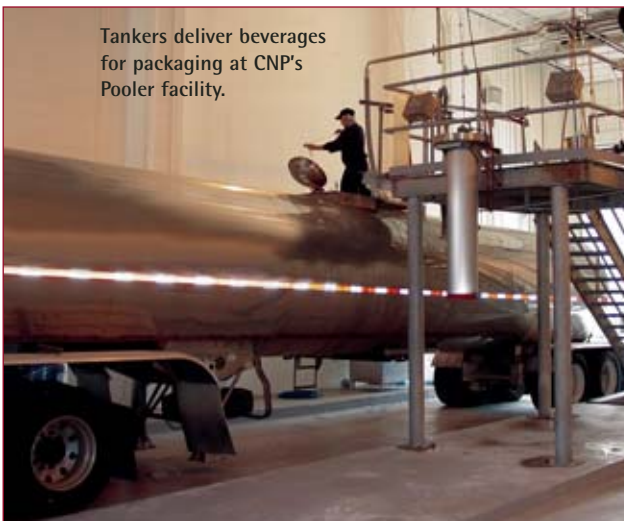
"It used to be that one in 10 that applied would get interviewed and we would hire three out of 10 that were interviewed," McLellan said. "Now it's as high as 80% of those interviewed get hired. Quick Start has sped up the process and increased the quality of candidates we interview."

The value that Quick Start can add to any company's staffing plan fits in neatly with CNP's strategy for building the team at its Pooler facility.

"The leadership team is focused on building a well-trained, loyal workforce," said Ken Boyd, Quick Start's director of Eastern Operations. "CNP is not only training for the present challenges, but also establishing the foundation for future education and training initiatives.

"It has been fascinating working with a company utilizing cutting-edge processing technology. The company's commitment to employee training has been impressive," Boyd concluded. 

Tankers deliver beverages for packaging at CNP's Pooler facility.





# That's a Wrap

## The Gift Wrap Company Prospers with Quick Start Training

**T**was the month before Christmas, and all through the plant, all the employees had gone to lunch... except Keven Rowley, senior lead mechanic, who was busy replacing a part on one of The Gift Wrap Company's bow-making machines.

"Gotta get this thing running," Rowley said, leaning forward and reaching into the gears of the bow-making machine. The months before Christmas are their busiest season and they can't afford to have machinery off-line.

Rowley is one of the graduates from the Supervised On-the-Job Training (SOJT) classes that Quick Start had recently completed for the company. As a result of his experience with SOJT, Rowley has been able to train other employees at The Gift Wrap Company to cover tasks that he previously performed, freeing him up to concentrate on higher-level challenges like repairing a sensitive bow-making machine that the company can't afford to let stand idle.

"It was quite useful," Rowley said of the SOJT classes. "When you go through the four-step method of training somebody, you know that they know what to do. That experience has really helped me to be able to better help others."

*(See sidebar for more information on Supervised On-the-Job Training.)*



Rich Eckman, The Gift Wrap Company's executive vice president.



## The Gift Wrap Company

The Gift Wrap Company, located in Midway, Ga., just outside Savannah, is the oldest gift wrap manufacturer in the country, and one of the nation's major suppliers of wrapping paper, gift bags and other stationery items. The company's products are sold in thousands of retail outlets, national chains, and independent card and gift shops.

The Gift Wrap Company's growth and success led executives to move their facility from Massachusetts to Georgia and consolidate their operations in a 300,000-sq.-ft. plant which opened in 1996. Since that time, nearly 100% of The Gift Wrap Company's 167 employees have been impacted for the better by Quick Start's training.

"There aren't enough words to say how good, how great Quick Start has been," said Betty Clapham, The Gift Wrap Company's

Human Resources manager. "I've never seen an agency like this before. I'm so impressed with what Georgia is doing to bring jobs to the state and have a service like Quick Start to help do the training. It's the most thorough and easy-to-learn process I've ever seen."

The Gift Wrap Company had used Quick Start's services when they first opened the plant, and then during a recent expansion they decided to take full advantage of what Quick Start had to offer.

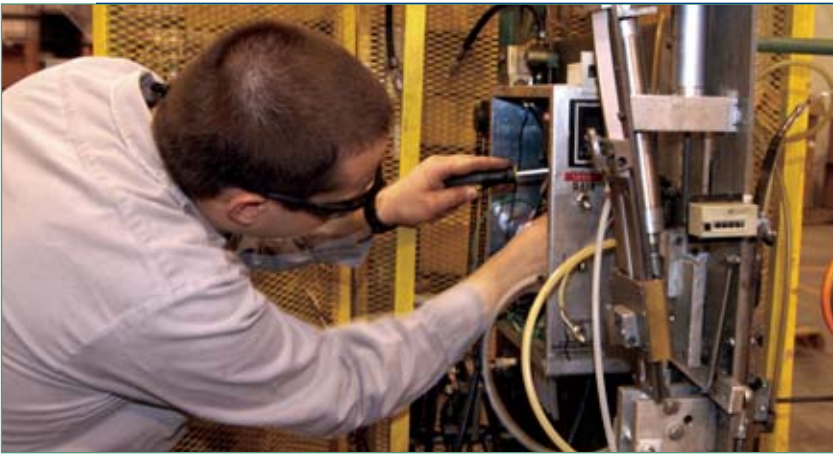
"Quick Start did it all," Clapham said. "They wrote job descriptions, did training in core skills, plant safety, everything. The Quick Start team came out and met with us, and came up with a manufacturing process overview, a company orientation, and an overview of all our services. From customer service to the Train-the-Trainer classes, it's safe to say that all our employees have been



Betty Clapham, The Gift Wrap Company's Human Resources manager.



Plant safety signage designed by Quick Start.



Left: Forklifts handle massive rolls of wrapping paper. Right: SOJT graduate Keven Rowley repairs a critical bow-making machine. Below: The Gift Wrap Company's "everyday" catalog.


affected by Quick Start.”

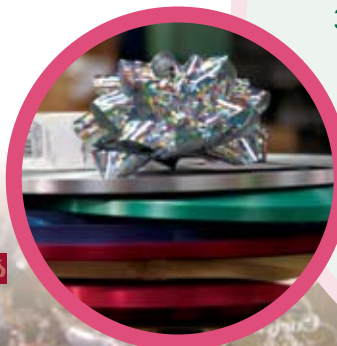
The praise goes both ways. Ken Boyd, director of Quick Start's Eastern Operations, lauds the company's commitment to quality and workforce development.

“The leadership at The Gift Wrap Company has developed and promoted a very positive work environment. The employees are friendly, eager to attend training and determined in their quest to satisfy customers,” said Boyd.

And it's that kind of dedication that leads to further job creation in Georgia. With a quality workforce, The Gift Wrap Company has been able to acquire new product lines and is making plans for still more growth and expansion.

“With each expansion we bring in new employees and have new training needs,” said Rich Eckman, The Gift Wrap Company's executive vice president. “Quick Start's programs help get them up and running. Quick Start takes time out of any expansion and makes those employees productive sooner.

“Having Quick Start available makes considering an expansion much more attractive,” Eckman said. 



## What is Supervised On-the-Job Training?

As taught by Quick Start's training professionals, Supervised On-the-Job Training (SOJT) can become one of the most effective ways a company can train new employees or cross-train existing employees to perform specific jobs.

The 20-hour long program is designed to prepare employees with certain skill sets how best to pass on their knowledge and train others.

Through the program, the student learns how to:

- **Assess training needs.** This step determines what needs to be taught, and to whom.
- **Outline training objectives.** This step helps the trainer break down the job and the trainee to know exactly what is expected.
- **Define a job and divide it into separate tasks.** This step outlines all aspects of the job, determines sequence of steps to be taught and prevents the trainer from missing steps.
- **Coach the trainee through the learning process.** This involves appropriate ways of questioning the student, as well as understanding issues of motivation and aptitude.

During the SOJT course, the trainee also learns how to draw up a lesson plan based on a four-step method of instruction, which is the most effective way to safely teach a specific task.

### The Four Steps:

1. **The instructor explains and does.** This clarifies information and makes the procedures easy to understand.
2. **The trainee explains and the instructor does.** This allows for safe learning, where the instructor can prevent potential mistakes before they happen.
3. **The trainee explains and does.** This demonstrates the trainee has a complete understanding of the task being performed.
4. **The trainee practices under supervision.** After SOJT, the employee is prepared to instruct other employees in the proper way to perform certain tasks, helping companies operate more efficiently.

# Quick Start Project Announcements

*... Serving communities throughout Georgia*

**Albany:** Albany Bedding of American Signature Inc., maker of high-quality mattresses, is opening a new facility and creating approximately 100 jobs.

**Atlanta:** AmeriCold Logistics is starting a new third-party storage and distribution services operation in a recently-built warehouse in Atlanta and creating approximately 150 new jobs.

**Atlanta:** Saddle Creek Corporation is expanding and building a new third-party storage and distribution center and creating 90 new jobs.

**Augusta:** Castleberry Food Company is expanding and increasing product variety and creating 66 new jobs.

**Augusta:** FPL Food, a meat packing and food manufacturing company, is opening a new facility and creating 100 new jobs.

**Ball Ground:** Timken is expanding its industrial and automotive application bearing plant and creating 15 new jobs.

**Barnesville:** Custom packaging and power generation assembler Enercon/Enpower is creating 30 new jobs.

**Blairsville:** Cott Beverages is starting a new bottled water facility and creating 35 new jobs.

**Cedartown:** HON Industries is expanding its office furniture manufacturing facility and creating 32 new jobs.

**Columbus:** Cessna Aircraft, a Textron Company, is expanding single-engine aircraft component operations and adding 110 new jobs.

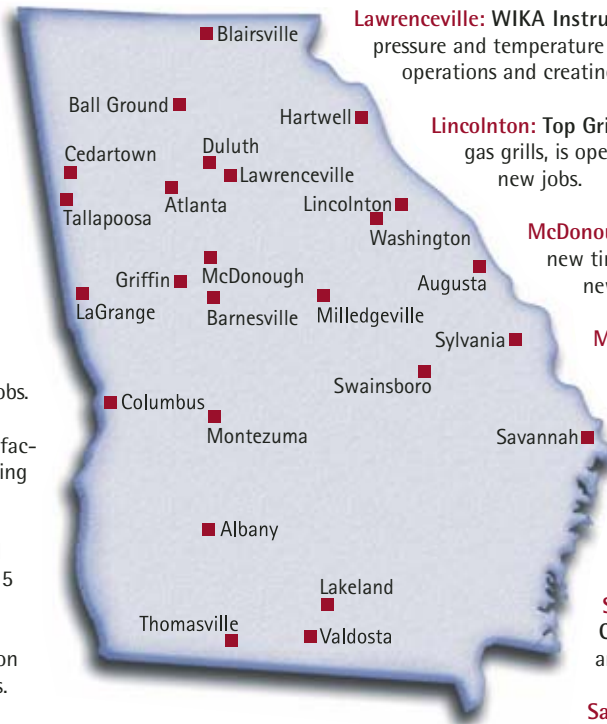
**Duluth:** Spectral Response Inc. is expanding its manufacturing facility and increasing the quantity and variety of electronic circuit boards it makes and creating 40 new jobs.

**Griffin:** Trident Industries, a conversion bus maker, opened a new facility and will create approximately 65 new jobs.

**Hartwell:** TI Automotive is starting a new manufacturing plant that will produce automotive gas tanks and will create 100 new jobs.

**LaGrange:** Kimberly Clark is rebuilding a major production line, resulting in retraining for approximately 35 employees, and implementing a new corporate-wide SAP system.

**Lakeland:** Wausau Homes Inc., builder of modular homes, is starting up a new operation and creating 100 new jobs.



**Lawrenceville:** WIKA Instrument Corporation is expanding pressure and temperature measurement instrument production operations and creating 30 new jobs.

**Lincolnton:** Top Grill Imports, a manufacturer of outdoor gas grills, is opening a new facility and creating 20 new jobs.

**McDonough:** Kuehne and Nagel is opening a new tire distribution center and creating 25 new jobs.

**Milledgeville:** Vought Aircraft Industries Inc., a manufacturer of aircraft components, is expanding and adding 150 jobs.

**Montezuma:** Flint River Foods is adding a canning operation to its existing flash freezing operation and creating 50 new jobs.

**Savannah:** Clothing distributor CitiTrends Inc. is expanding operations and creating 20 new jobs.

**Savannah:** Dollar Tree Stores Inc. is expanding distribution center operations and creating 20 new jobs.

**Savannah:** WellPoint Inc., which is affiliated with the nation's largest health insurance company and is the parent company of Blue Cross and Blue Shield of Georgia, is opening a call support center for its state-sponsored programs and creating 200 new jobs.

**Swainsboro:** Outland Industries, a manufacturer of diverse apparel, is expanding operations and adding 70 jobs.

**Sylvania:** Cardboard pallet manufacturer PalletKraft is opening a new facility and creating 20 new jobs.

**Tallapoosa:** Honda is building a new transmission plant that will employ approximately 400 employees.

**Thomasville:** American Fresh Foods LP broke ground for a new ground beef products facility that will create 100 new jobs.

**Valdosta:** Blowfish Plastics, an industry that manufactures plastic bottles for Starbucks and McDonald's, is creating 30 new jobs.

**Washington:** WIN-MFG is starting a new manufacturing facility of non-wovens and creating 35 new jobs.