

Certified? . . . It Pays! Oklahoma's Career Readiness Certificate



Pelco Products, Inc. Edmond, Oklahoma

Pelco Products, Inc., is the largest traffic signal hardware manufacturer in the nation, selling products in all 50 states and multiple international markets. The company received the *Quality Magazine* 2010 Plant of the Year award.

Family-Owned Business

The company was started in 1985 by Phil Parduhn and his son, Steve. Eighteen months later, son Jeff came aboard. Steve is now the vice president/owner, and Jeff is the controller/owner. Phil's daughter, Diana, works in accounts payable.

Type of Product Manufactured

The company specializes in the design and manufacture of traffic signal hardware, utility industry brackets and accessories and ornamental lighting. Pelco products are designed to withstand the force of a hurricane. The company can ship replacement parts to hurricane-ravaged areas in days. Each April, Pelco ramps up for the hurricane season because demand skyrockets when a hurricane hits the continental United States. After Hurricane Ike, the company produced 30,000 to 40,000 assemblies in 3 ½ weeks, and after Katrina, the company helped Louisiana and Alabama get back on their feet with more products.

Employees—146

Impact of the Career Readiness Certificate

- Productivity increased 25 percent.
- Absenteeism decreased 10 percent in two years.
- Job satisfaction has increased. Employees are more confident and are taking ownership.
- Employees are team players now that training and tools encourage success.

For more information about Pelco, please visit www.pelcoinc.com

Before WorkKeys assessments, we hired through staffing agencies. After a six-month trial of the employee on the job, we still weren't getting the caliber of people we wanted. Now, WorkKeys is recommended for all applicants. About 80 percent of the new and incumbent workers on the floor have taken the WorkKeys assessments.

Mark Nash, Operations Manager
Pelco Products, Inc.

The Challenge

Unable to go where it needed to with its existing workforce, Pelco needed to change its temp-hiring process to find better qualified workers. Pelco needed leaders on the production floor and began "upskilling" within the company four years ago to develop future leaders. It also needed a way to assess existing employees as well as new hires to increase the quality of employees. WorkKeys assessments filled that gap, resulting in more confident and competent workers.

The Career Readiness Certificate Resolution: Hiring the Right Person for the Right Job

Focusing on employees with potential, Pelco discovered it was actually doing some employees a disservice by placing them in areas where they couldn't excel. Assessment results enabled Pelco to make placement changes based on an employee's aptitude for the job.

Starting out as a line worker six years ago, hired through a temp service, I took the WorkKeys assessments two years ago and was surprised at my high score. Now I'm a team leader with the respective pay increase.

Earnest Brumley, Team Leader
Pelco Products, Inc.

PELCO PRODUCTS, INC.

WorkKeys is a confidence builder. Employees can see exactly where they excel and where training is needed for job satisfaction. We will continue to use WorkKeys for hiring the right person for the job and prior to promotion. The assessments ensure the right skill sets and training needed.

Jeff Parduhn
Owner and Controller



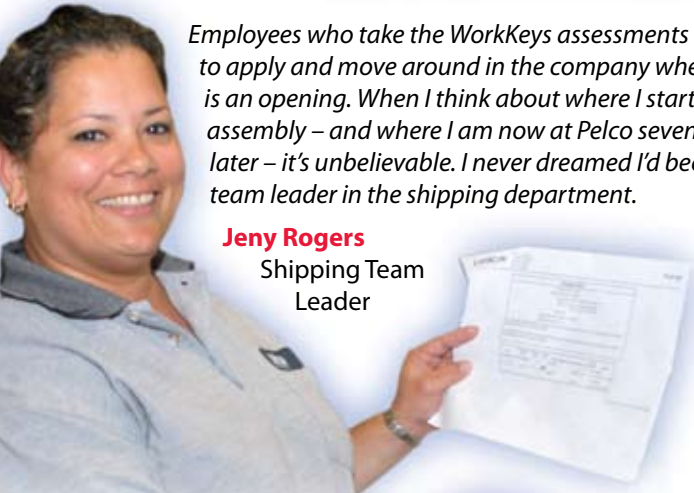
Having the right employee with the right skills in the right job is critical. It's a tough market to find those people. Pelco is committed to employee success and is very receptive to providing training requested by employees, so we eagerly went after the chance to be a test company for the WorkKeys assessments and KeyTrain to help prepare employees for the assessment, focusing on the skills we need. This process has changed the way we recruit. Talent follows talent. Employee success will lead to company success.

Mark Nash
Operations Manager



Employees who take the WorkKeys assessments are able to apply and move around in the company when there is an opening. When I think about where I started – assembly – and where I am now at Pelco seven years later – it's unbelievable. I never dreamed I'd become a team leader in the shipping department.

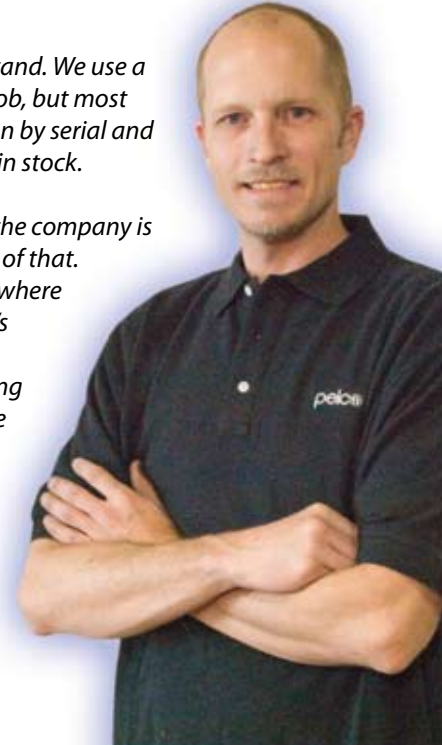
Jeny Rogers
Shipping Team Leader



WorkKeys let me know where I stand. We use a lot of math and reading on the job, but most important is locating information by serial and part numbers on different racks in stock.

Pelco is progressive. I see where the company is heading, and I want to be a part of that. I take it seriously. That's why I'm where I am in the company now. There's always room for improvement. I love my job and am still polishing my skill level to, one day, become a department manager.

Earnest Brumley
Team Leader



The value of WorkKeys becomes evident during the hiring process. Recruiting people with low skills is easy. Recruiting skilled workers is difficult.

Bret Kappus, PHR
Director of Resource Quality



PELCO PRODUCTS, INC.

Targeted Occupations, Openings and Salaries

ENTRY LEVEL	Occupational Profiles		Minimum Skill Requirements		
	AVERAGE ANNUAL OPENINGS	AVERAGE WAGE	APPLIED MATHEMATICS	LOCATING INFORMATION	READING FOR INFORMATION
Cell Coordinator	1-2	\$9-14/hr.	3	3	3
Machine Operator	3-5	\$9-11/hr.	3	3	3
Team Leader	1-2	\$13-22/hr.	3	4	3



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