



NEWSWATCH 12

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Main:

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- A report released Friday says the US economy is beginning to turn around.

The report says US unemployment is now at 10 percent and employers laid off the fewest number of people in November, since December 2007.



Here in the Northwoods one area company hasn't felt the effects, in fact they're beating the recession. There aren't idle hands in this workshop at Ponsse North America in Rhinelander.

Jerry Koski a Service Manager at Ponsse says, "We do have a lot of work in all our sites, because we've been focusing more on customer service and customer satisfaction."

Two things that are paying off for Ponsse even in this recession.

Reporter, "Has that always been a focus? Koski tells NewsWatch 12, "It always has been, but now what we did is come up with more ways to try and be closer with our customers."

But it's not just customer satisfaction that has Ponsse doing so well this year.

Koski says, "Also focusing on what we do in our daily process in our shops in all our locations to try and improve on our efficiency that way."

He says the company is actually looking for more employees.

"We hired two people in our Minnesota branch, we've hired one here in Rhinelander, an additional one, and we're also looking for a couple more in Michigan and lower Michigan."

The US Economy got good news today as the jobless rate dropped to 10 percent and employers laid off the fewest number of people since December 2007. And according to a Department of Workforce Development economic advisor, things are getting better in Wisconsin too.

Dennis Winters, the Chief Economic Advisor for the Wisconsin Department of Workforce Development he says, "We're expecting the same trends to continue, which is lower unemployment rates, as we go forward and again we hope it turns around and all this momentum carries through for Wisconsin as well."

Winters says while the news of the US economy is a glimmer of hope, he says the turnaround will take time.

He tells Newswatch 12, "It's still going to be hard, and it's going to be some months before we see employment levels pre-recession."

Even though many are struggling, Winters commends Ponsse on the company's ability to carry through.

He says, "I congratulate them with their management prowess because like I said this recession was broad and deep and affected just about everybody."

Good news for a local business and for the US economy.

Jerry Koski says another thing that's helped Ponsse is that the company is always looking to the future.

He says not only in research and development but also the future needs of their customers.

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