

## FRONT *pages*

### BUSINESS *Update*

The **MassHire Berkshire Workforce Board** has received \$235,000 to support the development and management of healthcare training programs for the next two years. This project is funded by a Senator Kenneth J. Donnelly Workforce Success Grant through the Massachusetts Executive Office of Labor and Workforce Development and is administered statewide by the Commonwealth Corporation, and locally administered by the Berkshire Workforce Board. Through a comprehensive partnership of Berkshire County's healthcare employers, educators, workforce professionals, social service agencies and career development agencies, the Berkshire Healthcare Hub aims to increase opportunities within the healthcare sector for training and workforce development by aligning opportunities with the needs of area employers. The partnership looks to help establish a north county-based Certified Nursing Assistant (CNA) program, as well as continue a blended online CNA program to address a growing and persistent problem of nursing assistant shortages. All training and services will be free of charge for participants. Funds will also address the demand for medical assistants through support of training opportunities. Training programs will be geared towards unemployed and underemployed Massachusetts residents, with opportunities beginning in October. For information on programs currently accepting applications, visit <https://masshireberkshire.com/free-certified-nursing-assistant-training/>.

Be Kind Berkshires, an illustrated public service campaign, has been launched by **1Berkshire** in collaboration with **Norman Rockwell Museum (NRM)**. The campaign features three original illustrations by noted regional illustrators Leo Quiles, Marc Rosenthal and Nicole Tadjell. Each commissioned image was created to inspire patrons to take a moment and reflect on how their actions can make the world a better place by extending kindness and empathy to workers who are doing their very best. Initiated in response to continued changes the region faces along with the ever-changing COVID conditions, Be Kind Berkshires aims to invite empathy from customers who patronize Berkshire businesses, service providers and attractions. The idea for the campaign came about after hearing about challenging working scenarios from several business leaders this summer, and the sometimes disgruntled exchanges between patrons and employees. "We thought that a 'kindness campaign' might help people consider that we are truly all in this together – that a smile or a thoughtful word can change a person's day for the better," said NRM Director and CEO Laurie Norton Moffatt, who contacted 1Berkshire CEO Jonathan Butler with the idea. Butler noted that the idea resonated with the team at 1Berkshire. "Not only did it seem like a timely and necessary collaboration for the Berkshires, but it also felt like a great way for us to use our strong network to speak to residents and visitors alike about the value of kindness during this tough time," said Butler. "We are excited to be partnering with the Norman Rockwell Museum on this important initiative." The Be Kind Berkshires campaign will run through the end of 2021. For information on how to get involved, visit [1berkshire.com/be-kind-berkshires](http://1berkshire.com/be-kind-berkshires).

The **Berkshire Botanical Garden** has decided again this year to cancel its annual Harvest Festival. The event, which had been slated for Oct. 9-10, was called off in mid-September due to concerns regarding resurgent COVID caseloads in the region. Similar concerns had caused the 2020 event to be canceled as well.

**Adams Community Bank** has developed strategic relationships with 11 high schools across Berkshire County to offer a multifaceted financial literacy program this school year. The program, offered through Ramsey Solutions, provides a Foundations in Personal Finance curriculum to students. Dovetailing with the bank's goals of increasing financial literacy across Berkshire County, the philosophy of this program is that every student in America should graduate from high school knowing basic money management principles. "We frequently hear from customers seeking ideas and tools to help them better manage their finances," said Charles O'Brien, president and CEO of Adams Community Bank. "This series of modules covers topics ranging from saving, budgeting, managing credit and debt, understanding insurance, and paying taxes, and will provide training on many relevant topics." O'Brien said the bank, which will underwrite the entire cost of this program at the 11 high schools, views financial literacy as essential because it equips students with the knowledge and skills to emerge as independent adult consumers. This offering is part of a broader initiative by Adams Community Bank to increase the financial knowledge of the residents and businesses of Berkshire County through outreach and charitable giving.

The **Community Development Corporation**

**MountainOne Insurance**, a full service insurance agency with offices in North Adams, Pittsfield and Williamstown, has been named a "Top Insurance Employer" by Insurance Business America (IBA). IBA's annual Top Insurance Employer program ranks leading U.S. insurance organizations based on a series of employee satisfaction metrics, including benefits, compensation, culture, employee development and diversity. This is the second time that MountainOne Insurance has been recognized, having also achieved this distinction in 2019. "We are honored to be recognized again by Insurance Business America as a Top Insurance Employer," said Jonathan Denmark, MountainOne Insurance's president and chief operating officer. "I am especially proud of the resilience of our employees over the past year. They reached new heights in the delivery of insurance solutions and customer service throughout our region. As a provider of personal and business insurance products as well as employee benefits solutions, we know it is critical to invest in our employees to ensure they have the skills and tools to not only attract and retain customers, but also to provide advice as a trusted advisor. This corporate culture helps make MountainOne Insurance Agency a desired workplace and has led to this prestigious recognition."

During **Carr Hardware's** annual Spring Merchandise Book Giveaway, two local winners, selected by random draw, received a \$500 gift card in August. The winners were Jodi Joseph from Williamstown and Matthew Govoni from Lee. "Everyone has extra projects going on right now, and we knew these prizes could be put to good use," said Bart Raser, president of Carr Hardware. "We thank all those who entered the giveaway for their participation." Carr Hardware's giveaway

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work as managing principal of a corporate governance consulting firm, a senior partner in a law firm, a vice chairman of a securities firm, and a director of both business and nonprofit corporations; **Jane Breslin Jacobs, Esq.**, a former corporate attorney and college professor who serves as secretary of the board; **Barbara Vacarr, PhD**, formerly CEO of Kripalu in Lenox and now a consultant and leadership coach; and **Jerry Congress**, a former board member who now serves as president of the board of directors of the Berkshire Center for Justice.

and the marketing/r fundraising subcommittees.

BT&C

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