



SHASTA COUNTY EDITION

SMART Business Resource Center Community Coordinator Report

SMART
www.thesmartcenter.biz

Q2-2020

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 America's **JobCenter**
of California™

SMART ANNOUNCES EXPANSION & EMERGENCY GRANTS

Smart Business Resource Center is excited to announce our expansion to serve more communities in Northern California! Smart began as the Private Industry Council (PIC) in 1979, serving Shasta County with workforce services. In 2008, we added Trinity to our serving area. In 2018, we began serving Humboldt County and we are humbled and excited to begin serving Del Norte and Siskiyou Counties beginning July 1 of this year.

As we add counties, we gain the opportunity to streamline services by aligning management and staff in an efficient model that allows for maximum service delivery and better participant experience. This combining of forces will provide for new and improved accessibility

to businesses and job seekers. Innovations include, but are not limited to, forward technology, virtual services, improved communication, and a more centralized business and operations. These are just part of the many progressive changes happening at Smart.

Smart will have brick and mortar locations in all counties we serve. These will include One Stop Job Centers with access to computers, resume and cover letter software, job postings and assistance with online job applications, skill-building workshops, and more!

Our physical locations will be located in Redding (Shasta), Weaverville (Trinity), Eureka (Humboldt), Crescent City (Del Norte) and Weed (Siskiyou). Check out our next quarterly newsletter for address information and pictures of each of our locations.

In addition to our physical locations, we are in the process of launching a new website, with comprehensive resources specific to each of the counties we serve, as well as interactive features for job

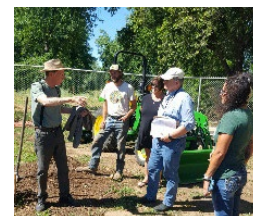
seekers and businesses. Our workshops will be available in a digital environment and our Rapid Response services are already available digitally – both live events and recorded and posted on our YouTube channel.

We are very excited about all the new opportunities at Smart and look forward to sharing more with you in the coming months!

Inside This Issue

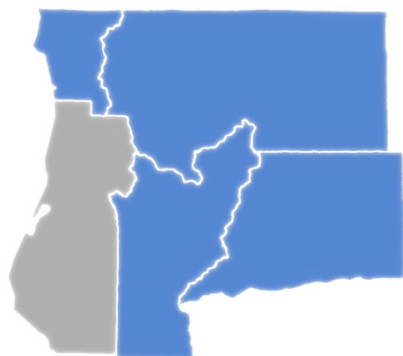
Business of the Quarter

Providence Garden puts down roots on page 2



New Faces at Smart

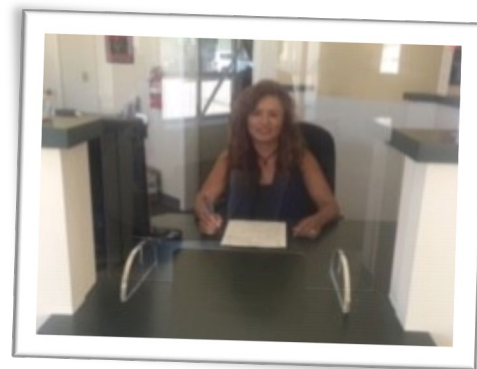
SMART is hiring many new team members, met some on Page 3


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SMART IS OPEN FOR BUSINESS

As an "Essential" business, Smart has continued to operate and provide our job seekers and businesses resources throughout the COVID crisis. While many of our staff continued to assist our clients and businesses from home, our Intake Coordinator, Paulette Torculas, and our One Stop Supervisor, Lori Nipar, remained at Smart, answering phones and directing people to our online resources when we were closed to walk-in traffic. Though some businesses laid off or closed, others had an increased

demand for hiring. We continue our outreach to job seekers and businesses, posting job openings on our Smart website, making Zoom appointments, and assisting the EDD office with helping people file for unemployment and to certify their benefits. We are very proud of our SMART staff for *being there* for our community through these very uncertain and unprecedented times.



Paulette Torculas is on the job!

On the Job Training Partners:

- Redding Subaru
- Don Ajamian Construction
- Zach Bay State Farm
- AB Medical Technologies Inc.
- Big Valley Properties
- Law Office of Samuel C. Williams
- Air Shasta Rotor & Wing Inc
- Bryant Automotive Inc

Young Adult:

On the Job Training & Work Experience partners:

- Towtally Camping
- Premier Pool & Spa

Training Partners, growing a better tomorrow

Smart Career Advisors, Chris Ormsby and Laura Barbeau, took a tour of the Providence International farm site on June 22, 2020. Providence



International is a private non-profit, with several projects aimed at healthy eating, sustainable environment, and sustainable wage employment. They lease 200 acres of beautiful City of Redding land along the river off Riverland Drive.

Their vision is to create demonstration gardens, greenhouses, and orchards, highlighting sustainability, efficient water usage, and clean energy. They also want to offer an Interpretive Center offering guided educational tours. The goal is to increase healthy food production locally to people experiencing food insecurity, as well as provide research and information to the general public in support of small farming. Plans for this park site include a River Walk, vegetable, fruit and nut crops, riparian and native plantings, and wind and solar demonstrations. Providence offers job and life skills training and placement for at-risk adults and young adults.

To date, they have planted a large orchard, as well as vegetable gardens, installed irrigations systems, fencing, and electrical power. They need donations, workers, volunteers, and consultants who can provide assistance to them in farming practices using conservation and renewable energies. Smart is exploring potential training and employment opportunities for our job seekers who would like to gain experience in nutrition and organic food production. Providence International is also established at a smaller S. Redding location, 3626 Railroad Avenue, called Providence Garden of Hope.



SMART partners to plant a better future

DO YOU HAVE A PARTNERSHIP OPPORTUNITY?

Reach out to SMART on our Facebook page

<https://www.facebook.com/TheSmartCenterBiz/>

or our linked in page

<https://www.linkedin.com/company/smart-business-resource-center>

we would love to hear from you.

Young Adult Spotlight

by Gail, Career Advisor



Youth Program in July 2019 ready to take on new challenges and learn a specialized skill. By August 2019 he was enrolled at the Shasta-Trinity Regional Occupational Program (ROP). This mouthful of a title is small when compared to the vast amount of training and experience the program offers.

Smart staff helped Jacob find, enroll and pay for the course. Jacob specialized in the Automotive Technology training; he learned general shop practices, electrical, tools, engine repair and emission control.

On June 5th, 2020 Jacob's hard work paid off and he earned his certificate of completion from ROP. In addition to the specialized skills, this qualifies him to take the Bureau of Automotive Repair test to meet the requirements for a Smog Inspector License. Jacob is excited for the job prospects available to him now. He looks forward to joining an automotive shop in the Redding area and beginning his career.

New Faces at SMART

Carrian Foster - Business Services Supervisor

Carrian brings with her more than 20 years of management & customer service excellence serving property management companies throughout Southern California. Prior to joining the Team at Smart, Carrian served her community as the Guest Experience Officer at Turtle Bay Exploration Park. Carrian is passionate about putting people to work and is excited to continue serving the beautiful North State.



Originally from San Diego, Carrian and her husband Mark (and cat Ginger) have been Redding residents since 2007.

Ashley Cobbler - Career Advisor

Ashley Cobbler joins Smart as a Career Advisor in Shasta County. Ashley's work will focus on our National Dislocated Worker Grants (Disaster Grants), including Storm, Carr Fire, and COVID. Ashley holds a Bachelor's in Organizational Leadership and is currently working toward her Master's in Human Services Counseling. Her most recent experience has been working as an adjunct faculty member and consultant for Simpson University with a focus on planning and development of course curriculum for the Business Program. Her experience also includes management and oversight of Career Services functions and Career Development workshops for the University. Ashley's knowledge and experience working with job fairs, human resource functions and career exploration will be a huge



asset to Smart and allow her to immediately contribute to the success of our programs.

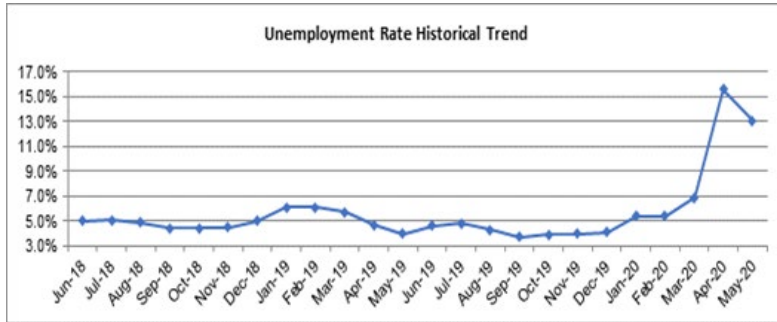
Nanci Hankerd - Community Workforce Specialist, Trinity County

Nanci Hankerd joins Smart as the Community Workforce Specialist for our Trinity County office. Nanci's career includes over 20 years of experience as a Store Manager for Longs/CVS throughout several California cities including Redding, Red Bluff, Eureka, and Weaverville. She is very familiar with the communities that Smart serves. Most recently Nanci served as the Human Resources Manager for Trinity Hospital and as Department Manager at Holiday Market in Weaverville. Nanci has been a part of the Trinity County community for over a decade and has significant experience working in human resources, business networking and development, and California labor law. We are very excited for Nanci to join our team and we look forward to many great things to come as she introduces our services throughout Trinity office.



Unprecedented Times Call for Unprecedented Response

Shasta County Unemployment spiked in April to just over 15%. May showed a slight improvement at 13.1%, but still well over the 2-year running average of around 4%. During this time, SMART has stepped up to assist businesses and



employees going through this tumultuous change. Over the last quarter, SMART has reached out to 51 businesses to provide services and assistance during layoff and closure events. SMART has assisted 147 businesses and their employees with Information, training, and Supportive services navigating the changes impacting our local economy.



NOW HIRING

While the quarter has experienced a significant number of businesses closing temporarily or permanently, there are also many businesses in need of workers. In the last quarter, 256 businesses have worked with SMART to post nearly 200 job listings and receive additional assistance. SMART has helped 75 different businesses navigate CalJOBS. Over 270 times, a business has worked with SMART to make a job referral.

Employers with the Most Job Ads

- 175 Registered Nurses
- 66 Teachers Assistants
- 57 Retail Salespersons
- 47 First-Line Supervisors of Retail
- 38 Medical and Health Services Managers
- 37 Coaches and Scouts
- 36 Sales Reps, Wholesale & Manufacturing, Except Technical/Science
- 28 Nursing Assistants
- 27 Critical Care Nurses
- 26 Customer Service Reps

Source: California Employment Development Department reports for March, 2020 for Redding, California



- Smart has helped 400+ people get training, education, and/or jobs this year through our enrolled services
- Smart has had over 1,000 visits to our job centers to help create resumes and provide other job search services.
- We sponsored 14 young adults (ages 18-24) in On the Job Training or Work Experience programs. This also helps the businesses where they worked, as we offset wages for these employees.
- We sponsored 42 adults On The Job training opportunities, offsetting wages for the businesses that worked with us and helping them take advantage of tax credits available to them.
- We continue to assist business and job seekers as they navigate the changing and emerging industries, opportunities, and challenges in response to the pandemic.

Storm and Carr Fire Grant Update

The Smart Business Resource Center received a \$475,000 National Dislocated Worker Grant (NDWG) to help with clean-up following the winter storms in 2019. The funding has provided 13 workers at the City of Redding, Caltrans and Mountain Gate Community Services District.

The Smart Center's NDWG Carr Fire grant, also received in 2019, was able to employ 35 workers, focusing on sites within Whiskeytown N.R.A. and the City of Redding. Kristi Hanson, the Smart Special Grants Career Advisor commented, "We have seen tremendous progress on clean-up of both natural disasters, were able to put people back to work and steward great working relationships. Five participants have secured permanent positions during their tenure as temporary workers."

NDWG grants are typically for laborer and repair jobs. They fund additional workers to work alongside permanent employees working on clean-up. The positions provide temporary jobs to people who are unemployed allowing to work and gain transferrable skills to add to their resume.



them

Carr fire clean up continues

Business Success Story Amid a Pandemic Crisis

Western Business Products

An initial outreach call to the copier business (an outbound "proactive" calling and email effort checking on the needs of our local businesses during the shelter-in-place), revealed that the copier business had worked with Smart in the past and had nothing but good results with our OJT candidates.

Amid a weary and unpredictable time in the Business world, one of our local businesses agreed to use the Smart Business Resource Center's OJT program once again this month to fill positions needed for expansion. Reluctant to hire two additional needed employees, the Smart Business Services Representative assured the business manager that Smart could deliver excellent training services as in the past.



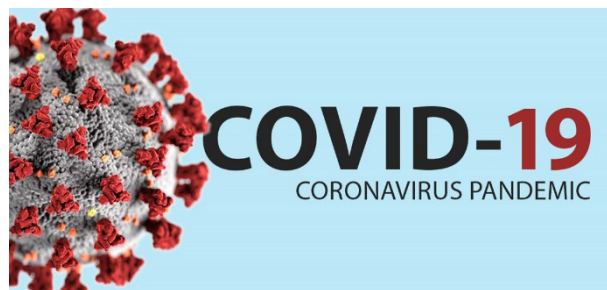
Western Business Products partners with SMART

The manager stated the following when speaking about previous Smart hires he retained after completion of our OJT program, "they are the most appreciative, hardworking and solid employees we've ever had, and we will never hire a different way again." Smart is currently working with the business to fill positions using our On-the-Job Training program.



Smart is Proud to Serve our Community as an Essential Service with COVID Grants and Job Services

The Smart Business Resource Center is proud to be considered an essential business during the COVID-19 crisis. We continue to take necessary precautions to ensure the safety of our employees, our clients, and our businesses, but we never stopped operations. We are happy to share that we are open for business virtually and in person by appointment and will continue to provide our best assistance to businesses and job seekers.



Smart Rapid Response services were provided virtually in April, May and June to many businesses who either closed, or that had to lay off staff. Rapid Response provides employers with necessary support during difficult decisions and transitions, and it provides employees with critical resources to gain Unemployment Insurance and begin their re-employment journey with education assistance, training, and job placement services.



Ryan Prior keeps the job board up to date

Smart realized an increase in online job postings to our Jobs List daily. Unlike other job posting boards, our Smart job board is operated by a local person, who curates and validates all job postings. When COVID first happened, our Job Posting Specialist was able to call all businesses with job openings to verify if the posting was still needed, if it needed to change, or if it needed to be taken down. Smart was proud to offer the most up-to-date job posting information in our serving area, helping our local job seekers be more effective in their job search, and minimizing unnecessary work for our businesses during that time.

Additionally, Smart received emergency grants in response to the COVID-19 crisis. These grants provide an opportunity for individuals laid off due to COVID to gain temporary employment responding to the COVID crisis clean-up. Sites and jobs available include: Sanitization at libraries, public parks, and public

buildings; food bank assistance in food preparation, warehouse work, and food deliveries to vulnerable people in our communities; answering phones in call centers answering public health and assistance questions; sanitization of non-profit organizations; and more! While the jobs are temporary, they can lead to permanent employment with these employers.

Finally, Smart received a Supportive Service grant that helps job seekers with up to either \$400 or \$800, depending on eligibility, for emergency assistance for rent, utilities (gas, electric, garbage, cable, water, phone, internet), car repairs, tires (vehicle must be registered and insured in the participant's name), interview clothes, work clothes and child care (with a licensed child care provider).



EDD and SMART host a rapid response on YouTube

<https://www.youtube.com/watch?v=7xG8GTIOowA>

A message from our Director

To say the events of this past quarter are unprecedented would be an understatement. From a global pandemic; to a near total shut-down of our economy; unemployment rates spiking nearly overnight from record lows to record highs; uncertainty regarding business closures, uncertainty regarding lay-offs, uncertainty regarding government relief assistance and when, or if, businesses would be able to reopen; homeschooling; mask wearing; social distancing; heartbreaking social and political events and the resulting unrest; it just kept coming, one thing after another. We watched as our country and our communities became more and more concerned as each of these emerged.

The events of this year so far have made me take stock of the important things and people in my life and sphere of influence, and to look hard to find silver linings, to be grateful for the things that are good.

I am extremely humbled and grateful to lead an amazing team of dedicated people who work at Smart. They have each chosen an important career path that empowers people through strong employment opportunities to find their financial independence. They help people who are barriered or have been marginalized and they help them find their own potential and success. They are each staunchly committed to a non-discrimination creed with a deep dedication to inclusivity and accommodation of all beliefs and abilities. We embrace our difference and advocate for the inclusion and betterment of all in our community.

The work that we do is more than just connecting employees to employers. It's about seeing each person as an individual, helping them to explore their talents and passions, believing in them when others may not, championing and challenging them to push themselves to achieve their dreams, and connecting them to people and resources to help them do so. Our Smart team does this work effectively because we represent a diverse group of committed individuals with different upbringings, experiences, nationalities, beliefs, backgrounds, education, work and life experience. And that is a beautiful thing.

The work we do changes lives, not just of the individual that we are working with, but it positively affects their current family and their future generations. We do more than just get someone a job. Our work is, and has always been, about helping people carve their own path – an assertion that the past does not define us, and that by working with others today we can create a brighter future tomorrow.

I don't pretend to know what this next quarter, or even tomorrow, will bring. We will remain with an eye on the future so we can stay ahead of the emerging industry opportunities for our participants, our businesses, and our communities. And we will remain committed to helping our fellow community members grow, achieve, and thrive, in an environment of acceptance and confidence in helping each person and each business achieve their greatest potential. We remain here and ready to help.

Wendy Zanolli



*SMART Executive Director
Wendy Zanolli*

Smart Business Resource Center is a 501c3 non-profit, committed to helping job seekers find jobs, increase training and skills, and increase earnings. We also invest in our local economy by helping businesses grow. Proudly serving our community since 1979, we have invested over \$60 million into serving our clients, businesses and communities. Smart is an equal opportunity employer. Auxiliary aids services are available to individuals with disabilities. TTY 530-245-1566

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