



SHASTA COUNTY EDITION

# SMART Business Resource Center Community Coordinator Report

**SMART**
[www.thesmartcenter.biz](http://www.thesmartcenter.biz)

## Q1-2020

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 America's **JobCenter**  
of California™

## SMART Attends 2020 Economic Forecast Conference

Every year, the North State Planning and Development Collective and Center for Economic Development at California State University, Chico hosts an Economic Forecast Conference. The 20<sup>th</sup> annual was held on Thursday January 9 at the Sheraton Hotel in Redding. The topic was "Housing for the North State's Future-Exploring Pathways to Meet the Needs of Workforce, Education and Economic Development" Topics included looking at critical links between Housing, Economic/Workforce Development and Education with special Forecast and housing trends; presented by expert economist Dr. Robert Eyler.

A few takeaways by Dr. Eyler at the conference included discussion of

recessions, post-fire recovery, rising minimum wage, and job growth. He predicted that the economy is slowing locally and nationally. As the economy slows, he suggested that a major event or disaster could push us closer to a recession. Regarding the recent fires in the Napa and Sonoma region, though the economy was disrupted evidence shows that in under a year growth was heading back to normal. Dr. Eyler suggested that Shasta County will do the same. He has not seen substantial job loss related to the Carr fire, and in fact rebuilds have helped stimulate positive movement. On income, he stated in general pay scales have not kept pace with demand for employment locally or nationally. Many new jobs are low income, low value added, and lower skilled jobs. And finally, he tells us that rising minimum wage can strain small business, especially in rural areas. Dr. Eyler concluded that both nationally, and in the North State, the economic picture is a complicated one, but overall that there is

"fundamental strength in the American economy". (Note of interest: This conference was held just prior to the first diagnosed Coronavirus case in the U.S. on January 20).

### Inside This Issue

#### Business of the Quarter



Learn about Don Ajmanin Construction on page 4

#### Young Adult Spotlight

SMART is actively helping Young Adults find rewarding careers, read more about it on page 3



# Community Involvement

In March, The Smart team was honored to represent at the annual Simpson University Business Leadership Luncheon today. What an inspirational talk by Brian Shul, SR-71 Blackbird Pilot, photographer,

motivational speaker, and entrepreneur. He gave many nuggets of wisdom, but among our favorite was: "Life is short and you never know what tomorrow will bring - don't wait to pursue your dreams."



SMART at Simpson University



## 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.

## Training Partners, in this together

SMART is excited for our partners, Sierra Pacific Industries, on their expansion and beautiful new sawmill in Burney, California.

Their community investment has created new opportunities for great careers in that area. An increased need for truck drivers created a collaboration with another of our partners, Shasta College, to create a Class A & B License training at the Intermountain (Burney) Shasta College campus. Classes started 1/14. In just 18 weeks, students can be ready to embark on this well-paying and growing career path.



### On the Job Training Partners:

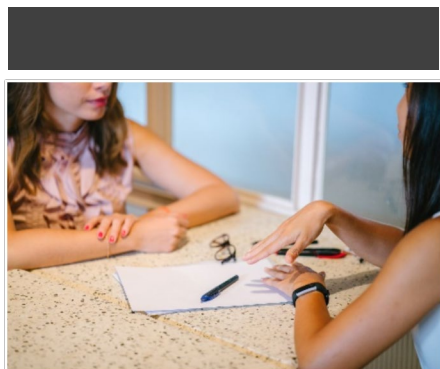
- Don Ajamian Construction
- Cottonwood Water District
- Beards Custom Cabinets
- Kristi Davis, OD
- Air Shasta Rotor & Wing Inc.
- Zach Bay State Farm
- AB Medical Technologies, Inc.
- Redding Subaru
- Law Offices of Samuel Williams
- Big Valley Properties
- Shasta Builder's Exchange
- Sun On Energy Corp

### Young Adult: On the Job Training & Work Experience partners:

- Premier Oil Change
- Towtally Camping
- Venture II Body & Paint
- Premier Pool & Spa

Sierra Pacific, partners with SMART and Shasta College.





### Opportunity can knock anywhere

We love supporting our participants in explore career opportunities in all industries!



*Christa working on site with Towtally Camping*

## Young Adult Spotlight

by Gail Bower

### Work Experience Pays Off.

Christa joined the Smart Center Youth Program in November 2019 seeking to gain workplace skills because she lacked experience. In addition to completing the Pathways to Success workshops, Christa was chosen to participate in a Smart Center sponsored work experience training (WEX). Christa was matched with Towtally Camping in Redding, CA. She signed a contract to complete 8 weeks of full-time, hands-on training in customer service and other work skills. On March 13<sup>th</sup>, 2020 Christa completed her WEX requirements at Towtally Camping successfully. Christa enjoyed her time and appreciated the knowledge she gained during the experience. "This job has been a joy to my life" said Christa. During her period of employment with Towtally Camping Christa received bi-weekly reviews from

her supervisor which showed increasing growth and understanding of the expectations and responsibilities of excellent customer service. Upon completion of her WEX staff at Towtally Camping offered Christa regular full-time employment which Christa gladly accepted. Danielle Dickensen of Towtally Camping says, "Christa is a delight to have in the office."



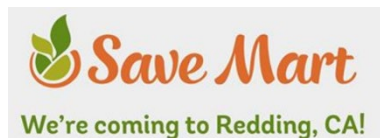
Meet the all-woman crew we recently had working at the Mountain Gate Community Service District through our Storm Clean Up Grant.



## Hiring Fairs

Over the last quarter, Smart sponsored Job & Hiring Fairs with the following organizations:

- 2020 Census (Shasta/Redding & Trinity/Weaverville One-Stop)
- Save Mart (Shasta County/Redding One-Stop)



The 2020 Census hiring managers first had the applicants apply on-line in our Smart One-Stop career centers in both Shasta County/Redding and Trinity County/Weaverville. Employers then conducted in person interviews in the One-Stop meeting spaces provided to them in both counties.

Save Mart also conducted interview over multiple days in our Shasta County/Redding one-stop meeting rooms.



These hiring fairs provided to the employers access to a large work ready pool of applicants. They had an opportunity to streamline their application process, provide face to face interviews, and offer employment in a shorter period of time. This efficient and streamlined process saved the business time and resources, at no cost to them

## Business of the Quarter

Smart would like to recognize Don Ajamian Construction for their participation in our Smart On the Job Training (OJT) programs and contribution to the success of their employees.

The first step in the OJT is for the employer and Smart to create a detailed job description and skills competency for their new hire. Once the employee begins his job, the business uses this outline to follow and to train them. Benchmark progress for the employee is noted throughout the life of the Smart OJT which is typically 90 days. The business trains on each competency and notes progress every few weeks. When proficiency is obtained, a "Skills Gain Certificate"

can be presented to the employee, at the completion of the On the Job Training.

We appreciate Don Ajamian Construction as they invest in new employee training. Smart assists in providing this valuable training tool to small business for the purpose of continued health and expansion of their business.

Don Ajamian construction has been performing important residential & commercial work in the Shasta & Butte County communities for over 20 years. They are currently involved in home rebuilds for victims of the Carr and Camp fires. Thank you Don Ajamian Construction!



# Always be learning

In March SMART attended 3 day seminar on the practice of Motivation Interviewing Approach with special lectures by Scott McClure, PhD. A Motivational Interviewing approach is a unique training specifically designed to help workforce development professionals better understand working with individuals involved in both the general population and in the criminal justice system. It includes a blend of Motivational Interviewing, Career

Development Theory, Risk, Need, Responsivity modeling of offender rehabilitation. As well as increasing understanding of both criminal and corrections cultures, with the goal of improved employment retention of both criminal and justice involved populations. SMART members attending will be applying these skills in our community.



## North Valley Employer's Advisory Council

The North Valley Employer's Advisory Council includes Shasta, Siskiyou and Trinity counties. Their mission is to promote stronger partnerships with EDD, Smart Business Resource Center, and others in the business community. The NVEAC represents a cross section of business and industry volunteers who are committed to providing information on employment related issues and to enhancing communication. Regular seminars are offered to employers including topics such as Conflict Resolution, Drugs in the Workplace, and Active Shooter Response training. Membership includes access to a Management Hotline regarding employer/employee relationships, as well as providing current information on legislation and regulations affecting employers. NVEAC coordinator is Becky Tyson, EDD. Babette Stevenson, Business Services Representative at the Smart Business Resource Center, is Board Secretary.



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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