

## Smart Business Resource Center-Shasta

# Shasta County Community Coordinator Report



### Smart sponsored and/or Partner events:

04/06/17 Smart & EDD Spring Job Fair

04/03/17 Pioneer High School –Smart Reps present Career Planning and Job Search Tips workshops

04/13/17 North Valley Employers Advisory Council (NVEAC) Wage & Hour presentation

04/28/17 Dollar General Job Fair held at the Smart Center

04/17/17-6/30/17 Smart National Work Readiness Certification workshops

5/9/17– Shasta College Job Fair for Medical Careers

6/9/17– Smart Business Reps tour Sierra Pacific Industries

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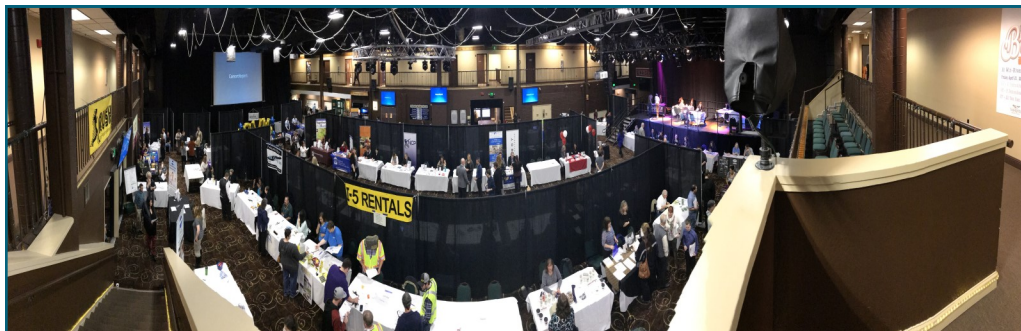
Partnering with the Employment Development Department (EDD), the Smart Center hosted its 13<sup>th</sup> annual Spring Job Fair on April 6 at Win River Event Center.

All employers who attended offer full or part-time openings. Businesses accepted applications and conducted on the spot interviews. 60+ employers met with hundreds of job seekers who ranged in age, experience and expertise.

Retail, food service, health care, government, IT, transportation, education, media, recreation/ hospitality, and the military were represented.

According to EDD, the unemployment rate for Shasta County for May 2017 dropped to 5.1%, down from 5.9% in April 2017.

We thank all job fair participants. A big shout out to RUSH Personnel for their much appreciated sponsorship!





## Smart tours Sierra Pacific Industries

Smart Center Business Services Representatives toured Sierra Pacific Industries on June 9. The HR and Safety Manager assisted Smart in providing a walkabout tour through various onsite buildings where all the magic happens. Sierra Pacific is the second largest lumber producer in the U.S. They have 14 sawmills in California and Washington and utilize state of the art technology. They re-plant over 6 million new trees every year and turn wood waste into energy for homes and business through 8 cogeneration plants. SPI provided to Smart valuable tips on how to be a successful applicant for hire; so we can better serve our Shasta County job seekers.



## Dollar General Job Fair

On April 28 Dollar General held a job fair here at the Smart Center. Job seekers who planned to apply to Dollar General worked in the Smart career center the week prior to spiff up their resumes. On the day of, they completed applications and presented their resumes. Hiring managers held on the spot interviews.

Smart Program Adviser, Laura Barbeau, had been working with a client for several months who was interested in applying. She had been using the center extensively during her search. She attended multiple Smart job search workshops and received feedback and encouragement from staff. The client also updated her resume and participated in a mock interview. She had worked previously for 7+ as a security guard but was looking for a career change. She was still interested in the customer service aspect of a job. She was hired as a Lead Sales Associate at Dollar General is very excited about her new opportunity!



## Smart Storm Project



Cal Trans Workers

Smart Center received funds to assist public or private non-profit facilities affected by the winter storms of 2016-2017. Temporary jobs are available for participants; they will be performing clean-up and repair due to storm damage. 9 individuals are currently placed at Cal Trans, City of Redding, or Trinity County Watershed. Six more people will start in July at the City of Redding. At left are CalTrans workers. They clean up invasive species, clear defensible space, and repair damaged vegetation & irrigation.

## Employer Workshops



North Valley Employer Advisory Council held three employer training sessions this quarter at EDD. The first was on April 13, 2017; topic was Wage & Hour, and presenter was Patti Huber, Senior Deputy Labor Commissioner. On May 11, topic was Mental Health in the Workplace, and on June 8, Bonnie Saylor presented information on Employee Handbooks. Local private sector, non-profits, EDD representatives and Smart Center business services staff attended.

## Smart OJT and Work Experience



### On the Job Trainings:

- Cardiovascular Center
- Blue Lake Roundstock
- Home Helpers
- Shining Care
- Home & Office Buddy
- Walgamuth Painting
- Shasta.com
- Free Fire Media
- Enoven of Redding, Inc.
- Wellness One of Redding
- Centerville CSD
- Shasta Builders Exchange
- Northstate Commercial Partners
- Diversified Office Solutions
- Shining Care
- Apex
- West Coast Imaging
- Shasta Co. Child Abuse Prevention

### Internships & Youth Work

#### Experience placements:

- Cloud Potential LLC
- Alpha Copy, LLC
- Cary's Redding Tire Factory
- Heather Ridge Daycare
- Lassen Landscape Materials
- Simmons & Associates
- Petco
- Glamorous Day Spa
- California Trailer & RV
- Sierra Oaks
- Weaver Lumber
- Wellness One of Redding
- J.C. Barry Skylights
- Vic Hannan Landscape
- Willow Springs Alzheimers
- Marshall's Florist & Gifts

## “Youth Mentors at Work!”

“Seven years ago, a young man by the name of Matt came to the Smart Youth Program. He was very introverted, did not drive and lived with his grandfather in the Anderson area. I knew that transportation would be a problem, but the grandfather said it would be a good opportunity for him and he would make sure that Matt would be there. After going through the Smart job readiness workshops, he was placed in a Work Experience at Tree House Senior Living working in the maintenance department. It was known that this would not be a hire but good experience for the young man and something to put on his resume. Realizing that Matt was not a real outgoing young man who never really smiled or talked much, his supervisor asked if the residents could make an effort to talk to him whenever they saw him; which they did. As a result, Matt starting coming out of his shell. By the time the WEX was over and it was his time to leave, Tree House decided to keep him on as part time help. I stopped by the other day and asked about Matt. I was informed that Matt is now Head Maintenance at Hotel Redding which is another one of their properties. How could one not succeed when you have at least 25 + grandparents pulling for you. Congratulations Matt!”



Linda  
Jesmer  
Smart  
Center

*“I was informed by Tree House Senior Living that Matt is now Head Maintenance at Hotel Redding. How could one not succeed when you had 25+ grandparents pulling for you.”*

*Linda Jesmer, dedicated Smart work placement specialist*

## Smart Rapid Response, Start Up/Expansion

Business closures and layoffs do happen but Smart is there to provide Rapid Response services to businesses & employees in their time of need. The central purpose of Rapid Response (RR) is to help laid-off workers quickly transition to new employment. Smart is the provider of direct re-employment services and a facilitator for additional resources and assistance. We also offer Smart layoff information in Spanish.

<u>Business</u>	<u>Date</u>	<u>Employees</u>	<u>Action</u>
Real Deal	04/30/17	4	RR
Office Max	05/31/17	16	RR
Surbore, Inc.	05/31/17	5	Rolling Layoff
Skyway Recreation	06/13/17	11	RR
Angelo's Pizza Parlor	06/24/17	6	RR
Final Draft Brewing Co.	06/01/2017	8	New business
Café Paradiso	06/20/17	4	Expanded hours

### SMART QUARTERLY BUSINESS SERVICES:

- ◆ # of Employers Served: **394**
- ◆ Business Contacts/Services: **1,657**
- ◆ Smart Job Postings: **233**
- ◆ Job placements: Median wage for Adults: **\$15.00**
- ◆ Smart Facebook likes: **1090** including **34** this quarter



## “Welcome new Smart Center staff!”

Welcome! We are so excited to have you all on board! Liz Utecht, Program Adviser, works with adults and dislocated workers. Some of her first clients have been from Skyway Productions, Recreational Products. She has done a great job assisting them with their resumes & job search. Tasha Van Dunk and Stephanie Baker are Smart Business Services Representatives. They are busy doing outreach and making crucial connections with employers; marketing OJT's and Work Experience for Youth. Sierra Blanco is working hard with our youth, providing patient guidance, mentoring, and support as they enter the workforce, many for the first time.



*Tasha*



*Liz & Stephanie*



*Sierra*



APRIL-JUNE 2017 JOB PREPAREDNESS WORKSHOPS

National Work Readiness Credential, Career Exploration,  
New Opportunities for Work (NOW),  
Learn What it Takes to Become a Bus Driver in the State of CA  
The Importance of Setting Job Search Goals,  
Pathways for Success/Youth Workshop Series

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*The Smart Business Resource Center provides workforce services in Shasta and Trinity Counties. We are a private, non-profit, public benefit corporation and receive funding from the U.S. Dept. of Labor and the State of CA. Our mission is to invest in the growth and development of business to provide opportunities for all job seekers. Smart puts people to work and we believe in a healthy business community. We are dedicated to strengthening and supporting Shasta County business in order to create jobs and encourage economic prosperity. We help assist business with startup, expansion & retention by providing access*

# Did You Know?

## Smart Provides Hiring Services to you at **NO COST**

- *Recruitment Assistance*  
Hiring Fairs/Applicant Testing  
Job Postings
- *Business Closure Assistance*  
Rapid Response
- *Lay-off Aversion*  
Customized Training
- Smart provided over 5,000 *Business Services* annually to Shasta and Trinity Counties
- Smart provided *wage savings* of over \$4 million for employers through Worksite Trainings & Work Experience job placements in the last 5 years