

# Community Coordinator Report- Smart Business Resource Center



## Smart sponsored and/or Partner events:

05/22/19 Redding City Club  
@ Final Draft, "How Cy-  
cling can Benefit the Local  
Economy"

05/31/19 Redding Venture  
Conference (think local  
Shark Tank!) hosted by  
Shasta EDC, Startup Red-  
ding & Shasta Angels

06/12/2019 North Valley  
Employers Advisory Coun-  
cil "Active Shooter" pre-  
sented by Robert Woods,  
SSP Officer

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## Innovation in Shasta County!

On June 11, 2019, Shasta EDC (Economic Development Corporation) announced that the Redding Area ranks as the 29th most dynamic metropolitan area in the country. The study was titled "**Most Dynamic Metropolitans**" and looked at 379 Metropolitan Statistical Areas (commonly referred to as MSAs). The study was published by a collaboration between the Walton Family Foundation and Heartland Forward (WFF). The Redding MSA includes the Cities surrounding the City of Redding from Lake Shasta down to the southern county border. The largest population densities are in the Cities of Redding, Shasta Lake, and Anderson. **The study put the Redding MSA in the top 8% of all the communities evaluated**, and focused on the best practices used in the MSAs that have and will likely continue to boost economies in our area.

The study looked at factors including: innovation, economic opportunity for residents, local economic development strategies, job growth, average annual earnings growth, and area GDP gains.

Redding MSA specifically finished near the top in the wage growth category and ranked 16 in GDP growth. The startup community and the jobs created by entrepreneurs was also a key factor in the ranking. (EDC press release).

*"Smart- Supporting  
the Growth of Your  
Business "*

**Smart Tactical  
Planning Day 6/20/19**



## SMART SPRING 2019 JOB FAIR



On April 3, 2019, the Smart Business Resource Center held their annual Spring Job Fair at the Red Lion Hotel from 9-1. Participating employers had at least 2 positions they were looking to fill. Job openings included hourly and/or salaried positions; part or full time; seasonal or regular term employment. Event was open to all individuals 16+ looking for employment opportunities. Thank you to the generous **Gold Sponsors** RUSH Personnel, Simpson University, Red Lion, Sierra Pacific Industries, NVEAC, Power 94.7, Q97, BOBFM107.1, KKXS Sports 96.1, Results Radio, and Red 103.1.



*We would also like to thank the following sponsors & donating companies!!*

**Silver Sponsor:** Shasta College  **Shasta College**

**Bronze Sponsors:** Towtally Camping, Printopya The Place for Print, Design Time and Tile, MD Imaging, Inc., Shasta Builder's Exchange, Express Employment Professionals, and Pages

**Donations:** Black Bear Diner, Shameless O'Leary's, Mary's Pizza, Premier Oil, MD Imaging, Printopya, Towtally Camping, Design Time and Tile, Express Personnel, Shasta Lanes, The Reel Theater, Westside Pizza, Scott Halsey Kenpo Karate, Country Waffles, Cookies and Yogurt, Redding Rancheria, Pulmedica, Resta Sleep Center, Win River, Redding Ultimate Pizza, Olive Garden, Red Lobster, Jamba Juice, Jersey Mike's Subs, Burrito Bandito, Anderson Family Fitness, Applebees.

### LABOR MARKET UPDATE

California Employment Development Department reports for May 2019 for Redding, California:

#### *Employers with the Most Job Ads*

State of California– 107	Prime Healthcare Services– 60
Shasta Co. Office of Education– 59	Shasta College– 47
Dignity Health – 45	Vibra Healthcare– 23
Target Corporation- 21	Lowes– 19
Costco Wholesale Corporation– 19	Shasta Union HS District- 18

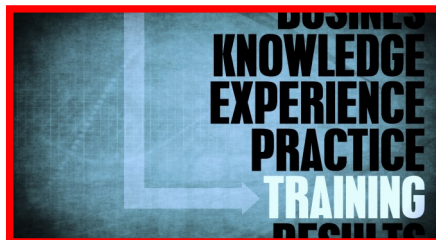


The Smart Business Resource Center would like to extend a warm welcome to Wendy Zanutelli, new Smart Executive Director! Wendy joined Smart on April 22nd and brings with her a diverse and accomplished background in both non-profits and financial services. She has held various C-level positions over the years, including COO and CEO of UNCLE Credit Union and President/CEO of United Way of Northern California, which serves 9 counties in far Northern California. Most recently, she was VP of Branch Channel Delivery at Golden 1 Credit Union, where she oversaw 72 branches at the 6<sup>th</sup> largest credit union in the nation. Born and raised in Redding, CA, Wendy is excited to relocate back home to the community she loves and is looking forward to contributing her experience, creativity, and leadership to her new position here at Smart. We look forward to working with Wendy as she takes a fresh look at all the great business and employment services Smart continues to bring to the communities in Shasta, Trinity and Humboldt Counties.

### Happy RN Student sponsored by Smart

The Smart Center is proud to share this note from a satisfied program participant:

"I am a new grad, class of Spring 2019, from Shasta College ADN program. Our class was encouraged to apply for the Business SMART program for financial assistance through our 3rd & 4th semester in nursing school. I applied, and was blessed to receive help to buy my books, and buy a new uniform for clinicals because I only had one outfit. I got a brand new pair of shoes; and tons of support! In my case, my husband work for himself so a steady income was not something we could count on. There were times I had no gas money to go to school or food to feed my family while my husband tried to work out of town. Through these difficult times, Misty my advisor at SMART center, was so supportive and encouraging. She went above and beyond to assist me to continue with school. If it wasn't for her and all of her help, I wouldn't have been able to graduate from nursing school. Thank you Misty for being a guardian angel to me and my family. I am so grateful to have had this help in my life. I can't thank you all enough for helping me get through school, so I can fulfill my calling in life by becoming an RN." Imelda





## Carr Fire Grant Projects



Smart continued to receive funds this quarter to assist public or private non-profit facilities affected by the Carr Fire 18/19. Stephen Groff of Smart is the Fire Project Coordinator. Temporary jobs are 4-6 months in duration. As of 5/31, sixteen people have worked at many active worksites. Fire cleanup workers have been placed at Whiskeytown National Recreation Area and City of Redding. Examples of work done this quarter include and repair work of memorial benches along the Sacramento River Trail, cleanup in Horse Camp campsites/ Whiskeytown, and clearing & cleanup of burned trees at Brandy Creek/Whiskeytown. Brandy Creek picnic & beach area was recently re-opened to the public thanks to these efforts.

### Employer Workshops

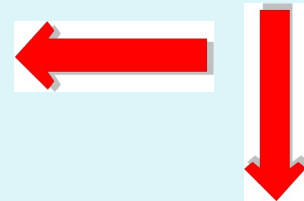
**North Valley Employer Advisory Council** held two employer training sessions this quarter. On May 15 "Cal/ OSHA Checklist Avoiding the Fines" was presented by Rob Getzinger, Asst. Safety Engineer. On June 12, "Active Shooter" presented by Officer Robert Woods, SSP. Tasha Van Dunk, represents Smart on the NVEAC board as Vice President, Lori Nipar, Smart Supervisor, represents Smart on the NVEAC board as Secretary.



### On the Job Trainings

- APEX Technology
- Alta California Roundwood
- Towtally Camping
- 1-800-Radiators and AC
- BVT Publishing
- Shasta Builders Exchange
- Printopya LLC
- Haedrich & Co
- Mt. Shasta Spring Water
- CGI Technical Services
- Air Shasta
- Miller Collision
- shasta.com

### OJTs & Work Experience



### Young Adult Program Work Experience

- CDG Technologies
- Oakmont of Redding
- Walgreens
- Goodwill
- Redding Countertops
- Stanley Steemer

## “Shasta College holds Achievement Celebration”

On June 13, 2019, Misty Bowman, Smart Young Adult Program Supervisor, was a guest speaker & presented information about our Smart Services at the 17th annual “African American Graduation and Recognition of Academic Achievements” ceremony at Shasta College. The achievement celebration is sponsored by the Shasta Coalition of African/Black Americans for Community Health, Education & Empowerment (S.C.O.A.C.H.E.) Graduates honored ranged in age from pre-school through adult. Alumni Student Speaker Edis Mpumwire spoke of her motivation that led her to take advantage of educational and other opportunities on her life journey. In turn, she shared her vision in the hope of helping others to see the greatness in themselves!



## Smart Rapid Response/New Business

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. New business always helps to bridge the gap from closures!

<u>Business</u>	<u>Date</u>	<u>Employees</u>	<u>Result</u>
Anka Behavioral Health	04/19/19	27	RR Outreach
Ferry's Pharmacy	05/15/19	5	RR Outreach
Hole in the Wall Deli	05/15/19	5	New business
Americana Modern Lodge	05/05/19	10	New/Rehabbed business
Weyerhaeuser Wood Products	06/20/19	15	Re-opening after Carr Fire

## LET US HELP YOU WITH YOUR EMPLOYMENT NEEDS

April-June 2019  
Career Center Visits

♦ **We provided job & career guidance 2633 times this quarter!!**

### ♦ **Services at Smart:**

Resume Assistance  
Career Exploration  
Job Board/Resume Referral  
Computer Classes  
Educational Sponsorship  
On the Job Training  
Typing & 10 Key Tests  
GED

## “CA Workforce Association” Conference Inspires

Several Smart staff, including our new Executive Director Wendy Zanotelli, attending the California Workforce Association conference “Fueling Curiosity” in Anaheim on May 15-17. Many great topics were covered, and we brought a few good ‘nuggets’ home to share with our fellow staff, all in the interest of serving our customers in a more efficient and creative way. One great takeaway was a workshop presenting LinkedIn Learning. These are training classes offered on-line through LinkedIn where job seekers can complete the training courses and post their achievements to their LinkedIn profiles/resumes (using Lynda.com content). Many professional development topics are offered, include Accounting Software, Spreadsheets, Customer Service Management, and HR administration. Another inspiring topic presented by a group in Southern California who, in conjunction with several community partners, purchased and operate a beautiful bus “Digi-Bus” outfitted to the nines with work stations and laptops, projector, etc. for Rapid Response services delivered on-site at business closure locations.



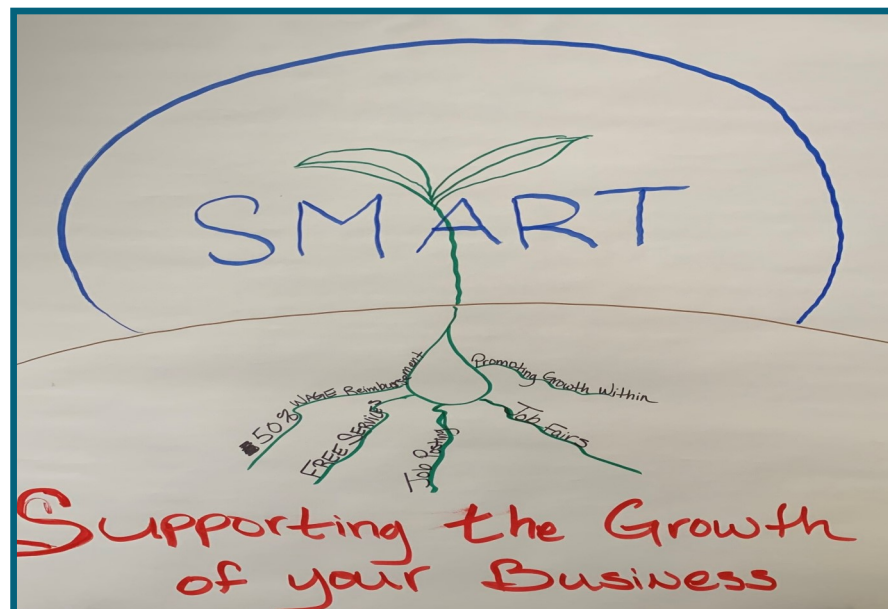
## CLEAN SLATE EVENT

Legal Services of Northern CA will be offering on August 3, 2019 in Redding, a free session on criminal record relief including “expungement” procedures, knowing your rights regarding a criminal record, and the “Clean Slate” process. Eligible participants are paired with an attorney who can help complete clean slate petitions. This community resource workshop is very important to Smart participants who are receiving job search assistance and may be working through background issues. This relief provides a more reasonable opportunity for successfully completing job applications and answering challenging background questions.



## Smart Highlights “Business of the Quarter”

We would like to recognize Apex Technology Management for their contributions to the success of their employees by using the Smart Business Resource Center program for On the Job Training (OJT) for two recent hires with their company. APEX has been diligent and thorough in creating clear job descriptions and benchmark competencies. They work hard to help their hires be successful in their new positions. They are clear in their expectations and in providing the training needed through the Smart OJT as the employee works towards skills attainment. Additionally, they have been willing to hire and train individuals who have sought career change; and aren't necessarily coming to the table with related experience or formal education, but a passion for learning and working in the information technology field.



America's **JobCenter**  
of California™



## APRIL-JUNE 2019 JOB PREPAREDNESS ASSISTANCE

Computer Basics, MS Word & Excel, How to Complete Online  
Job Applications & LinkedIn, Typing & 10 Key Testing,  
Tips & Tricks for Resumes  
Adult Education Block Grant/GED series  
Pathways for Success/Young Adult Program

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*The Smart Business Resource Center provides workforce services in Shasta, Trinity and Humboldt 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 to skilled employees and training.*

# Did You Know?

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

- *Recruitment Assistance*  
Hiring Fairs/Job Postings/  
Applicant Pre-Screening
- *Business Closure Assistance*  
Rapid Response/Layoff Aversion
- *On the Job Training*  
Save money while training your  
employees
- Smart provides over 5,000 *Business Services* annually to Shasta and Trinity Counties
- Smart provided *wage savings* of over \$4 million for employers through On the Job Trainings & Work Experience job placements in the last 7 years

This **WIOA Title 1** financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon advance request to individuals with disabilities. TTY (530) 245-1566