

Smart Business Resource Center-Shasta

Shasta County Community Coordinator Report



Smart sponsored/ Partner events:

01/24/17 N. State Grow Manufacturing Initiative

02/28-3/14/17 Jefferson Economic Dev. Institute Presents- "How to Set up an Etsy Account"

03/02/17 CA State Resources- Dept. of Rehab, Tips for the Job Seeker

03/09/17 North Valley Employer Advisory Council: "Affordable Care Act" Employer update

03/30/17 Shasta County Dept. of Health & Human Services -Job Preparation Resource Fair

03/22/17 Get Started with Google Drive

03/28-3/31/17- National Work Readiness Credential workshops

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"Grow Manufacturing Initiative"

The Smart Center sponsored the "Grow Manufacturing Initiative" luncheon conference on January 24 at the Redding Hilton Garden Inn, presented by Bill Gaines, Senior Engineer, Chairman of Transfer Flow Inc.

Mr. Gaines is a mechanical engineer and has owned a manufacturing company for over 44 years. He has long recognized the difficulties of working in the industry.

In 2013, he and other manufacturers formed a Grow Manufacturing Initiative (GMI) in Butte County, for the purpose of collaboration, and to develop e-commerce (B2B), training opportunities, and political clout; all to help strengthen the manufacturing workforce.

Additionally, Gaines' group,

works with educators to teach students coding and other manufacturing skills. He noted that in 2015 Butte Co. added 800 manufacturing jobs, which generated economic impact for the area. He was here in Redding to assist Shasta County in developing their unique consortium.

In addition to 8 manufacturers, approximately 35+ others showed up including educators and resource groups like Redding Chamber of Commerce, Shasta Builder's Exchange, and Economic Development Corp. of Shasta County. Debbie DeCoito, Executive Director of Smart, also assisted in coordinating the event.

Tony Giovaniello, president of Shasta County EDC, is willing to help organize a Shasta County GMI. For those interested, they can call Giovaniello at the EDC at 530-224-4920.



Job Preparedness/Resource Fair 2017

The Job Preparedness Resources Fair was held on March 30, 2017 from 9am to 1pm at Win River Casino Event Center. Many job seekers who receive supportive assistance from Health and Human Services in Shasta County attend so they can prepare for the Smart & EDD Spring Job Fair being held the following week on April 6. The Resource Fair is open to the public.

The day is designed to assist job seekers by providing resume building tips, job application exercises, mock interviews, and advice on interview clothing. Professional haircuts are offered. Other community resources offered feedback on topics including record expungement.

Health & Human Services partnered with several agencies, including the Smart Business Resource Center, Department of Rehabilitation, CalWORKs, EDD, and others. Smart provided job search workshops and mock interviews for the clients, as well as information about the upcoming Job Fair.



Spring 2017 Job Fair



Partnering with the Employment Development Department (EDD), the Smart Center will host its 13th annual Spring Job Fair on April 6 at Win River Event Center. We thank RUSH Personnel for their sponsorship.

All employers who attend offer full or part-time openings. They will be accepting applications and conduct on the spot interviews. Shasta County job openings are increasing during the Spring months. According to EDD, the unemployment rate for Shasta County for February 2017 dropped to 7.1%, down from 7.4% in January.

60+ employers will meet with hundreds of job seekers who range in age, experience and expertise. Industries represented will be in retail, food service, health care, government, IT, recreation and hospitality, transportation, education, media and the military.



“Smart Business Services”



Employer Workshops

North Valley Employer Advisory Council held an employer training session on March 9, 2017, presented by InterWest Insurance Services. The topic covered was the Affordable Care Act- Employer Update. Local business owners, EDD representatives, Smart Business Resource Center staff, and other business resource agencies attended.

Smart Worksite Trainings and Work Experience

Worksite Trainings:

- CGI Technical Services, Inc.
- Blue Lake Roundstock
- AB Medical Technologies
- Mayers Memorial Hospital District
- Home Helpers
- American Truck School
- Home & Office Buddy
- Walgamuth Painting
- Shasta.com
- Free Fire Media
- American Truck School
- North Star Group- Farmers
- Free Fire Media
- Centerville CSD
- Shasta Builders Exchange
- Northstate Commercial Partners
- Diversified Office Solutions

Internships & Youth Work

Experience placements:

- Cloud Potential LLC
- Office/Home Buddy
- Alpha Copy, LLC
- Cary's Redding Tire Factory
- Heather Ride Daycare
- Lassen Landscape Materials
- Simmons & Associates
- Anderson Medical Associates
- Glamorous Day Spa
- Compass Shining Care
- Woody's
- Global Flex Manufacturing
- Wellness One of Redding
- Premier Solutions
- Steelhead Constructors



“Success Story– Smart teacher reaches out”

David Saechao, GED/HiSET workshop instructor & basic skills tutor at the Smart Business Resource Center has had great success in connecting with adults of all ages and backgrounds who have expressed the need and desire to complete their high school equivalency education.

Through the Adult Education Block Grant, awarded to Smart from Shasta Community College, David Saechao has been able to help Smart in serving people in helping them reach this very important benchmark in their life. This quarter, seven adults and three youth have studied and earned their GED or HiSET.

David is patient and thorough, and helps students stay motivated to reach their goal. Teachers like David are appreciated and valued for their hard work and excellent results. Earning their GED or high school equivalency is a crucial step in beginning their careers and/or improving their employment prospects.



“I have found that my students are not only trying to achieve a high school equivalency, but also the strength of motivation to accomplish the goals they’ve set forth.”

David Saechao, Smart GED/HiSET Instructor

Rapid Response, Startups/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>
Evans Furniture	02/28/17	23	RR
Wendys Restaurant	02/01/17	23	RR
Camco Construction Electric	03/03/17	3	RR
Casa Rios Grill	3/20/17	15	New business
Shuffleton Systems– IT Consulting	03/23/17	Single owner	New business

SMART QUARTERLY BUSINESS SERVICES:

- ◆ # of Employers Served: **406 (146 new and 260 existing)**
- ◆ Business Contacts/Services: **2,052**
- ◆ Smart Job Postings: **277**
- ◆ Job placements: Median wage for Adults: **\$15.00**
- ◆ Smart Facebook likes: **1056** including **44** this quarter

“Amplify” Shasta County Business Conference


On March 15, The Smart Center sponsored the AMPLIFY conference . Partnering with Cloud Potential and Shasta Economic Development Corporation, it was designed to help make 2017 a more successful year for IT business in Shasta County. Called “Essential Principles for Growth in 2017”, speakers included Kristin Zhivago, President of Cloud Potential & CloudWise Academy, Joe McKenna, CEO Cloud Potential and Cloud Wise Academy, Desiree Bryant, Marketing Director, Allied fire and Security & Safe and Vault Store, Jason Eatmon, VP, Development Group, Inc., and Tony Giovaniello, President Shasta County EDC. Approximately 75 people business people attended. Strategies were explored regarding how to grow IT, digital marketing, recruiting and training, and learning essential principles to amplify business in the digital era.




AMPLIFY

SHASTA COUNTY BUSINESS CONFERENCE


ESSENTIAL PRINCIPLES FOR GROWTH IN 2017




KRISTIN ZHIVAGO
President, Cloud Potential & Cloud Wise Academy




JASON EATMON
Vice President, Development Group Incorporated



DESIREE BRYANT
Marketing Director, Allied Fire and Security & Safe and Vault Store



TONY GIOVANIELLO
President, Shasta County EDC






JOE MCKENNA
CEO, Cloud Potential & Cloud Wise Academy

THE PRINCIPLES

- Knowing Your Customer
- The New Digital World of Marketing
- What a Good Marketing Strategy Looks Like
- Hiring the Right People
- The Importance of Ongoing Training
- How to Find Resources in the Community

MARCH 15th SHASTA VENTURE HUB
visit amplify.cloudpotential.com



JAN-MARCH 2017 JOB SEARCH CLASSES & WORKSHOPS

Basic Computer, Word, Excel, PowerPoint, QuickBooks, Google Drive
Navigating On-Line Digital Applications
National Work Readiness Credential, Online Employer Assessment testing
Setting Job Search Goals, Understanding CA State Resources
Career Exploration, Work Readiness Fair
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