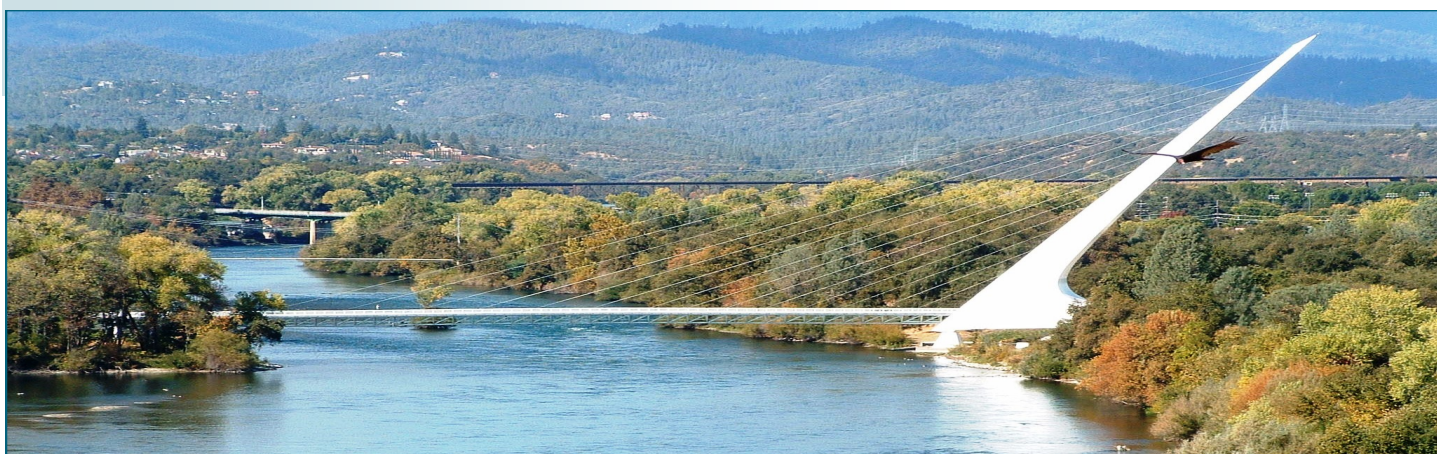


Smart Business Resource Center-Shasta

Shasta County Community Coordinator Report



Smart sponsored and/or Partner events:

07/10/17—Shasta Venture Hub-
Presentation by Shasta County
DA Stephanie Bridgett

07/01/17-9/24/17 Smart National
Work Readiness Certification
workshops

07/19/17- Shasta EDC Investor
Update Luncheon

08/02/17 Smart Hosts Anderson
Greeters

09/14/17 North Valley Employers
Advisory Council (NVEAC)
“Electronic Payroll Tax”

09/22/17- Smart & EDD Fall Job
Fair

Partnering with the Employment Development Department (EDD), the Smart Center hosted its 13th annual Fall Hiring Fair on September 22 at Win River Event Center.



businesses in retail, food service, health care, government, IT, transportation sectors. Thank you to RUSH Personnel, Sierra Pacific, and North Valley Employers Advisory Council for your generous sponsorship. Additionally, we thank the following businesses who donated gift basket items: Aqua Golf, Black Bear Diner, Burrito Bandito, Groovy Grooming, Heavenly Donuts, Holiday Market, Kaleidoscope Coffee, Kwik and Kleen, LuLu's, Restaurant, MOD Pizza, Shasta Caverns, Shingletown Medical Center, Sunsational Tan, Sweetie's Restaurant, Target, Tortilla Flats Restaurant, Ultimate Pizza, Valley Cinemas, and Westside Pizza.



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All employers who attended offered at least 2 full or part-time openings. Businesses accepted applications and conducted on the spot interviews. 50+ employers met with over 200 job seekers who ranged in age, experience and expertise. Industries, education, media, recreation/hospitality, and the military. Represented were

Smart Hosts Anderson Greeters

On August 2, the Smart Center hosted Anderson Greeters. The Anderson Chamber of Commerce strives to enable the public and private sectors to improve productivity and promote the Anderson area (South Shasta County) as an economic, educational and recreation center.



Smart Connects

Smart Business Rep Linda Jesmer (top far right) used such networking opportunities to refer a Smart job seeker to an Anderson business partner, Anderson Medical Associates, for a successfully completed Medical Assistant Internship.

Venture Hub & Smart help to Grow Business

On July 19, Debbie DeCoito, Executive Director, and Kim Cobbler, Smart Program Manager, attended the Shasta EDC Investor Update Luncheon at Shasta Venture Hub. Shasta Venture Hub was created by Shasta EDC and is the regional center for startup and entrepreneurial development. Shasta County business startups include medical inventions, drone technologies, software applications and consumer products. Local and global markets are targeted. The purpose of EDC Venture Hub is to accelerate the startup growth cycle and provide a connection point for capital, as well as grow connections with community partners* including the Smart Center.

**Community partnership between EDC/Venture Hub & Smart resulted in a Smart sponsorship of a web development training class for a new hire at the growing tech business, Cloud Wise Academy.*



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 (4-5 months) include performing clean-up and repair due to storm damage. Twenty six workers are currently placed at Cal Trans, City of Redding, Resource Conservation District, Trinity County Watershed, and Mt. Gate CSD. Some duties include concrete & asphalt prep, trail rebuilding, turf rehab, removing invasive species, clearing defensible space, and repairing damaged vegetation & irrigation. Christie Brewster, Smart Center Program Advisor, is Project Coordinator. At left, Cal Trans workers are clearing drains & culverts.

Employer Workshops



North Valley Employer Advisory Council held one employer training session this quarter at EDD on September 14. The topic was Electronic Payroll Tax Requirements & Differences between Employees and Independent Contractors. Presented by EDD payroll tax department. Local private sector, non-profits, EDD representatives and Smart Center business services staff attended.

Smart OJT and Work Experience



On the Job Trainings:

- The Cardiovascular Center
- Blue Lake Roundstock
- Western Business Products
- Shining Care
- Big Valley Properties
- Perfect Pool & Spa
- Carter Electric
- Free Fire Media
- Enoven of Redding, Inc.
- Wellness One of Redding
- Shasta Builders Exchange
- Cross Petroleum
- Pulmedica
- Shasta Co. Child Abuse & Prevention Council
- West Coast Imaging
- Cornerstone Door & Window
- AB Medical
- Air Shasta

Internships & Youth Work

Experience placements:

- Alpha Copy, LLC
- Cary's Redding Tire Factory
- Holiday Market
- TechniSoil Global, Inc.
- J.C. Barry Skylights
- Willow Springs Alzheimers
- Hawes Farms
- Burruss Family Child Care
- Strong Automotive



“Smart Youth Mentors at Work!”

“Kimberly came into our center as a high school dropout and in need of job search assistance as she had recently moved here from the Los Angeles area. Kimberly was looking to transition from a previous first work experience in insurance to a career path in the human services field; as she has a passion to help and care for people. Kimberly was very motivated. The very first thing that she wanted to accomplish was to obtain her GED as she had to drop out of high school after becoming pregnant with her son. After 2 weeks of tutoring with our on-site tutor, Kimberly tested and passed the GED. The next step was to assist Kimberly with her job search. She was interested in an entry level position as a caregiver. Since Kimberly had no prior experience in this field, she would need to gain skills to be successful. Smart placed her in an on-the-job training at Sierra Oaks where over the course of a month she gained the skills to be successful as a caregiver in an Alzheimer’s unit. Kimberly is still employed there and enjoys providing her clients with compassionate care. She is gaining valuable experience in a human services career path.



Kimberly Nunn
Smart
Young Adult
Program

“Kimberly had recently moved from the LA area. She came into our center in need of her GED and to develop new job opportunities.”

*Shauna Brady, dedicated
Smart career advisor*

Smart Rapid Response, Start Ups/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>
Boundary Waters Screenprinting	05/2017	2-5	New business
Cicada Cantina	06/2017	10-15	New owners
Vision Care Devices	08/07/17	5 out of 15 right now are affected	RR. Business will close 12/22/17
The Lofts (Americana Lodge remodel) affordable apartments	08/16/17	TBA	Approved to proceed by City
Bulldop Scrap Metal Recycling	10/26/2017	5	RR projected

SMART QUARTERLY BUSINESS SERVICES:

- ◆ # of Employers Served: **216**
- ◆ Business Contacts/Services: **1,142**
- ◆ Smart Job Postings: **211**
- ◆ Job placements: Median wage for Adults: **\$15.00**
- ◆ Smart Facebook likes: **1,118** including **28** this quarter

“Grow Manufacturing Initiative”

Hosted by the Shasta Economic Development Corporation Shasta County manufacturers and partners have been regularly meeting following the launch of the Initiative on February 1, 2017. Attendees have included representatives from, McHale Signs, Knauf, Southern Aluminum Finishing, CaptiveAire, Sierra Pacific Industries, B&D Precision, and SECO. Supporters that have attended are from Smart Business Resource Center, NoRTEC, Shasta College, Cloud Wise Academy, Anderson Union High School Districts, Shasta Union High School District, and Northstate STEM. Meetings in May and July revealed the need for basic soft skills training and sharing of LEAN manufacturing practices. Charlie Pooler, Advanced Manufacturing Deputy Sector Navigator, Shasta College, and Doing What Matters for Jobs and the Economy offered a workshop on August 3rd to provide training on two of the ten modules (Communication and Collaboration) of the New World of Work 21st Century Employability Skills Training. LEAN Manufacturing practices are currently being shared electronically and additional training will be scheduled in Fall 2017.



growmanufacturing.com

GrowManufacturing
Initiative@GrowMfg



“Shasta County EDC presents DA”

Smart Executive Director Debbie DeCoito and Program Manager Kim Cobler attended a Shasta County EDC event on July 10 at the Shasta Venture Hub. Stephanie Bridgett, Shasta County District Attorney, spoke to business owners, entrepreneurs, and interested community members. She provided an overview of the DAs functional responsibilities. Additionally, she described the components and impacts related to AB 109 and Propositions 47 and 57. The community then had an opportunity to ask questions on this hot topic of crime prevention in our community. It was a great opportunity to gain insight, share ideas, and gain a higher level of understanding related to the challenges that business faces today in Shasta County.



JULY-AUGUST 2017 JOB PREPAREDNESS WORKSHOPS

Job Preparedness Series– Computer Savvy, MS Word & Excel, How to Complete Online Job Applications & LinkedIn, Tips & Tricks for Resumes
New Opportunities for Work (NOW),
Understanding Shasta County Hiring Process
National Work Readiness Credential

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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

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

