

Smart Business Resource Center-Shasta Community Coordinator Report Shasta County



Smart sponsored/
Partner events:

“Smart Jump Start ”

09/08/16 North Valley
Employer Advisory
Council/Topic: OSHA
and the “Nudge” Rule

09/22/16 Ribbon Cut-
ting Evans Furniture

10/07/16 Smart /EDD/
Shasta College Fall
Redding Job Fair

Success stories of local startup companies were highlighted at the Shasta County ‘Game Changers’ event on September 23, including one individual who got his start at **The Smart Center**. Ben Briceno moved to Redding in 2012 to attend Bethel church’s Supernatural Ministry training. He also had an interest in being a music worship leader. Like others before who moved to Redding, he had a dream of starting his own business. He first went to the Smart Center and was assisted in getting a job at Optimize Worldwide. Later, building on his website design background, he became their creative director. He then worked for Limelight Health, who tailor health plans for their clients.

He was the firm’s marketing designer. Ben still had the dream of venturing out on his own, which came to fruition for him as a business called Charity Sound, which involved donating to a charity through purchase of music.

In December Ben went in a different direction and founded www.adjoy.co. It is an advertising platform where mobile gamers can earn coupons. Ben was one of 19 featured at Game Changers, presented by the Economic Development Corp. of Shasta County, held at the Civic Auditorium. It was the 4th EDC sponsored event, which showcases innovative startups in Shasta County. And, thank you Smart for providing Ben the great jump start!



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“Smart Business Services”

Employer Workshops

North Valley Employer Advisory Council held a business training session on September 8. The topic covered was OSHA and the Recordkeeping “Nudge Rule”. Smart Supervisor Laurie Greig, NVEAC Board Member At Large, assisted in coordinating the event. Local employers as well as Smart staff members attended.

Worksite Trainings and Work Experience



Applied Technology Solutions



Red Lion Hotel

Worksite trainings for this quarter:

- Big Time Pest Control
- Teamwork HR
- Zach Bay State Farm
- CGI Technical Services, In
- Limelight Health
- California Guest Services
- Stimpel-Wiebelhaus
- Boulevard Body Shop,
- Jessica Graves Insurance Age
- Cox Real Estate
- Jeff Avery State Farm
- Noah Martin Wood Design
- Air Shasta
- True Vacation Travel
- Kristi David OD Inc.
- Fitness Express
- Interstar Network Services
- Applied Technology Solutions
- Centerville CSD
- Marshall’s Florist
- Blvd Body Shop
- Woody’s
- Sharp Electric
- West Coast Innovations
- Mr. Rooter
- Haedrich & Co. Inc.

Internships & Youth Work Experience placements:

- Shasta Builders Exchange
- Excellence in Healthcare
- Shining Care
- Fitness Express
- Northstate Commercial Partners
- NorCal Brewing Solutions
- Rubio Insurance
- My-T Fine Foods, Inc.
- TigTech Inc. Iron & Fence Works
- Oak River
- Columbia Elementary
- Lassen Landscape
- Haven Humane
- Red Lion Hotel
- Petco



Big Time Pest Control

“New Training Opportunity in North State”

Cloud Wise Academy was founded in 2016 to teach high-demand technology skills. The Academy works closely with businesses to ensure that the courses teach skills that companies require. Cloud Wise Academy offers hands-on courses in web design, including “Websites for Beginners” and “Advanced Web Development– Learning the WordPress Eco-system”.

The **Smart Center** is currently sponsoring Joe Wallace, a high school senior, at Cloud Wise Academy. He has completed the first six-week course and is currently taking the second. He has also started a paid Smart Internship with Adjoy, a technology firm in Shasta County that creates non-invasive advertisements for games on the web and on mobile devices.

Smart has been working with the Academy to get people interested in technology - especially young adults- and to enroll in Cloud Wise Academy courses. Debbie DeCoito, Executive Director of the Smart Center, says “It’s short-term training that is very relevant to the technology trends occurring not just here, but everywhere right now. There’s a lot of interest in these types of classes. They’re helpful to the people taking the training, of course, but they’re also helpful to business in the Shasta area who want to hire people with technological skills. Not to mention helpful to those who want to start their own businesses, and have the opportunity to live here in Redding and work outside our general area.”



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 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 Español.

<u>Business</u>	<u>Date</u>	<u>Employees</u>	<u>Action</u>
Spoon Me	06/27/16	10	Closure
Shasta Green	08/12/16	100	RR/Layoff Aversion
Revolve Solar	09/30/16	28	Rapid Response
Squire Room	09/10/16	1-5	Re-opened with new owners
Lehigh Cement	09/12/16	39	Layoffs/RR

SMART QUARTERLY BUSINESS SERVICES:

- ◆ ‘Constant Contact’ -Employer emails/outreach: **1365**
- ◆ # of Employers Served: **344**
- ◆ Business Contacts/Services: **2770**
- ◆ Smart Job Postings: **206**
- ◆ Job placements: Median wage for Adults: **\$16.00**
- ◆ Smart Facebook likes: **977** including **74** this quarter

Smart Drought Grants — City of Redding & Western Shasta Resource Conservation District

Western Shasta RCD has sponsored nine drought positions, and the City of Redding has sponsored four this quarter through the Smart Business Resource Center. Work project duties include troubleshooting irrigation systems, map/GPS reading, identifying repairs, landscape replacement & fuel reduction.



California Meeting of the Minds

Smart Executive Director Debbie DeCoito and Program Manager Kim Cobbler attended the **California Workforce Association** conference September 6-8 in Monterey. Topics included reinventing program design & new ways to work with partners under WIOA (Work Innovation & Opportunity Act).

Smart Center & GED Success

David Saechao, Smart Youth Program Advisor, takes great care in working with Smart Youth & Adults who need their GED or HiSet (high school equivalency). With recent new funding through the Adult Education Block Grant, Smart is now able to serve more adults, in addition to youth 18-24. He has patiently spent hundreds of hours over the years tutoring & reviewing preparatory materials to help students get ready to take and pass the high school exam. The students very much appreciate his assistance, and this success is their first crucial step along their employment and career paths. David does not care too much for the spotlight, but Smart would like to give him a BIG shoutout for all that he does. David tutored 6 students in the last quarter, 5 Adults and 1 Youth. He has been with Smart for almost 11 years, and has helped over **250** students to study for and pass their exams!



FALL 2016 JOB SEEKER CLASSES & WORKSHOPS

Basic Computer, Word, Excel, Google Drive, Resumes & Interviews

Navigating On-Line Digital Applications

Grey Matters/Experience Works

Career Exploration

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

DROUGHT GRANT

Do you know someone currently out of Work?



To Participate in the Temporary Job Creation Program

YOU MUST:

- ☒ Be at least 18 years of age.
- ☒ Meet one of the following criteria:
 - A.) Have been unemployed 15 out of the previous 26 weeks.
 - B.) OR have been affected by the drought with a reduction in hours with your current employment.
 - C.) OR have been laid-off from employment due to the drought.
 - D.) OR reside in a household that has been directly affected by the drought.
- ☒ Hold a valid driver's license.
- ☒ Be able to successfully pass drug screening

TEMPORARY FULL TIME POSITIONS:
MAINTENANCE WORKERS
LABORERS

To find out if you qualify please call the Smart Drought phone line on
(530) 245-1530



America's **JobCenter**
of CaliforniaSM