

# Community Coordinator Report- Smart Business Resource Center



## Smart sponsored and/or Partner events:

**10/10/2018 Smart/EDD/  
Shasta College Fall Job  
Fair**

**10/11/2018 North Valley  
Employment Advisory  
Council (NVEAC) "Sexual  
Harassment Training",  
Mark Vegh, Attorney at  
Law.**

**11/7/18 NVEAC Annual  
Labor Law Seminar, UPEC**

**11/16/18 STEM Career Day  
Anderson Fairgrounds**

## "Smart Lifts Holiday Spirits"

Friendly and helpful assistance is provided at the Smart Business Resource Center. Lori Nipar & Paulette Torculas, Smart Career Center Reps, go the extra mile to offer excellent customer service. Services in our walk-in center offer a needed boost to individuals looking for employment and career direction. Typing certificates are available, and Smart can provide the practice and testing for free and on a drop-in basis. Certificates are recognized by both the City of Redding and Anderson, as well as Shasta County Personnel. Testing is available in Redding, Weaverville, and Eureka. Come in and use our public computers for job search. You can also register in CalJOBS, EDD's computerized job system. Create a resume that can be viewed by employers and used for job match. Create a professional looking resume using our WinWay Resume software. Career Exploration is available. We have many job postings, and are constantly adding to the list. You can access the job board by walking in, or via our website. Our representatives are in the community every day to keep our finger on the pulse of the labor market. New openings are available including current seasonal positions. We also have brochures on additional services in our communities including private sector employment agencies, vocational training, child care, transportation and housing. Additional information can be found at [www.thesmartcenter.biz](http://www.thesmartcenter.biz). Happy Holidays!



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## SMART FALL 2018 JOB FAIR



On October 10, 2018, the Smart Center, in partnership with EDD and Shasta College, held their annual Fall Job Fair. 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 event sponsors RUSH Personnel, Simpson University, Shasta College, Design Time, Red Lion, Sierra Pacific Industries, and NVEAC.



*We would also like to thank the following companies for their donations:*

Kwik N' Kleen Car Wash , Jamba Juice , Sweetie's Cafe , Pulmedica , Applebees , MODD Pizza, Premier Oil Shameless O'learys, Win River Casino, Northwest Pools, Black Bear Diner, Papa Murphy's, Ultimate pizza, Cicada Cantina , Walmart Redding, Westside Pizza, Starbucks, Glamorous Day Spa, Wal-Mart, Lulu's, Sav-More, Cookies & Yogurt

## LABOR MARKET UPDATE

California Employment Development Department reports for October 2018 for Redding, California:

### Occupations with the Most Job Ads\*

Registered Nurses --100	Social & Human Services Assistant—32
Heavy & Tractor Trailer Truck Drivers -79	First Line Administrators of Office/Administrative
Retails Salespersons -76	Support Workers— 30
Forest & Conservation Tech -59	Customer Service Representatives— 28
Teachers Assistants-58	Coaches & Scouts— 25
First-Line Supervisors of Retail Sales Workers-45	

*\* Over the last quarter, the Smart Center has assisted in sponsoring participants in college & On the Job Training programs; and Job Search in many of these related career paths.*

## Smart Storm & Fire Projects



Smart Center continued to receive funds this quarter to assist public or private non-profit facilities affected by the winter storms of 17/18 and Carr Fire 18/19. Stephen Groff of Smart is the Storm & Fire Project Coordinator. Temporary jobs are 4-6 months in duration. Four storm workers are currently working the storm project; two at Caltrans Redding, and two at the Anderson/Cottonwood Irrigation District. Fire workers have been placed at Whiskeytown National Recreation Area and Western Shasta Resource Conservation District. Duties include debris removal, brush & vegetation repair and cleanup, asphalt highway shoulder repair, culvert repair, and repairing trails & fences. At left is a burned out area of Whiskey Creek in Whiskeytown National Park.

## Employer Workshops

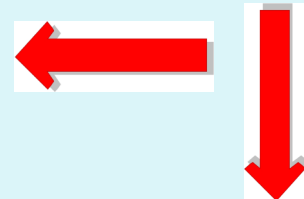
**North Valley Employer Advisory Council** held two employer training sessions this quarter. On October 11 "Sexual Harassment Training" was presented by Attorney Mark Vegh. On November 7 was the Annual Labor Law Seminar. Lori Nipar, Smart Career Advisor, represents Smart on the NVEAC board.



### On the Job Trainings

- Wonder Metals Corp.
- InnespaceProductions, Inc.
- Design Time & Tile
- Limelight Health
- Haedrich & Co., Inc.
- Centerville CSD
- McHale Signs Co.
- AB Medical
- Mt. Shasta Spring Water
- Shasta Health Insurance
- Air Shasta
- Tank Depot
- Willow Springs
- Oakmont of Redding

### OJTs & Work Experience



### Young Adult Program Work Experience:

- SavMore Foods
- Rite Aid
- Goodwill
- Walgreens
- Burruss Family Child Care
- Shasta Lanes Bowling Alley
- Rite Aid– Anderson
- Haven Humane



## “CWA Executive Boot Camp”

Marie Granberry, Smart Controller, and Smart Supervisors Betsey Ray and Christie Brewster attended the first quarterly session of the California Workforce Association’s Executive Boot Camp in Sacramento. The program is designed as a leadership development course; and for how to better understand WIOA programs and implement them in your organization. Projects topics include Barriers to Employment, Youth Employment, Workforce Services, and Management/Boards.



At Left, Supervisor Betsey Ray, Controller Marie Granberry, and Supervisor Christie Brewster.

*“My project topic is “Youth Employment” and I am looking forward to providing more expertise to our young adult program as we develop ongoing work experience opportunities and assist participants in becoming more confident in realizing career and life potential”.*

*Betsey Ray, Smart Young Adult Program Supervisor*

## 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. New business helps to bridge the gaps.

<u>Business</u>	<u>Date</u>	<u>Employees</u>	<u>Action</u>
New business licenses 2018 to date in Redding	10/22/18	<25	1313 new licenses
Arrhythmia Center of N.CA	12/7/18	<25	New business
Woodys, Fall River, Wild-card, Final Draft “Resilience IPA” beer sales	12/10/18	<50	100% proceeds to Camp Fire
Orchard Supply & Hardware	11/05/18	35	Closure, RR
Fresh Fire Grill	12/13/18	5-10	Business grand opening
Shasta County Courthouse	12/17/18	>50	New construction start

SMART CENTER  
October-December 2018

BUSINESS SERVICES OUT-REACH:

- ♦ # Employers Served: **247**
- ♦ Unduplicated Business Contacts/Services: **627**
- ♦ Smart Job Postings: **156**
- ♦ Smart Facebook likes: **1,182**

## KIXE-TV REDDING HOLIDAY AUCTION

On the evening of November 10, a small gang of Smart employees volunteered their time and manned the phones for the annual fund raiser for the local public broadcasting station (PBS) in Redding. A pizza party & cookies were provided to the eager volunteers. Over \$119,000 worth of beautiful items including jewelry and trips were auctioned off to the highest bidders over the course of several weeks. All monies raised go to keeping public television alive and vibrant here in the North State. Everyone had a good time and enjoyed the giving spirit of the season.



## BUILDING RESILIENCE AFTER THE CARR FIRE

On November 5, the Women's Fund of Shasta County presented a timely and compelling panel presentation and discussion on: Women and Resilience After the Carr Fire. Mental health professionals, as well as women who experienced the trauma of the fires firsthand, either on the front line as emergency medical workers, or actual victims of the Carr Fire, came together to share their experiences, insight, and suggestions into building resiliency and managing stressors in difficult times. Two representatives from the Smart Center attended, Laura Barbeau and Katrina Graves. The information was valuable for assisting Smart Center clients who experienced trauma and loss.



## STEM CAREER DAY 2018

This annual "Ignite Opportunity" was a one-day event. The Shasta Fairgrounds hosted this event on November 16 and it was open to 9th grade students from Trinity, Tehama, Siskiyou, Shasta, Plumas, Modoc, Lassen, Glenn and Butte counties. Offered to the students were:

- Dynamic, engaging presentations from professionals working in STEM fields in the North State
- Real-world anecdotes and advice about the educational paths to STEM career opportunities in our area and beyond
- Direct access to and interaction with local professionals and college students
- Challenging STEM activities fostering collaboration and engineering practices
- Tools to help them plan and prepare for work, post-secondary education and more!

The entire staff of the Smart Center volunteered for the event and had an action packed day assisting 900 students & 50+ interactive booths with questions, helping out with STEM hands on activities, encouraging student participation, delivering lunches, and general coordination & cleanup.



America's **JobCenter**  
of California™

OCTOBER-DECEMBER 2018 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 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 to skilled employees and training.*

## 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 provides over 5,000 *Business Services* annually to Shasta, Trinity and Humboldt Counties
- Smart provided *wage savings* of over \$4 million for employers through Worksite 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