



Trinity County Community Coordinator Report January - March 2010



The Magic of Exceptional Customer Service



The Magic of Exceptional Customer Service was presented by Doug Lipp on Thursday, February 18, 2010 at the Trinity Alps Performing Arts Theatre in Weaverville.

Doug, an internationally acclaimed expert on customer service, leadership and global business, motivates and challenges audiences around the world as a consultant and speaker. He has spent over 30 years working from the front lines to the boardrooms of corporations around the world, and has been a featured guest on National Public Radio and Bloomberg News. Fluent in Japanese and with a Master's degree in International Business Communication, Doug was on the start-up team for Tokyo Disneyland, Disney's first international theme park.

He is the author of

numerous articles and five books on leadership, customer service and international business, including his most recent: "The Changing Face of Today's Customer: How to Attract and Retain a Diverse Customer and Employee Base". Doug also wrote "Even Monkeys Fall from Trees" which carefully outlines how to balance the art and science for outstanding customer service.



In attendance were 235 people, including job seekers, Trinity County Supervisors and representatives of Trinity County Insurance, Trinity County CalWORKs, Miller's Drive In, Trinity Hospital, Trinity County Dept of Agriculture, Trinity County Dept.




of Transportation, Fine Line Building & Design, Bonanza King Resort, The Knot, Trinity County Assessor, Cornerstone Auto & Tire Center, Miller's Drive In, State Farm Insurance, Tops Super Foods, Curves, Siskiyou Training & Employment Program, Trinity County Health & Human Services, Trinity County Auditor, Smart Center, Prime 11 Cinemas, Trinity County District Attorney's Office, Trinity Economic Development Corporation, Weaverville Realty, Trinity Journal, Trinity County Resource Conservation District, Trinity County Recorder, Trinity County Child Support, Trinity County Transit, Tangella Corporation, Human Response Network, Forever Resorts, Trinity

Alps Resort, Trinity Theatre, Trinity County Title Company, Miller's Drive In, Trinity County Building Department, LaGrange Café, Prime Cinemas Group, Jake Jackson Museum, Forever Resorts, Gold Rush Jewelers, Rockyn Robyn's PCTI, Angelic Alchemy, T&T Enterprises, Plew Plumbing, Clean-Cut Yard Service, Rural Creative Reuse Project, Trinity County Solid Waste, Trinity River Rafting, Weaverville Chamber of Commerce, and Trinity Lumber Company.



Stimulus Funding Benefits Trinity Workers & Homeowners



Conservation Almanac

Trinity County Resource Conservation District

Fall 2009 Vol. XVIII, No. 3

Stimulus Funding Benefits Trinity Workers & Homeowners

A program funded by a federal economic stimulus grant has provided 56 Trinity County landowners with fire safe work around their homes this summer while providing valuable training and work experience to 11 local individuals.

The program's goal was to reduce flammable vegetation around homes and structures in the Weaverville, Lewiston & Douglas City areas for elderly, handicapped and low-income persons. It was planned and accomplished as a joint effort by the Weaverville Fire District and Firestorm Wildland Fire Suppression, Inc. Workers' wages were paid with federal funds from an American Recovery and Reinvestment Act (ARRA) grant administered by the SMART Business Resource Center in Weaverville.

A total of 73 requests for aid were received, according to Mike McMillan, coordinator of the program for Weaverville Fire District, and work was done at 56 sites. Persons who benefited from the hazard reduction work contributed what they could towards program expenses. The typical beneficiary of the program was elderly usually female, who was not physically and not financially able to reduce significant fire hazards on property they owned and lived on, McMillan explained.

People were pleased with the work, and their comments reflected as much, McMillan said. Homeowners were relieved to have brush, small trees and other flammable vegetation cleared from around their houses. In most instances, crews cleared at least a 30-foot minimum around homes and structures, making Pflue properties more fire resistant by taking out the worst of the brush.

Many of these sites will still need more work in the 30/100 foot zone, and that could be done next year, if additional funding is provided through a proposal submitted to Trinity County through Title III program of the Secure Rural Schools and Community Self-determination Act.

The SMART center is a private, non-profit, public benefit corporation that was created to promote and foster employment opportunities. SMART receives funding from the U.S. Department of Labor and the State of California and is governed by the Northern Rural Training and Employment Consortium (NORTEC) Workforce Investment Board. It also contracts with local entities to provide workforce services and offers a variety of fee-based services.




Photo credit: Mike McMillan

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Fire Safe Efforts Continue



The Trinity County Fire Safe Council always has held that community wildfire protection plans are only as good as the implementation that is carried out - and it is best when we are updating our plans and implementing projects at the same time. That is the case this year. Crews from the Watershed Research & Training Center, RCD and Weaverville Volunteer Fire Department have been working throughout the county on hazardous fuels reduction projects and the Fire Safe Council has begun to update the Trinity County Community Wildfire Protection Plan (CWPP).

Here in Trinity County we are known for our ability to bring different sources of money together to get good work done, and this year has been no different. The SMART Business Center was instrumental in helping develop field crews this summer, using Stimulus funding under the American Recovery and Reinvestment Act. Financial assistance has also come from the California Fire Safe Council's Grants Clearinghouse, which channels funding from the USFS and BLM to projects to reduce hazardous fuels on private lands and, as always, the in-kind contributions of "sweat equity" from landowners. The federal land management agencies have been doing their part, too. Just drive up Ranier Road south of Trinity Center or near Goose Ranch Road and you will see the results of their labors.

Trinity County Fire Safe Council has just started working on the update of the CWPP which is 10 years old. A lot has happened since then. Many of the projects that were identified in the original plan have been completed, but we have not been immune to wildfire as hundreds of thousands of acres have burned. A series of community meetings will be hosted by volunteer fire departments this winter and spring to give everyone throughout the county a chance to weigh in on the work that has been done and to share their ideas for the next 5 years. Some communities have already gotten a jump on the planning. Hyampom, under the leadership of their local fire safe council, have completed a draft plan for the Hyampom Valley. Trinity Center and Coffee Creek have been working for the past year on an update, with the help of the Natural Resources Conservation Service and TCRC (with funding from the California Department of Conservation). The Willow Creek Fire Safe Council has been working closely with the Lower Trinity Management Unit of Six Rivers National Forest on plans that expand the Down River Fire Management Plan for Slayer and Hawkins Bar.

The bottom line is that the safety of each and every property in Trinity County depends on everyone working together. The Trinity County Fire Safe Council encourages you to get involved at whatever level you can.



Trinity County Resource Conservation District

Fall 2009

Green Job Training in the North State



Federal stimulus money is paying for job training in the North State. The Smart Business Resource Center is getting a \$900,000 grant which will be used in Shasta and Trinity counties to train people in energy efficient and renewable energy industries. The grant money will pay for more than 100 people to be trained in things like solar and wind technology and green building practices.



Debbie DeCoito of the Smart Business Resource Centers told Action News why the money is so important to the area. "Both of those counties have high unemployment rates and if we can get people into this training we can get people prepared for when the job market opens up and hopefully that will be soon." Students will train through classes at the Shasta Builder's Exchange and Shasta College. If you are interested in the clean technology classes, contact the Smart Business Resource Center.

Trinity River Lumber Company Update



Fire-damaged Trinity County mill could reopen this summer

Dylan Darling, February 25, 2010



Photo by [Andreas Fuhrmann](#) Bill Darvell of Weaverville works at the former Siller Brothers Sound Stud Mill in Anderson that the Trinity River Lumber Co. is using while its mill in Weaverville is rebuilt after being destroyed by a fire on Sept. 12. Darvell, who is currently unemployed, was able to fill in Wednesday for employees who are sick or on vacation.

ANDERSON - Matt Winn will likely continue to commute more than an hour to and from work until summer while the fire-ravaged lumber mill in Weaverville is being rebuilt. Luckily, he has company.

Winn, supervisor of Trinity River Lumber Co.'s temporary mill in Anderson, said most of his 30 crew members are commuting and carpooling. "We've only got one guy who is not from Weaverville," Winn said.

Sparked by a welder's torch, a blaze destroyed the heart of the company's Weaverville mill on Sept. 12. The fire shut down Trinity County's largest employer.

Winn said the mill is still being rebuilt and the latest word from management is that it will reopen in July or August. "We've all got our fingers crossed," he said, "but things take time."

Until then, the 65-minute commute over curvy Highway 299 on Buckhorn Summit will continue. "Overall, the snow hasn't been too bad," Winn said. "...Most of the guys have 4x4s." Some of the crew members also have friends and family they stay with during the week to be closer to the Anderson mill.

Saws at the former Siller Brothers mill had been silent for two years before the Trinity River Lumber crew fired them up again on Oct. 5. A smaller

operation than the Weaverville mill, the Anderson mill is less automated, said Joe Short, 31, of Weaverville, who worked there until earlier this month. That made the labor there more intense, he said. "It's an old mill," he said. "(It's) kind of simple because of the way it was set up." Winn said the workers are eager to return to the Weaverville mill once it is rebuilt.

Built in the mid-1950s, the mill employed more than 130 workers. In addition to the crew working at the former Siller Brother Sound Stud Mill on Latona Road, Winn said, some of the mill's workers are rebuilding the Weaverville mill. Companies that contract with Trinity River Lumber also are waiting for it to reopen, said Jamie Crowell, general manager at the Northern California Log Scaling and Grading Bureau in Arcata. The nonprofit cooperative grades lumber for the company. "Hopefully this year we will get back on track," Crowell said.

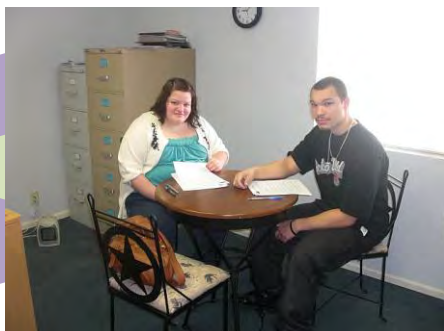
Trinity School Superintendents

On Tuesday, February 23rd, Debbie DeCoito attended a meeting at the Trinity County Office of Education. She presented a summary of the Smart Center's partnership with the California Conservation Corps to the region's Superintendents. Plans were made for Smart to visit the county's high schools to update the senior classes on training and job opportunities available through Smart's Youth Programs.

Trinity County Office of Education

James B. French - Superintendent of Schools

Smart's Youth Program



This quarter, Karen Collins presented youth workshops to teach youth clients how to look for work. They learned how to create a resume, apply for jobs, practice for interviews, provide references, write thank you letters and create a 30-second commercial to highlight skills and job readiness.

Youth workshops provide a solid overview of how to look for work in traditional ways, how to look for work online and why networking is so important to a successful job search.

Smart and Trinity County HHS



On Thursday, February 18th, Anna Bengtsson and Debbie DeCoito met with Linda Wright and Jennifer Ammon at the Trinity County Health & Human Services office to discuss the TANF ECF funds.

The Temporary Assistance for Needy Families (TANF) block grant is a flexible funding stream that provides states with funds that can be used for a wide range of activities that are aimed at any of the four purposes of TANF: assisting needy families so that children can be cared for in their own homes; reducing the dependency of needy parents by promoting job preparation, work and marriage; preventing out-of-wedlock pregnancies; and encouraging the formation and maintenance of two-parent families.

Families that receive cash assistance under TANF are subject to a number of rules, including time limits on federally funded benefits and work participation requirements. Section 2101 of the American Recovery and Reinvestment Act of 2009 (ARRA) creates a new TANF Emergency Contingency Fund (ECF) under which states can receive 80% federal funding for spending increases in certain categories of TANF-related expenditures. The three categories are basic assistance, non-recurrent short-term benefits, and subsidized employment.

National Association of Workforce Boards Forum

Hiram Oilar and Ginne Mistal representing NoRTEC traveled to Washington DC in March with Anna Bengtsson representing Smart, to attend the National Association of Workforce Board's Forum 2010. In a vital time for the workforce industry with the influx of stimulus funding and an administration focused on recovering a struggling economy and record unemployment across the country, workforce organizations were encouraged to raise the bar on service delivery and innovation. The Forum brought more than 1,600 leaders from workforce organizations, economic development, education, business, and others together to meet challenges head on and to work together to prepare a competitive U.S. workforce.



Vision and Mission Statements

"Good Jobs for Everyone"

- **DOL Mission Statement:** The purpose of the Department of Labor is to foster, promote, and develop the welfare of the wage earners, job seekers, and retirees of the United States; improve working conditions; advance opportunities for profitable employment; and assure work-related benefits and rights.
- **ETA Mission Statement:** The Employment and Training Administration, in partnership with states, localities, and community organizations, assists adults and youth in transitioning to good jobs by administering effective, value-added programs that expand opportunities for employment, continuous learning, business competitiveness and community prosperity.

US Senator Patty Murray of Washington spoke about her background, her family, her passion for workforce programs and an amendment she was co-sponsoring with Senator Kerry to extend the Temporary Assistance for Needy Families Emergency Fund through March 2011 and provide \$1.3 billion for summer youth employment programs.



Assistant Secretary of Labor Jane Oates offered thanks for a successful 2009 summer youth program and presented the US Department of Labor's vision and mission.

Quarterly Community Meeting



Smart's quarterly meeting was held on March 4, 2010 at LaGrange Café in Weaverville. In attendance were Wendy Reiss-Trinity County Supervisor, Ken Hill-Prime Cinemas, Duane Heryford-TEDC, Linda Wright-Trinity County HHS, Jesse Cox-TEDC, Jennifer Ammon-Trinity County HHS, Scott Alvord-Weaverville Fire District, Michael Charlton- Redwoods and Rivers Rafting, Kelli Gant-Tangella Corporation, Kim Stratton-SCED, Pat Zugg-Trinity Chamber, Jerry Cousins-Human Resource Network, Dero Forslund-Trinity County CAO, Debbie DeCoito-Smart and Pat Frost-Trinity County RCD. The presenter was Pat Frost who talked about TCRCD Projects. He talked about watershed restoration, re-vegetation projected along streams, rivers and burned areas, fuels reduction, community education, efforts of the Firesafe Council and improvements underway with the stimulus funds. Pat Zugg

said the Chamber has been asked to help relocate the Visitors Center building from the Douglas City rest stop. Michael Charlton will be attending the sports show in Anderson to promote Trinity County. Kelli Gant reported a Trinity Lake Revitalization Alliance has been formed to respond to water issues at the Lake. She is working to aggressively market the Lake and Trinity Center area for tourism and new business. Dero Forslund said the County has been awarded funds for broadband along the Highway 36 corridor. The Highway 299 project was not funded but an application will be submitted for round two of stimulus funds. The two current Internet providers in Weaverville have increased their capacity. Trinity County is looking at ways to benefit more from the sale of water to the Bay



Area and Valley and researching water storage. Fuels reduction has historically been a way of natural water storage from snowmelt. Ken Hill's daughter Charlotte has connections with advocacy groups that may help further the efforts of the County for broadband and water issues. Ken reported on Shasta College's challenges with the State budget cuts. Jennifer Ammon said CalWORKs is working with Smart to get the ECF funds into the community through adult work experience. She has also been working with her staff to promote youth participation in Smart programs. Debbie DeCoito shared information and flyers on the manufacturing conference to be held in April at the Sierra Nevada Brewery and updated the group on Green Jobs and Clean Tech grants.

2010 Public Meeting

On Thursday, March 18th the Smart Business Resource Center held a public meeting in Weaverville and made the plan for administration of the Workforce Investment Act (WIA) in Trinity County, for the period July 1, 2009 through June 30, 2010 available for public review and comment.



THE TRINITY JOURNAL

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Angie Lehfeldt discusses job opportunities with Sue Brumley at the Smart Business Resource Center office in Weaverville on Thursday.

SMART: Job Search Assistance

By Amy Gittelsohn, March 31, 2010

Key to finding employment is to search smart, be flexible

Finding herself out of work in November, licensed vocational nurse Sue Brumley headed to Redding – and found that every position there was full.

"It just had never been that way for me," said Brumley, 52, who has 20 years of nursing experience.

Brumley has since found part-time employment as a care provider. Last week she was at the Smart Business Resource Center office in Weaverville checking out the job listings. "I'm looking of 40 hours," she said. "It doesn't have to be all in one place."

From Smart, Program Specialist Angie Lehfeldt said that kind of flexibility is important in today's job market – that and tenacity.

Preliminary data indicates that Trinity County's unemployment rate in February was 22 percent, one of the highest rankings in the state.

The office gets many job seekers, and pickings have been sparse, Lehfeldt acknowledges. "We have quite a few people on their third (unemployment) extension looking for work."

For those looking for work, Lehfeldt said it doesn't pay to keep quiet. Keep up with your networking, keep yourself out there," she said. "People are embarrassed they're unemployed but they need to let people know they're out of work."

She also suggested visiting the Smart Center frequently. "You can't just come in once a month," she said. "You have to keep coming in."

She noted that persistence paid off finally for one woman who had been out of work for 14 months.

"She's been coming in maybe three, four times a week," Lehfeldt said. "It's something different from what she was doing. She'll be a manager"

Be flexible, she said. "Go for a career change."

In addition to the job board and computers available for job searches, Smart works with clients on resumes and has hooked people up with work experience opportunities such as internships.

There are also computer skills workshops. For people enrolled for services, there can be funding for short-term training classes and help with gas.

The Summer Youth program for people ages 18 to 24 is planned again for the coming summer.

Smart, headquartered in Redding, receives funding through the federal Workforce Investment Act. Services are free.

For employers, Smart takes job orders, does prescreening of applicants, provides a place for interviews and answers labor law questions.

The Smart office in Weaverville is open Mondays from 9:30 a.m. to noon and 1 to 4 p.m., and Tuesday through Thursday from 9 a.m. to noon and 1 to 4 p.m. The office is closed Friday through Sunday. The phone number is 623-5538, and it is located at 40-B Glen Road.

The Hayfork office, located in the Hayfork Community Center on Tule Creek Road has been temporarily closed since early February due to a resignation. A replacement is sought.

Business Outreach



How do you keep your business on top?

The Smart Center can assist with hiring and employee training!

Special thanks to Kevin Cahill For helping Smart get the word out!

