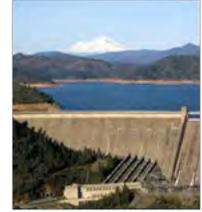




Shasta County Community Coordinator Report April–June 2011



2011 Best Company to Work for in Shasta County

On April 20th, the Smart Business Resource Center hosted the annual Best Company to Work for in Shasta County competition at the Win River Event Center. This was the Smart Center's 5th year hosting the competition. There were 167 businesses that were nominated by their employees as the best company to work for. All nominees went through a rigorous selection process, which involved blind judging by the Smart Center's Governing Board. Congratulations to the winners:



Non-Profit	Northern Valley Catholic Social Services
Large Company (51+ employees)	MD Imaging
Medium Company (16-50)	SST Oil
Small Company (1-15)	Ferry's Pharmacy

Project Homeless



On May 18th, many homeless people from Shasta County and the surrounding areas came to the Redding Convention Center to receive a variety of free services such as Haircuts, clothing, shoes, identification cards from DMV, while also receiving information about services like SMART. Participants were separated by neighborhoods, i.e., employment services, case management services, legal services, and more. There were lots of medical services being provided right there on the spot like physical, dental, vision and hearing exams. A few church organizations were there handing out free wash



clothes, soap, toothpaste and toothbrushes, backpacks and sleeping bags. There was a free bbq lunch and live music and even pet assistance.

Various Trainings Attended by Smart Business Resource Center Staff

NVEAC– Wage and Hour Law Seminar

NVEAC– Health Care Reform and the Impact on Employers

Crossroads Work Incentive Seminar

Shasta Technology Association– Cloud Computing Seminar

Quality Time with Healthcare Minds

On April 21, 2011 Misty Bowman and Donna Heiman of the Smart Business Resource Center participated in Shasta High School's Health Careers Fair "Quality Time with Healthcare Minds". The event was sponsored by Shasta Community Health Center in association with the local Academic Health Education Consortium (AHEC). Representatives from more than 50 health agencies, health professions and training providers met with students to discuss and explore options in health care careers. The event was open to every student at Shasta High as the consensus was; "it's never too early to start preparing for the future". The response was impressive as an estimated 1400 students visited the booths during the six hour event. Misty and Donna discussed goals, training options and funding sources as well as job seeker services available at Smart. A popular tool used for discussion was a Health Careers Interest Survey and Health Careers Organization Chart. The students were encouraged to take the quick survey and then see which mobility path might work for them to meet their health care career goals.



Women's Fund Community Forum

On May 25th several staff attended the Women's Fund Community Forum "Drugs: Stealing Our Community's Future". Experts in the fields of Law Enforcement, Education, Health Care and Social Services spoke to the issues facing our community. The drug use statistics for Shasta County are daunting. From 2006 to 2008 Shasta County had the second highest rate of prenatal alcohol and drug use of all 58 counties, 4 times higher than the state rate. Shasta County's death rate due to drugs has been higher than the state rate since 1999 and the gap continues to increase. In 2010 more than 230 children were victims of substance-abuse related child abuse. California Dept of Education: California Healthy Kids Survey, 2009/2010 showed 9% of ninth graders and 13% of twelfth graders in the Shasta Union High School District have used prescription pain killer 4 or more times.

The Honorable Cara Beatty, Judge, Superior Court of California, Shasta County discussed the Addicted Offender program successes. Much of the success of this program is due to a strong core of local businesses that hire and mentor the parolees. Other successful programs were discussed including Shasta County Chemical People, Inc. The bottom line is the community needs to be informed and involved.

The final speaker, Karen Williams, former methamphetamine addict, was very powerful and put a human face to the drug problems facing Shasta County and the nation.



Anderson Business Expo

On May 25th at the Shasta Outlets, the Anderson Chamber of Commerce and local businesses put on the second annual Business Expo and Job Fair. The day started by hosting the Anderson Chamber of Commerce Greeters at 8am. Through out the balance of the day job seekers and shoppers perused the 30 or so business booths, asking questions and getting information. The event was scheduled to be outdoors but was moved inside because rain. Although the attendance was less than hoped for, everyone had a very nice time and are looking to the event next year. Event planners will be reviewing the comments and scheduling as they plan for next year's Business Expo.



AB 118 and Transfer Flow, Inc.



Alternative fuels have become a rapidly growing industry in recent years, and on May 26th the Smart center was pleased to be a part of the launch of a new alternative fuels training program in Chico. Transfer Flow, Inc., in collaboration with Alliance for Workforce Development, Inc., NoRTEC, and California Employment Development Department, launched California's First Propane Conversion and Installation Training Program. As a member of the NoRTEC Consortium, the Smart Business Resource Center will be responsible for the verification of program eligibility for many recipients of the training program. Representatives from Smart at the event included Program Advisers: Patrick Bonner, Anthony Maggiore, Betsey Ray, and Justin McGowan. Presentations at the launch event provided information confirming the value of Propane as an alternative auto fuel, and the quality of

the research and planning that has been undertaken by partner companies to assemble this high tech opportunity.

Students in the 5-day certified course will receive classroom instruction as well as hands-on training with a ROUSH Clean-Tech propane autogas fuel system. The first 2 classes will be held on July 18-23, and July 25-29 at Transfer Flow's facility in Chico, California. Additional class dates to follow. The training is opened to fleet managers, service and maintenance personnel, auto mechanics, first responders, and conversion companies.

The Program will include an overview of alternative fuels and advanced technology vehicles, and hands-on propane vehicle training of a liquid propane autogas system. The training is funded through a grant secured by the NoRTEC Consortium via the California Energy Commission's Alternative and Renewable Fuel and Vehicle Technologies Program (ARFVTP). The emphasis of the California Energy Commission's Alternative and Renewable Fuel and Vehicles Technologies Program is to deploy alternative fuels such as liquid propane autogas to decrease air and water pollutants, reduce environmental impacts and sustain the state's natural resources as well as the major cost savings associated with this alternative fuel.

Mary's Pizza Shack Hiring Fair



On June 28th, 2011, Mary's Pizza Shack held a hiring fair at Smart Business Resource Center for their new restaurant location opening soon in Redding, CA. Seven managers interviewed 184 candidates for the following positions:

Drivers	Backroom
Cooks	Hosts
Bartenders	Pizza Makers
Assistant Prep Cooks	Servers
Cashiers/Telephones	



The applicants ranged from high school students looking for their first jobs, to experienced servers and bartenders, and even former restaurant owners. The business planned to do call-backs for second interviews within a few days, with final decisions being made in the near future.

Helping Businesses Grow with Worksite Training, Internships & Work Experiences

The Smart Center continues to help business grow by providing our business clients with the opportunity to participate in Worksite Trainings, Internships and Work Experiences. This quarter we have had the following amounts participate in these great opportunities:

Worksite Trainings: 32

Internships: 10

Work Experiences: 17

NoRTEC Retreat



Smart staff spent May 11 and 12th at the Gaia Hotel in Anderson, participating in the Nortec Retreat. Over 100 employees from the 5 different service providers in all 11 counties were present. Nortec staff hosted the retreat to bring all the counties together in an effort to share best practices and discuss various funding opportunities.

Special projects (as they related to the Green and Healthcare industries) were brought up. It was a wonderful opportunity for each service provider to talk about the challenges and triumphs that they went through as they got these projects up and running.

There was also an opportunity for each service provider to showcase some of things that they are doing in their community. Supervisors Kim Cobbler, Heather Kelnhofer, Judy Gray and Pat Valine presented on the nuts and bolts of the internship program, and how it is beneficial to Shasta and Trinity Counties.

All in all, this was a wonderful opportunity for all the counties to get together and have an opportunity to get to know one another, while learning about future funding possibilities and NoRTEC's vision and expectations for the consortium. All Smart staff are looking forward to doing this again!



Rapid Response Activities

Business	Date	Action	Affected
T. Smith Landscaping	4/8/11	Closed	1
The Kimberly Nicole Boutique	4/10/11	Closed	1
Ol's 5 & Dime	4/21/11	Closed	0
Fernando Alvarez MD, Inc.	4/21/11	Closed	2
Lake Redding Golf Shop	5/2/11	Closed	0
Deb's Dress Shop	5/17/11	Closed	10
Roy E. Ladd, Inc.	5/24/11	Closed	4
The Derm Store	5/28/11	Closed	unknown
Clearpoint Credit Counseling	6/1/11	Closed	13
Baskins Forest Products	6/10/11	Closed	10
Mr. Pellet	6/10/11	Closed	2
Smart Business Resource Center	6/14/11	Layoff	5