

Shasta County Community Coordinator Report

January—March 2012

Job Developer Certification Training



The Smart Center hosted 4 days of training with Mike Fazio from Career T.E.A.M. on January 17th-20th. The training was open to all other service providers in the Nortec region. Broken down into two groups of training, about 30 staff members from all 11 counties attended a 3 day training, while approximately 20 staff members attended the one day training.

“Sales, is not a dirty word!” Mike Fazio stated to those who attended the 3 day training geared towards the Job Developers. Mike Fazio spent his younger years as a door to door telecommunication sales representative. He spent thousands of long stringent hours knocking on doors intent on making just one sale for every 100 attempts. Eventually, he worked his way up in the company that seemed to have no growth potential due to his strong drive and desire to learn the “sales game”. Through those merciful years “cold-calling” and “cold-selling” he learned the true meaning of sales; don’t tell, sell!

Staff learned so many useful ways to approach businesses who think we are just trying to sell them junk. Mike found ways to really grab attention and retrain how we thought about “selling”. What are the differences between telling and selling? Most of those that attended have had no sales training and never thought there was a difference between telling and selling. Selling is giving benefits realized by the business or recipient, whereas telling is giving the features. The 3 day training provided a bountiful amount of new tools for all staff to use in being more efficient and successful in helping local businesses and clients find desired employment. All staff were able to take the training and implement it into a mock sales pitch, focusing on his 5 slide PowerPoint presentation.



The one day training focused on giving other support staff tools to market our agencies and our services. It taught staff the importance of social networking today and using that as a tool to connect us to businesses and job seekers. Mike also helped us to identify the usefulness of social networking for job seekers as well (using a FaceBook page and/ or LinkedIn as a type of resume). Lastly he assisted us in selling our clients to our internal job developers so that they could more effectively help them with job placement.



Mixpo 2012

On Thursday, February 2nd, over 70 businesses attended the Chamber of Commerce Mixpo 2012. This event was held after work hours, so that businesses who operate from 8am to 5pm would be able to meet and greet with other local businesses. Over 200 people attended this event, which allowed local businesses to showcase what they do in the community. The Mixpo was held at the Holiday Inn on Hilltop Drive.



Rotary Update Breakfast & Meeting Seminar

Counselors and Administrators for North State High Schools, Rotary Club members and presenters for local businesses all met at CR Gibbs on January 25th to help keep the high school up to date on information for those high school seniors who are looking for job opportunities after high school.

The Rotary Club kicked off the event with a presentation on their services that they provide to our youth, which includes scholarships, internet club, job shadowing and vocational mentoring. Other presentations came from the following businesses: Shasta County Courts, Cal Fire, Cornerstone Community Bank, Hawes Ranch and Farm Supply, Premier Meats, Old School Restaurant, City of Redding, Global Flex, Sierra Pacific, and the Smart Business Resource Center.

Shasta Technology Association—Strategic Planning

Diane Brown from Comlink Services facilitated a one hour, focus driven round table planning discussion at the Shasta Economic Development office in Redding. STA believes that feedback from its members is vital to making STA a voice for technology in Redding and Shasta County. At the meeting, members were asked about the STA's current role in the community; marketing ideas; social media; and the names of the other community members that could contribute to future planning sessions.

Anderson Explodes Fundraiser

Over 21 local business and various community members participated in a fundraiser to help raise money for Anderson Explodes, the fireworks display that's held every year on July 3rd at the Shasta District Fairgrounds in Anderson. Events that took place throughout the night were a spaghetti dinner (which was included with the price of a Bunko ticket) and BUNKO. There were also gift basket raffles and door prizes. Lori Coate from Rush Personnel put the fabulous event together.



Presentation at CalWorks

On March 27, 2012 Donna Heiman, Program Adviser presented an update of Smart One-Stop and Enrolled services to approximately 50 CalWorks employees, in two sessions, during their regularly scheduled WTW Update Training. This was a chance for the CalWorks employees to learn about current workshops and job seeker services offered at the One Stop as well as ample time to ask questions about Youth, Adult and Dislocated Worker programs that might be of benefit to their clients. Several of the staff in attendance were new hires and it was a great time to share and learn about the Smart Business Resource Center and how our two agencies can and do work so well together.

California Medical Group Mgmt Association (FNMGMA) Vendor Faire

Over 40 exhibitors, including Smart, attended the 5th Annual FNMGMA Vendor Faire on March 16th at the Redding Convention Center. Over 100 attendees from various medical groups, as well as healthcare facilities toured the various exhibits of local vendors, such as Copper Ridge, Medical Home Care Professionals, West Coast Technology, Advanced Concepts, Resta, Home Helpers, MD Imaging and many more!



Smart hosts Redding and Anderson Greeters

The month of February was about community involvement for Smart, as we hosted both the Redding and Anderson Chamber of Commerce Greeters. On February 16th, chamber members from the Greater Redding Chamber of Commerce attended the Greeters meeting, held at the Smart Center. Program Adviser Sou Saechao presented information about the services that Smart offers. This meeting was catered by Leatherby's.

February 29th, chamber members from the Anderson Chamber of Commerce visited the Smart Center, and were treated to breakfast pizzas that were catered by Mary's Pizza Shack. Patrick Bonner, Program Adviser, and Heather Kelnhofer, Program Supervisor, presented information about Smart services to the members.

This was a great opportunity for all Smart staff to network with the business community and share information about our services.



Smart Hosts Entrepreneur Mixer



On March 27, 2012, Smart hosted an Entrepreneur Mixer for local entrepreneurs. Mike Frank of Mike Frank Consulting was the main presenter. Mike Frank has been hosting local Entrepreneur Boot camps to help those who are looking to start their own business. Debbie DeCoito, Operations Director of Smart, gave a brief presentation on Smart services.



Tim Linnet of Linnet Biopharmaceuticals Inc. is one such entrepreneur. He is the Chief Operational Officer and his company created a natural sleep aid called Rutasomn. This product helps counteract caffeine in the system. They are currently past the product development stage and are now working on sales and marketing.



Other local start-ups were in attendance to learn more about how Smart can help them with business services. They also were able to gain some insight from Mike Frank on best business practices.

Economic Forecast Conference: The RoadMap for Growth



On January 12, 2012, Smart Program Advisers Joel Smith and Laura Barbeau attended this yearly event, which provides US, State of CA, and local economic forecast. There were over 400 in attendance from Northern CA counties. They had several speakers in the morning including economists and an urban planner. They held two breakout sessions in the afternoon dealing with topics such as “Building Blocks for Regional Development” and “Leveraging Partnerships”, how can people work together to grow the local economy. The goal was to brainstorm regarding economic solutions and tools for growth at the local level.

Suggestions included providing additional financial incentive to businesses, banks to expand lending, continue to nurture entrepreneurial attitudes, provide services important to Generation Y. A current sweet spot identified in real estate investment is the ‘rental market’ for housing. Create a brand for your community. Provide higher education opportunities. Expand arts & culture as an economic driver. Promote exporting goods, think globally. Identify emerging leaders; create strategy, and finance infrastructure. Create local coalitions, rate & track your leaders’ performance, focus on business retention & expansion, develop relationships with suppliers and banks. Develop a rural development center. Create a long term plan.

The former mayor of Pittsburgh spoke on creating a vision for your community. He said, “Everyone has an opinion, but you have to know who your leader is.” He challenged the leaders of our communities to embrace the success of other counties and cities. We can no longer afford to pursue success alone. We have to realize that success in Redding trickles down to Anderson and likewise. During these times when no one has any money to stimulate the economy, we must work together to bring about economic success.

Trainings & Presentations Attended by Smart Business Resource Center Staff

- NVEAC– Wage and Hour Law Seminar
- TAFY (Transitional Age Foster Youth) Update
- Addicted Offenders Program Graduation
- EDC Board Meeting
- Shasta Metro Enterprise Zone Policy Meeting
- Tehama County Branding Event
- Growing Your Business—Technology Made Simple
- Goodwill Grand Opening



Business Closures, Lay-offs and Rapid Response Activities

Business	Date of Activity	Employees Affected	Action
Vaughn’s Sporting Goods	1/31/12	2	Closed
North Cow Creek Elementary	3/22/12	2	Lay-Offs
Wide Horizon Ranch	1/12/12	4	Closed
D B Sausage Company	1/14/12	4	Closed
Premier West Bank– Bechelli Lane	4/30/12	4	Closed location
CJ Banks	1/24/12	5	Closed
Great Outdoors	2/5/12	5	Closed
Fred Meyer’s	3/26/12	5	Closed
Toys R Us Outlet	1/12/12	8	Closed
Shasta County School District	3/22/12	12	RR—Lay-Offs
Cascade Union School District	3/22/12	14	RR—Lay-Offs
Grant Elementary School District	3/22/12	30	RR—Lay-Offs
North America Wilderness Academy	3/16/12	33	Closed
Coca Cola Bottling Plant	3/29/12	12	RR—Closing one dept.