

# TRINITY 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 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 we able to take the training and implement it into a mock sales pitch, focusing on his 5 slide power-point 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.



## Smart Certified Nursing Assistant Class Graduates

The class of six that participated in the Certified Nursing Class at Trinity hospital have completed their training. They started on November 28, 2011, and successfully completed their training on February 28, 2012. Five of the six have taken (and passed) their state C.N.A. exam and are now certified. The remaining participant is scheduled to take their exam in April. The 5 who passed are employed by Trinity Hospital.

## The Watershed Research & Training Center

Smart is currently partnering with The Watershed Research & Training Center in Hayfork, CA to help train and employ Forestry Conservation Workers and Firefighters. Hayfork and the surrounding area is currently understaffed for the upcoming forest and fire season. The Operations Director at The Watershed, Cindy Blackburn, has applied for and received a grant to help with the employment and training of these workers; however they did not received enough money to cover the project. Smart is assisting with the training costs of up to 15 employees and their supplies. We currently have 11 of those potential employees enrolled in services. Without the help of Smart, Hayfork and the surrounding area would be severely understaffed for the upcoming fire season which could lead to potentially hazardous fire conditions in the community.

## Smart staff presents to Trinity High Counselors

Laurie Grieg and Karen Collins, Program Advisers at the Smart Center, gave a presentation to Trinity High School Counselors and high school seniors on March 29, 2012. They presented on the Youth Program that the Smart Center offers. About 8 students showed an interest into this program that can help them prepare for jobs and college. Counselor Jamie Green informed the students that by participating in our program, and doing a good job, they are representing Trinity High in a positive light and hopefully opening the door for others to do the same.