

# Shasta County Community Coordinator Report

April—June 2012

## Smart Staff Present at Annual CWA Conference



The California Workforce Association (CWA) held its 21st Annual Spring Conference in San Diego April 4-6. The conference was held at the San Diego Marriott Hotel, which was right on the harbor. Invitations went out for potential presenters to submit their presentation ideas, in hopes of being selected to present at the statewide conference. Presenters were asked to keep their presentations in line with the theme of the conference, which was “Ripples, Broadening Our Impact and Influence.” Two submissions from Smart staff were selected!

Joel Smith and Morgan Storment, both Program Advisers who work in the One Stop, presented their session on “Managing Customer Expectations While Still Maintaining Motivation.” Many business owners are frustrated by the slow growth in the economy and job-seekers are discouraged by the competitive job market. This often creates a “crisis of confidence” and unrealistic demands and expectations about our services. This session covered how you address those demands and discussed finding an effective balance to keeping your customers motivated while also maintaining realistic expectations.

Sou Saechao and Laura Barbeau, also Program Advisers, based their session on our business marketing strategies. “Small Town, Big Ripple: Growing and Expanding Business Relationships” highlighted the events and activities that the Smart Center does to help business expansion, employee retention, and business services marketing. The goal was for attendees to walk away with practical ideas that you can put to work for you!

There were many other great sessions, focusing on strategies to assist the job-seekers, improving your workshops, utilizing social media to help both businesses and job-seekers, addressing the needs of the dislocated workers, and so much more! Peer to peer learning sessions were held, as well as open exchanges, with many great networking opportunities.

Charles Turner, of the Oakland Private Industry Council, was honored with The Charlie Brown Workforce Professional of the Year for 2012 Award. Charles is the manager of the Oakland Private Industry Council’s Re-Entry Team, which has established itself as one of the responsive and trusted services available to formerly incarcerated individuals. Charles has provided mentoring and assistance to hundreds of individuals over the last 15 years. Congratulations Charles!



## Business Closures, Lay-offs and Rapid Response Activities

Business	Date of Activity	Employees Affected	Action
Bernie's Guitar	4/5/12	1	Closed
Polo Ralph Lauren Factory Store	4/16/12	8	Closed
Quilts in the Attic	4/21/12	4	Closed
Block Buster	4/24/12	10	Closed –RR
Chevy's Restaurant	4/26/12	48	Closed—RR
Premier West Bank-Bechelli Lane	4/30/12	4	Closed
Dr. Arai Family Practice	5/1/12	1	Closed
IASCO Flight Training	5/18/12	56	Closed—RR
Mister Cash	5/22/12	2	Closed
Rocky's Cycles	6/5/12	2	Closed
Salvation Army—Anderson	6/8/12	3	Closed
Traffic Solutions	6/18/12	20	RR—Not Closing yet

## Trainings, Presentations & Conferences Attended by Smart Business Resource Center Staff

NVEAC– Wage and Hour Law Seminar  
 TAFY (Transitional Age Foster Youth) Update  
 CWA Annual Conference  
 NAWDP Annual Conference  
 NVEAC—Helping Your Business Thrive in Today's Economy  
 EDC Enterprise Zone Meeting  
 EDC Game Changers



## Smart hosts tours for local high school students

During the month of April, three separate tours were held for local high school seniors about to graduate. Enterprise Plus, Shasta Plus, Pioneer and Catalyst all visited the Smart center for a tour of the One Stop, a presentation on the youth program, and some one-on-one from our Program Advisers, who assisted them as they created resumes. This was a great way to partner with the local schools, and to let the students get an introduction to the Smart Center.

## Project Homeless Connect

Project Homeless Connect is a one-stop, annual gathering for delivering services to people experiencing or at risk of homelessness in Redding. Once a year service providers (including Smart), businesses, citizens, and faith congregations come together to bring multiple resources to one central location where people can come to access the services they need. These services include: housing, employment, medical care, mental health care, eye doctors, haircuts, chiropractic and dental care. This event took place on May 22 at the Civic Auditorium.



## Knauf celebrates 10 year Anniversary

On May 11, Smart staff attended the 10 Year Anniversary celebration for Knauf Insulation in Shasta Lake City. Visitors were offered a BBQ lunch/Meet and Greet, followed by a tour of the facility.

Knauf is a family owned business and they are proud to announce the end of an era in the use of petroleum-based products traditionally used in fiberglass insulation production. The state of the art facility now uses bio-based materials and ECOSE Technology that reduces the amount of energy used to produce the insulation, and does not contain phenol, formaldehyde, acrylics or artificial colors. Knauf is the largest user of recycled glass in the state and also recycles and reuses more than 90% of the water used in the manufacturing process.

## Internships, Worksite Trainings and Work Experiences

Smart is always looking for ways to help our clients go to work, and our businesses to grow. Through Worksite Trainings, Internships and Work Experiences, we are able to do that. This quarter, here are the statistics for how many clients we placed.

Worksite Training	66
Internships	9
Work Experience	23

