

Shasta County Community Coordinator Report

October—December 2013



The Smart Business Resource Center provides workforce services in Shasta and Trinity Counties. Company headquarters are located at 1201 Placer St. in Redding, California. We are a private, non-profit, public benefit corporation. Smart receives funding from the U.S. Department of Labor and the State of California.

Mission

- We invest in the growth and development of business to provide opportunities for all job seekers. Our goal is your success.

Quality Services

- Smart puts people to work, reducing the unemployment rate and increasing the tax base.
- We at the Smart Center believe a healthy business community creates economic vitality. We are dedicated to strengthening and supporting Shasta County businesses in order to create jobs and encourage economic prosperity.
- We help businesses with start up, expansion and retention by providing access to skilled job seekers and employee training.
- We help people achieve self-sufficiency through entry to the labor market where they can learn a skill and build a career.
- We provide career exploration, job search assistance, on-the-job and vocational training.

By working with all citizens in our skills pool, regardless of income or skill level, we help businesses succeed and ultimately create more opportunity for job seekers.

Results Oriented

Smart has a 34 year proven track record of quality services with investment of over \$40 million dollars in our community. Our staff of 27 dedicated professionals are ready to assist you with your workforce needs. Our goal is your success.

1201 Placer Street
Redding, CA 96001
(530) 246-7911

Smart Staff Receive Rave Reviews

The Smart Center prides itself on being a great environment to work in, with highly qualified employees who are dedicated to serving our customers with the best possible customer service. Here are a few reviews of how far they really go.

“While I am not one that will make the effort to point out a job well done as I believe good service is the key to the success of any business, I felt that Andrew did an exceptionally good job for Harris Business Systems and wanted to make sure you are aware of our gratitude for the service he provided. Harris Business Systems has not hired a new employee for quite a while and had not yet hired anyone in Redding with which we were not already familiar from prior associations. For this reason we were not familiar with Smart Business Resources or the new programs available to small businesses like ourselves. Andrew was very helpful with this, but also worked hard (as I am sure others within Smart did) to meet our strict timelines, notify us of multiple services Smart provides that could assist us in finding the right candidate and was extremely responsive to our needs. His was definitely a job extremely well done.” -Lorraine Johnson, President, Harris Business Systems

“Last week Katy Cochrane, a childhood friend the past 40 years, told me about the SBRC. I walked in and met with Rosa Mena, who assisted in bringing my resume to perfected life. She gave me a USB stick to put my resume on so I may update it when needed. She also had me log onto CalJobs’ site and connect them with my resume. Yesterday I met with Laura Barbeau, another Program Adviser, who helped me hone my strengths in the job arena. She said companies contact the SBRC when looking for specific employees and these jobs aren’t posted on the Internet. Being a part of the SBRC’s team, I’ll locate the job tailor made for me— and I won’t have to be on a cash register! For the best kept job-hunting secret in Shasta County, walk into the peaceful and resourceful Smart Business Resource Center – FREE to the public and no appointment necessary!” -YELP review

River Fun Mud Run: Pits, Puddles and Pies

The Youth Violence Prevention Council hosted their first ever River Fun Mud Run on October 5th. The River Fun Mud Run replaces their golf tournament as the new annual fundraising event. The Smart Business Resource Center helped sponsor the event. With the “Puddle Jumper” sponsorship, they were given 3 entries into the fun run. Andrew Wlodarczyk, David Saechao, and Heather Kelnhofer, along with 450 other participants ran, walked and crawled through a series of obstacles and mud pits. Total raised for the event was over \$18,700!

The Youth Violence Prevention Council serves youth and families in Shasta County. Services include Youth/Peer Court, PlusONE Mentors, Shasta Youth Leadership Camp (SYLC), Triple P (Positive Parenting Program) and Graffiti Eradication.



Client Success Story

Dan was part of a departmental closure at a National Bank in March of 2012. He had great transferable skills but unfortunately he was over qualified for the job openings in our area. He came into the center looking for our assistance.

He attended our Networking Workshops, met with his program adviser on a regular basis and applied to jobs throughout the North State and Bay area. He had over 15 interviews and stated he probably applied to well over 100 positions. He recently attended our Job Fair we held this fall in the Mount Shasta Mall. While he was being interviewed the person interviewing him told him he was over qualified for the position. Someone over heard the conversation and asked Dan if he could have his resume to forward to a business who was looking for someone with his skills. Dan agreed.

A few weeks later and after thinking it was another dead end Dan received a call from World Telecom and was asked to come in for an interview. The interview went well and he was told there would be a second interview soon. He waited again and thought it must have not worked out when he hadn't heard back for weeks. Then the call came for the second interview. He thought the interview was a bit strange as he interviewed with the same manager and one other person who just sat next to Dan without saying a word. He was told they would be sending him an offer letter soon.

Weeks went by and no letter. Dan was really discouraged now. He had followed up with thank you letters and follow up letters after the interviews and he had not heard back or received a response. Then on 12/10/2013, he received an attachment to an email... An offer of Employment, plus commission and benefits.

Dan thanked us for all the help and stated the workshops and our support were really beneficial. He stated he would get to the point of giving up and our support kept him going.

Best in Shasta

On October 9th, the 7th Annual Best In Shasta Event was held at Win River Casino. The event was a huge success, with over 110 businesses nominated for their outstanding excellence as employers.

Congratulations to the following winners:

Small Company:	Lim's Family Pharmacy
Medium Company:	Placer Title Company
Large Company:	Bank of Commerce Redding
Non-Profit:	Remi Vista



Shasta High Career Fair

Donna Heiman and Misty Bowman attended the Shasta High School Career Fair on November 14th. Hosting an information booth, they spoke with the students about careers choices, the services the Smart Center Provides and participated in the student's questionnaire assignments. About 300 students attended this event along with about 30 other agencies.



Smart Offers Testing for Businesses

Over the last several years, Smart has been assisting Lehigh Southwest Cement with employee recruitment and screening. This company provides cement products and services which have helped build many major projects throughout the western United States.

Lehigh uses several different screening tools to find the very best candidates for their cement plant. Smart Business Resource Center assists with the process by helping to administer the Adult Basic Learning Examination (ABLE) and Wide Range Achievement Test (WRAT) tests to potential candidates, as a fee for service. These evaluations cover basic skills areas such as Reading Comprehension, Problem Solving and Math computations. Equivalency grade levels are determined. The testing is done by Program Adviser Laura Barbeau, who proctors and scores the tests. These confidential test results are then provided to the employer for review.

Smart has also been assisting Tops Market with recruitment and screening. As basic reading, problem solving and math skills are required for each position, Tops Market requested that we set up ABLE testing. After performing the tests, we had 4 people pass and were able to fulfill Tops need for qualified applicants. Tops Market has since hired a qualified Chef, Deli Manager, and Deli Clerks.

Worksite Training and Work Experience

Smart is always looking for ways to help our clients go to work, and our businesses to grow. Through Worksite Training and Work Experience, we are able to do that. Here are the businesses that we provided Worksite Training and Work Experience opportunities at this quarter:

Worksite Training:

J.R. Martin & Associates, Mike Littau Insurance, Coastal Business Systems, AB Medical Technologies, Waldkirch Electric, Anderson Medical Associates, Muse Concrete, Rubio Insurance Services, O2 Staffing, Caliber Office Furniture, Roberson & Son Insurance Services, Northstate Payment Technologies, Essex Heating & Air

Work Experience:

Kmart, Red Lion, Walgreens, Friendly Computing, Lane Bryant, Tree House Senior Living, Essex Heating & Air, Cottonwood Eatery, Innovative Accounting, Goodwill Industries

Business Closures, Lay-offs and Rapid Response Activities

Business	Date of Activity	Employees Affected	Action
Wrapped	11/1/13	4	Closed—RR
Tile City	10/22/13	5	Closed
Critical Care Systems	11/19/13	14	Closed—RR
Johnny's Cathouse	12/1/13	14	Closed—RR
Premier West—Anderson Branch	11/8/13	2	Closed—RR
Sunset Urgent Care	10/10/13	15	Closed
Block Buster Video (Placer Street)	10/27/13	9	Closed—RR

Where Are They Now... Kiara Solar

In 2011, Kiara Solar purchased a biomass power plant from Siskiyou Forest Products in Anderson with plans to refurbish and restart the 6 megawatt per hour power plant. Siskiyou Forest Products had operated the plant from November of 1994 to January 2003. At that time, market conditions forced Siskiyou Forest Products to shut down the facility.

As the project progressed, The Smart Business Resource Center partnered with Kiara Solar to provide internships and worksite training opportunities for ten employees. Utilizing funds from the Clean Energy Workforce Training Program grants and the Pathways out of Poverty grants, the partnership trained plant managers, plant operators, and maintenance technicians. The wage range for the employees was \$20-\$25 per hour with a full package of benefits.

Presently the plant is under the ownership of Shasta Renewable - a partnership venture between Shasta Renewable Resources, LLC and Anderson Plant, LLC. IHI Power Services Corp. is contracted to provide operations and maintenance services under an Operations and Maintenance agreement.

Smart recently went to find out the status of the employees that were placed at the plant. Six of the ten that were trained are still working at the facility; two moved to Sacramento and are working at other power plants making \$5-\$7 more per hour; one moved to Texas; and one was just recently let go.



Unisea Hiring Fair

The UniSea hiring fair was held at the Smart Business Resource Center on October 31, 2013, from 9am to 12pm. Our goal was to assist UniSea in hiring 300 plus Seafood Processors. We accomplished our goal by housing interviews for 21 applicants and referring 20 more applicants to alternative interviewing locations. We foresee this number growing next year as we are working with UniSea to find solutions to common hindrances for applicants such as transportation to Washington and interviewing processing time.