

# Shasta County Community Coordinator Report

April—June 2014



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  
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## Affordable Housing Groundbreaking

The City of Shasta Lake hosted a groundbreaking ceremony of their new affordable housing subdivision on April 17th. The 7 unit Langfield subdivision is located off of Vallecito Street, right across from the Shasta Lake School. This affordable housing subdivision was made possible through partnerships from the City of Shasta Lake, California Heritage YouthBuild Academy (CHYBA), Darren and Marie Langfield, and Cisco and Randy Rodriguez Construction.

The land was donated by the Langfield family, with the stipulation that low income housing be built there. Students from CHYBA, with oversight from Cisco and Randy Rodriguez, will be constructing the homes. This construction of the homes will count towards part of their curriculum at CHYBA, who is an affiliate of YouthBuild.



## Smart hosts Job Fairs

The month of June was very busy with two hiring fairs in the same week! Wollborg & Michelson, a recruiting agency from San Francisco asked that we help them fill over 40 open positions for Blue Shield in Redding. The positions that were being recruited for were customer service representatives and data entry clerks. Both positions were livable wages offering a full benefits package. We helped with the pre-screening and testing for the positions and are happy to say that numerous individuals were hired through the job fair.

As for GameStop, the turnout sure surprised most of us at the Smart Center. There were only a few open positions that were part-time and offered entry level wages, but there were more who attended the GameStop fair than the Wollborg & Michelson hiring fair by about twenty candidates. It was a little more exciting and the company was very organized with their recruiting process. We are happy to say that all positions were filled.

## Local Business Wins State Award

A local business, Security On-Site Services (SOS) has received the Veteran's Employer of the Year Award for 2014. Every year the California Employer Advisory Council (CEAC) and EDD honors employers who are committed to going to extra mile to hire and train veterans. SOS, which is based out of Sacramento, but has an office in Redding, is owned by Mark Steiner, himself a veteran. Mr. Steiner is truly committed to Veteran employment and mentoring. Presently, he is looking for nearly 100 service members to work in security for PG&E. He utilizes those cherished military ethos, skill sets and builds upon them. He fosters moral and values the background of those military members of whom he seeks. The overall morale is enhanced since Veterans' background is sought.

Mr. Steiner works closely with the Department of Veteran's Affairs and the Disabled Veteran's Outreach Program. Scholarships up to \$25,000 are also awarded to those in the construction and engineering trades through Mr. Steiner and his organization.

Congratulations to Mr. Steiner and Security On-Site Services!

## Youth Outreach

The season of hiring and career fairs is fast upon us! Many of our local schools are helping prepare students for the summer hiring season by putting on many different types of job/career fairs, providing the students an opportunity to talk with businesses about their hiring practices and employment opportunities. With that comes the need for resume review, interview prepping, and perfecting the art of the 30 second commercial. The Smart Youth Department has been lending their expertise to many of the schools, including Foothill High School, Pioneer, Oasis and Shasta Secondary School. Presentations also include an overview of the Youth Program at the Smart Center.

Smart has also been working very closely with Shasta County Office of Education (SCOE) and their STEM (Science, Technology, Engineering and Math) Director to help plan and facilitate a county wide career day that is focused on STEM industries. Planning is still in process. Leaders from STEM focused businesses will be invited to the event, to help show what opportunities are available locally.

Reach Higher Shasta formed a partnership with the Smart Center in the formation of their Business Engagement Subcommittee. This committee will also act as the Youth Council in Shasta County. The committee has set goals of strengthening business contacts with the schools to help bridge the gap between education and careers. Currently the committee is working on developing a database to coordinate volunteer efforts at the school sites, as well as regionally. Once the database is launched, it will help make the connections with businesses who wish to volunteer their time and expertise at career fairs and other career readiness activities.

## Client Success Story

This client came into the center after becoming unemployed due to a business closure. She had been working as the manager at local restaurant and was looking to gain employment as an office manager or bookkeeper. She had lots of transferrable skills, but without the education she was finding it difficult to be considered for positions. This client was in need of training and decided to pursue the bookkeeper certificate at Shasta College. She was an excellent student and completed the program in one year. Less than two months after completing the bookkeeper certificate program she received a job offer. A local CPA firm wanted to hire her as a bookkeeper and utilized the worksite training program to help client build the skills necessary to be successful in her new job. The worksite training was completed and client has been working as a bookkeeper for 4 months now.

## California Employer Advisory Council Conference

Smart Program Supervisor Heather Kelnhofer attended the annual California Employer Advisory Council Conference, held in Anaheim, CA May 14-16th. As the Chair of the North Valley Employer Advisory Council (NVEAC), Heather attended this event to gain up to date information to bring back and share with the business community. Topics that were covered included healthcare reform, identification of independent contractors, wage and hour updates, sick leave and ADA, and so much more.

Heather also gained valuable training to help the NVEAC be successful in its outreach and training for the business community of Shasta, Trinity and Siskiyou counties.

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

Business	Date of Activity	Employees Affected	Action
Grilla Bites	4/3/14	16	Closed
SCOE	4/29/14	14	RR
Timberline Heating & Air	4/30/14	11	Layoffs
Siskiyou Forest Products	6/3/14	16	Layoffs
Richard B. Eaton Juvenile Hall School	5/3/14	1	RR—Layoffs
Earthstones Design Center	4/11/14	4	Closed
Dignity Health (Purchasing Dept.)	6/1/14	4	Closed—RR
Unity Electric (Admin Dept.)	6/30/14	4	Closed—RR
Dignity Health (Finance Dept.)	4/1/14	8	Closed—RR
Raley's Supermarket (Hartnell Ave)	4/26/14	86	Closed—RR

## 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:*

Umsted's Smokehouse BBQ, WSRCD, Muse Concrete, Big Time Pest Control, Advanced Concepts, I-5 Rentals, Optimize Worldwide, Kyle R Vowel-Farmers Ins., AB Medical Technologies, Dr. Aung, Sof-Tek Integrators Inc., Redding Tents & Events, Custom Creations Inc., Revolve Solar, Shasta Spine Specialists, Peerless Building Maintenance, Tri-State Communication, New West Medical, CGI, Shasta QA, Subarama, Shasta QA, Shasta Gas, Air Shasta, Pat Cramer Ins., Tig Tech, Walgamuth Painting, Jetavation, Western Business Products, Shasta Fire Equipment, Computer Logistics, Electric Innovations, Signations, Applied Technology Solutions, Lassen Landscape Materials, Heather Ridge Child Care

### *Work Experience:*

Gironda's, Heather Ridge, Lassen Landscaping, K-Mart, Solid Rock Construction, Petco

