

# Shasta County Community Coordinator Report

January—March 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  
Redding, CA 96001  
(530) 246-7911

## Annual Spring Job Fair

The Smart Center partnered with EDD, Shasta College and North Valley EAC to host the largest job fair to date on March 27<sup>th</sup>. All types of industries participated in the job fair, from Construction, Information Technology, Manufacturing, Retail, Tourism/Marina, Food, and Healthcare. Nearly 50 businesses greeted the job seekers with opportunities for full, part-time and seasonal work. The job fair attracted an additional 2200 people and increased the Mt. Shasta Mall traffic by 125%.



## Outreach to Shasta County Day Reporting Center

Program Adviser, Cherish Pust, and Homeless Health Advocate, Heather Russell from the HOPE van (Health Outreach for People Everywhere) visited the Day Reporting Center on March 26, 2014, for AB 109 individuals who are no longer in prison and trying to transition back into becoming a part of today's workforce. Smart job seeker services were provided while encouraging each individual to plug into available resources in helping each job seeker to become successful in their job search.

Each individual inquired about possible training opportunities; updating their resume, applying for jobs and upgrading their computer skills. Although expressing some difficulties transitioning back into the workforce, each individual expressed a desire to push through those obstacles to get back on the right path in beginning or completing their educational goals, career goals and overall growth as an individual within today's society. Our goal is your success – we are looking forward to helping all job seekers in their job search goals.

## Youth Client Success Story

A very sweet, shy, young adult came to the Smart Center looking for some guidance and help in finding work, a job, maybe even a career, just something, anything to get started. She had very little experience in the work world. She had been a teacher's aide while in high school, and had been taking care of a friend's animals during the day.

After being enrolled into the Youth Program, Olivia was put through a rigorous training course for a week which consisted of Basic Life Skills, Interviewing Skills, and Job Search Skills. She was placed on a Work Experience in an office setting as a receptionist for a local tax firm. She just blossomed. Her willingness to learn and excel in her job performance had the employer wanting to hire her, but do to the fact that Olivia did not have any accounting knowledge a permanent hire would be impossible. Olivia had made such an impression that the owner talked to one of their clients, knowing that there was a possible opening, to see if an interview could be arranged. Smart then talked with the business and explained there was a program that would assist them in paying some of the training costs should they decide to hire Olivia after the completion of the WEX program. Olivia did well at her interview and she is now an employee of an OBGYN in Redding and they are taking advantage of the On the Job Training (OJT) Program that was offered.

## Northern California Energy Watch Program

Smart has just recently partnered up with R.H.A. (Richard Heath & Associates) and P.G. & E. to help provide more leads for P.G. & E. business customers. The Business Services Department at Smart has been busy learning about what an energy audit and assessment is and what type of businesses would be considered a “strong” referral for an assessment. They have been down to Chico to attend monthly and some weekly meetings to help them get a grasp on kWh savings for business customers. The target customers are those that are businesses that are not a corporation, are in Shasta County and are a P. G. & E business customer. Our Business Service Representatives have been referring some of our current business clients for this assessment and have already saved some businesses thousands of kilowatt-hours, which converts to hundreds and for some, even thousands of dollars in energy savings a month. This is just one more wonderful service that Smart offers its business customers.

## Smart Hosts Greeters

The Smart Center hosted the Greeters meeting for the Redding Chamber of Commerce on March 4th. They also hosted the Greeters meeting for the Anderson Chamber of Commerce on March 12. The Business Services Department was able to provide outreach to many businesses at these two meetings. Information and programs that were highlighted included the Worksite Training Programs, as well as updates on the Enterprise Zone. Alex Bease, Energy Adviser with RHA attended the Anderson meeting to discuss the partnership with P.G. & E. for the Northern California Energy Watch Program.

## National Work Readiness Credential

The Smart Center is now offering **National Work Readiness Credential** (NWRC) preparation and testing to our clients. This testing was developed in conjunction with the U.S. Chamber of Commerce.

The NWRC tests are based on important, critical skills necessary for success, which have been chosen by managers, workers and supervisors from across industries. Many job applications today require a candidate to take online screening tests for their jobs, and many job seekers today feel unprepared for these types of tests, especially in the areas of math and situational judgment. The NWRC helps to prepare job seekers to be successful candidates, both in testing and in interviewing. The NWRC test is comprised of four modules: Active Listening, Situational Judgment, Reading with Understanding, and Math; it takes about 3.5 hours to complete. We have recently had some of our clients complete this testing, and they have found it beneficial in their job search, giving them feelings of confidence and preparedness.

## California Competes

Gone with the old and in with the new! Cherish Pust, Program Adviser, attended a presentation by Mather Kearney, Assistant Deputy Director to Governor, Edmund J. Brown regarding business service information on the new California tax credit program. This available tax credit is for businesses that want to relocate to California or stay and grow in California. GO-Biz has an allocated total of \$30 million for fiscal year 2013/14. The California Competes tax credit application period is available from March 19, 2014 to April 14, 2014. For additional information go to, [www.business.ca.gov](http://www.business.ca.gov)

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

Business	Date of Activity	Employees Affected	Action
Office Depot	1/15/14 & 3/8/14	20	Closed—RR
Shadow Lake Ranch	1/15/14	2	Closed
Sempre Fi Services	1/15/14	5	RR
Raley's	1/25/14	86	RR—Store Closing
Computer Logistics	1/31/14	10	RR—Layoffs
Anika Drake	1/31/14	3	Closed
SHHIP	2/5/14	5	RR—Layoffs
Blackberry Patch Restaurant	2/11/14	17	Closed
Tapas Downtown	2/26/14	19	Closed—RR
Holiday Harbor	3/26/14	22	Layoffs
Dr. Ahrens	3/31/14	9	Closed—RR
Grilla Bites	4/3/14	16	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:*

Mike Littau Insurance, Roberson & Son Insurance Services, Jetavation, Sof-Tek Integrators Inc., Premier Solutions, G & S Construction, Steelhead Constructors Inc., Shasta QA, Shasta Gas, Signations, Tri-State Communication, Hathway Ksenzulak & Lapp, Big Time Pest Control, Miller Tractor & Equipment, Air Shasta, Shasta Health Services, Cottonwood Eatery, Cornerstone Auto & Tire Center, Generations of Women

### *Work Experience:*

Kmart, Walgreens, Goodwill Industries, Cary's Tire Factory, Turtle Bay East

