

Smart Business Resource Center-Shasta Community Coordinator Report Shasta County



Smart sponsors STEM Career Day

Smart sponsored and partner events: SAVE THE DATE!

Anderson Job Fair
04/17/15

**North Valley Employer
Advisory Council**

4/9/15 Wage & Hour Up-
date with Patricia Huber,
DLSE

5/7/15 EAC Conference

6/11/15 Leading High
Performance Teams

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The Smart Business Resource Center volunteered their entire staff to help out on January 30 with the first annual “Ignite Opportunity” STEM Career Day, held at the Redding Civic Auditorium. More than 1,000 Shasta County high school freshmen attended and were encouraged to explore careers in science, technology, engineering and math. More than 40 science and technology firms were present; and all of the exhibits and speakers were local, except one from the San Francisco Bay area. The idea was to get the attention of the students early on, in careers they might not have otherwise considered. Early coursework and planning can be instrumental in helping them to realize their college to career dreams. Speakers at the event included

a CEO of a drone company, an expert on wearable technology, a local chemist, and a former Shasta High School student studying astrophysics in Washington State. The skills involved in STEM occupations are in great demand, and growing. The U.S. Dept. of Education projects that between 2010 and 2020 the percentage of STEM related jobs across all fields will have increased 14%. Lori McNeill, co-leader with the Proposed Shasta Cascade Society of Women Engineers, said organizers wanted to find a way to help students better see opportunities in the STEM fields. The event was supported by grants and sponsorships from local organizations, including the **Smart Business Resource Center.**



Smart Gets Down to Business

Employer Workshops



The Smart Business Resource Center partners with North Valley Employer Advisory Council and Smart currently seats a board member at large. On March 11, the NVEAC held an employ-

er workshop on the topic “Local Economic Statistics and Indicators”. Sheila Stock from the Employment Development Department provided an overview of Shasta County’s labor

market, including topics such as industry and job growth, future occupations, and local census data.

Hiring Fairs

Interview Day at Smart with Tractor Supply Hiring Managers

Smart assisted The Dollar Tree on February 11 and March 10, 2015, with recruitment assistance by providing resume prescreening and office space for the employer to hold two job fairs and on the spot interviews in preparation for their new store located in Shasta Lake City.

Dollar Tree will be hiring 15-20 employees. On April 17, Smart, in conjunction with EDD and Shasta College, will hold The Anderson Job Fair in Anderson, California from 10-2 at the Anderson Outlets. 30+ employers will be attending the fair for recruitment and hiring.

Job seekers should bring their resume, and be prepared to interview and apply on-site. Tractor Supply will conduct a hiring fair at Smart on April 1. They were assisted by Smart with the initial job postings and will be hiring 16 people at a new Anderson store.

Business job postings with Smart:

Home Helpers, Western Shasta RCD, Rhino Business Systems, Redding Truck Service, Richard Pepple, MD, KRCR/Bonten California, I5 Rentals, Inc., Caliber Office Furniture, Clearies’ Restaurant, Lim’s Family Pharmacy, Guiton’s Pool Center, Out and About Shasta County, AB Medical Technologies, Tri State Communications, Miller Equipment, Woody’s Brewing, Redding Roofing Supply, Inc., Bethesda Lutheran Communities, Cicada Cantina, Open Line Group Homes, Inc., Redding Harley Davidson, Bob Moon Heating & Air Inc., River City Drug Testing, Cornerstone Door & Window, Inc., Cottonwood Eatery, Stout Construction Inc., Patients Hospital, Tierra Oaks Golf & Country Club, Moules California Glass, Sierra Central Credit Union, Healthcare Services Group, Inc., AC Framers, Redding Veterans Resource Center, Beeler Tractor Company, Payless Building Supply, B&T Satellite, Pre-Employ.com

Business Startups, Closures/Lay-offs and Rapid Response Activities

| <u>Business</u> | <u>Date of Activity</u> | <u>Employees</u> | <u>Action</u> |
|----------------------|-------------------------|------------------|---------------|
| Woody’s Brewing Co. | 01/01/2015 | 20 | Recruitment |
| All Star Labor Ready | 01/26/2015 | 12 | Startup |
| Dollar Tree | 02/11/15 & 3/10/15 | 30 | Recruitment |
| Tractor Supply | 04/01/15 | 16 | Recruitment |
| XO Group-The Knot | 03/20 /15 | 100 | RR |



“Smart Business Services provides customized job postings to meet your hiring and staffing needs.”
Christine Swim
Business Service Representative, Smart Center

Smart Job Hunters seek Helpful Center

Smart visitors are greeted by friendly & professional employment experts in our

career center. In the last quarter, Smart served **3845** job seekers. Our job search,

networking, resume, and computer skills workshops remain in high demand each quarter.

Nor Cal Economic Forecast “Bright Outlook”

Smart Center business representatives attended the Economic Forecast Conference on January 22, 2015, held at Gold Country Event Center in Oroville, CA. There were

approximately 300 attendees from a diverse cross section of businesses. The conference provided an in-depth look at the direction of our national, state & regional

economies. Break out sessions included “Global Commerce in a Rural Region”, “Solar Energy for Agriculture & Commercial Applications”, and “LEAN Manufacturing Transformation”.



Women’s Fund Entrepreneurship Forum

Smart Business Resource Center supports the Women’s Fund through membership, partnership, and resource support. On January 22, 2015, representatives from the Smart Center attended the Entrepreneurship Forum. The forum focused on providing information and inspiration to local entrepreneurs. Speakers included local new business owners including Anna Vietti, owner

of Viva la Foto, an event rental photobooth, and Faye Hall, Founder of Code IT and BuildIT, who provides children’s sessions on animation, robotics, and coding, as well as coding training for adults. Nancy Swift, Executive Director of Jefferson Economic Development Institute in Mt. Shasta, cited women in business statistics, including from the State of Women-Owned Business Report 2014,

AMEX, OPEN and Elizabeth Isele “Paradox of Women Business Owners”. Between 1997 and 2013, women-owned businesses increased by 59 percent, 4 out of 10 new firms are women owned, though average annual income is just under \$155,000, far less than the \$400,000 of privately held business.



“ Women seeking first year funding receive 80% less capital than men. One way to increase funding is by putting together a solid business plan. ”
Nancy Swift
JEDI Institute



Up & Coming Happy Nurse

Ciara was not long out of high school and had little established work history, having only worked briefly in a fast food restaurant. She recognized the need for occupational skills training in order to earn a living, as well as to develop a first step in her career path. She learned that

medical occupations are in demand in Shasta County. Also, her mother works as a Certified Nurse Assistant and was able to provide first hand information about the occupation. She applied for Smart sponsorship, showing determination in planning out her goals. She was ap-

proved for assistance by Smart for the Shasta Trinity ROP CNA course. She passed the class and skills testing. She is now a state certified nurse assistant and has been hired at a local nursing care facility. Her long term goal includes Registered Nursing.



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The Smart Business Resource Center provides workforce services in Shasta and Trinity Counties. We are a private, non-profit, public benefit corporation and receive funding from the U.S. Dept. of Labor and the State of CA. Our mission is to invest in the growth and development of business to provide opportunities for all job seekers. Smart puts people to work and we believe in a healthy business community. We are dedicated to strengthening and supporting Shasta County business in order to create jobs and encourage economic prosperity. We help assist business with startup, expansion & retention by providing access to skilled employees and training.

Did You Know?

Smart Provides Hiring Services to you at NO COST

Recruiting Assistance

- Hiring Fairs/Applicant Testing/Job Postings

Smart provided over 5,000 Business Services to Shasta and Trinity Counties in 2014.

Business Closure Assistance

- Rapid Response

Smart provided wage savings of over \$4.8 million for Worksite Trainings & Work Experience Trainings in the last 5 years.

Lay-off Aversion

- Customized Training

Worksite Trainings/Work Experience



America's **JobCenter**
of CaliforniaSM

