

Shasta County Community Coordinator Report

October-December 2012

Local Business Owner Participates in Smart's Networking Workshop

Victor Hnyp, owner of NorCal Brewing Solutions in Shasta County, gave a presentation at the Redding Smart's Networking for Success workshop on Tuesday, November 27. His presentation was informative, realistic, and insightful for our clients, especially because it came from a business owner's viewpoint.

Some of his suggestions for job seekers were:

- First impressions are critical, even if you are just dropping off a resume, look presentable.
- A cover letter should be concise and emphasize the 2-3 key skills (based on the job description) that you can offer to the company. He suggested a bulleted list.
- A resume should be easy-to-read, not too wordy or cluttered.
- A person's attitude and integrity are also important considerations for Victor during the interview process.

NorCal Brewing Solutions has also utilized the Smart Center's Worksite Training option for the business, and Victor has found that it has been a win-win for his business and our clients.

Sixth Annual Best in Shasta Contest

The 6th annual Best Companies to Work for in Shasta County was held on October 24th at Win River Casino. 80 companies from Shasta County were nominated by their employees for being considered the best company to work for. All nominees went through an intense selection process, which included a round of blind judging. The blind judging was done by Smart's very own Board of Directors. Congratulations to the winners:

Small Company: Development Group, Inc.

Medium Company: US Bank

Large Company: Bank of Commerce Redding

Non-Profit: Members First Credit Union



Business Closures, Lay-offs and Rapid Response Activities

Business	Date of Activity	Employees Affected	Action
All Metal Fabrication	10/4/12	4	Closed-Relocated
Zamora Sod Farm	10/10/12	15	Sold-Laid Off Half of Staff
Boster's Nursery	10/16/12	1	Closed
Linkus Enterprises	10/18/12	1	Department Closed
Blankenship Pools	10/20/12	3	Layoffs
Need 2 Speed	10/28/12	6	Closed-Relocated
Super Fresh Wholesale Foods Inc.	11/1/12	5	Closed
Tortuga Bay Grill	11/9/12	19	Closed
The Mechanic Shop	11/9/12	1	Closed
Kentucky Fried Chicken	11/12/12	90	Closed-Rapid Response
Cold Stone Creamery	11/13/12	6	Closed-Rapid Response
Fat Boy's Rotisserie & Sandwiches	11/14/12	6	Closed-Rapid Response
Hostess	11/16/12	9	Closed-Rapid Response
Bert & Ernie's	11/24/12	4	Closed
West Valley Sand & Gravel	11/27/12	3	Layoffs
Express China	12/2/12	4	Closed-Rapid Response
Griffin Property Management	12/31/12	1	Closed-Rapid Response

Building & Sustaining Profitability for North State Farmers & Ranchers

Approximately 80 farmers, ranchers, economic development, financial and government representatives, and service providers met at Rolling Hills Casino on December 10th at an event to discuss and hear challenges and the needs of farmers and ranchers in the North State. Participants were asked to come prepared to provide input and set goals for building and sustaining profitability in their agricultural enterprise. The event was sponsored by Nortec, 3Core and the Northern California Land Trust.

Certified Nursing Assistant Training Program

The Smart Center along with the College of Medical Arts will sponsor two Certified Nursing Assistant training programs. This opportunity is due to a recent Healthcare Grant that was received by the Smart Center. The first class is scheduled to begin at the end of January and the second class will be completed by June 30, 2013. Thirty students total will be trained. This training has been made possible by partnering with the Sierra Chapter which is a trade association that represents employers in long-term health care professions. The classroom training will take place at Windsor Redding Care Center which is a local skilled nursing facility.

Workshops and Seminars

Smart staff are actively involved in informing the community about the workforce services that we are able to offer. A presentation highlighting all our services, including worksite trainings and Enterprise Zone tax credits, was given at the monthly chapter meeting for SHRM (Society of Human Resource Management). Many business members attended the workshop. The Shasta County Probation Department also met with One Stop staff to discuss the various ways that we could partner together to provide our services to their clients, who are looking to enter the workforce again.

Seven teachers representing the business divisions of Shasta, Enterprise, Foothill and Central Valley High Schools, as well as representatives from Smart, Shasta College and College Options, and other business representatives met to review the current business classes that are offered to high school students. A roundtable discussion followed and included such topics as work ethics, career pathways and entrepreneurship.

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	31
Internships	2
Work Experience	11



Youth Success Stories

This success story is of a young lady who was homeless when she came into our program. She had just moved to Redding and had no home, no car, and few possessions. Within a few weeks of entering the program she was hired by Safeway as a Deli Clerk and was exited from the program. When called for her first quarter follow-up she stated how grateful she was for all of the help we had provided. She stated that the resume we helped her make had gotten her a foot in the door and the mock interview with Linda, our job developer, had helped her be prepared for her interview at Safeway. She also stated that the clothing we provided for both the interview and the job, once she was hired, allowed her to not only dress appropriately, but also feel more confident. Now, a few months from the day she first came to us she stated that because of the services we had provided she had been able to rent an apartment, buy a car and for the first time in her life was able to have her own pet, a cat!

Hiring Fairs

Smart hosted two hiring fairs this past quarter. Over 30 employers and hundreds of job seekers attended The Fall Hiring Fair at The Mt. Shasta Mall on October 4th. Retailers, insurance companies, technology firms and home improvement companies were among the employers. Job seekers came dressed to fill out applications and even interviewed for part-time, full-time, and season help positions.

The annual hiring fair for Unisea was held at the Smart Center on November 1st. Unisea met with over 15 clients, looking to fill positions for Seafood processors in Dutch Harbor, Alaska. These positions are temporary positions, which last 5 months.



Customer Outreach

Smart is reaching out to customers in new ways – and it’s working! From our sign shakers to the ads on our RABA buses, many new customers are learning about the Smart Center and coming in for services.

