

# Smart Business Resource Center-Shasta Community Coordinator Report Shasta County



## BEST COMPANY TO WORK FOR IN SHASTA COUNTY 2014

Other Smart sponsored and partner events:

VA Outreach Conference  
10/22/14

North Valley Employer  
Advisory Council-Labor  
Law Update  
11/6/14

Anderson Job Fair &  
Energy Watch program  
11/7/14

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The Smart Business Resource Center held their 8th annual Best in Shasta breakfast awards ceremony at Win River Casino in Redding, CA on October 7, 2014. The focus of the event is to highlight local companies who have been recognized by their employees as a great place to work. We have seen many great examples of inspirational workplaces in Shasta County, and this year is no different. This year 62 companies were nominated by 286 of their employees. All nominated companies were awarded a certificate featuring their nomination. To be eligible for the award, the companies are nominated by their own employees. They must be private or non-profit, have been operating in Shasta County for at least one year, and have at least one employee. Businesses are nominated in the small, mid-size, and large categories. The nom-

inations are scored, and the Smart Board of Directors conducts a blind judging of the inspirational narratives. With drum rolls and spotlights, the Best Companies to Work for in Shasta County were announced and congratulated! Each receive a beautiful award for their office, and became part of an elite group of successful local business. They received public recognition, as well as lunch for their employees. Additionally, this year, we added another categorical award, called the Silver Collar Award. This went to a business whose policies and practices meet the needs of the mature worker, capturing their skills and experience, strong work ethic, flexibility, and enthusiasm.





## Manufacturing Roundtable & Expo

North State manufacturers have a mission of educating the next generation of innovators and manufacturers. The event was held on October 2, 2014 at Bell Memorial Union, CSU Chico and was a kick-off to National Manufacturing Day recognized on October 3, 2014. National Manufacturing Day was started in 2012 with a goal of addressing the common misperceptions about manufac-

turing by giving manufacturers an opportunity to showcase, in a coordinated effort, what manufacturing is – and what is being built and created in our own backyard. By working together during and after MFG Day, manufacturers are able to address the skilled labor shortage they face, connect with future generations, take charge of the public image of manufacturing, and ensure the ongo-

ing prosperity of the whole sector. Shasta County exhibitors were Sierra Pacific Industries, Sof-Tek, and Seco Manufacturing. Conference attendees included Northstate manufacturers, students from elementary, middle, high school and college, Chambers of Commerce, and Economic Development representatives.

## Trends in Economic Development

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*“Community Development is a capacity building process for making a community a better place to live and work.”*  
*Gurbax Sahota,*  
*President and CEO of CALED*

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Superior California Economic Development coordinated this regional training session with California Association for Local Economic Development (CALED). The conference was held on October 15, 2014 at the Shasta Builders Exchange in Redding. CALED provides local training and networking opportunities for economic developers in their California region. The training is an exciting way for CALED to support their

members and highlight regional leaders. Gurbax Sahota, President and CEO of CALED started off the training by defining Economic Development as the creation of wealth and Community Development as a capacity building process for making a community a better place to live and work. She highlighted the roles that that public and private partners play and the programs that are available. Marc Nemanic from 3Core continued the discussion of Public-Private partnerships; how the dynamics have

changed, and what is currently working. Attendees included representatives from Redding and Shasta Lake City, Shasta County, Trinity County Chamber of Commerce, Trinity Economic Development, Smart Business Resource Center, Community College Chancellor’s Office, Shasta Regional Community Foundation, Shasta Community Healthcare, Bethel Church, Utilities, and private business owners.

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



Business	Date of Activity	Employees	Action
Tri-Counties Bank	10/28/2014	20	RR
XO Group– The Knot	11/12/2014	113	RR
Anselmo Vineyards	11/13/14	41	Closure
U.S. Postal Service	11/13/14	50	Pending layoffs

## Job Seeker Success

The Smart Center has two exceptionally dedicated advisers who spend countless hours tirelessly assisting job seekers in our Career Center. The following is an excerpt from a thank you card. "I got a job!! It has been several weeks actually- in fact today is my 3<sup>rd</sup> payday (every two weeks). So... I haven't been at the Smart Center and have not properly expressed my THANKS for all of your help. Not only your guidance through the computer

and suggestions for my resume, but listening to me when I was frustrated and felt like giving up. You have been very sensitive, personable, and professional. My new job is a good match for me right now. I work 4 days/week for 4-4.5 hours each day. I know my schedule at the beginning of every week. Things are very predictable and the work and hours is not overwhelming. Also, the work location is very close to home- about 6-7 minute walk or 2.5 minute bike ride. Too easy... Don't be sur-

prised to see me back at the Smart Center looking for something bigger and better in a few, but right now my new job is great. Thanks again. You should feel very good about your level of effort and competence at your job!!! This year, they have also have started the Tired Shoe Award, honoring other Smart advisers who are 'following in their footsteps' and providing great customer service.



## Women's Fund Grant

The Smart Business Resource Center was awarded a grant from The Women's Fund of the Shasta Community Regional Foundation to provide skills development to 10 unemployed women looking for work. The project is called "Smart Steps for Women: and facilitates work readiness skills workshops to

women for 6 weeks, in preparation to take and pass the National Work Readiness Credential Exam. This certification gives women a skills upgrade in areas such as reading, practical math, critical thinking, decision making, and situational judgment. The certification adds value to the job seekers portfolio,

and provides a more competitive edge in the job market. Businesses benefit from having well qualified and more confident candidates to fill their workplace needs. After completing the credential program, Smart assists in work placement opportunities such as on the job training.

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*"The work readiness certification adds value to the job seekers' portfolio, and provides a more competitive edge in the job market."*

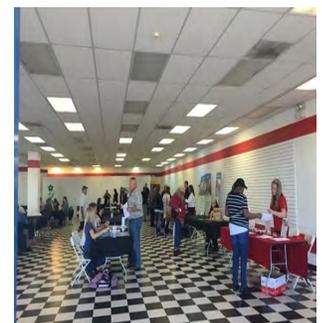
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## Anderson Job Fair

On November 7<sup>th</sup>, 2014, the Smart Business Resource Center partnered with the Anderson Chamber of Commerce to hold its first Anderson Job Fair at the Shasta Outlets. The goal was to provide job seekers the oppor-

tunity to speak with employers face-to-face, handout listings of Anderson businesses seeking to hire and help the local community to be aware of the North Valley Energy Watch program. The event was promoted on KRCR,

KHSL, KCVU and KIXE Community Calendars and on radio with Q97 Country. Over 25 employers confirmed attendance.





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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 health 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.*

### **Job Seeker Services**

The Smart Center strives to match job seekers to our business customer's need and skill levels:

- Free computer use for job search
- Internet Access/Copy/Fax
- Resume Writing Skills/Cover Letters
- Assistance with Online Applications
- Mock interviewing
- Typing Certificates
- Prove-it Testing and Tutorials
- Job Search assistance
- Cal Jobs job postings
- Job leads/business Postings
- Workshops including Basic Computer, Outlook, Intro to Microsoft Word and Excel, Google Docs, Networking, Job Search Strategies, Work Readiness
- Skills training
- One on One Job coaching
- Career exploration

### **Business Services**

The Smart Center delivers Employer services enabling growth, retention, training and staffing needs of local businesses.

- Job postings/Job orders
- Facility Use for interviews
- Hiring Fairs
- Skills Pool
- Collecting Resumes/Prescreening Candidates
- Worksite Training/Work Experience
- Applicant Testing
- Typing Tests
- Prove-it Testing and Tutorials
- Online Training
- Lay-off Assistance
- Tools for Business
- Labor Market Information

