



FOR IMMEDIATE RELEASE
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Smart Business Resource Center Resources Available for Businesses and Employees Affected by COVID-19 or Shelter in Place

Redding, CA – (March 24, 2020) – The Smart Business Resource Center has resources and programs to help businesses and workers affected by layoffs and closures.

Resources for businesses include connecting to emerging information, including an innovative program through the EDD called Work Sharing. This program can help employers retain valuable employees while also reducing the burden of payroll by offsetting part of the employees' wages with unemployment insurance during this period of reduced demand for their services.

Employee services include assistance in applying for Unemployment Insurance, building resumes and cover letters, providing feedback for effective interviews through mock interviewing, and marketing potential employees to employers hiring during this time. For those that qualify, Smart programs may also include paying for education, training, and certifications to help employees get prepared for new careers, and supportive services such as assistance with transportation, career clothing, and necessary career tools. Smart can offer work experience and on the job trainings by partnering with hiring employers to provide paid training opportunities while offsetting employee wages for the employer during the training period.

Smart has already applied for additional emergency funding to increase their capacity to help more people once Shelter In Place restrictions are lifted.

"We are continuing our normal programs at this time in a virtual setting. We are prepared to respond quickly to increase our response to businesses, workforce, and the community once restrictions are lifted. We are coordinating with our many valued community partners including office of education, public health, health and human services, community colleges, chambers of commerce, other nonprofits, and businesses in our service area. We hope that the events of this time last only a short period of time, but we stand at the ready to respond to our community needs both immediately and for the long term," stated Smart Executive Director, Wendy Zanotelli.

For more information on resources and programs available to Businesses and Employees, visit www.thesmartcenter.biz, email jobhelp@thesmartcenter.biz, or call 530-246-7911.

About Smart Business Resource Center

The Smart Center is a 501c3 non-profit that began in 1979 in Shasta County as the Private Industry Council. Today they serve the counties of Shasta, Trinity, and Humboldt, through the Workforce Innovation and Opportunity Act by providing job seekers with resources, training, education, job development, and job placement to help them not only receive living wage jobs, but to grow in their careers. They also help businesses grow by educating employers about available tax credits, alternative labor pools, and helping with recruiting, interviewing, and hiring, as well as offsetting wages for work experience and on the job training programs. Smart is a proud partner of America's Job Center of California. For more information visit the Smart website at <http://www.thesmartcenter.biz>.

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