



FOR IMMEDIATE RELEASE

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Smart Business Resource Center Expands Services to Five Northstate Counties – and They Are Hiring!

Redding, CA – (June 1, 2020) – As of July 1, 2020, the Smart Business Resource Center will expand their serving area from three Northstate counties – Humboldt, Shasta, and Trinity - to five, adding Del Norte and Siskiyou. They are also launching comprehensive online and digital career and business services via a new website.

Funded by the Department of Labor, EDD, local entities, and in partnership with the NoRTEC Workforce Development Board and the Humboldt Workforce Development Board, Smart is an America's Job Center of California (AJCC) provider and has provided workforce and career services to businesses and individuals in the Northstate for over 40 years.

Smart will be located in Crescent City, Eureka, Redding, Weaverville, and Siskiyou County. All locations will offer computers, internet, workshops, and comprehensive career and business services.

Smart Executive Director, Wendy Zanotelli said, "We are committed to having physical presence in each of the counties we serve, staffed with local employees who care deeply about their communities and who have the knowledge and expertise to help people succeed. Coupling this with virtual and online services will expand our reach to help even more businesses and residents throughout the far-reaching corners of all of the Northstate counties we serve."

California EDD labor statistics from April 2020 show unemployment rates in the five-county serving area ranging between 12.8% and 15.9%.

"Our community needs the workforce services that we can provide, now more than ever. Digital and online formats are critical, allowing access to our services from anywhere. While the unemployment numbers look staggering, we are also experiencing a sharp increase in job postings and hiring. Industries with career opportunities are shifting and Smart has free programs available to retrain and employ people in new fields. We understand the unique challenges, assets, and emerging opportunities in far rural NorCal and we are well-poised to help lead our community, along with great partners, into economic recovery".

Smart is currently hiring. If you are interested in helping people achieve career success and helping businesses grow, you can apply online at <https://thesmartcenter.biz/job-listing/>.

For more information on resources and programs available to job seekers and businesses, 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 Del Norte, Humboldt, Shasta, Siskiyou and Trinity, 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, NoRTEC Workforce Development Board, and Humboldt Workforce Development Board. They have locations in Crescent City, Eureka, Redding, Weaverville, and Siskiyou County. For more information visit the Smart website at <http://www.thesmartcenter.biz>.

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