



FOR IMMEDIATE RELEASE
September 30, 2019

Smart Business Resource Center Welcomes New Executive Director

Redding, CA – (September 30, 2019) – The Board of Directors of the Smart Business Resource Center is excited to announce that Wendy Zanotelli has joined the organization as Executive Director upon the retirement of previous Executive Director, Debbie DeCoito.

Zanotelli joined the organization in late April and spent her first several months on the job meeting with staff members, clients, businesses, and community partners.

Born and raised in the Redding area, Wendy has held various executive leadership positions throughout California, including Vice President of a commercial bank, Chief Operating Officer of a credit union, CEO of United Way of Northern California, and most recently as Vice President of branches for Golden 1 Credit Union, leading 72 branches across California.

“I am excited to return home to my roots and I’m thankful for the opportunity to lead such a great organization, serving community members and businesses in the Northstate. I look forward to strengthening our relationships and partnerships throughout our communities.”

Sherrie Curry, Smart Board Chair said, “The Smart Center plays a vital role in our community, not only in workforce and economic development, but through our programs and affiliations, helping to solve some of the critical issues our community faces. In the short time Wendy has been with us, Smart has already seen an increase in community partnerships, program efficiency, and community impact. We are excited for what the future holds.”

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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