

# SMART Workforce Center Community Coordinator Report

**SMART**

[www.thesmartcenter.biz](http://www.thesmartcenter.biz)

Q3-2022

SHASTA COUNTY EDITION

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## A New Growing Partnership Rises from Ashes

America's **JobCenter**  
of California™

SMART Workforce Center and the USDA Forest Service have officially partnered to assist in disaster recovery. This is a major step forward for SMART's four rural counties as many major wildfires have impacted isolated terrain within the parameters of the USDA National Forests. This partnership opens the door for not only Temporary Job Creation but also Workforce Development with the USDA Forest Service.

The current agreement is specifically for Shasta-Trinity National Forest which was recently impacted



in 2020 by the August Complex Fire; and in 2021 by both the McFarland and Monument Fires. This agreement is in effect until July 31, 2027, and is overreaching for all four SMART counties: Shasta, Trinity,

Siskiyou and Del Norte. This gives SMART the ability to assist more individuals to recover from the impacts of not only wildfires but other disasters that may occur in the future.

National Dislocated Worker Grants, through the U.S. Department of Labor, are essential to not only assist those in the workforce, but also the public that utilizes public spaces, recreation areas and resources within the National Forests. SMART and the USDA Forest Service's five-year agreement has the potential to assist many rural communities recover from the aftermath of major wildfires and disasters. These grants provide employment opportunities and a potential entry point into many careers including Natural Resources, Fire Protection, Forestry, Land Management, Conservation, Logging, Agriculture, and Geographic Analysis Systems.

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Cottonwood Chamber of Commerce

## Free Business Seminar

**BUSINESS RESOURCE PARTNERS Seminar 2022**

**TUESDAY, 23 AUGUST**

9:00 AM - 11:00 AM  
Coffee and continental breakfast will be provided

**FREE resources available for small business and entrepreneurs**

Gain the Confidence to Move Forward with Help from Your Local Resource Partner Network. Representatives from their organizations will present what they do, how they can help your business and answer questions.

**Get the help you need!**

- SOCIAL MEDIA & WEBSITE DESIGN
- FINANCIAL ASSISTANCE
- MARKETING
- LEGAL ASSISTANCE
- GRANTS
- ACCOUNTING
- LABOR REGULATIONS

**REGISTER NOW!**

Scan me to register

Questions? Contact the Chamber

(530) 347-6800

Seminar Location:

**COTTONWOOD COMMUNITY CENTER**  
2301 Oak Street  
Cottonwood, CA 96102

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**Guest Speakers**

DAVID WALKER, DIRECTOR - SHASTA-CASCADE SBOC  
MELISSA KOVACS, BUSINESS TECHNICAL ASSISTANCE PROGRAM, CHICO STATE UNIVERSITY  
WENDY ZANOTELLI, CEO - SMART CENTER  
TRISHA FUNK, DIRECTOR - WOMEN'S BUSINESS CENTER  
AMANDA DULLEN-FULLER, PRESIDENT - COTTONWOOD CHAMBER OF COMMERCE

## SMART COMMUNITY OUTREACH

On August 23<sup>rd</sup>, The Cottonwood Chamber of Commerce hosted a Resource Partner Overview. Informative presentations were conducted, highlighting resources in the community, tailored to meet the needs of small business in Shasta County.

Presenters included David Walker from Shasta-Cascade Small Business Development Center, Trisha Funk from Women's Business Center at JEDI, Melissa Kovacs/Business Technical Assistance Program, Amanda Dullen-Fuller from Cottonwood Chamber of Commerce, and Breanna Walker, Business Services Representative from SMART.

SMART's free services presented to Business owners included Recruitment Assistance, Job Postings, On the Job Training, Work Experience, Coaching, Customized Employee Training, and Workshops including MS Word & Excel. Breanna was on hand to provide any additional information and answer questions.



### On the Job Training and Work Experience Partners:

LKQ  
Haven Humane  
Woody's Brewing  
DNCCC  
Little School of the Redwoods  
Pro Garage Doors  
Fasteners Inc.  
Sizzle's Kitchen  
Be Authentic Productions  
The Hayfork Watershed Center  
HomeStory Doors  
SunMedica, Inc.  
Cinders Wood Fired Pizza  
Roberson & Sons Insurance  
Shasta Builders Exchange  
Turtle Bay Exploration Park  
Noah Martin Wood Design  
Grind Fire Defense LLC  
Beard's Custom Cabinets  
Michael Staszal D.O., P.A.  
Trinity County Title Company  
Dr. Kristi Davis OD  
Electric Solar Solutions  
Mobile Design  
Shasta Tanks  
SVM Plumbing  
Holy Smoke

## Partner Highlight - West Harbor Training Center

SMART is excited to partner with the West Harbor Training Center. West Harbor provides a six-week certified nursing assistant training program where students gain hands on experience and classroom instruction to prepare for their California State Examination. At the completion of the program students are offered a paid one-year internship at a local facility. Through our partnership, SMART was able to offer assistance with scrubs, watches, testing fees and stethoscopes for seven students. These students successfully completed their program on September 30th. SMART is excited to continue this partnership and assist students with entering into the medical field. SMART appreciates you.



### LET'S GET SOCIAL

Facebook  
<https://www.facebook.com/TheSMARTCenterBiz/>  
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<https://www.linkedin.com/company/SMART-business-resource-center>  
Instagram  
[https://www.instagram.com/the\\_SMARTcenter](https://www.instagram.com/the_SMARTcenter)

## A Pharmacy Tech's SMART Story



Victoria came to SMART Workforce Center after having lost her business during COVID; as a Sole Proprietor of a Photography business, part-time. Though loving the creative aspect of her work, it did not bring in enough income to sufficiently support herself and her daughter. After some soul searching, exploring various career ideas and talking to available schools in the area, she decided to attend Institute of Technology for Pharmacy Technician. This job would allow her to grow in a career of high interest (medical related), provide full time work, and offer higher earning potential. The course was 40 weeks in length. The schooling included an Externship where she earned valuable hands-on experience; this Externship was completed at a local hospital. Victoria's goal was to continue on with a hospital or pharmacy full time after completion.

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*"Thank you so much for all your help, guidance, and support throughout this last year. I literally couldn't have done it without you & SMART".*

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The Pharmacy Technician course was offered in person. They also included remote/Zoom options as the pandemic continued on. Throughout training, the instructors commented that she was a very dedicated and hardworking student. She earned excellent grades and stayed focused on learning as much as she could.

Today she works for a local non-retail pharmacy full-time and is thrilled to experience success in a career change. This employment suits both her and her child's schedule and offers more standard hours. She is excited about a new career, where she will grow, gain experience and continue to provide her best work to an employer.



Victoria is very appreciative of the sponsorship grant received by SMART and was excited to share a photo of herself and team at Owens.

## Young Adult Success, Pete

Pete came into our program as a recent high school graduate. At the time Pete had limited job experience doing yard work and had a goal of finding a position where he could work around machines and equipment. With the help of his Career Advisor Pete completed Job Readiness workshops and gained confidence in interview skills, adaptability and financial literacy. His Career Advisor even assisted with helping Pete study for his driver's license and purchasing a new interview outfit he could feel confident in. A few weeks after coming into the program Pete had the opportunity to interview with Jason at Shasta Tanks for an On the Job Training as a General Laborer. Pete gained hands on experience with tank blasters, forklift and floor work. After four months, Pete successfully completed his On the Job Training and completed his behind the wheel test to become a license driver. Now, over a year later, with the help of skills learned at SMART, Pete has continued to thrive at Shasta Tanks. Not only has he received a promotion, he was able to save enough money to buy his first vehicle. Way to go Pete!



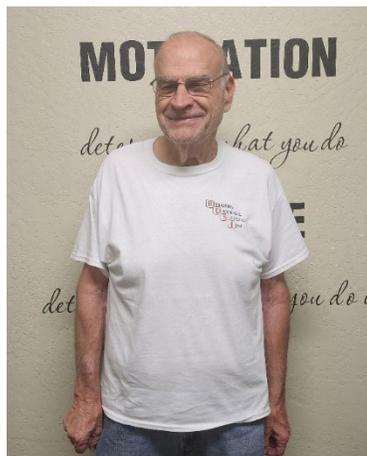
## Adult Success Stories, Gordon & Marvin

Gordon applied for Truck School Tuition at the SMART Center in Redding. He was able to finish his program with 160 Driving Academy and get his CDL.

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*"My experience with the SMART Center was fabulous. They helped me acquire all documentation to get sponsored for my course at 160 Driving Academy. 4 weeks later I am a Class A commercial license holder. Thank you SMART Center." -Gordon*

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Marvin came into the SMART Center to see what was available. He was unable to continue with his previous industry and was looking to make a change. SMART was able to help him enroll in American Career Training and begin his journey as a Class A Truck Driver with Werner Trucking.

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*"I had to start a new career and the SMART Center helped in every way possible from start to finish. Now I have a fresh start at 72 years of age. Thank you all at the SMART Center" – Marvin.*

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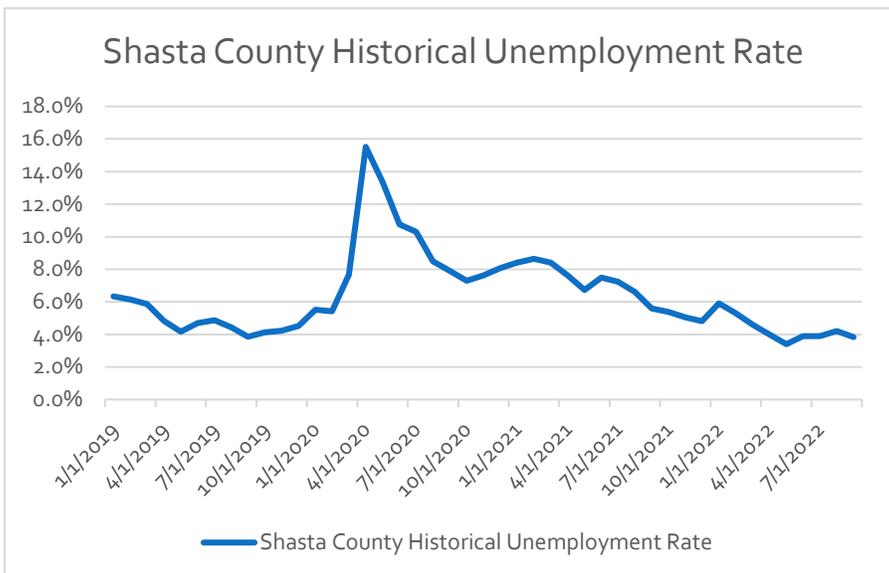
# Slight rise in Unemployment in Shasta County

As of September 2022, In Shasta County, the civilian work force is 72400, this includes everyone that is working, and everyone that is looking for work. Of those, 69,600 are currently employed.

The unemployment rate is 3.8% for August, this is up from a historic low of 3.4% in May of this year, however it is down from 5.6% from September of 2021.

In raw numbers there are 2,800 people currently considered unemployed in Shasta County. While this is an increase of 300 people unemployed compared to the historical low in May of this year ago, it is still low and comparable to the unemployment period immediately preceding the impacts of the COVID19 pandemic.

If the labor force continues to shrink and



## Fastest Growing Occupations in Shasta County

Job Title
Plumbers, Pipefitter, & and Steamfitters
Heating, Air Conditioning, and Refrigeration Mechanics and Installers
Electricians
Tile and Marble Setters
Physical Therapists
Home Health Aides
Medical and Health Services Managers
Construction Laborers
Operating Engineers and Other Construction Equipment Operators
Personal Care Aides
Light Truck or Delivery Services Drivers
Counter and Rental Clerks
Painters, Construction and Maintenance
Respiratory Therapists
First-Line Supervisors of Production and Operating Workers
Phlebotomists
Cooks, Restaurant
Insurance Sales Agents
Forest and Conservation Workers
Telecommunications Equipment Installers and Repairers, Except Line Installers
Medical Assistants
Social and Human Service Assistants

Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

unemployment remains low, it will become harder and harder to fill labor needs. With a smaller pool of experienced and knowledgeable candidates, some businesses will have difficulties filling their labor needs. Fortunately, SMART offers assistance to businesses, in the form of On-The-Job training reimbursement and training programs for their employees.

Through SMART’s funded On the Job Training programs we can help reduce risk when hiring a new employee. As this labor shortage creates complications for employers in the county, SMART can be there to help employers navigate it.

Employers in Shasta County may also need to rethink how they recruit and fill their labor needs. There are untapped labor pools not traditionally counted in the unemployed numbers. Retirees looking for something to do, college students just about to enter the labor pool, parolees who have just completed their prison terms, and homemakers thinking about reentering the work force are not included in the unemployed numbers. Businesses can tap those resources but will likely need to adjust their thinking of what the job demands. Retirees or students may not want or be able to accommodate a 40 hour a week position. Perhaps someone lacks the skills needed to perform the work but has strong motivation to learn.

This is where SMART can help. We can connect businesses to candidates that employers may not have had access to, or even knew were options. SMART clients come from all walks of life and are looking for careers today. As the county’s pool of candidates to hire continues to shrink, SMART can assist businesses filling their labor needs.

## Generational Span in the Workplace

A generational awareness training was presented to SMART staff, by SMART Business Representatives Breanna Walker and Chelsea Miller called "Generational Span in the Workplace". The mission of the training was to help staff be aware of the various communication needs and styles of differing age groups in an organization. Cultural, societal and technological changes can shape preferences and communication styles. Groups were identified as Traditionalists 1925-1945, Boomers 1946-1964, Gen X 1965-1980, Millennials 1981-1995, and Gen Z 1996-2012. This is the first time in history that five Generations are side by side in the workplace! The discussion included identifying strengths, needs, and values important to each. SMART presenters shared that Traditionalists value loyalty and rules, black and white thinking and writing as their communication style. They also want to be able to teach others. Boomers value context, the need be heard and want to feel relevant. They prefer face to face communication. Gen Xers value responsibility, direct communication and to feel empowered to make their own decisions. Millennials valued confidence, growth, flexibility, and purpose. Gen Zs are resourceful, prefer face to face communication, and don't want to be "put in a box". The goal of the exercise was to increase awareness of the generational communication styles. It is important to be able to leverage the strength of every generation, suspend assumptions, communicate in a way that motivates all and build an intergenerational community.

### SMART Professional Development:

- Equity Access Committee
- Generational Span in the Workplace
- Shasta County Housing & Community Action Program-Family Self Sufficiency
- Handling of Sensitive Data for WIOA
- Ethics in the Workplace
- Juneteenth/Multi-Cultural Awareness Presentation
- CHD Agriculture Worker Programs/ N. & Central CA
- Supporting Employees in Public Service Loan Forgiveness
- State of the Workforce: The Great Management Walk-Out
- Ins and Outs of an Alternative Workweek for Non-Exempt Employees
- Meeting of the Minds Conference

## New Faces at SMART



Crystal is our new Career Advisor for Adults. She comes to SMART with 5 years of Case Management experience with Reentry Programs for individuals involved in the Criminal Justice System. She has a Master's in Criminology, Law and Society and a Bachelor's in Sociology. She has a heart to help people who are in need of second chances and directing them to find their passion in life. Crystal moved to the north state with her mom when she was 12 and has been a resident of Shasta County since 2007. She loves being outdoors, volunteering with her church, cooking, spending time with family, and singing. Crystal is excited to join the SMART team and looks forward to helping her community!

Nicole recently joined the SMART Workforce Center as the Workforce Instructor. Nicole is a four term AmeriCorps alumna with many years of workforce instruction experience, hands on case management and over twelve years serving local nonprofit organizations. Nicole is also passionate about her work as a financial coach and helping others not only identify but unlock and utilize their potential through action-oriented goal setting. Nicole's vision and dedication to personal growth serve her family and community well. Born and raised in Shasta County, Nicole is always looking for her next adventure and adores exploring the California coastline as well as the Pacific Northwest.



Lisa has her bachelor's degree in psychology, and she spent the last seven years teaching health education to school age youth. Lisa has spent over 10 years working and volunteering for non-profits. She enjoys working with youth in the Redding community. She is currently the President of the local chapter of the Active 20-30 Club. The non-profit raises money for children's charities and holds family, friendly community events. Outside of her passion for supporting young folks Lisa enjoys yoga, cooking, reading, being in nature and playing with her two small dogs. Lisa is excited to join the SMART team as the newest Young Adult Career Advisor.

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SMART Workforce Center is a 501c3 non-profit, committed to helping job seekers find jobs, increase training and skills, and increase earnings. We also invest in our local economy by helping businesses grow. Proudly serving our community since 1979, we have invested over \$60 million into serving our clients, businesses and communities. SMART is an equal opportunity employer. Auxiliary aids services are available to individuals with disabilities. TTY 711 relay

Del Norte County: 707.464.8347  
875 5<sup>th</sup> Street  
Crescent City, CA 95531

Shasta County: 530.246.7911  
760 Cypress Ave Suite 210  
Redding, CA 96001



Trinity County: 530.623.5538  
790 Main Street #618  
Weaverville, CA 96093

Siskiyou County: 530.657.0139  
582 Main Street  
Weed, CA 96094