



Submitted by Kathy Norris

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**Alliance For  
Workforce Development, Inc.**  
*Providing pathways to success*

Sierra Work Connection

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## **Job and Career Transition/Development Coach Training for Sierra Work Connection Staff**

Novem  
18th,  
2010 –



## Sierra

Work Connection employees Kathy Norris (Resource Coordinator) and Jennifer Johnson (Career Center Advisor) traveled to Oroville, CA to participate in the Job and Career Transition/Development Coach training instructed by Richard L. Knowdell of the Career Planning and Adult Development Network. Instructor Knowdell covered a wide range of topics including career placement, resume skills, career transitions from one industry into another, career networking and much more.

As job search or career development practitioners, we are called upon to assist our clients in making successful short-term job transitions and long term career transitions. Often, these transitions are unwelcome and unplanned. In order to help our clients be successful, we need a simple but comprehensive framework for the transition as well as specific coaching skills that we can use to facilitate, guide and push our clients to success. Through the training with the Career Planning and Adult Development Network Kathy Norris and Jennifer Johnson are now ready to facilitate specific career tools and guidelines to assist the people of Sierra County to their fullest. They are both now credentialed with two certificates: Job and Career Transition Coach and Job and Career Development Coach.

(Shown in Photo from left to right: Bonnie (assistant Instructor), Kathy Norris, Richard Knowdell and Jennifer Johnson)

Submitted by: Kathy Norris

## **AFWD Supports a Buy Local Campaign throughout Sierra County**



During the holiday season The Alliance for Workforce Development, Inc. has partnered with Sierra County newspapers, The Sierra Booster, the Mountain Messenger and the

Sierra Valley Prospect, in an effort to build awareness of how important it is to support our locally owned businesses. The goal is to raise public awareness and to educate consumers of the importance of buying from shops within their own neighborhood.

When people shop locally, a percentage of the total State sales tax is allocated for local funding. This pool of money, allocated to each county every quarter, helps pay for services such as emergency services. When shoppers spend money out of the county, or online, those tax dollars support services in other communities.

The partnership between AFWD and these local newspapers aims to bring an awareness of how we can all help to:

- Keep Our Neighbors Working
- Keep Our Local Economy Strong
- Keep Our Community Strong
- Keep Recycling Our Dollars

To this end, The Alliance for Workforce Development, Inc. has co-sponsored the, “Win Big with Buying Locally!” Campaign which is being featured in large advertisements and editorials in all of the Sierra County local newspapers. The campaign, which is receiving a great deal of interest from Sierra businesses and customers alike, invites people to spend at least \$20 with participating merchants in order to receive a sealed envelope containing a playing card. Customers will collect at least 5 of these cards to make a “poker hand”. Upon the culmination of this campaign customers will come to an event at the Sierra Valley



**Sierra County's  
SHOP  
LOCAL  
Poker Run**

Pick up an envelope containing a playing card when you spend \$20 or more at any of the below listed participating stores.

Collect as many cards as possible.  
Your best hand will be made from those cards.  
(Don't cheat or get too excited: envelopes may not be opened before the close of the game.)

The game ends January 22,  
when the winning hand will be determined  
at the Sierra Valley Lodge in Calpine at 6 p.m.  
Details will be forthcoming.

<b>DOWNTOWN</b> Western Sierra Furniture • Sierra Hardware Yonagi Gal • Two Rivers Sierra Mason • Downsville Day Spa St. Charles Place • Downsville Grocery	<b>SIERRA CITY</b> Sierra Country Store • Old Sierra City Store Tom's Snowmobile • Schneeweiss Art Gallery Macman Creek/Bookers • Sonoma's
<b>LOYALTON</b> Loyalton Day Spa • White's Sierra Service Leonard's Grocery • Loyalton Pharmacy Hair Fair • Country Gentlemen Barber Shop Vicki's Blue Moon Bakery • Golden Wheat Sierra Valley House Center • Sierra Timberline	<b>CALPINE</b> Sierra Valley Lodge
<b>SIERRAVILLE</b> Sierraville Service • Chuck Wagon Cafe Sierra Valley Feed • Les Des Perroses	

Lodge in Calpine on January 22nd to reveal their cards. Prizes, donated by local businesses, will be awarded for the best “poker hands”.

Look for this ad in the Sierra Booster, the Mountain Messenger and the Sierra Valley Prospect.

Submitted by: Jan Prichard

## Sierra Work Connection: Health Care Reform Workshop



On September 20, 2010 the Sierra Work Connection hosted a workshop entitled “Setting the Course for Responsible Healthcare Reform” presented by Susan Christensen of Christensen Insurance. Ms. Christensen covered

many aspects of the new health care bill, including small business tax credits, how the bill will affect small and large employers and specific requirements under the new legislation.

Some of the companies in attendance included Wiggan’s Trading Post of Chilcoot, Loyalton Senior Center and the Sierra County Board of Supervisors.

Health Care Reform is a hot topic not only in our small county, but across the country. The businesses were thankful that in our small corner of the world, we could get some much needed answers to burning questions regarding the new laws.

Big thanks to Susan Christensen for her time and attention.

Pictured above, Susan Christensen of Christensen Insurance answering questions regarding Health Care Reform.

Submitted by: Kathy Norris

## **Sierra County Business Tempts Out of Town Visitors and Residents Alike**

Vicki's Blue Moon Bakery has people over the moon with her menu of breakfast, lunch, pastries, pies and cakes. She now has customers coming from as far away as 200 miles to pick up cakes for parties, pies for holidays and cheesecakes for those cold winter days. Vicki even has customers coming from Reno for her lunchtime specials such as meatloaf sandwiches, cheese burgers and homemade soup. This is a bakery that you won't find anything canned, everything is made fresh daily, including her famous chips. Sierra County can be proud of such a successful booming business located next door to the Sierra Work Connection on First and Main in Loyalton.



Pictured at right, Vicki carrying one of her cake creations

Photo compliments of the Sierra Booster newspaper

Submitted by: Kathy Norris

# Overcoming Economic Downsizing: A Success Story!



Laura Kronemeyer felt the bite of the tough economy when she was laid off in a downsizing by her employer, an electrical company located in Reno, in 2009. She participated in the Sierra County SOS program,

working for the Plumas Sierra Unified School District until the end of the program in September 2010. She came into the Sierra Work Connection at that time and worked diligently with our staff to upgrade her computer skills and her resume. She persisted with her job search by coming into the One Stop on a regular basis. Whenever one of the staff found a possible position for her, she responded immediately. Her hard work recently paid off with a full time position at Tahoe Donner Ski Resort. She came in to tell the staff how much she enjoyed her new job and to thank us for our help and encouragement!

Submitted by: Jennifer Johnson

# Clean Energy 2A Workforce Training



Greg Kludt from Sierra County recently had the opportunity to complete the Clean Energy 2A Workforce Training Program. The training was provided by Richard Heath & Associates and funding for the program came from the

American Recovery and Reinvestment Act. The course consisted of forty hours of online Weatherization training and 32 hours of hands-on lab. The lab portion trained participants on troubleshooting and repair of residential propane and natural gas appliances.

Greg utilized the Sierra Work Connection's computer lab and worked at home to complete the online training. RHA transported their 'mobile lab', a converted diesel trailer, to Quincy where participants from both Plumas and Sierra County received 'hands-on' experience inspecting and troubleshooting propane and natural gas appliances.



Specific course material included such

topics as environmental hazards and basic safety, customer service, construction basics, blower door testing, weatherizing mobile homes, managing combustion appliance safety and introduction to building analysis.

Greg commented on the Clean Energy Training stating, “The best thing about this training was the hands on inspection of a completed house. It was extremely educational to go into a completed home to find drafts and leakage and not just read about it.”

Submitted by: Kathy Norris

## Round Up Cafe Rounds It Up as The Chuckwagon Cafe Wheels Into Town

A quaint little café sits on the corner of highway 49 and highway 89 in Sierraville, CA. For the past six years it has been owned and operated by a long time local, Pam Pasquetti. The Round Up Café was a local hang out for



many of the ranchers, where they could go to get hearty breakfasts (Round Up Café was best known for their homemade biscuits and gravy). In November, Pam decided to close her doors in favor of



starting a catering business that would give her more time for her family.

Everyone in the valley was saddened to see Pam go, but there is always a silver lining to any cloud. The new owners of the Sierra Valley Lodge in Calpine decided to purchase the business and all of the equipment. They rehired many of the workers and gave the café a new name: The Chuck Wagon. We are all looking forward to seeing what changes they will make in the new year.

Submitted by: Kathy Norris

## **AFWD Gets All New Website For Clients and Staff**

Alliance for Workforce Development, Inc. has begun using its much anticipated, new job search resource, [North State Jobs](#). North State Jobs is an online job search site similar to Caljobs, Monster, etc. The website is available for use by local jobseekers, employers and AFWD staff. It can also be utilized by out of the area job seekers interested in relocating.

Upon completion of a short registration process, jobseekers can view current job postings using different search criteria, create and post multiple resumes and list additional background information such as education or a commercial driver's license. Employers can fly job openings and view posted resumes for possible applicants. Employers can also filter resumes based on the same criteria.

AFWD staff has been training to convert to the new Management Information System for several months and is currently utilizing the

new site. North State Jobs is an all in one resource for job seekers, employers and staff. Staff recently attended training at the Lassen Career Network with NoRTEC's Grants Manager, Brian Boyer, on the new system. Brian was able to answer questions to help smooth the transition for AFWD case managers. Staff is excited to be able to utilize this new job search resource and have received positive feedback from clients.

Submitted by: Brent Cunningham

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## **UPCOMING EVENTS**

**January 22nd - Community Poker Buy Local Campaign Galla @  
Sierra Valley Lodge, 103 Main Street, Calpine, CA**

**January 24th - Labor Law Workshop @ The Loyalton Senior  
Center, 302 First Street, Loyalton, CA**

**February 8th - Youth Basic Life Skills Workshop @ The Sierra  
Work Connection, 306 First Street, Loyalton, CA**

**March 8th - Interview Workshop @ The Sierra Work  
Connection, 306 First Street, Loyalton, CA**