



Submitted by Ameer Albrecht

April 1-June 30, 2011



Alliance For
Workforce Development, Inc.
Providing pathways to success

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2011 Buy Local Poker Run

The Buy Local Poker Run took place from March 18th- April 29th. Shoppers were given a poker card in a sealed envelope (marked "Do Not Open") for purchases of at least \$20 at local businesses. The card had to remain in the sealed envelope or they would be void. The more people shopped locally the more cards they received.

We had over 80 businesses throughout the county that participated in this event. For businesses to participate they were required to donate a prize valued of at least a \$50 retail value.

On April 30th the cards were turned in at the "Buy Local Poker Run" booth during the Alturas Chamber of Commerce Home show. Envelopes containing the cards were turned in by each shopper, and the envelopes were opened to reveal the cards. The best poker hand was created from those cards, and then the name of the player and the poker hand was recorded. We had a steady line of people at the booth beginning at the opening of the

Home Show which was 9:00am. By noon there was a line of people across the gymnasium and out the door waiting to turn in their cards! Finally by about 2:00pm we had all the cards turned in so then we proceeded to decipher the winners. We started at the highest hand and worked our way down. We had four 1st place winners with Royal Flushes and they were each awarded with prizes valuing \$500. We had 13 other winners that had a straight flush so we worked our places out by high card. We had over 200 people that turned in poker cards. One player turned in 96 cards, and he was given a prize for most cards. We also had a drawing for anyone that turned in poker cards to enter, 25 people won prizes from the drawing. Over 5000 cards were turned in to the booth, which equates to a minimum of \$100,000.00 pumped into our local economy! Overall the event was a huge success that spread excitement throughout the county. It also was a great benefit to The Home Show since it increased their attendance as well.

The Buy Local Poker Run was made possible because of a Rural Microentrepreneur Assistance Program Grant from the USDA and in partnership with Alliance for Workforce Development, Alturas Chamber of Commerce, Surprise Valley Chamber of Commerce, Modoc Independent News, Modoc Economic Development Corporation, and The Modoc Record.

List of Winners:

- 1st Place (Royal Flush)- Lloyd Mitchell, Robert Summer, Karen King, & Guy Axelrod.
- 2nd Place- Jeff Soloman & Judy Cooper
- 3rd Place- Alex Ross & John Otterson
- 4th Place-Dave Jackson (also won prize for most cards turned in which was 96)
- 5th Place- Evelyn Williamson
- 6th Place-Jared McGarva
- 7th Place- Melissa Carlson, Karrie Chainey, & David Lutz
- 8th Place- Kim Welman & Jim Hays
- 9th Place-Sheila Conner



Buy Local Poker Run Booth at Home Show



Some of the prizes for the Buy Local Poker Run



Robert Summer-1st Place Winner

Submitted by: Ameer Albrecht

FTC Workshop

Project Management

In partnership with the Federal Technology Center, the Business & Career Network was the location of a seminar entitled "Project Management" on April 6th, 2011. Four people attended the seminar, which was presented by FTC's Jayne Murnane. Murnane led attendees through the nine elements of Project Management for the Small Business Government Contractor.

For more information, visit the FTC web site at www.theftc.org

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FTC Project Management Workshop

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CNA Program

Modoc Medical Center

Modoc Employment Center partnered with Modoc Medical Center on a C.N.A. Training class that began on March 14, 2011 and ended April 19, 2011. Modoc Medical Center chose ten people to participate in this program. Three of the ten trainees became clients

of AFWD, Inc. and we were able to assist them with the purchase of scrubs, shoes, and put together a training plan. The class instructor was Darrel Carson, Director of Staff Development of Modoc Medical Center. The training was done on-site including both classroom and clinical instruction. While attending the training the participants were working part time for Modoc Medical Center and continue to do so. All ten trainees successfully completed the training and should be hired full-time by Modoc Medical Center once they have obtained their state certifications. They took the state test on June 18th at Shasta College.



CNA Class Participants

Submitted by: Jackie Froeming

USDA Rural Microentrepreneur Assistance Program Workshops

Alliance for Workforce Development was recently awarded a grant from the USDA Rural Microenterprise Assistance Program (RMAP) to provide technical assistance to rural micro entrepreneurs. There were only 35 applicants funded for this grant across the nation. We are very excited about this opportunity. In December of 2009 we hosted a series of Business workshops to provided technical assistance and entrepreneurial training to local businesses. Our commitment to these businesses was that we would continue to seek funding to conduct additional one-on-one business coaching and mentoring. This grant will do just that. Below is a series of workshops that have been provided over the last couple of months. One-on-One Mentoring will continue to take place over the next several months.

Marketing & Advertising Workshop

The Marketing & Advertising workshop was held on May 12th, 2011 at The Brass Rail in Alturas. The workshop was the first in the series of three workshops. Nine business owners and entrepreneurs attended this workshop that was designed to achieve greater impact through creative marketing strategies and attract all the clients your small business can handle.

Some of the things learned in this class were:

- ε The most important part of any marketing effort
- ε Turning what you know (or can learn) into an effective marketing plan
- ε Free resources to help your marketing efforts
- ε The difference between marketing and sales



Business Planning & Financial Analysis Workshop

The Business Planning & Financial Analysis workshop was held on May 26th, 2011 at The Brass Rail in Alturas. The workshop was the second in the series of three workshops. Ten business owners and entrepreneurs attended this workshop that was designed to help them realize the growth potential of new or existing business ventures.

Some of the things learned in this class were:

- ε How to turn your business idea into a solid business plan
- ε How a profitable company can still go broke
- ε What business lenders and investors are looking for
- ε At least fourteen sources of business financing



Website Development Workshop

The Website Development workshop was held on June 30th, 2011 at The Brass Rail in Alturas. The workshop was the final in the series of three workshops. Nineteen business owners and entrepreneurs attended this workshop that was designed to direct web traffic where it should be going.

Some of the things learned in this class were:

- ε What you need to know before you worry about your website
- ε How you can build your own website with minimal cost & time
- ε What Internet search engines are looking for
- ε Tricks you can use to steer search engines to your site
- ε How to use other websites to guide customers to yours



Brent Smith-Website Workshop Instructor



Coryon Redd-Website Workshop Instructor

Submitted by: Ameer Albrecht

Youth Update

We recently have two youth that completed Work Experiences in Modoc County. Amanda Davis working at Quiznos as a Sandwich Artist and Brooke Hill working at Plumas Rural Services as a Program Assistant. Both clients gained the necessary soft skills needed in order to maintain a job and learned new transferrable skills that will help them become more employable. The clients worked hard to complete a series of workshops so they could begin their work experiences. Both are “in school youth” who recently graduated high school. They successfully stayed up with their school schedules and successfully participated in our Work Experience Program.



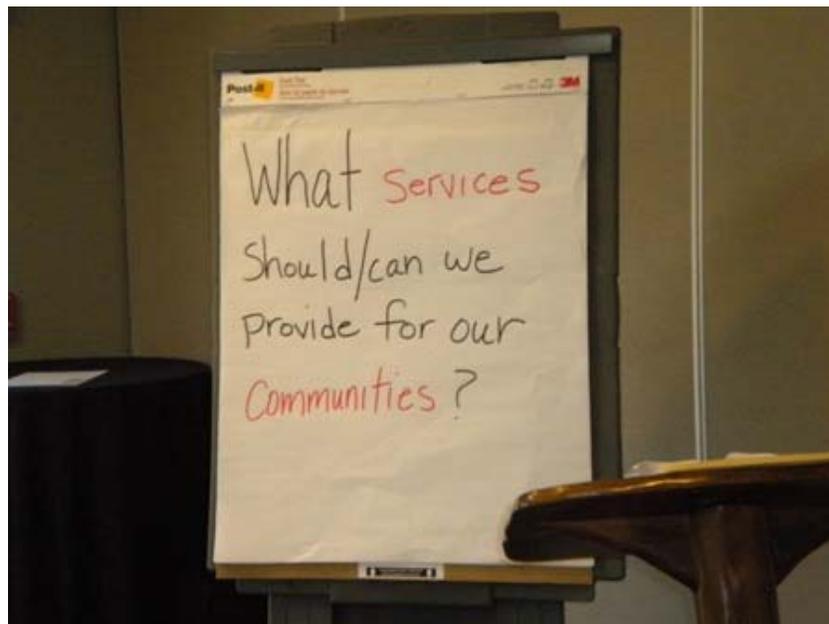
Amanda Davis-Quiznos



Submitted by: Jackie Froeming

NoRTEC All Staff Retreat

On May 10th to May 12th Alliance For Workforce Development, Inc. (AFWD) staff from Modoc, Lassen, Plumas, and Sierra counties participated in a NoRTEC Retreat at the Gaia Hotel & Spa in Anderson, CA. The retreat was a great way for AFWD staff to meet each other, put faces to names, and share ideas with people in the same fields. Staff was able to learn more about NoRTEC's job duties and their funding sources and processes. Everyone was able to share ideas on how to better improve our one-stop locations and provide more services for our clients and communities. The retreat was also a nice window into other activities and programs offered at other one-stop locations. The retreat was an enjoyable way to get the productive and creative juices flowing.





Brainstorming Session



Stewart Knox & Brian Boyer



AFWD Staff at NoRTEC Retreat

Submitted by: Jenna Warren & Jackie Froeming

Modoc Employment Center gets New Name

Business and Career Network

Alliance for Workforce Development, Inc. (AFWD) announces a name change for its local One-Stop Center in Modoc County. The Modoc Employment Center is now called the Business and Career Network, effective June 1, 2011. AFWD operates One-Stop Centers located in Lassen, Modoc, Plumas, and Sierra counties. Currently these are called the Modoc Employment Center, Lassen Career Network, Plumas Work Connection, and Sierra Work Connection. All four locations are being renamed, Business and Career Networks. "Besides allowing for consistency across the counties, this new name more accurately reflects AFWD's "Business First" philosophy which promotes the strengthening of businesses in our communities in order to provide employment for job seekers," stated AFWD's Executive Director, Traci Holt. She also added that, "The name Business and Career Network also highlights the strong network of One-Stop and community partner agencies that provide services within each county and through the One-Stops." Partners in Modoc County include Modoc County Social Services, CA Employment Development Department (EDD), CA Department of Rehabilitation, and many other organizations throughout Modoc County. The One-Stop mission is to serve as a common point of access for job seekers, employers and community members for the purposes of education, training, employment, referral and support services. These Business and Career Networks will continue to provide a single address where partnering agencies, each with their own identity and mission, will provide core services focused on meeting the needs of businesses, job seekers, and community members alike. In this regard, the One-

Stops are similar to a shopping mall; i.e. the “mall” provides a facility for organizations to gather together to meet the needs of customers, and customers benefit from a single location to do their “shopping.” Working with its partners, AFD is dedicated to enhancing the quality of life throughout its communities by assisting businesses, organizations, job seekers, and community members with their pathways to success.



Submitted by: Ameer Albrecht

Success Stories

Matthew Branson

Matthew came into Modoc Employment Center in Early April. He had just been laid off and was looking for assistance with job search. We met with him and explained our services and he was interested in our help with job search. He met regularly with his Career Center Advisor, used the computer lab to update his resume, actively job searched, and stopped by the office to check the job board regularly. Through our program he was referred to a position as a sales/service person at Les Schwab. He immediately applied for the position, followed-up with the employer, and soon afterwards was hired full-time at Les Schwab for this position which includes benefits. He started May 16, 2011. Congratulations Matthew!!!!



Brian Johnson

Brian came into Modoc Employment Center in March 2011. He was new to the area and was looking for a full-time job. We explained our services and he was interested in getting assistance with job search. We referred him to Best Western Motel; he applied and was hired part-time as a desk clerk. Although he was working part time he continued to look for a full-time position. He regularly came into the office to use the computer lab for job search and stayed very active in the program. We referred Brian to a part-time position at Modoc Wireless as an Assistant Manager. He went and applied in person and spoke with the owner of the business. He was hired for that position which could possibly turn into full-time. He is currently still working at both Best Western and Modoc Wireless. Congratulations Brian!

Submitted by: Jackie Froeming

UPCOMING EVENTS

For more information on upcoming events & workshop visit:

<http://www.afwdhr.org/id3.html>

July 12th - Economic Vitality Meeting

August 9th - Economic Vitality Meeting

***August 24th - FTC Workshop - Getting Started with
Government Contracting***

July & August - Weatherization Training Program

September 13th - Economic Vitality Meeting