



Submitted by Kathy Norris

January 1, 2011 - March 31, 2011



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

Sierra Work Connection

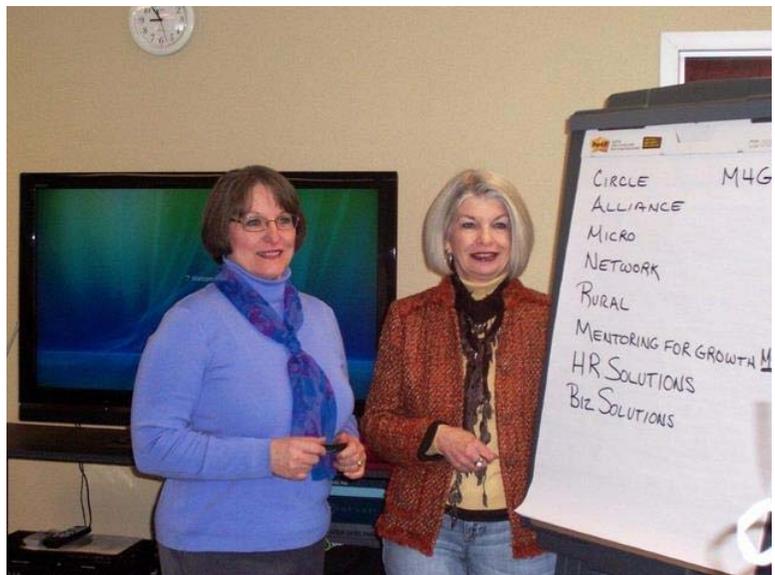
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Chabin Concepts Presents Two Day Business Training to AFWD Business First Team



February 9-10, 2011— Audrey Taylor and Vicki Doll from Chabin Concepts in Chico, CA came to the Lassen Career Network in Susanville, CA to brainstorm with the Alliance for Workforce Development, Inc. “Business First Team” members (Lassen, Modoc, Plumas and Sierra Counties were in attendance) about business services, business retention, business vitalization and local area economic development.

Chabin Concepts is an economic development-consulting firm that specializes in strategic planning, marketing and prospect management. For seventeen years Chabin Concepts has provided comprehensive economic development services to over 200 communities throughout the United States. Chabin's products and services are customized to meet specific needs.



During this two day event, the “Business First Team” was given hands on experience with two new software platforms:



1. Applied Economics software was developed for NoRTEC counties. This software allows the user to input data from private, public, community or county projects or events. The software will then give a comprehensive report covering everything from total jobs created, total number of people affected to the total dollars brought into the community. The program has local area multiplier factors built in to get the most accurate picture of how that project, new business or event will impact the local community.



2. Executive Pulse is a web based database that the "Business First Team" has implemented to track Business Assistance and Development that AFWD conducts within the local community.

Shown in Photo #1 above: Vicki Doll and Audrey Taylor - Photo #2: Vicki Doll, Brendan Norris (Plumas), Kathy Norris (Sierra), and Bobbi Moore (Plumas)

Submitted by: Kathy Norris

Buy Local Campaign wraps up with a bang!

In last quarters Community Coordinator Report there was an article talking about the Buy Local Campaign for Sierra County where Alliance for Workforce Development, Inc. partnered with the Sierra Booster, The Mountain Messenger and the Sierra Valley Prospect to create the Community Poker Buy Local Campaign. The newspapers and AFWD, worked with local businesses to hand out a sealed playing card that the business would give to customers for every \$20 or more spent.

Sierra County wrapped up the buy local campaign with a bang. On Saturday, Jan. 22nd, approximately 85 people were present at the Sierra Valley Lodge in Calpine to open their poker envelopes (standing room only). A total of 1280 cards were given out during the course of the campaign and they had over 500 cards at the Sierra Valley Lodge the night of the opening. Twenty five gifts from local merchants were given out, including a \$300 painting by Leland Cross (local painter), a handmade blanket and a \$100 gift certificate to White's Sierra Station.



The rules and oversight were conducted by one of Sierra County's Board of Supervisors, Mr. Lee Adams.

All of the businesses that participated were very happy with the campaign, as they

noticed an increase in business and in some cases new clientele.

There was a \$20 minimum purchase per card, however most people paid more. Sierra County was successful in getting approximately \$200,000 back into the local economy.

Top photo: Prize table

Photo on left: Abby and Josh Jaquez of Vinton, who were the big winners of the evening with five aces!

Photos compliments of the Sierra Booster

Submitted by: Kathy Norris

Sierra Work Connection: Labor Law Workshop

Plumas Bank and the Alliance for Workforce Development, Inc. co-sponsored the 2011 Labor Law Update Workshop. The workshop was held in Sierra County at the Sierra Work Connection on January 24, 2011. AFWD's Executive Director Traci Holt, PHR facilitated the workshop. Ms. Holt shared her HR expertise and knowledge on current labor laws with local businesses to assist them with their business and HR needs. AFWD holds a Labor Law Update Workshop in each of the four service locations each year to keep local businesses abreast of recent changes that affect their business.

Topics included:

- Posting Requirements
- Pamphlet Requirements
- Which Laws Apply to You
- 2011 New Laws
- Common Mistakes

Some common questions that were covered:

- Is an Employee Handbook required by law?
- What is the minimum salary for an exempt employee?
- Are salaried employees entitled to overtime?

Other items worth noting:

- Social Media Policy: "Do you have one?"
- New EDD Reporting Requirements

Alliance for Workforce Development, Inc. (AFWD) provides workforce development and human resource services throughout Plumas, Lassen, Modoc and Sierra Counties. Through a team approach, and in collaboration with other organizations, AFWD is committed to meeting employers' workforce preparation needs. For further information on AFWD's business services please visit us at AFWD home page.

Pictured above: Traci Holt, Executive Director for Alliance for Workforce Development, Inc. answering questions regarding California State Labor Law.

Submitted by: Bobbi Moore

Local Business Gets New Clientele from Buy Local Campaign

White's Sierra Station in Loyalton was one of the participants in the Community Poker Buy Local campaign sponsored by Alliance for Workforce Development, Inc., along with three local newspapers, the Sierra booster, the Mountain Messenger and the Sierra Valley Prospect. The Community Poker Buy Local campaign was designed to motivate



the community to shop locally. For every \$20 or more, spent with local businesses, the customer would receive a playing card in an envelope, to be opened at an event on January 22nd, 2011 at the Sierra Valley Lodge in Calpine. Customers had a chance to win a prize from a local business for “the best poker hand”.

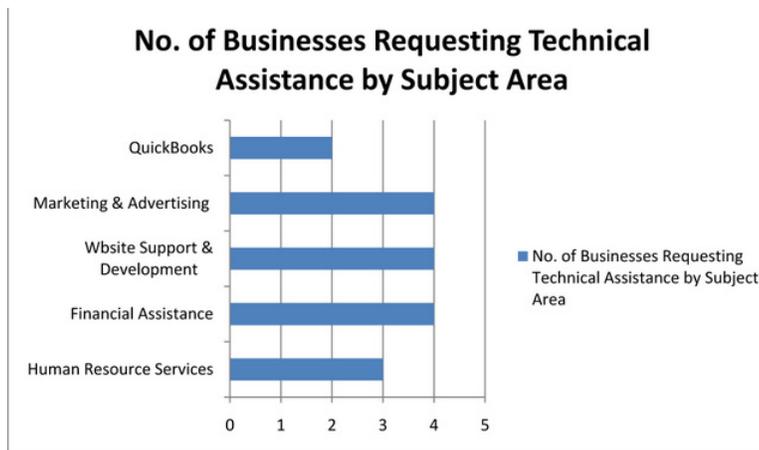
White’s Sierra Station is a gas station with a small store and three automobile service bays onsite. Their mechanic is ASE certified and can assist with everything from tire repair to full engine services.

Kelly White stated, “We have a new clientele based on the Community Poker Buy Local campaign. People would buy extra merchandise to make sure that their purchases were over the \$20 mark so that they would receive a card. “

Pictured at right, White’s Sierra Station in Loyalton

Submitted by: Kathy Norris

Sierra County Business Survey

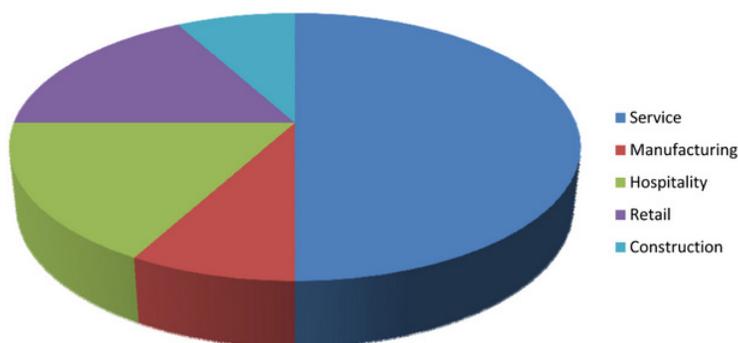


In January of 2011, the Alliance for Workforce Development, Inc. conducted a county-wide survey of Sierra County businesses. From the 12 responses received from all areas of the county, the Business Activity Report highlighted that two thirds of the Sierra County businesses surveyed are currently maintaining or growing their business.

Each of the businesses indicated the type of technical assistance that would benefit their individual needs and help to maintain or increase their current level of business

activity. The Sierra Business Services Team is currently responding to the needs of these businesses in an individual and customized manner. All of the businesses will be invited to attend three workshops, presented by the Sierra Economic Development Corporation, during the months of April to June. These seven-hour-long workshops will cover the following topics:

Survey Response by Type of Business

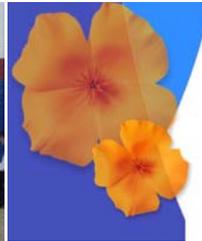


- Marketing & Advertising
- Website Support & Development
- Business Planning & Cash Flow

Many of the businesses will also be given individual support in their specific areas of need such as job training assistance, Human Resource services and recruitment assistance. We also hope to offer a QuickBooks workshop as this was requested by several businesses in the January survey.

All contacts with these businesses will be tracked in the Executive Pulse Business Relation Management System. This will allow AFWD to respond to the immediate needs of the businesses, track their progress and support them in their business development and operations.

Loyalton High School Mock Interview Day



AFWD, along with numerous other businesses both from the private and government sectors, gave the seniors at Loyalton High School valuable practice and advice during an interview “session”. Seniors were required to dress appropriately, prepare a resume and given some general tips. We the “interviewers” were given numerous questions to draw from and encouraged to add some of our own. The seniors chose which of the interviewers they wished to interview with. Once the interview was completed feedback was given to the seniors and they in turn had the opportunity to ask us questions. The interviewers then gave the individual a “score” on the various aspects of interviewing.

Photo compliments of the Sierra Booster

Submitted by: Jennifer Johnson

Out of Area Job Search: Two Success Stories!

Two of our clients found employment out of the area this quarter!



Chris Brooker, a long time employee of the ski industry, came to us for job assistance. We helped him get his resume up to par and got him started searching online for work. After just 2 months of diligent work, consistently coming in to use the computer lab, faxing resumes from our One Stop and getting advice and assistance from our CCA, Jennifer Johnson, Chris found a very good opportunity with Bear Valley Ski Resort in his line of work as a ski lift mechanic.



Scott Klein, had his own tow truck business for over 25 years. The staff at Sierra Work Connection worked long and hard with Scott, assisting him with computer skills, job searches and resume building. Once again with diligence on the part of Scott and the Sierra staff's assistance and encouragement, he found a job in

Sacramento as a truck driver. Just recently he called to give us an update and he is now training for their sales/service department!

Congratulations to both Chris and Scott for their persistence and success!

No photo's of Chris or Scott were available as they are now out of the area.

Submitted by: Jennifer Johnson

Clean Energy Success Story!

Greg Kludt came to the Sierra Work Connection after the Loyaltan Sierra Pacific Industries (SPI) Co-Generation plant closed down. Greg had worked for SPI for more then eleven years as one of their number one operators.

After working on resumes and completing Clean Energy Training thru the Sierra Work Connection, Greg was hired by Simple Fuels, a bio-diesel company in Chilcoot, as a Bio-Fuels Processing Technician. He is currently in "On the Job Training" (OJT) through the Alliance for Workforce Development, Inc. with Jamie Lutch of Simple Fuels.

Congratulations to Greg!





Above: Left - Greg Kludt with one of the Bio-Diesel Trucks

Right photo: Greg Kludt, Jamie Lutch (owner of Simple Fuels) and David Massey

Submitted by: Kathy Norris

UPCOMING EVENTS

April 13th - Annual Plumas/Sierra County Job Fair @ Graeagle Fire Department, 7620 , Graeagle, CA

May 9th - Marketing & Advertising Workshop @ Sierraville Ranger Station, 317 S. Lincoln St./Hwy. 89, Sierraville, CA

May 18th - "How to Blow an Interview in the First Five Minutes" @ Sierra Work Connection, 306 First Street, Loyalton, CA

May 23rd - Business Planning and Financial Analysis @ Sierraville Ranger Station, 317 S. Lincoln St./Hwy. 89, Sierraville, CA

June 27th - Website Design and Internet Marketing @ Sierraville Ranger Station, 317 S. Lincoln St./Hwy. 89, Sierraville, CA

