



Submitted by Terri Hiser-Haynes

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

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**“You’ve Got A Minute To Win It”**

## 2011 Job Fair

AFWD, Lassen Works, and the Employment Development Department joined together to facilitate this yearly event that brings together businesses and job seekers face to face to explore job openings and career opportunities. Our theme this year was based on the very popular “Minute To Win It” game show. The Job Fair was themed, “You’ve Got A Minute To Win It”. The job fair well attended with over 300 people looking to obtain full time or part time work, or research other career options. Job seekers were able to meet with employers, ask questions about the jobs and organizations, and in some cases, actually interview on the spot.

Initial feedback from job seekers and employers was both immediate and very positive. This was the 1st year for El Tepeyac Grille/Lassen’s Steaks to attend the fair and owner Ester Faustino commented “ I am so happy I got to come this year, I had no idea how many people would attend and how helpful it is to get the meet and greet such a large amount of people looking for employment. Next year I will better prepare for the on-site interviewing, this has been very successful for my businesses today”

Employers appreciate the opportunity to meet with job seekers in an environment away from the day-to-day operation of their business. The job fairs hosted by Lassen Career Network are a very valuable service for employers and assist in meeting our recruiting needs. For more information on job fairs and other events visit, <http://www.afwdhr.org/>





## **Alliance For Workforce Development, Inc. Briefs Lassen County Board of Supervisors**

During the Lassen County Board of Supervisors regular public meeting on April 19th, 2011 AFWD's Director of Business Services, Holly Schirmer gave the following [report](#). This report is done annually to update the Board of Supervisors on the One-Stop Activity in Lassen County.



## **URS Holds a Job Fair**

“Thank you for all your help,” were words frequently heard by Career Center Advisors (CCA’s) assisting applicants at the recent URS Job Fair held at the Lassen location of the Business and Career Network. URS Corporation offers engineering, construction, and technical expertise to many organizations globally and here locally to the U.S. federal government at Sierra Army Depot in Herlong. With a new contract secured at the depot, they were in need of hiring personnel to get the job done.

On May 5th, URS Site Manager Nievan Forster greeted over 100 applicants at a 9:00 am orientation. Directed by Lead Advisor, Sue Vivilacqua, Alliance For Workforce Development, Inc., (AFWD) Career Center Advisors Chelsea Biatak, Leslie Scott, and Stacy Whitman helped applicants complete WIA applications and gathered I-9 (right to work) documents. Those job applicants, who had already submitted their resumes online, were the first interviewed by URS personnel. Others were assisted by CCAs in navigating the online application process. CCAs also acted as liaisons between URS personnel and job applicants; getting questions answered, troubleshooting email difficulties, and notifying URS of any problems the applicants were experiencing.

Applicants and URS personnel alike were pleased to have the assistance and association with Alliance for Workforce Development, Inc., and expressed their gratitude that day. Forty-five job offers were extended to successful applicants. AFWD looks forward to this continued association with URS. For more information on job fairs and other events visit, <http://www.afwdhr.org/>



## **NoRTEC hosts One-Stop Staff Training**

On May 11th and 12th One stops from 11 counties came together to learn, share and collaborate with each other to better serve the businesses, job seekers and communities in which they reside. The Northern Rural Training & Employment Consortium (NoRTEC), which provides grant funding from the Federal and State governments to One-Stops in Northern California, hosted the event at the Gaia Hotel in Anderson CA for 11 One-Stops from the following counties: Lassen, Modoc, Plumas, Sierra, Butte, Del Norte, Nevada, Shasta, Tehama, Siskiyou & Trinity. In all, over 75 people from the 11 counties attended the workshop. Stewart Knox, Director of NoRTEC started with introducing the staff from NoRTEC and gave information on NoRTEC's purpose and function. Staff from NoRTEC provided information and direction on the various grants available that allow the One-Stops to serve their business and job seeker customers. Representatives from 4 of the One-Stops presented information on some of the projects and the programs they provide to business and job seekers in their communities.

On the second day of the workshop round table discussions were held to discuss the many different services available to business, job seekers and communities and to come up with more ideas and find ways to implement these services. Ideas were categorized by the type of service such as Economic Development, Job seeker workshops and services, youth programs and community services. Many ideas and stories were shared and staff from the 11 counties discussed how another One-Stop might be able to implement similar services and how to help stimulate the local and regional economies. By the time the workshop was over a plan was in place to have a person from each of the 11 One-Stops appointed the projects leader. One-Stop project leaders will continue to work together to share ideas, gain knowledge from one another and assist each other to continue to implement ideas and services that will enable businesses to start up, expand and employ more job seekers, to assist job seekers with employment needs and to help our communities prosper.





## **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 along with one-on-one mentoring that have been provided over the last couple months.

### **Marketing & Advertising Workshop**



The Marketing & Advertising workshop was held on May 11th, 2011 at the Lassen County Fairgrounds, Jensen Hall. The workshop was the first in the series of three workshops. Fourteen 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:

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

### **Business Planning & Financial Analysis Workshop**



The Business Planning & Financial Analysis workshop was held on May 25th, 2011 at the Lassen County Fairgrounds, Jensen Hall. The workshop was the second in the series of three workshops. Eleven 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:

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

### **Website Development Workshop**



The Website Development workshop was held on June 29th, 2011 at the Lassen County Fairgrounds, Jensen Hall. The workshop was the final in the series of three workshops. Thirteen 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:

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

## **Staff Gets Trained on Weatherization Training**

On May 23rd 2011 Alliance For Workforce Development, Inc., (AFWD) staff received information and training on the grant funded weatherization training available for eligible participants. The goal of the Pathways out of Poverty grant is to train participants in Lassen and Modoc counties in weatherization and assist them in acquiring employment. The Pathways grant target group of participants that could be eligible for this valuable training are Dislocated workers, Underemployed, Low Income, Displaced Homemakers, Disadvantaged workers, those with criminal records and high school drop outs. Participants not only receive training in weatherization but also receive assistance with job readiness skills such as resume writing, interviewing practice, dressing for success and help obtaining the GED as well as assistance in finding jobs.

There are two components to the weatherization training: Online computer courses and hands-on lab training. Richard Heath Associates (RHA) provides the classroom and lab training. Participants are assessed to determine their individual needs to become more employable and a plan is made to address each need. Participants then work on their job skills and start the online computer based training. After completing the online coursework and taking the exam the participant then gets to use the skills learned in a lab environment for 4 days. Upon the successful completion of the training participants receive a certificate of completion which is recognized by the Building Performance Institute (BPI). Participants then continue to work with Career Center Advisors on job readiness skills as needed and start their job search or possibly move into an "On the Job, (OJT)" training program which allows them to gain experience on the job with the training they have learned.

## **Propane Training and Transfer Flow**

Alliance for Workforce Development, Inc. attended an event at Transfer Flow, Inc. in Chico, CA on May 26th which launched Northern California's Propane Conversion and Installation Training Program. The event was a huge success. Transfer Flow is a high-tech, modern manufacturing company which has operated in Butte County for the past twenty-seven years. With many experienced staff and new state-of-the-art manufacturing facility, they specialize in fuel system conversions and auxiliary fuel tanks for RV's, vans and fleet vehicles.

Transfer Flow has partnered with NoRTEC, Alliance for Workforce Development, Inc., California Employment Development Department and California Energy Commission's Alternative and Renewable Fuel and Vehicle Technologies Program (ARFVTP) to provide this program. Presenters at the event included Roush, Ferrelgas, Calstart, Knapheide, Union Leasing, Butte County's Chief

Administrative Officer, Paul Hahn, and Ben Winter, Transfer Flow's Project Manager.

Training programs will begin in June and July for businesses and individuals to gain hands on experience and training to complete propane conversions and fuel tank retrofits. The benefits of liquid propane as opposed to gasoline include reduced emissions to the environment and costs savings to the consumer or business. The training is certified by the National Alternative Fuels Training Consortium. HR Representatives at the Business and Career Network in Lassen, Modoc, Plumas and Sierra County have begun contacting local businesses and individuals to promote this training opportunity. We are pleased to be part of this exciting program and will follow up with further information in later CC Reports.



## Lassen Career Network reveals New Name Business and Career Network

Alliance for Workforce Development, Inc. (AFWD) announces a name change for its local One-Stop Center in Lassen County. The Lassen Career Network 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 Lassen County include, Lassen County Health and Social Services, CA Employment Development Department (EDD), CA Department of Rehabilitation, and many other organizations throughout Lassen 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, AFWD 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.



## **Business and Career Network Receptionist**

Joining the Lassen Team of Alliance For Workforce Development, Inc., (AFWD) as a Frontline Receptionist is Cindy Tuttle. Cindy comes to AFWD with over ten years experience as an Accounting Technician for the State of California. She most recently ventured into the realm of self employment working fairs and events with an old fashioned soda stand business. Cindy has lived in the Susanville area for over 15 years where she raised her three sons, attends church, and enjoys the beautiful blue skies of the area by the lake or river.



Pictured Cindy Tuttle

## **Career Center Advisor Joins TEAM!**

Kim Keith began working for Alliance For Workforce Development, Inc., (AFWD) as a Career Center Advisor. Kim had worked in the mortgage industry for the past eight years. One of the enjoyable aspects of her job was helping people achieve their dream of homeownership. Kim states, "I am looking forward to continuing to help people: this time, to achieve their dream career."

Moving here from San Jose in 1989, the Keith's have always felt fortunate as they love the community and our area's resources. Kim has two children and her family enjoys Scouting and the Rotary Exchange program.



Pictured Kim Keith

## Welcome Owens Healthcare Pharmacy!

Susanville welcomes a new business! On May 5th Owens Healthcare Pharmacy hosted their grand opening, located at 1850 Spring Ridge Drive inside Northeastern Rural Health Clinic. The midday event featured free Tri-Tip sandwich lunch with all the trimmings, live music from XX Country 100.7 Radio, and several informational booths. Owens Healthcare is a pharmacist owned healthcare company specializing in the areas of Retail Pharmacy, Compounding Pharmacy, Infusion Services, Medical Equipment and Respiratory Services. Their employees share a common goal to provide quality healthcare solutions. Their vision is to provide quality, integrity and service in every aspect of our company. This new business has helped the community in providing job opportunities. We look forward to watching this business grow and thrive in our local community.



Photo courtesy of Lassen County Chamber of Commerce

## SWITCH Welcome to Susanville!

“Switch” is the vision of owner Denise Ramsey, a brand name and consignment clothing store. Switch carries a great selection of new and gently used designer brands. The store is open Tuesday through Saturdays and is located at 2920 Riverside Drive, Susanville. Welcome Switch to Lassen County!



Photo courtesy of Lassen County Chamber of Commerce

## **Youth Program Collaboration with DEPTH**

AFWD Lassen's Youth Program is collaborating with DEPTH in the Big Valley area to assist in-school youth with reaching their education and employment goals. DEPTH stands for Discovery, Exploration, Purpose, Training, and Hope. Working through the Mountain Valley Health Center, this Tides Foundation grant helps students plan for their future and make healthy life choices.

Seeing commonalities between goals of the two programs, Lassen's Youth Program Advisor, Leslie Scott along with DEPTH Program Coordinator, Maren McFarlin, identified WIA eligible youth in the DEPTH program. McFarlin was interested in being able to offer her students information and assistance, primarily in the area of life skills. The plan was to offer the WIA Youth Program Job Search and Readiness Skills, and Basic Life Skills workshops. Scott travelled to the Mountain Valley Health Center and facilitated workshops on Job Search Skills and Basic Life Skills. McFarlin then twice transported participants to the Lassen Business and Career Network where, along with other Lassen County WIA Youth participants, they worked on their interviewing skills and job readiness skills.

Feedback from the participants was positive. Job opportunities for youth in Big Valley are limited. They felt the interviewing tips and practice gave them a "leg up" on the competition. And, they voiced that understanding good work habits and attitudes will help them keep a job once secured. Scott and McFarlin look forward to this continued partnership.

## **C.N.A. – Clearly a Neat Achievement Youth Success**

Referred by her Lassen Works caseworker, Heather Graham, came into the Lassen office of Alliance For Workforce Development, Inc., (AFWD) looking for work and a GED to improve her employability. She had recently returned to Susanville after living and working in Red Oak, Iowa. Through group workshops and individual meetings, Career Center Advisor Leslie Scott helped Heather develop a resume and a job search plan. After diagnostic pre-testing, and obtaining her high school transcripts, it

was determined that Heather would be best served by enrolling in Diploma Gold adult education. At the same time, Heather, with her newly polished resume, had secured a job as a dietary aide with Country Villa Riverview. In her new capacity in the Country Villa kitchen, Heather found herself working long hours and earning overtime. She did not have the time available to attend Diploma Gold classes. She did, however, learn of an upcoming opportunity to train as a Certified Nursing Assistant. Country Villa had reinstated this training under a new state program where trainees are paid the entire time they are in training. Heather was accepted into the training program, completed the training in mid-May, and on June 4th, passed the state Certified Nursing Assistant exams. Heather is now enjoying her new job (and income) as a CNA at Country Villa.



Pictured Heather Graham

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## **UPCOMING EVENTS**

**Ace The Interview Workshop**

**July 8 9am-11am**

**CPOL Workshop**

**July 12 9am-10am**

**Budgeting Workshop**

**July 15 9am-12pm**

**North State Jobs for Job Seekers**

**July 21 9am-11am**

**Networking For Your Next Job Workshop**

**July 28 10am-12pm**

**August 23 - Intro to Federal Contracting 9am-12pm**