April 1, 2012 – June 30, 2012

Community Coordinator Report

Submitted by Terri Hiser-Haynes

Lassen Business and Career Network

1616 Chestnut Street, Susanville, CA 96130
(530) 257-5057
www.aworkforce.org
Local Dollars Make Local Sense

On March 22, 2012, Lassen Economic Development Committee members participated in a webinar facilitated by author Michael Shuman. The overall concept of “Local dollars, Local sense” is that by implementing local solutions and localizing investments communities will experience greater economic growth. “Shifting money from Wall Street to Main Street will achieve real prosperity,” stated Shuman in his opening comments. “Prosperity must begin at home,” he continued.

Shuman further provided statistic that indicate that local businesses are more profitable and competitive than large and global corporations. He contends that local businesses are doing well considering obstacles and are up to three times more profitable than large corporations. He also stated there is under investing in Main Street and over investing in Wall Street. Local businesses are better for the economy and are creators of more jobs in a climate where large corporations are merging and shedding workers.

Shuman encourages local investment by local investors. “Local investors tend to be more invested in the business (es) success. There is a relationship (between investor and business) that is not pure profit based.”

Shuman concluded with an overview of a variety of methods for establishing local co-op or investment exchange entities in which local investors could place a percentage of their investment. The results of such a concept would be “local dollars, making local sense” by creating sustainable economic development.

The LEDC members left the webinar with fresh ideas and discussions on how some of Shuman’s concepts may work locally. Everyone looks forward to future discussions and possibly designing and implementing a local plan for Lassen County.

For further information on Michael Shuman and his books including Local Dollars, Local Sense, please visit http://www.chelseagreen.com/bookstore/item/local_dollars_local_sense/
Head Start Parent Meeting

The Business and Career Network’s Career Center Advisors recently had the opportunity to give a presentation to local Head Start Programs in Susanville during a monthly Parent Meeting. Career Center Advisors found themselves graciously welcomed by the Head Start parents and staff.

The Career Center Advisor’s presented parents as well as Head Start staff with a presentation that included an overview of the Alliance for Workforce Development’s universal services including:

- Labor market information
- Enrollment in Cal-Jobs
- Limited job search and placement services
- Outreach services
- Job search skills workshops
- Computer lab usage with internet
- Information on programs and services to upgrade skills
- Job board postings
- Copy and fax services related to job search

Participants were encouraged to attend the Business and Career Network’s annual Job Fair on Saturday, March 31, 2012 and given general information regarding potential employment opportunities. The Career Center Advisors also reminded the parents to update their resumes before arriving to the job fair in order to be “job ready.”

The presentation concluded with the Career Center Advisors inviting anyone interested in receiving our services to contact them for further one-on-one assistance and information on all available services.

Thank you to all of the staff members of Head Start for allowing us to present our services to the parents affiliated with your organization.
“Ride the Wave & Sail to Success” sums up the atmosphere and attitude of this year’s Job Fair which was held at the Lassen County Fair Grounds, on Saturday March 31, 2012. Through the partnership of Lassen Works, the Employment Development Department, and Alliance For Workforce Development, Inc., Jensen Hall was transformed into a welcoming and enthusiastic environment for both business’s and job seekers despite the cloudy, rainy conditions outside.

The job seeking community was well prepared this year and business attendee Ruth Dike of Sierra Broadcasting stated “there was a stronger candidate pool, candidates presented very professional from their resumes to dress attire. Hats off to the Business and Career Network for the classes on resume and interviewing skill building. It really showed this year, that people are gaining this knowledge through your assistance.” Adam Coya, Payless Building Supply committed “It definitely is an asset having so many people in one spot”. While Jim Murphy from Diamond Mountain Casino and Hotel offered, “We were able to obtain a good number of applicants for our hiring needs in various departments”.

While job fairs can be overwhelming with many people wanting to see the same employers, on-the-spot interviewing and noise, Lassen County business’s and future employees appreciate this yearly opportunity to come together and explore the employment and varying career options this event has to offer.
Grow Your Own

The mission of Alliance for Workforce Development, Inc. (AFWD) includes partnering with community organizations to meet the needs of job seekers. That is precisely what happened when AFWD collaborated with Sierra Cascade Family Opportunities, Head Start's “Grow Your Own” program. This program provides the necessary training for new Child Care Workers, and parents the unique opportunity to become employed at the facility that their children attend.

Through this collaboration, three participants were provided opportunities for professional growth and skill building, such as CPR and First Aid training. Participants that may otherwise not have access to this training were also assisted with the cost for the necessary health screen, TB testing, and fingerprinting costs. At the end of the two-day training, participants/parents were employed with Head Start as Child Care Workers, with the next step of becoming Preschool Teachers, a long held goal for many of them. One participant shared that “without this program I may never have had the chance to follow my dream. I have always wanted to become a teacher someday and this is my chance! I am so grateful.”

Sierra Cascade Family Opportunities, Head Start is a non-profit organization serving Lassen, Modoc, Plumas, and Sierra Counties, that provides an enriching opportunity to belong to a community passionate about improving the opportunity for the most vulnerable children and their families. And, Alliance for Workforce Development, Inc. is dedicated to assisting the community’s workforce development needs.

For further information on Sierra Cascade Family Opportunities Head Start please visit:
http://www.headstart4u.org/
AFWD Annual Report to the Lassen County Board of Supervisors

On April 24, 2012, Terri Hiser-Haynes, AFWD Business Service Representative for Lassen County, gave the annual briefing to the Board of Supervisors on the operations of Alliance for Workforce Development, Inc. throughout the county.

The briefing gave an update on the activities at Lassen Business and Career Network from July 1, 2011 to February 29, 2012. Topics included:

- **One Stop Customers July 1, 2011- February 29, 2012:** A total of 12,652 job seekers utilized the many services available through Lassen Business and Career Network. We also provided 367 services to 145 businesses representing approximately 2.5 services to each business.

- **WIA Enrollments July 1, 2011-February 29, 2012:** A total of 229 individuals have been enrolled in our WIA program with over $19,441.00 being spent so far to assist these individuals in supportive services, training and job search.

- **Rapid Response Activities:** Since July 2011 through February 29, 2012, there have been 9 business closures or downsizings in Lassen County, which resulted in 100 individuals losing their jobs.

For more information on this report please contact Terri Hiser-Haynes at 530-257-5057, thaynes@ncen.org.
Cookin’ Up Youth Success

Devin Mooney, a 2010 graduate of Herlong High School, moved to Susanville and came into the Business and Career Network looking for job search assistance. Having only held a brief summer job at the Sierra Army Depot, Devin had the barrier of a limited work history. Temporarily staying with his mother, he wanted to be working and on his own.

Devin completed the series of Youth Program Workshops. He reworked his resume, perfected his interviewing skills, obtained a certificate of completion for Customer Service, and learned some basic life skills like how to budget. When Lassen Senior Services was interested in offering a work experience position as a kitchen assistant to one of our Youth clients, Devin was sent to interview. Devin arrived early for his interview and impressed the Director and Kitchen Manager with his maturity, his ability to communicate his skills, and his courteous respect.

Kitchen Manager, Dan Miranda, started Devin at the position of dishwasher. As his time on the job progressed, he was moved up to doing the work of a prep cook. At evaluations, Dan always complimented Devin on his initiative and his ability to learn quickly. On the final day of his work experience job, Dan offered Devin the position as an employee of Lassen Senior Services. Devin happily accepted the job.
Public Teacher to Private Tutor

According to The Bureau of Labor Statistics, only 12% of the labor force will have fewer than 4 jobs in their lifetime [www.bls.gov/nls/nlsy79r23jobsbyedu.pdf].

Susan Moore is one of these employees and when asked, she will tell you it is because she was born to be a teacher. After 33 years of teaching she retired thinking that she would relax and finally put her feet up. Instead, what she realized was that she missed working with kids. Because it had been years since she had to job hunt, she enlisted the aid of the Business and Career Network to help with job seeking and to brush up on her resume writing and interview skills.

Teaming up with her Career Center Advisor she attended workshops and sent out many resumes for different positions, but never felt excited about any of the positions she applied for. After much deliberation, she realized that she wanted to go back into teaching but, on her terms this time. Putting her head together with her Career Center Advisor, husband and friends, Susan decided to open her own tutoring service which would give her the flexibility to enjoy some free time as well as do what she was meant to do, teach.

Advertising on the radio and promoting with various public agencies, Susan Moore Tutoring has taken off and Susan has a full schedule of students. She has recently signed up for training dyslexic students and says that “it’s a very exciting turn of events”. We agree!
A Client’s Story of Success

Randy Erwin decided to make a big change in his life and move closer to his family. Like many people moving to a new area, Randy found finding full-time employment in Lassen County challenging. He is skilled in many technical trades such as a low-voltage electrician and sales so when finding employment proved to be difficult, Randy became discouraged. That’s when he sought the help of the Alliance for Workforce Development AFWD’s Job Seeker and Job Referral services. Randy attended various job seeker workshops and met with his Career Center Advisor to develop an employment plan to aid and prepare him in obtaining full-time employment.

Armed with a new and updated resume Randy submitted his application for a position as a Clerk with Diamond Mountain Mini Mart. After a few days Randy received a phone call from them and scheduled an interview for the Cashier position. A couple of days later Randy received the phone call he’d been waiting for and we’re very happy and excited to announce that Randy is now the newest member of the Diamond Mountain Mini Mart staff.

Congratulations Randy!
Hire Now and the Sun will Shine

Lassen County Health and Social Services and Alliance For Workforce Development, Inc. partnered on the Hire Now program to assist with costs of training new employees. Sunshine Preschool in Susanville took advantage of this program to hire a much needed Teacher’s Aid for their newly opened facility.

Jessica Jenner, Director and Teacher for Sunshine Preschool was able to identify a candidate and interview for the Aide position. The candidate had been taking the early Childhood Development courses at Lassen College over the last couple of years and was two classes away for her Associate of Arts degree. Sunshine Preschool received 50% of the employee’s hourly wage reimbursed monthly for the five month training session.

Sunshine Preschool was open 8:30am to 12:30 pm Monday through Friday offering early education and development to children in a Christian setting.
On the Job Training Benefits Business’s Growth

Treats Dog Company opened their doors in uptown Susanville in 2007, providing the animal lover community a variety of products from dietary, protective, activity, and specialty items.

Owners Monte and Joanie Kielty are very knowledgeable about all their product lines and offer referral resources to their customers for a better understanding of their pets and what makes them healthy and happy.

2011 brought about several changes; first, a larger location and with this the need for another stock/retail clerk. Utilizing the National Emergency Grant On-the Job training program, Loren Seeman began his new career in customer service at Treats in November 2011. The objective of this training program is for Loren to gain skills previously identified by Monte in a predetermined amount of time. This training ran from November 2011 to May 2012, with evaluations completed by Monte and reviewed with Loren monthly.

Not only did Treats Dog Company gain an employee with the necessary skills and knowledge needed for this customer service position based business but also a man who has a genuine love for the animal world.
Persistence Pays Off

Working full-time, taking care of children and juggling life’s everyday struggles is difficult for any family. This is especially true for single parents. Single father, Eric Kline, is a prime example of how one person’s struggle to overcome adversity can inspire us all.

Eric recently found himself at a crossroads in his career path which forced him to work several part-time jobs to make ends meet. Thanks to the encouragement and support of his family, Eric managed to work very long hours to provide for his young daughter.

After a long struggle to find stable and long-term employment, Eric decided to meet with a Career Advisor at the Business and Career Network for further job search assistance. During that first meeting, Eric and his Career Advisor devised an employment plan which helped him target specific employment goals and opportunities.

Eric was looking for employment where he could utilize his forklift certification. Eric’s Career Center Advisor assisted him with the application process after being referred to a Material Handler - Forklift Operator position at URS Corporation. After a few short weeks, URS Corporation notified Eric that he had been selected for an interview for the position. Eric’s previous work experience and forklift operation certification proved to be a highly valued asset for URS Corporation and Eric was offered the position just a few days after his interview.

Eric's persistence has finally paid off. He is excited about his new job in that began in April and is thankful to be given the opportunity to work for such a well-known and established company.
Brewery Opens in Susanville

After much anticipation from the community, Lassen Ale Works at the Pioneer Saloon in historic Uptown Susanville opened for business on May 25, 2012.

One of the owners, Margaret Liddiard was referred to Alliance For Workforce Development, Inc., (AFWD) for the company’s hiring needs. Margaret’s first step was to attend the 2012 Job Fair at the end of March.

AFWD provided recruitment assistance, new hire packets, new hire orientation assistance, and the use of the computer lab for employees to complete the Serve Safe certification and TIPS certification. Twenty-eight people were hired locally for the crew of servers, prep cooks, chefs, dishwashers and bartenders, who Liddiard said are “making us look like rock stars.”

Lassen Ale Works has two brewing and three fermentation tanks, as well as six 300-gallon cold storage tanks in the basement, where the beer is pumped directly from the draft tower to the bar. Margaret explained what makes Susanville such a good location is the same temperature year-round water source.

If people want good food to go with their drink or even just a place to grab a bite, Lassen Ale Works also offers what Liddiard describes as “really warm, comfortable, brew pub food,” that is all prepared in house.

Lassen Ale Works at the Pioneer Saloon is the first California based business for partners Margaret Liddiard, Mark Pfenning, Erik Jefferts and Julie Howard.
New Face at Business and Career Network

Teri Linggi began working for Alliance For Workforce Development, Inc., (AFWD) as one of our frontline receptionists. Teri’s goal is to work with one of the many Child Support of Social Services agencies. She has worked in many diverse career fields and this is the one she finds the most satisfying.

Teri has been a resident of Susanville for two years, moving from Sacramento to further her education in Social Work. She is thankful to be raising her four year old son in a small town and enjoys teaching him about the outdoors as well as the wildlife. Teri hopes to be able to plant her roots in Northern California and continue her path to a fulfilling career helping others.
AFWD All Staff Meeting – June 11, 2012

The Business and Career Network in Susanville was the location for the annual AFWD All Staff meeting. Every year, all staff members are given the opportunity to discuss new performance measures, past successes, and upcoming projects for the new 2012-2013 program year. On June 11, 2012, employees from Lassen, Modoc, Plumas, Sierra and Butte counties attended the annual meeting.

Representatives from each of the counties were given information about policies and the implementation of new and current programs. One of the main highlights of the meeting came from Executive Director, Traci Holt. Traci gave performance goals for each county and discussed the facilitation of many upcoming local On-The-Job-Trainings (OJT’s). OJT’s benefit the local business communities by subsidizing the training of new employees while they are gaining the skills needed to be fully effective and efficient in their new occupation.

Many opportunities are on the horizon for members of the Alliance For Workforce Development, Inc. team. Come and set your sights high with us by coming to the Business and Career Network located at 1616 Chestnut Street, Susanville, CA. For more information regarding our programs and services, please call us at (530) 257-5057 or visit www.aworkforce.org.
2012 UPCOMING EVENTS

“Resume Writing” Workshop
Thursday, July 5 – 10am-12pm

“Intro to the Computer Lab for Job Search” Workshop
Thursday, July 12 – 10am-12pm

“Interview Skills” Workshop
Thursday, July 19 - 10am-12pm

“GED Introduction” Workshop
Thursday, July 26 – 10am-12pm

For further information on these and other events contact us at
Lassen Business and Career Network
530-257-5057, TTY, CA Relay 7-1-1
or at our website http://www.afwdhr.org/id3.html