AFWD, Inc. HR Solutions Team Attends 26th Annual Society for Human Resource Management Conference in San Diego

Alliance For Workforce Development, Inc. (AFWD) in keeping with the workforce philosophy of “Business First” that holds by serving employers first, job seeker clients benefit by an increased number of available jobs; and in order to provide excellent business services to local employers, AFWD sent six of its HR consultants and one Board member to the annual Society of Human
Resource Management (SHRM) conference in San Diego, CA, June 26-30, 2010. SHRM is the world’s largest human resource organization dedicated to providing its members with timely information and guidance on HR topics including, industry trends, labor law, employment legislation, and education.

The conference “buzz” was all about the new federal healthcare legislation and how the law will impact businesses across the county. There were sessions that covered healthcare reform for small businesses, large businesses, and what every employer needs to know about the incremental implementation of this sweeping legislation.

In addition AFWD staff brought back valuable information on labor laws, business trends, employment forecasts, and employee motivation. “This was my first SHRM conference and I have learned so much. I look forward to taking back this knowledge and utilizing it to assist my business clients,” stated Terri Hiser-Haynes, Lassen HR Consultant. Amee Albrecht, Modoc HR Consultant added “By providing our clients with HR guidance, they are able to remain vital, expand, thereby preventing closures and layoffs.”

Based on the information obtained at the conference, AFWD hosted September Healthcare Reform Workshops all four of its counties; Lassen, Modoc, Plumas, and Sierra in order to make sure that its business clients are well-informed and prepared to implement healthcare changes as needed.

For further information on SHRM please visit

http://www.shrm.org

Training Helps Doug Reach Higher Than He Ever Imagined He Could!
Doug is a taller than average man who always had the advantage of a high reach. But thanks to his training at Northwest Lineman College for Electrical Lineman training he is reaching even higher. Not only is he literally reaching higher but has set his goals high as well.

Doug Brawley came to Lassen Career Network (LCN) seeking assistance with finding a new career after being laid off. He wanted to go into an occupation that was not in a declining industry where he would have a better chance of remaining employed long term. He had been doing research on his own and liked the idea of becoming an electrical lineman. Doug worked with Sue Vivilacqua, a Career Center Advisor at Lassen Career Network to determine if being an Electrical Lineman would be the best occupation for him. Doug completed occupational assessments which revealed Doug had the aptitude and interest for his chosen occupation. They researched training sites and found Northwest Lineman College in Oroville CA. NLC had classes starting in a few months and there were many things Doug had to accomplish to be accepted into their program. He visited the college, took the entrance exam, acquired his Class A learners permit and completed the application process. Doug was accepted into the Electrical Lineman training program and moved to Oroville for 4 months. Through funding provided by AFWD and the MCLAUS VII grant which paid for the tuition and tools required, Doug was able to start training for his new occupation. Doug has done very well in his training and finished in July 2010. He passed his exam and is now a certified Electrical Lineman. Doug says the hardest part of the training was learning to climb the poles. He is very excited to start working as an Electrical Lineman and with the help of NLC and Lassen Career Network Doug is on his way to reaching his goal. He recently tested with Pacific Gas and Electric and hopes to hear back soon on the possibility of employment.
California Green Jobs Corps Training Program

On a local level, Alliance For Workforce Development, Inc. (AFWD) designed the California Green Jobs Corps Training Program to provide 27 eligible youth with an opportunity to participate in a two week hands on training in the community in which they live (Lassen/Plumas County), followed by a two week Weatherization Course at Lassen Community College, and then a 6 week
paid work experience with a business or organization located in their community. By completing this program the participants obtained a weatherization training certificate, hands-on training, and gained valuable paid work experience in the Green Construction industry.

On June 7, 2010 AFWD launched the first day of the program with twenty five participants from Lassen County and two from Plumas County. Participating businesses/agencies in Lassen County included Fort Sage School District in Herlong, Lassen Community College, The City of Susanville and Monath Construction. In Plumas County, the Plumas County Fairgrounds and Chester Wildwood Senior Center participated.

AFWD is excited to report at the completion of this program 24 of the participants either entered employment or continued on with their education. Seven participants entered employment into the Green Jobs field.
Rising Above Endeavor by Employing the Spirit of Enterprise

You've probably seen him here at Lassen Career Network, all over town on his bike, putting in job applications at various places around town, or landscaping your yard. Eugene Hoskinson epitomizes the phrase patient perseverance. Since relocating from Minnesota to Susanville, Eugene has employed several tactical approaches to job search: Attending job readiness workshops, computer classes, and weekly meetings with his Career Advisor. He was able to maintain his momentum in his job search schematics. Eugene always had the will; he just needed the assistance of the Alliance for Workforce Development, Inc. to show him the way.
After months of searching, Eugene's drive to secure steady employment propelled him forward. Becoming ensconced in the development of professional relationships, Eugene learned quickly how to execute different methods of job search he was able to learn through teachings of the Alliance for Workforce Development, Inc. Every appointment, meeting, and class became an opportunity for him to learn more about his professional self and ways to showcase his wide range of abilities. With the utilization of different methods of job searching, networking, resume writing, and interviewing skills, Eugene inherited the title of JOB SEARCH STAR!!! His never-give-up attitude, in conjunction with the tools he implemented, helped him turn every endeavor into an enterprising opportunity. He learned to utilize his resources, network with others, and advertise his personal skills. These different attributes helped keep him afloat financially while in the job search program.

A month ago, Eugene was given the professional opportunity of working for a reputable business in town. Susanville Towing, through the Alliance for Workforce Development, facilitated recruitment for a Service Writer to assist them in their busy office. After considering many applicants, they found Eugene to be a perfect fit. His congenial nature, superb customer service skills, and adaptability helped make him the ideal worker for their office. With a little luck and a lot of hard work, Eugene was successful in finding the right career fit!

**Welcome Dolores Santos Lassen Career Network Frontline Receptionist**

Lassen Career Network welcomes Dolores Santos to the team. Dolores brings with her many years of customer service and joined the team in August. Dolores moved to Lassen County one year ago. She is currently a full-time student attending Lassen College working towards completing her prerequisites for the LVN program. Dolores worked for eight years in the field of property management before making a change to go into the healthcare field.

Dolores is looking forward to experiencing the various challenges as the Front Line Receptionist for AFWD and further her customer service skills.
On August 19th, the recruiter with California Conservation Corps (CCC), Ryan Hackney visited the Lassen Career Network to present an orientation to the California Conservation Corps. Hackney also accepted applications and did on-the-spot interviews for the Corps.

CCC offers employment and training opportunities for young men and women aged 18 to 25. Hackney's appearance attracted several young people who listened to information and submitted applications to the Corps. Started in the 1970s, CCC has numerous locations throughout the state of California. Of particular interest to attendees at the orientation were the residential locations that provide room and board for only $325 per month. Also, high school dropouts can earn a diploma or GED while working for CCC. And, Corps members can earn scholarships to further their education.

Each location specializes in particular types of projects and interfaces with other agencies such as Cal Trans and the U.S. Forest Service. Corps members can work in the areas of environmental management and restoration, green energy construction/retrofitting, and emergency response. All of the work is outdoors and contracts last a year.

Hackney is more than willing to speak with any individuals interested in the California Conservation Corps. He can be reached in the Redding office toll free at 1-800-952-5627.
FISH! 101

On August 6th, all staff members and partners of the Lassen Career Network took part in a valuable interactive FISH training. Partner agencies include: Lassen County Health and Social Services, Lassen County Fiscal Department, Employment Development Department and Alliance For Workforce Development, Inc. (AFWD). Amee Albrecht, HR Consultant from Modoc Employment Center, customized and facilitated this partner wide staff development day.

FISH! Is the key to successful human relationships!

FISH is a set of simple, interconnected principles that everyone can tailor to fit their own work and/or personal lives. The basic principle being that everyone is capable of bringing old wisdom for a new day. When you choose to incorporate the principles: Play, Make Their Day, Choose Your Attitude, and Be There, you'll see a positive change in the relationships you create at work and at home.

Where did this great story come from? Imagine a workplace that smells, is physically grueling, and requires you to be nice to people all the time. Sound familiar? FISH is based on a fish market in Seattle. The fishmongers spent 12-hour shifts stocking, selling and packing fresh fish. The owner, Johnny Yokoyama, invited his employees to create a new vision for the market. They accepted the
invitation and the end result was an incredibly happy and committed workforce as well as a huge growth in sales.

Filmmaker John Christensen discovered the fish market while traveling. He knew that the fishmongers had uncovered something special and he decided to film it. John and his Philosophy, produced the films FISH! And FISH! Sticks, and authored a series of related books. These have become international bestsellers as businesses and individuals have discovered the incredible power within its invitation. The Lassen Career Network staff was thrilled to participate as well.

During our training on FISH! 101 staff fell in love with the philosophy and the idea that we can interact and have fun while we are on the job. We always strive to have a great attitude and everyday to have a positive attitude and to smile, smile, smile.
WHAT IS ELEMENT K?

For over thirty years, Element K has been providing learning solutions that enable organizations to develop employees, support partners, and educate customers. Element Konline courses range from business skills, to workplace compliance and IT training. For proprietary learning needs, Element K can partner with clients to design and develop custom learning programs. Alliance for Workforce Development (AFWD) has employed Element K online course subscriptions for over six years.

At the Lassen Career Network, AFWD's clients can upgrade their skills and boost their employability through courses on Element K. Popular courses include the Microsoft Office Suite:
Word, Excel, Access, Powerpoint, and Publisher. Clients also can gain and/or improve their bookkeeping and accounting skills through such courses as Quickbooks. More intense IT courses such as Cisco Networking can be accessed as well.

The beauty of these courses for our clients is that they are, of course, online, but also self-paced. All courses list an estimated time for completion. Clients can review the material over and over for full mastery. For businesses looking to train groups of employees, Element K subscriptions are available as part of our business services.

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**All Staff Meeting Held By Alliance For Workforce Development, Inc.**

Lassen Career Network in Susanville was the location for the annual AFWD All Staff meeting. Every year, all staff members are given the platform to discuss new performance measures, past successes, and upcoming projects to be tackled. On August 17th and 18th, employees from the four counties; Lassen, Modoc, Plumas, and Sierra, congregated at the busy one stop ready to discuss what was in store for program year 2010-2011.

Representatives from each of the four counties were afforded the opportunity to share success stories for those businesses and clients that found prosperity as a result of their partnership with the Alliance for Workforce Development, Inc team. Both job search and business participants were provided assistance with services involving; identifying different community resources, obtaining financial support through subsidized employment through internships, accessibility to job readiness workshops and business revitalization by the execution of ways to increase profitability and reduce liability, and obtaining assistance through lay off outreach.

Staff was also given information about the implementation and policies for some of new programs that are up and coming. Staff members were forthcoming in volunteering their ideas that they believed would help benefit the community. Clean Energy Workforce Training is one of the many programs that the Alliance for Workforce Development, Inc is recruiting for. This program will allow offices in all four counties to recruit for folks interested in clean energy fields and who possess prior construction experience. Through this particular grant, participants will be given the opportunity to attend training at Shasta Builders Exchange in order to train in clean energy. Participants will be able to access certifications that will allow them to be more employable in this prominent field.

The most exciting part of the annual meeting this year was the Modoc Employment Center staff’s recreation of the game Minute to Win It, ice breaker. Staff had a ball competing/playing games that involved things like blowing up balloons and knocking over plastic cups with the air, stacking paper reams like dominoes and knocking them over to ring a bell, pulling tissues from a box with one hand as fast as you can, and the staff favorite, transferring cotton balls from a table to a bowl using only your nose and Vaseline. Staff had a blast getting to know each other.

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 Lassen Career Network located on 1616 Chestnut St. in Susanville, CA. For more information regarding our programs and services,
please visit us at please visit:

http://www.aworkforce.org/
Successful Youth, College Bound!

Through a collaborative effort with the Mountain Valley Health Center, Alliance for Workforce Development, Inc. worked with several in-school Youth in Bieber this past year. At the top of the list is a young lady named Maria Barba. Maria was already a good student: 3.27 GPA and recipient of the Doyle Bushong Memorial Scholarship. Living in a small community though, had not afforded her many opportunities for work.

Maria worked closely with her advisor to complete all the Youth Program Job Readiness workshops while completing her high school courses. With just a short time before entering college and a goal of becoming a medical billing clerk, Maria was placed into a work experience position at the Mountain Valley Health Center. During that short work experience stint, Maria was rated in the excellent category for her personal qualities and work habits. Site Supervisor, Mary O'Conner, stated, "Maria did a great job!"

Having gained some work history and a taste for medical billing, Maria is now attending Shasta College in Redding taking classes in medical office procedures and terminology along with other
general education coursework.

Congratulations, Maria -Job Well Done!

AFWD, Inc. and Christensen Insurance Agency Offer Lassen Businesses Overview of Healthcare Reform

Setting the Course for Responsible Health Care Reform," was the title of the workshop hosted by the Alliance for Workforce Development, Inc. (AFWD) at the Lassen Career Network in
Susanville, CA on Monday September 13, 2010. Susan Christensen Edwards, CLU, RHU, from E. Christensen Insurance Agency facilitated the workshop on this sweeping legislation that impacts both businesses and individuals.

Ms. Edwards' presentation included:

- Recap on the Patient Protection and Affordable Care Act (PPACA) legislation
- PPACA Overview
- Grandfathered Plans
- 2010-2014 Reform Implementation Issues
- New Patient Protections
- Employer Responsibilities
- Health and Wellness

There was much discussion and questions regarding the impact of the legislation on small businesses. Edwards provided details to attendees on what to expect as the legislation is incrementally implemented in the next 4 years. She also provided the group with resources for additional information and updates on the law, as they become available.

"It has been wonderful to have a professional from the insurance field here to help clear up a lot of grey areas we have with this new law," stated Carlene Slushier, CPA from Pezzullo & Gussett, CPA's LLP. "This subject matter could be quite volatile so the more informed we are the better service we can extend to our clients. Having reliable and knowledgeable resources available at Lassen Career Network is a very valuable asset for our business community."

Alliance for Workforce Development, Inc. is pleased to bring relevant and valuable workshops to the businesses in the communities of Lassen, Modoc, Plumas and Sierra counties, stated Terri Hiser-Haynes, HR Consultant for AFWD. By presenting workshops such as Health Care Reform we are able to provide employers information that will assist them in maintaining and growing their businesses.”

For information on additional workshops, please visit:

http://www.aworkforce.org/

For further information on Healthcare Reform, please visit:

http://www.healthreform.gov/

E mail Susan Christensen Edwards at:

christensenins@frontiernet.net
Alliance For Workforce Development, Inc. Goes to College

A few hundred juniors and seniors from Lassen County high schools converged at Lassen Community College the morning of Monday September 20th. Greeting them were representatives from the various programs at Lassen, additional colleges and universities, and private organizations and companies. They had come to participate in College and Career Day, organized by Michelle Fulton, Director of Career & Technical Education for Feather River College. Privileged to represent Alliance For Workforce Development, Inc. (AFWD) at this event were HR Consultant, Terri Hiser-Haynes, and Career Center Advisor, Leslie Scott.

Haynes and Scott, along with help from their colleagues and co-workers, assembled an assortment of information on fast growing occupations in which students could train or begin their training locally at Lassen College. High school students, as well as Lassen College students, stopped by the AFWD booth, asked questions, and gathered handouts. Descriptions, statistics, and resource websites were given for such jobs as Fish and Game Warden, Hydrologist, and Acute Care Nurse. Information was also available on AFWD's Youth Program as well as job seeking tips for high school students.

Along with the good turnout of students were an equally good number of additional colleges and universities. There were other two-year schools such as Feather River College. Four-year universities included UNR Reno, Oregon Technical Institute, Chico State, and Simpson College. This allowed, not only high school students to learn about college and career opportunities, but also provided excellent advice to those Lassen College students looking to transfer.
NoRTEC Provides Alliance For Workforce Development, Inc. Staff Training To Enhance Client Services

Betti Austin, Program Director for NoRTEC recently traveled to the Alliance for Workforce Development, Inc. (AFWD) office in Susanville to provide training to staff, spending two full days on business and job seeker services including training services; identifying customer needs and eligibility criteria, creating and implementing training plans, and On-The-Job (OJT) Trainings.

The purpose of the training was to ensure that staff is armed with the knowledge and skill to deliver
the full menu of workforce development services to business and job seeker clients. Following the Business First philosophy espoused by NoRTEC, AFWD staff work with employers to serve them with Human Resource Solutions to meet their business needs. By providing these services, the businesses can remain vital and grow, resulting in more jobs for job seeker clients. By thoroughly understanding business needs, better job matches can be made creating a win-win situation for businesses and job seekers.

Jackie Tillery, AFWD Career Center Advisor in Modoc County stated, "Betti is very knowledgeable and explained the information very well. I learned a lot, particularly the steps needed up to creating a training plan, how to put together a training plan, and understating the OJT process."

We extend a huge Thank You to Betti for all of her support and assistance with providing AFWD clients the finest in Workforce Development Services in Lassen, Modoc, Plumas, and Sierra counties.

For further information on NoRTEC, please visit, www.nortec.org
UPCOMING EVENTS

October 5 & 6: Basic Computer Workshop
October 5: Interviewing Skills Workshop
October 12 & 13: Basic Internet/Email Workshop
October 28: SBDC Business Consulting available
October 19: Resume Building Workshop
October 19 & 20: Basic Microsoft Word/Excel Workshop
November 1: Sexual Harrassment Prevention Training
November 18: SBDC Business Consulting available
December 16: SBDC Business Consulting available