

Community Coordinator

Report

Modoc County

JANUARY-MARCH

2014

Dollar General

Grand Opening!

Alturas location opened February 24th

Dollar General Corporation operates as the country's largest small-box discount retailer with stores in the southern, southwestern, midwestern, and eastern United States. The stores are typically located in local neighborhoods. Dollar General offers both name-brand and generic merchandise including off-brand goods and closeouts of name-brand items. They make shopping for everyday needs simpler and hassle-free by offering a carefully edited assortment of the most popular brands at low everyday prices in small, convenient locations. Dollar General ranks among the largest retailers of top-quality brands made by America's most-trusted manufacturers, such as Procter & Gamble, Kimberly Clark, Unilever, Kellogg's, General Mills and Nabisco. Dollar General currently has over 11,000 stores in 40 States.

Dollar General is able to save customers time by staying focused on life's simple necessities: laundry detergent, toilet paper, soap, shampoo, socks and...maybe a gadget or two that you just can't live without. The average Dollar General customer completes their shopping trip in less than 10 minutes.

For people entering the workforce for the first time, Dollar General stores provide an ideal foundation of entry level work skills along with competitive wages and benefits. Experienced workers are drawn to the opportunity to grow with one of the fastest-growing retailers in America. Celebrating excellence is a hallmark of Dollar General's culture, whether you work in a store, a distribution center or at the store support center.



DOLLAR GENERAL

Dollar General Recruitment

Modoc Business and Career Network vigorously worked with the Dollar General hiring team to fully staff the new Alturas store. Potential employees were supported throughout the hiring process with resume building, on-line applications, and pre-screen interviews. During the hiring event on January 24, 2014, the Dollar General team and all of the applicants were fully assisted by BCN staff. The Alturas store created over ten new job opportunities in Modoc County. We are delighted to congratulate the Managers, Assistant Managers, Lead Sales Associates, and Store Clerks on their new positions.



Dollar General Hiring Event

Labor Law Workshop

The 2014 Labor Law Update at the Business & Career Network was held on January 15, 2014. Twenty employers from throughout Modoc County attended the popular annual workshop, where Mark A. Vegh, Labor Law Attorney from Redding, California informed employers of the latest changes to California employment law. Some of the topics included: wage and hour, discrimination and retaliation protections, immigrant protections, leaves & benefits, background checks, and workers compensation. Mr. Vegh also provided information on required postings & notices and covered information on which laws apply to businesses. The workshop was informative and Modoc County businesses were pleased to have an annual local workshop to help them stay up to date on the latest labor laws.



AFWD One-Stop Statistics

Modoc Visitors

2,374

AFWD Business Services

Business Served	1,693
Service Provided	8,778
Positions Filled	2,407
Training Assistance	370

Program Services

Total enrollments P/Y 2013-2014

Adult	392
Dislocated Worker	374
Youth	178
Employed	643

Unemployment Rate

Butte 10.0%	Plumas 14.3%
Lassen 12.5%	Sierra 13.6 %
Modoc 13.2%	

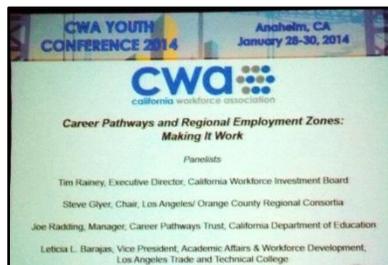
CWA Youth Conference

Jackie Froeming, Career Center Advisor was given the chance to attend the 2014 California Workforce Association's 14th Annual Youth Conference held January 28-30, 2014 in Anaheim, CA. The 2014 theme was "Stand and Deliver Together" and focused on building career pathways that connect youth to real jobs. Jackie had the opportunity to attend several sessions. The first session she attended was presented by Arel Moodie, bestselling author of "Your Starting Point for Student Success". He also presented the "Youth Leadership Training Series", and the class asked the attendees the foundational question of Who Am I? It was designed to help youth and young adults learn about themselves on a deep level as well as connecting with other participants.

The conference had several keynote speakers but one that made a lasting impression was Anthony Robles who won the 2010-2011 NCAA individual wrestling championship in the 125-pound weight class despite being born with only one leg and against several odds. He has since become a motivational speaker *"We wrestle with our own opponents on a daily basis. These challengers can come in numerous forms whether it be a physical challenge, emotional, or even relational issues that can overtake us. No matter what opponent we are wrestling against we can be UNSTOPPABLE."* Mr. Robles wrote a book called "Unstoppable", the story of how he became a champion.

"Bridges Out of Poverty", presented by Dianne Owens, Community Trainer, Santa Barbara County Workforce Investment Board was a speaker at the conference. She emphasized ways of improving program outcomes by acquiring a "new lens" that will broaden individual understanding of generation poverty, gain insights into why relationships are so important to individuals that come from generational poverty.

AFWD, Inc. staff also attended a session called "Building a Foundation for a Work Ethic in our Youth", presented by Josh Davies, CEO of the Center for Work Ethic Development. The class talked about an "A Game system", which is a program that teaches work readiness, work maturity, and work ethic. This "A Game system" develops skills and shared language of work ethic with students and employers. The conference was informative and helpful to the staff that attended.



CWA Conference Pictures

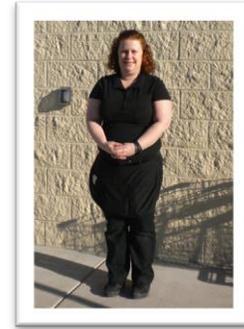
This Quarter's Success Stories

Chris Van Meter



Chris came into the Modoc BCN office in March 2013 and was referred by Independent Living Program (I.L.P.) at Training, Employment and Community Help, Inc. (T.E.A.C.H.) to the youth program. He graduated Modoc High School in 2012 and needed assistance with job search and job seeking skills. Chris completed the classes offered by I.L.P. and was ready to begin the next step. Chris consistently met with his Career Center Advisor and successfully completed all workshops. In September 2013 Chris began volunteering at T.E.A.C.H. and in January 2014 he began an eight week work experience at T.E.A.C.H. through the youth program as an Office Aide. The position required several duties like assisting with setting up the thrift store, organizing donations, among other duties. He also became a mentor to the high school students who are part of the special education program. He trained them on the various duties associated with the thrift store and continues to work with the students. He successfully completed his work experience March 14, 2014. T.E.A.C.H. was very impressed with his work ethic, leadership ability and work performance that they offered him a permanent position on March 17, 2014. Congratulations Chris on a job well done, you're awesome!

Crystal Lima



AFWD, Inc. staff met with Crystal May 2013 after providing a Rapid Response orientation to the employees affected by the closure of the Bank of America branch in Alturas. Crystal worked at Bank of America from September 2011 to June 2013 when the branch closed. She had previous work experience in management as a Store Manager and as an Assistant Manager for several companies including; The Disney Store, Restoration Hardware, and Pacific Sunwear. Crystal was looking for full-time employment in either the banking or sales industry. She diligently applied to different jobs, followed up with job applications, and was open to all options due to limited opportunity for the job she was seeking.

In January 2014, Dollar General contacted the Modoc BCN office for help with recruiting for a Store Manager position at the new Alturas location that was scheduled to be open in February 2014. Crystal's extensive experience in Management made her a good candidate for a position with Dollar General. She applied, interviewed and was offered a position as Store Manager. Crystal successfully assisted with setting up the store, hiring of the Sales Associates, and is now managing the Dollar General location in Alturas. Congratulations Crystal!

