



Submitted by Ameer Albrecht

*July 1- September 30, 2009*



Alliance For  
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*Providing pathways to success*

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## **2009 Summer Jobs Program**

The 2009 Summer Jobs Program funded by the American Recovery and Reinvestment Act was a great success in Modoc County. The program was designed to focus on meaningful learning experiences for the participants through various projects and to benefit the businesses and agencies to infuse the local economy. The overall goal of the program was to help our young adults to be successful on the job. In Modoc County we had 29 participants in the program with 27 of them successfully completing their work experience. We had 17 public, private, and non-profit businesses participate with several of those businesses hiring the participants at the completion of the program. The feedback from both business participants and the community has been wonderful. One comment that was made was, "this program offered these young adults an opportunity that they otherwise may have never been given."



Plumas Bank Summer Jobs Program Participants



US Forest Service and University of CA Extensions Summer Jobs Program Participants



Tulelake Fairgrounds Summer Jobs Program Participants



Tulelake Farm Supply Summer Jobs Program Participants



Tulelake Newell Family Resource Center & Modoc Child Care Council Summer Jobs Program Participants

Submitted by: Amee Albrecht

## Academy for Future Business Owners

The goal of the Entrepreneurial Boot Camps was to prepare the next generation of strong and successful business owners and entrepreneurs. The strategy is to design and implement innovative programs to foster the entrepreneurial spirit, teach the necessary skills, and provide opportunities and incentives to pursue business ideas.

Frank Kennedy with Insight was the provider of the Modoc Boot Camp. Curriculum included instruction, activities, guest speakers, practical applications, and a business plan competition at the conclusion of the week. Topics addressed included: Business Plan Development, Market Research, Strategies for Success, Income Statements, Producing a Sales Commercial, Financial Ratios, Return on Investments, Negotiation Skills,

Advertising Materials, Project Management Skills, Reading a Financial Statement, and Investment Strategies.

Youth received instruction and demonstrated skills in analytical thinking, public speaking, dress for success, business etiquette, communication, time management, and social responsibility. AFWD conduct an outreach campaign to all Modoc County High School Students, aged 16-18 years. This campaign will included newspaper advertisements, direct mailing to the home of all eligible students, posters on campus, school bulletins and newspapers, and coordination with each school.

Another goal of this project was to combine both the public and private partnerships to foster and develop entrepreneurial talent and business development while supporting the innovative spirit and enhancing the wealth of opportunities in the Northern California WIRED region.

AFWD applied for and was awarded a grant from the Modoc Juvenile Justice Commission in the amount of \$8,200 for this project.

Local businesses provided food at cost, local rotaries provided funding as well to this event.

## **Modoc County Academy Participants & Results**

**July 13th-17th, 2009**

We are very proud of the Modoc youth that participated in this week long academy. They were a hard working group that learned about the opportunities and challenges of starting a business. Each of the fifteen youth worked through a business, marketing and budgeting plan. It was a week full of hands-on activities and creative exploration.

The week ended with a Trade Fair that allowed each youth an opportunity to display their products for potential customers. After the Trade Fair, the youth presented their business plans to the judges. After all fifteen presented, five were selected to move onto the next round. The second round of judges listened closely to the presentations and deliberated over the top rankings. The top 2 winners were given an all expense paid trip to the Ultimate Life Summit in Walt Disney World Florida. The winners were announced with great excitement as below:

- 1st place winner, Cassidy Aarstad: "Scored Modern Music" would utilize a software program and a website. The owner plays modern music on his keyboard, which is connected to his laptop. The software on his laptop records the music onto sheet music that he'll sell on his website.
- 2nd place winner, Susanna Jones: "How You See It Homes" would also utilize a software program and website. Her business would allow the customer to customize blueprints for a home without involving a contractor or anyone else that develops home floor plans.

- ε 3rd place, Jenelle Stillinger: “Have It Your Way Jewelry” would allow customers to design their own jewelry. She would specialize in making jewelry for specific local events.
- ε 4th place, Blaise Alonzo: “The Sweetness of Blaise” would be a local bakery that customizes orders with customer service being the top priority.
- ε 5th place, John Beck: “The Spot” would be a local center for teens to “hang out” and have fun.



Classroom Training



Participants from left to right: Chris Chinn, Bryon Safreed, Esmeralda Zuniga, Blaise Alonzo, Cassidy Aartstad, Jenelle Stillinger, Susanna Jones, Amber Hamilton, Rebecca Field, Lestasia Moorehead, John Beck, Kayla Hugo, Random Ash, JoAnn Constable, Frank Kennedy (trainer) and Ruth Diaz.



Trainer Frank Kennedy and Winner Cassidy Aartstad



Left to right: Carrie Skaggs (Modoc Employment Center), 5th place winner John Beck, 3rd place winner Jenelle Stillinger, Frank Kennedy (trainer), 2nd place winner Susanna Jones, 1st place winner Cassidy Aarstad, 4th place winner Blaise Alonzo and Amee Albrecht (Modoc Employment Center).

## Ultimate Life Summit Winner From Modoc County



Cassidy Aarstad the winner of the Modoc Academy for Future Business Owners was also the winner of the Ultimate Life Summit sponsored by the Magic Wand Foundation. Cassidy said, "It was a very positive experience and I would like to see it done again. The speakers were inspiring and empowering. They connected with everyone who attended." For winning first place, Cassidy was given a check for \$300 and most importantly he was given the personal phone numbers and email addresses of the business and organization leaders of the speakers at the seminar. The speakers at the seminar were owners and CEOs of multimillion dollar businesses that gave their secrets to success. He was also promised support, encouragement, and advice of these business leaders when forming his own business.

Congratulations Cassidy!

More information and photos from the competition can be found at [http://schlimer.shutterbugstorefront.com/g/ultimate\\_life\\_summit\\_2009](http://schlimer.shutterbugstorefront.com/g/ultimate_life_summit_2009)

The youth have kept in contact via the following social network website <http://www.ultimatelife.socialgo.com/>

Submitted by: Amee Albrecht

## Mural Project

This past April, AFWD initiated a beautification project that would serve our county and community. Rejuvenating the nine murals on Main Street seemed to be the most obvious beautification project and within reach economically. Everyone we approached about the project was supportive and enthusiastic about keeping the murals alive. We budgeted the project within the commitment of funds and with the help of local artist, Ken Franklin, the project started in June.

Commitments of support and funds came from; Gary Spicer at Ace Hardware for paint and supplies, the Modoc County Office of Education to fund Ken Franklin's salary, the Alliance for Workforce Development for three Summer Jobs Program Youth to help Ken with the painting, donations from the owners whose buildings have a mural, and private donations from the City Planning Commission. The three large murals are completed and look wonderful. Our goal is to have the remaining six finished before the winter.

The overall goal of these projects is to make Main Street in Alturas more attractive and inviting to visitors, thereby improving the economic vitality of the area and increase the potential customer base. This will help existing businesses survive and encourage new businesses to locate in the community.



Two of the finished Murals.

Submitted by: Kim Stanford

## **WYOTech**

The Modoc Employment Center hosted an admissions presentation for the official technical school of National Hot Rod Association, WyoTech. An admissions presentation was given with over twenty students in attendance. The technical school is highly respected and trains students to work in the automotive, motorcycle, auto body, marine watercraft and diesel mechanic repair training. The school is passionate about the career fields they teach and are professionals from those fields. They are dedicated to making the students skilled in their trade of choice.



Submitted by: Carrie Skaggs

## **Success Stories**

### **Jodie Veverka**

Jodie Veverka came into our office looking for career exploration. She had worked several different part time jobs and was looking for a full time career. We researched her career interests and she decided she would like to go to cosmetology school. After researching different schools she decided that Chico Beauty School through Butte Community College was the best choice for her. She enrolled in school and made housing arrangements immediately and she began school on September 2nd, 2008. We were able to help her purchase the necessary items that she needed to attend school and when her husband was laid off we were able to help Jodie continue in her schooling with supportive services. Jodie successfully completed Cosmetology School on June 20th, 2009. She took and passed her state board test on July 8th, 2009 and became a licensed cosmetologist. She was offered a job at Tangles Hair Salon and started her new job on August 3rd, 2009. Jodie thanked us for all of our help and stated that she would have never been able to complete her training without the help that we provided. Congratulations Jodie!



## John Beck

John Beck is a seventeen year old in the 12th grade that heard about the Summer Youth Program while job searching at the Modoc Employment Center. He became very excited at the prospect of employment through the program. John ended up being placed at the Modoc National Forest as a Public Affairs Assistant. John said, "The program showed me how to act in a work environment." He noted this was the most important thing he had learned how to do. The youth has already recommended the program to several of his friends and raves about our services. He tells friends to, "Be open minded" about the process and how we can help the youth obtain employment. John has most enjoyed the people at the forest and getting to know them.

Employer comments:

Jim Gumm is the Public Affairs Officer for the Modoc National Forest. He was made aware of the program through local outreach from the Modoc Employment Center. Jim says, "The program gave me an opportunity to meet a wonderful young man and expand my network in the local community." The youth was able to learn a broad range of skills such as learning essential customer service skills while working with the public. He also learned how to work in an administrative department within a large bureaucracy, which sharpened his basic work skills. Jim said that, "They support any program that exposes the Forest Service, which is an aging organization to prospective youth." He was so pleased with the work of the youth that he hired him at the forest under a program that lasts throughout college and onto a career path.



Submitted by: Carrie Skaggs & Ameer Albrecht

## **New Employee**

Traci Holt, Executive Director, Holly Schirmer, Director of Business Services, and Ameer Albrecht, HR Consultant/Rapid Response Coordinator from Alliance for Workforce Development, Inc. attended The Great Transition “Building Workforce Partnerships Conference”. The Conference was held in San Jose, California on May 26-28th, 2009. The Rapid Response Roundtable and Training addressed issues, practices, policies, and

resources regarding layoff aversion and dislocated worker services. The event also provided rapid response 101 training for new and experienced practitioners.



## Employee Promotion

Roxanne Fredrickson started as a receptionist for the Modoc Employment Center in August of 2008. She has done an outstanding job learning the WIA eligibility requirements and serving the clients. She is very excited to start her new position as a Career Center Advisor and looks forward to working more closely with the clients. Congratulations Roxy!



## **UPCOMING EVENTS**

**October 6th- Small Business Development Center Workshop-  
Financing Options for Your Small Business**

**October 20th- Modoc Economic Vitality Group Meeting**

**October 20th- Sexual Harassment Prevention Workshop**

**October 28th- FTC Workshop "Getting Started with  
Government Contracting"**

**November 17th- Modoc Economic Vitality Group Meeting**