October 1, 2011 - December 31, 2011

Community Coordinator Report

Submitted by Jan Prichard

Plumas Business and Career Network

270 County Hospital Road, Suite 107, Quincy, CA 95971
(530) 283-1606
www.aworkforce.org
The Alliance for Workforce Development, Inc. would like to welcome Rachel Morris as the new Frontline Receptionist at the Business & Career Network in Plumas County. Rachel has lived in Quincy for the last year and a half while she has been working as a junior high school teacher in Westwood. With a Bachelor's Degree from California Lutheran University and a teaching credential from the Chapman University system, Rachel has a passion for service and learning. She has worked in a wide variety of settings from non-profit private and public agencies to the private business sector. Her experience with both youth and adults makes her a great addition to our Plumas staff.

When she’s not at work, Rachel enjoys cooking, long walks in the woods with her two dogs and exploring all of the wonderful opportunities for learning and travel that northern California has to offer.
On December 1\textsuperscript{st} 2011 local entrepreneur, Ken Donnell, held a “Grand Opening” to welcome the public to his new store, MusicLand, on Main Street in Greenville. The event, featuring guitarist Andrew Ohren, was a great success. This is the only music store in Plumas County so it is already attracting interested customers who would otherwise have to travel further afield.

MusicLand sells instruments, music supplies and various models of Miniflex microphones, designed by Ken himself. These microphones, manufactured on the premises and shipped all over the world, amplify acoustic stringed instruments.

“Many guitarists find that microphones, external or internal, offer the most natural sounding way to amplify their acoustic guitars, but the potential for feedback often limits their use in performance situations. I have been perfecting these internal-microphone designs for more than 20 years,” explains Ken, MiniFlex Microphones’ founder.

Everyone at the Business and Career Network wishes Ken and his staff well in their new venture.
Suzanne Hamar is a long-time resident of Greenville, California having moved back to the area in 2000 after spending time in Santa Rosa and the Bay Area. Suzanne attended Feather River College where she earned an Associate of Arts degree in Business Management. While in college, she developed an interest in social media and the power that this tool could have for small businesses, rural communities and individuals. Independently, Suzanne developed a Facebook page called Greenville SwapMarket where community members and local businesses can network. The site allows members to post comments, promote events and connect with others. Suzanne also orchestrated a SwapMarket event in Greenville, promoted through the Facebook page where community members could host a table to sell their items. Through her community connections, Suzanne was also able to assist the Indian Valley American Legion Post. She created and maintains a Facebook page for the Post, helping to bring members together to share their experiences.

Recently, a local business became interested in expanding its operations and wanted to increase buzz and business through posts on various social media sites. Ken Donnell in Greenville has been manufacturing his MiniFlex microphones for over twenty years. His business has been growing and recently he opened a store front to sell his microphones, guitar accessories and do guitar repairs. With these expansions he wanted to bring someone in to help his business grow by marketing on the Internet so he contacted AFWD looking for a potential new employee to train as a Website and Social Media Manager. Suzanne was referred to Donnell’s for an On-the-Job training opportunity and was hired for the position. Having worked for almost two months now, Suzanne is assigned with Internet marketing as well as assisting in the music store. Donnell’s MusicLand had its Grand Opening on December 1st. This training opportunity will allow her to help the store, and MiniFlex Microphones, drive new sales and gain new customers to continue current growth. Check out recent news about MiniFlex Microphones at http://www.miniflexmic.com. You can also visit the new store in Greenville to see Suzanne in action at Donnell’s MusicLand on Main Street in Greenville.
Client Success Story – Mark Cook

Store fronts are decorated with the traditional red and green, Christmas music is heard in local stores and winter has unmistakably arrived. With the holidays upon us, a client of the Business and Career Network has something to be thankful for.

Mark Cook came to the Business and Career Network in January 2011 interested in receiving assistance to find employment. He had worked for Caltrans for many years, gaining extensive experience as a Highway Maintenance Worker and Safety Trainer. He also possesses a Commercial Driver’s License with endorsements. He had recently relocated and was interested in a position in another line of work.

Mark started job searching the local area and began self-employment installing and repairing flooring. He found that employment in the local area is difficult and available positions are very competitive, but he was diligent and determined to find full-time employment. Mark was able to use his genuine and positive attitude, along with his past commercial driving experience, to secure a position.

He began working for Sierra Energy, a local supplier of bulk fuel oil products, as a delivery driver in August of this year. Sierra Energy’s Manufacturing Executive, Dave Frenzel, stated, “We are very pleased to have Mark and appreciate the recruitment services provided by AFWD.”

Mark is a great example of how staff, here at the Business and Career Network, can combine jobseeker and business services to help and support clients and businesses in this rural area.
When the management at a local Quincy company, Sierra Energy, was looking for a new office manager they turned again to the staff at the Business and Career Network for help with recruitment. Due to previous success in finding the right candidate for the job, Dave Frenzel at Sierra Energy immediately contacted the Business and Career Network for assistance.

Jacky Madarang came to the Business and Career Network as a displaced worker with a variety of skills and excellent references. Jacky was diligent in her job search, customizing her resume and cover letters whenever she applied for a position. With a positive attitude and a smile on her face she never gave up. After interviewing with local management at Sierra Energy she also impressed the area manager and was successful in gaining the position of office manager.

Staff at the Business and Career Network would like to congratulate Jacky on her new position. Her background in Business Administration has quickly allowed her to become a valued and productive member of the Sierra Energy office. This is yet another “Win, win,” situation for a local business, job seeker and AFWD.
Jennifer and Bob Taylor have owned The Cutting Edge beauty salon in Chester, California for eleven years; however Jennifer has 20 years of prior experience in this line of work.

Together they have grown their company so that in addition to haircuts they also offer spa treatments, including various beauty options. Among the many services provided are hair styling, extensions, hair coloring, eye lash and brow tinting, ear piercing and manicure services, including an absolutely restful pedicure booth. Also available for the community’s leisure is a top end tanning booth. In addition, many hair and skin care items are conveniently stocked for customers to purchase.

Recently, AFWD staff members met Jennifer Taylor at an Economic Gardening Workshop. Representing the Chester/Lake Almanor area of the county, she had been asked to speak on a panel of local business owners. As a successful business owner Jennifer was a valuable contributor to a lively discussion on how to do business in a rural economy.

When asked what makes her happy with her career choice her answer was, “This is an amazing career path. First, you get to make people smile and feel good about themselves. Secondly, with hard work and determination, cosmetology can be very lucrative. Thirdly, cosmetology is a wonderful path for personal development.”

Recently staff at the Business and Career Network have worked closely with Jennifer and her husband Bob, to place an intern in the salon as a nail technician/receptionist allowing them to expand this area of their business. The internship program allows for the participant to learn more about the field of cosmetology in an environment that is hands on and professional while offering the employer an incentive to train. We wish intern, Gabrielle Bondon well in her training program and great success in her chosen career.
Internship at
“The Cutting Edge”
in Chester

Gabrielle Bondon has recently been hired as an intern at
The Cutting Edge beauty salon. Having grown up in
Chester she previously worked at a number of local businesses including Holiday Market and
The Coffee Station. Gabrielle has always had an interest in cosmetology and helping others
feel beautiful. As she was interested in becoming a nail technician she began researching
schools that would provide the training she needed to
help her reach this goal. Gabrielle decided to attend
Marinello School of Beauty’s Manicuring/Nail Technician program in Redding. She completed the
program, passing the state board exam to become
licensed and was ready to put her recently acquired
skills to work. Gabrielle began working independently but found it hard to develop a client base with her limited experience. Enter Jennifer Taylor at The Cutting Edge and a new partnership.

Jennifer Taylor and Gabrielle are working together through a paid internship program with AFWD. Gabrielle will be training as a nail technician and receptionist for the next five months in Jennifer and Bob’s salon, The Cutting Edge. Gabrielle will gain valuable experience, perfecting her skills, while building up a solid customer base. During her internship she will also learn many of the skills required to run a business, she will answer the phones, schedule appointments and juggle a busy salon. This is a win-win situation for The Cutting Edge, Gabrielle and the community of Chester. Gabrielle is looking forward to further developing the skills that she learned in school and to building up a client base while assisting Jennifer in her business.
On October 11th and 12th the Plumas Business and Career Network hosted the final two, in a series of four, Economic Gardening Workshops for small business owners and entrepreneurs in Plumas County. Susan Brown, of Susan Brown Consulting, presented both workshops to attendees who represented many different types of businesses from all parts of the county.

This series of workshops offered free technical assistance training to meet the expressed needs of local businesses. October 11th’s workshop, entitled, “Try it, You’ll Like It”, focused on bookkeeping and QuickBooks, explaining why a business should invest in quality bookkeeping. During the final workshop, “Increase Those Profits: Financial Reports Made Easy”, Susan highlighted the types of financial reports that are most important to a business and how these can open up windows for more profitable operations.

Both of these October workshops were very well received and several of the business owners who had attended asked if AFWD could offer more business technical assistance workshops in the future.

Among the comments received were the following:-


“Helpful filling in areas I needed help with and beginning 2012 anew,” Bonnie David, Gumba’s, Iron Door and Graeagle Frostee.

Most helpful series of workshops. Excellent presentation,” Dean Tedford, Circle Diamond Screenprint.

“Very helpful, ready to get started. Thank you,” Melissa Lancaster, Polka Dot.
On the Job Training at Stone Leaf in Quincy

Katherine Johnson recently moved to Quincy. Having grown up in Southern California she wanted to find a college where she could receive an education with real-world, hands-on experience working with horses. She researched schools in California, choosing Feather River College’s Equine Studies Program. Over the summer Kate took the accelerated Ranch Skills course, allowing her to get a jump start on her schooling. She had hoped to find a job here in Quincy but after searching locally, she still had not found anything. Growing up in Orange County, Kate began playing various trading card games such as Pokemon and Yu-Gi-Oh. This hobby drew Kate into Stone Leaf, a novelty, comics, games and clothing store, where she met the owner, Scott Cash.

Besides being a retail business Stone Leaf also hosts regular games events and special tournaments in the store. Over the next few months Scott wants to train Kate in all aspects of his business operations during her on-the-job training. He is delighted to have worked with the team at AFWD again, having previously mentored a young person during the 2009 Summer Youth Program.

With the partnership between this local business and AFWD, Kate is now learning the responsibilities of being the Assistant Store Manager. Through this opportunity, she is gaining experience in all aspects of running a retail store. She is learning how to market products, manage accounts, provide quality customer service while handling walk-in traffic and gaming events. Scott has commented that the addition of Kate as an employee he can train in the specifics of his business will allow him time to focus on growing his business while having a reliable and knowledgeable employee to assist him.
After a Successful “On the Job” Training Period David Savage Makes his Own Wedding Cake

Having successfully completed his on the job training period at Traci’s Sweet Surprises, and become an invaluable member of Traci Downey’s team; David Savage made his own five tier wedding cake to celebrate his marriage to Gina Haserot on October 15th 2011 in Elk Grove, Sacramento.

David has become so skillful in baking and decorating the delicious offerings in this Main Street, Quincy store that Traci has encouraged him to create his own recipes to expand their range of “Sweet Surprises”. As a result it was no surprise when David and Gina were able to offer their guests a wonderful choice of chocolate and raspberry cake, chocolate cake with peanut butter frosting, white cake supreme with berry filling and red velvet chocolate cake with cream cheese filling.

The team at the Business and Career Network is delighted to congratulate David and Gina on their marriage and wishes David continued success in his chosen career.
NoRTEC held its first quarterly meeting for Business Service Representatives in Redding on November 10th this year. Representatives from all eleven counties met to discuss business services throughout the consortium. The main focus of this meeting was the provision and delivery of Rapid Response Services by each of NoRTEC’s service providers. NoRTEC’s Executive Director, Stewart Knox, gave an outline of the funding per county for Rapid Response Services and an overview of this business service. This was followed by representatives from each service provider explaining how Rapid Response Services are conducted in their area.

An interesting and informative discussion arose around this topic, leading all to a greater awareness of the importance and need for this service and what can be done to help businesses and their employees during a lay-off or closure.

The meeting culminated with all of the representatives in attendance agreeing that the meeting had been very productive and helpful and that they were looking forward to the next quarterly gathering to discuss other areas of business services.
Upcoming Events in Plumas County

Project MANAGEMENT for the Small Business Government Contractor
Learn principles and components of Project Management

January 10, 2012 - 9 am to 12 pm

This class will introduce you to the nine elements of Project Management.

You’ll learn about:
1) Integration Management
2) Scope Management
3) Time Management
4) Cost Management
5) Quality Management
6) Human Resource Management
7) Communication Management
8) Risk Management
9) Procurement Management

Presented by:
THE FEDERAL TECHNOLOGY CENTER

Cost:
This class is FREE. To see our complete list of free government contracting classes, go to www.TheFTC.org.

Location:
Alliance for Workforce Development, Inc.
Business and Career Network
270 County Hospital Road, Second Floor
Quincy, CA 95971

Registration:
Pre-registration is required due to limited seating.
Register online at www.TheFTC.org.
For questions, call 866.382.7812 toll-free.

www.TheFTC.org
Upcoming Events in Plumas County

2012 LABOR LAW UPDATE WORKSHOP

LEARN ABOUT THE 2012 LABOR LAW CHANGES THAT AFFECT CALIFORNIA BUSINESSES

* NLRB-Notification of Employee Rights
* Meal & Rest Period Update
* Pregnancy Disability Leave SB299
* Notice of Pay Detail AB469
* Independent Contractor SB459
* What laws apply to your business?
* And much more!

2012 Labor Law posters and pamphlets available for ordering!

Workshop Fee: $39 per person

Susanville
Date: January 17, 2012
Time: 10:00 am – 12:00 noon
Contact: Terri Hiser-Haynes
(530) 257-5057
Location: Business and Career Network
1616 Chestnut Street
Susanville, CA 96130

Quincy
Date: January 19, 2012
Time: 10:00 am – 12:00 noon
Contact: Jan Prichard
(530) 283-1606
Location: Mineral Building
Plumas-Sierra County Fairgrounds
204 Fairgrounds Rd
Quincy, CA 95971

No reservation is complete without payment. Due to planning requirements, refunds cannot be granted. Substitute registrants are welcome.

Alliance for Workforce Development, Inc. is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Requests made at least 72 hours in advance will help to ensure availability.