



Submitted by Terri Hiser-Haynes

July 1 - September 30, 2011



Alliance For
Workforce Development, Inc.
Providing pathways to success

1616 Chestnut Street, Susanville, CA. 96130

(530) 257-5057

www.aworkforce.org

Pathways Out Of Poverty

Job seekers in Lassen County were given the unique opportunity to participate in Pathways out of Poverty or Clean Energy Workforce Development. The purpose of this training was to provide technician level training for the clean energy workforce and gave the participants an introduction to fundamental concepts by providing a well-rounded foundation in building knowledge. The training provider, Richard Heath Associates or RHA used a blended approach of classroom instruction and demonstration labs in addition to online learning to maximize the student's opportunity to become a knowledgeable and trained apprentice. The lessons focused on a variety of key areas. The fundamental lesson introduced the need for energy efficiency in residential construction and provided a background of the tools, skills and equipment used in energy efficient retrofits. In addition, participants were introduced to the physical, special and abstract concepts of "building science" and the proper and safe installation of a variety of common energy efficiency measures. Lastly, they were given an overview of the skills and tools of the energy auditor and crew chiefs. After completing the online preparatory training, a mobile lab unit was

brought to Alliance for Workforce Development and provided participants hands-on application as well as classroom training. The participants were then allowed to apply their knowledge learned in a realistic setting by measuring the efficiency in an actual residence. The participants felt that the knowledge learned was not only valuable but fun and would be useful to employers in energy and other green job industries.



Back Row: Harold Lozoya, Ryan Liston (instructor), Jason Larsen, Noel Peterson, Scott Blunk (instructor)
Front Row: Mary Carpenter, Alex Pimentel, Liza Rydberg



Participants checking efficiency of gas range



Participants sealing exterior door testing for air leakage



Submitted by: Kim Keith

Training exceeds new heights for two clients!

Two clients from the Lassen Business & Career Network have reached their goals! Doug Brawley and Clint Haury both had high hopes of becoming trained and certified as electrical linemen. Doug worked with his Career Center Advisor in early 2010 and was placed in training and completed Electrical Lineman training at Northwest Lineman College in July 2010. Clint Haury attended Northwest Lineman College this year and just completed his training this July. Both were eager to start their job search to become employed. Through hard work and dedication both Doug and Clint join the exciting and challenging field of electrical linemen. Doug started working with PG&E in California in August 2011 and Clint started working with Chapman Construction in Texas in July 2011. Congratulations Doug and Clint!



Federal Technology Center Workshop

In a partnership with the Federal Technology Center (FTC), Lassen Business and Career Network was the location of a seminar entitled "Intro to Federal Contracting" on August 23, 2011. Six people attended the seminar, which was presented by FTC's Jayne Murnane. The workshop provided information on where your company fits into the Federal government market, how to research Government contract opportunities, certification programs for small businesses and where to go for assistance. For more information, visit the FTC web site at www.TheFTC.org.



**Intro to
FEDERAL CONTRACTING**
Learn how to sell your product or services to the Federal Government

August 23, 2011 - 9 am to 12 pm

This class will equip you with the following fundamental steps of contracting with the federal government:

- What types of goods and services the federal government buys
- How to obtain the necessary registrations and classification codes
- If your small business qualifies for certain socioeconomic programs
- What the 'set-aside' goals are for government purchases
- How the Federal Acquisition Regulation (FAR) relates to your business
- The federal government purchasing process
- How to access additional free contracting assistance

Presented by:
THE FEDERAL TECHNOLOGY CENTER
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Cost:
This class is FREE. To see our complete list of free government contracting classes, go to www.TheFTC.org.

Who should attend:
Small business owners new to doing business with the federal government should attend. No government contracting experience required, although your business should be established. If you have never done business with the federal government or do not have a background in contracting, but want to learn more, this class is for you. This class is an efficient way for you to learn what it takes to get started on the road to selling your goods and services to the federal government.

Location:
Alliance for Workforce Development
Business and Career Network
1616 Chestnut Street
Susanville, CA 96130

Registration:
Pre-registration is required due to limited seating.
Register online at www.TheFTC.org. For questions, call 866.382.7822 toll-free.

5 Great Reasons to Attend this Class

1. Learn how to tap into the more than \$500 billion the federal government spends on goods and services every year.
2. Understand the introductory steps necessary to enter the federal government market.
3. Benefit from the more than 200 years of combined government contracting experience of our instructors.
4. Get the most current information to help you succeed in navigating the government contracting process.
5. Learn how to take full advantage of The Federal Technology Center's free government contracting assistance to help your business prosper.

10 years
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www.TheFTC.org

Submitted by: Terri Hiser-Haynes

New Career Center Advisors Welcomed!



Dianne Morrison has joined the Alliance for Workforce Development, Inc., (AFWD) team as a Career Center Advisor. Dianne brings to AFWD several years of experience working with the public of this great community. For the past several years, she has worked as the youth pastor at a local church and prior to that, worked many years in a customer service capacity. A resident of Lassen County for twelve years, she has two children and is currently working on her BS in Psychology with an emphasis on Human Services. Dianne is very excited to serve more people in this community through her new position with AFWD.



Shellie has been a longtime resident of Lassen County for over 16 years and has many years experience working in the social services field. Recently Shellie accepted the exciting opportunity of joining the AFWD team as a Career Center Advisor. She has a BA in Human and Social Services Administration with an emphasis on nonprofit organizations and an AA in Liberal Studies. Shellie stated “I feel very lucky and excited to have the opportunity of working in a career where I can help people achieve their employment goals.” Shellie is married and has a son. The Anderson’s are active volunteers for the Lassen Youth Soccer Association and have coached their son’s team for the past four years.

On the Job Training = Skilled Employee

Dig It Construction was established in 1998. A Paving and Excavating Contractor specializing in residential and commercial paving, excavating, grading, septic systems, site work, underground utilities and asphalt repairs. This diverse company is located in Chester, Ca, where owners Caleb and Kacie Holland have proven to be very competitive and successful with obtaining State and Federal highway projects in addition to the private projects.

Early in 2011 Dig It Construction required assistance with growth management, and extensive training for an Administrative Account Clerk position. Recruitment activities began and on January 31st, Chelsea Cawthorne began her On the Job Training program with Dig It Construction. Chelsea was enrolled in Element K utilizing the 2007 Word, Excel and 2010 Quick Books self paced courses which she received certificates for completion in.

Throughout the necessary intense training Chelsea was able to meet and exceed the objectives needed to complete the duties of the Administrative Account Clerk. Chelsea has become an asset to Dig It and continues to learn and grow with the company.

Through the OJT program, Dig It Construction has been able to build the Administrative Account Clerk position specifically for their business needs, and train an employee to be fully functional in the job.



DIG IT
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Ca. Lic #747715

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Caleb Holland, President

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- Excavating
- Complete Site Development
- Underground Utilities
- House Pads / Grading
- Septic Sytem Installation & Repair
- Demolition
- Rip Rap Work
- Stump Removal

Submitted by: Terri Hiser-Haynes

Small Business Technical Assistance Now Available to Lassen County Businesses

Alliance for Workforce Development, Inc. (AFWD) is teaming with the Lassen County Economic Development Department to offer Lassen County entrepreneurs and small businesses with five or fewer employees, customized technical assistance training. This training is designed to meet the specialized and individual needs of local businesses located throughout the county.

The **Next Step Business Development Training** will offer free training to small businesses that have five or fewer employees (including owners) and meet income eligibility guidelines. According to Terri Hiser-Haynes, Business Service Representative for AFWD, "This technical assistance program is an enormous opportunity for businesses to identify the resources (training) that they need to start, maintain, and grow their business and to receive the training at no cost." "The training may include workshops and

one-on-one assistance,” added Hiser-Haynes.” We will listen to the businesses and response to what they tell us they need.”

The **Next Step Business Development Training** is being launched on the heels of the Rural Microenterprise Assistance Program (RMAP) Grant awarded to AFWD by the USDA, Rural Development Agency. The RMAP program included various targeted business services including a series of workshops open to all businesses. Topics included; Marketing/Advertising, Financial Planning, and Web Site Design. The workshops concluded on June 29, 2011 with over 30 Lassen County businesses receiving pertinent and timely resources to grow their businesses.

Though its business services, AFWD strives to meet the needs of local businesses. And by offering the **Next Step Business Development Training**, qualified small businesses will have a further opportunity to receive customized training that will be designed to meet their individual needs. A sampling of available topics include but are not limited to; Advertising/Marketing, Time Management, Business Planning, Bookkeeping/QuickBooks, and Customer Service; and, other technical assistance specific to the business’ needs.

For further information on Business Services please contact Terri Hiser-Haynes at the Business and Career Network in Susanville at 530-257-5057 or visit www.aworkforce.org

<p>Are you a Lassen County business with 5 or fewer employees? and Can benefit from FREE customized training?</p>	<h2>Next Step Business Development Training for Lassen County Small Business Owners</h2>
<p>What type of training can your business benefit from? <i>You Tell Us What You Need!</i> We are offering individual assistance and group workshops</p>	
<p>To participate your business needs to: Have 5 or fewer employees including owners Meet income eligibility</p>	 <p>Alliance for Workforce Development, Inc. in partnership with the Lassen County Economic Development Microenterprise Grant Program is offering entrepreneurs and small businesses located in Lassen County the opportunity to prosper from this customized FREE training service.</p>
<p>If interested call: Terri Hiser-Haynes today at the Business and Career Network in Susanville at 530-257-5057 or visit http://www.afwdhr.org</p>	<p><small>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.</small></p> 

Submitted by: Holly Schirmer

North State Jobs Feature

There is an array of great services that Alliance for Workforce Development, Inc. (AFWD) provides, including online access to the new North State Jobs website. This new program is exciting as it offers more resources to job seekers. You can search for jobs, create resumes, create education and training plans, and find up-to-date labor market information.



Why dogs never get any good jobs.

The resume builder is a great program that is user friendly and walks job seekers through the step-by-step process of professional resume building. The resume is an important part of the job search and having potential employers be able to see your skills, experience, and abilities on a sheet of paper is vital to getting an interview. North State Jobs registration is a must-have for anyone using our facilities and services.

We offer a North State Jobs workshop often. The next workshop is on Friday, October 7, 2011 from 9:00 am to 11:00 am. For more information on AFWD services please visit www.aworkforce.org today.



Submitted by: Dianne Morrison

National Emergency Grant On-the-Job Training leads to New Career

Kathleen “Kate” Clegg came into the office seeking assistance with networking, resume writing, and general job search. Kate had been unemployed for the previous 12 months after being laid off from her employer, a local mortgage company. She was interested in changing career fields after being in the mortgage industry for the past fourteen years. Kate was referred to a local insurance company, Brian Wilson-State Farm Insurance, as a possible candidate for a National Emergency Grant on the Job Training. NEGs provide resources to states and local workforce investment boards to quickly reemploy laid-off workers by offering training to increase occupational skills. Utilizing this program we were able to offer the employer partial compensation with the cost of candidates salary during training. After a successful interview she was offered the position. During her training, it took Kate only six weeks to study for and pass the insurance examination enabling her to write insurance policies for property and casualty. According to her employer, “Kate is doing great and is learning at a good pace” and Kate says, “She’s really enjoying what she is doing now”.



Submitted by: Kim Keith

Personal Development, Patience and Persistence

Wendy Mendez came to the Business and Career Center in April of this year looking for assistance in finding a job. Wendy had been out of work since 2009 and was not eligible for unemployment. She had been looking for employment in retail or fast food management as she had previous experience in that area however, she was not having success. Wendy was assisted with updating her resume and how to properly fill out an application. She was referred to many job openings and after consideration it was decided that she would benefit from upgrading her skills and thus, was enrolled in Element K, an online program offering various computer software classes. Wendy secured a part time job as a maid in a local hotel but continued her training and was able to secure full time employment at Best Western Hotel in Susanville as a Front Desk Motel Clerk as a result of a referral from Business and Career Network. Wendy says that she “loves her new Job.”



Submitted by: Kim Keith

NEW GED PROGRAM IN THE COMPUTER LAB

Alliance for Workforce Development, Inc., (AFWD) now has new McGraw-Hill GED diagnostic and practice software which can be found on the desktop of every computer in the Business and Career Network Computer Lab. With a little guidance, customers interested in obtaining a GED may access this as a universal service with just a minimal amount of instruction. There are practice tests that mimic the actual GED. More importantly, youth or adults working with Career Center Advisors can use it as a diagnostic to see if they are ready to take the actual exam.

The diagnostic test gives the candidate the exact feel of the GED. It tests all five subject areas: Math, Science, Social Studies, Reading, and Writing. The Writing test includes both a multiple choice test and a 250-word essay. Once each of the five sections is completed, the client can view his or her results by sub-topic. For example, if on the math test, there are seven geometry questions, the results will show how many questions out of seven were answered correctly. This diagnostic also gives each candidate a score similar to an

actual GED. The software gives the candidate the option of an untimed test for practice or a timed test for scoring.

In order to pass the GED, examinees must score a minimum of 410 on each of the five subject areas and earn an average score of 450 or higher. This new software uses this same scoring system, making it so much easier for the client and their advisor to clearly see whether they are ready or if they need special assistance. For more information on AFWD services please contact 530-257-5057 or visit <http://www.aworkforce.org/>.

By Leslie Scott

Big Valley Nursery Thrives With Internship Program

Neva Martin and Megan Dahle became partners in Big Valley Nursery located in Bieber, California three planting seasons ago. This quaint and unique venture has continued to gain popularity with not only the residents of the Big Valley community in Lassen County but reaches into the neighboring Counties of Modoc and Shasta. With the vision of expanding the business's social networking, creating an efficient and user friendly inventory, sales and customer data base system these owners recognized there was an immediate need for an employee to assist in the development and implementation of this undertaking.

Laura Dye was hired under an Internship program Alliance for Workforce Development, Inc. (AFWD) was able to offer Big Valley Nursery. Laura has assisted with planting, transplanting and nurturing the flower and vegetable species Big Valley Nursery provides to the consumers which are acclimated to the climate in the mountain communities. Just like their motto states "Where Our Climate is Your Climate". Product sales and information on various planting and plant maintenance is another element of Laura's position.

All nursery inventory data has been input into a program, and daily activities are recorded into the QuickBooks program. Laura is responsible for most of this input and balancing.

Big Valley Nursery hosted a Garden Tour in August which resulted in 24 new guests participating from last year. Laura created the tour books, advertising flyers, handwritten personalized thank you notes (\$ 20.00 gift card to the nursery was included). She assisted with the refreshments and raffle prizes. Laura posted an album of pictures from the tour on Facebook. Social media expansion furthered Big Valley Nursery's networking goals.

Laura's last project before her internship is complete on October 7th is to help with the Autumn Fest on Saturday, October 1st from 10am-4pm. Laura posted this event on Facebook and the responses have been great. This event is a season closer with plants and trees 25% off, pumpkins, gourds, cornstalks, straw and crafts are available for purchase and apple cider will certainly be a hit with the crowd.

Neva and Megan have express that through the assistance of the internship program “Laura has been a huge asset to us in all aspects of our business. We have been very thankful for the opportunity to have Laura, in this position to expand our small business goals.”





Submitted by: Terri Hiser-Haynes

Job Search Information Kiosk

Knowledge is power. What a great saying and we definitely offer it here at the Business and Career Network in Susanville. In the lobby there is an informational kiosk for the public. We have lots of informational flyers to assist clients in job search activities and other topics. Do you need a sample resume? We have it. Do you need a sample cover letter? We have it. How about help with managing your unemployment? We have that too. As well as other topics such as: budgeting, post military, handling the stress of the job search, how occupations are categorized, evaluating the company, employer target list, and sometimes, changing careers mid life due to our current economic situation. The kiosk has over 70 informational flyers which is too much information to list here. It's well worth the effort to check it out.



Submitted by: Cindy Tuttle



UPCOMING EVENTS

Federal Registrations & Certifications Workshop

October 19 9am-12pm

Resume Writing Workshop

October 14 9am-11am

October 27 9am-11am

November 17 9am-11am

December 8 9am-11am

Ace The Interview Workshop

October 17 9am-11am

November 3 9am-11am

December 8 9am-11am

Networking For Your Next Job Workshop

October 10 9am-11am

December 15 9am-11am

**October-December: Business Technical Assistance Workshops
Dates to be announced**