



**ECONOMIC RESOURCE COUNCIL  
MID-TERM PROGRESS REPORT**

**Contract # 13-321**

**Reporting Period/Mid-Term:** July 1 – December 30, 2015

**Prepared By:** Jon Gregory, ERC Executive Director

**Date Submitted:** January 6, 2015

**Economic Development and Tourism Marketing**

**1. List activities and outcomes in providing technical assistance to local businesses using the following metrics:**

- Payroll, Average high wage salary, number of jobs/high wage jobs
- Specific assistance provided to businesses
- Testimonials

The payroll, wage salary, number of jobs/high wage jobs – along with the testimonials – will be provided as part of the year-end report and presentation to the Board of Supervisors. Significant jobs-related data is currently being captured through outreach to numerous local key employers that will provide the most substantive data on this topic available in many years (if ever).

Information on specific assistance provided to businesses is provided in various sections of the report.

**1.2 List activities to connect local businesses to capital, information or technical expertise.**

The activities include the regularly scheduled Fab 5 events, participation in Golden Triangle Capital Network forums, and ongoing development and growth of a deep local, regional, external network of experts in a wide range of disciplines that can be tapped to add value to local growth companies.

Examples include:

Gyro-Stabilized Systems (information, local visibility/public relations, talent, and technical expertise)

RCD Engineering (technical expertise and local visibility/public relations and leadership training)

Spiral Internet (connection to CFO, capital, help with CPUC Advocacy and public support)

Byers Solar (local visibility)

Fodder Works (local visibility and technical assistance through upcoming “Deep Dive” session)

Whim (local visibility, and capital via Capital Network Event)

Traitware (capital via Capital Network Event, fundraising boot camp and talent/interns via Chico State, potential partner organizations)

JobVille (local visibility and technical expertise)

Applied Science (assistance with wage analysis for current and potential staff and information)

XP Camper (connection to CFO, information)

Practical Academics (information, technical expertise, fundraising boot camp)

Alpine Air (local visibility and talent)

Telestream and AJA (support and partnering on upcoming Campus Recruiting – Job Fair with marketing display)

**1.3 ,4.1 List activities to evaluate regulatory, permitting, infrastructure and other constraints to new or existing business and any recommendations to facilitate economic growth in Nevada County.**

The ERC has met with numerous individuals during the reporting period around the concept of a “Digital Media Zone” of which preliminary details will be introduced at the ERC’s upcoming Strategic Planning Session. It will incorporate a number of both public and private sector recommendations intended to facilitate economic growth in Nevada County and establish a compelling economic development differentiator versus other counties in California and elsewhere.

**1.3, 1.5 List businesses selected for targeted assistance and describe the support provided, including outcomes such as increased revenues, improved or streamlined services or other tangible benefits.**

The companies were identified in item 1.2 above but are noted here as they have some direct targeted assistance occurring. All efforts are still in process, and all are related to either increasing revenue or some other kind of tangible benefit. The outcomes will be detailed as part of the year-end report in June.

Gyro-Stabilized Systems (information, local visibility/public relations, talent, and technical expertise)  
RCD Engineering (technical expertise and local visibility/public relations and leadership training)  
Spiral Internet (connection to CFO, capital, help with CPUC Advocacy and public support)  
Fodder Works (local visibility and technical assistance through upcoming “Deep Dive” session)  
Traitware (capital via Capital Network Event, fundraising boot camp and talent/interns via Chico State)  
XP Camper (connection to CFO, information)  
Telestream and AJA (support and partnering on upcoming Job Fairs with marketing display)

**1.7 Describe/list how ERC has continued to positively impact the growth of at least one existing Nevada County business with the retention or creation of 10 jobs or more.**

One of the very first Fab 5 companies featured/assisted by the ERC was Gyro-Stabilized Systems (GSS). Since that time the ERC has continued to positively impact the growth of the company via providing ongoing visibility and public relations, access to technical expertise and mentoring, outreach for potential employees, and assistance with its expansion plans. The company continues to grow and currently has approximately 13 employees.

**1.8 List business showcase/networking events held, and companies showcased.**

Fundraising Boot Camp – July 2015 (Practical Academics, Traitware)  
Golden Triangle Capital Network Forum – August 2015 (Whim, Traitware)  
ADMLC Reception – August 2015 (Grass Valley/Belden)  
Fab 5 Event – December 2015 (Fodder Works, Byers Solar)  
Upcoming Fab 5 Event in Q1 – will be featuring General Dynamics and Autometrix Precision Cutting Systems, Inc.

**1.9 List specific improvements or additions to the NCERC website, and/or examples in providing a unique resource for business and job seekers.**

A comprehensive RFP for web design/refresh and web marketing services was distributed in late December 2015. This will become one of the top priority projects for 2016.

**1.10 List new business startups with the potential to create 10 jobs or more that ERC helped foster in Nevada County.**

Traitware  
JobVille  
GSS  
Spiral Internet’s Bright Fiber project

**1.11 List events hosted by ERC that promote, bring together or provide targeted information for businesses from both East and West areas of the County; and notable outcomes.**

The primary event the ERC hosts for this purpose is its annual Regional Economic Development Summit. The 2016 event is scheduled for April 7 at the Veterans Hall with a special VIP dinner occurring thereafter at the Holiday Inn Express Ballroom. The Name/Theme of the event is:.....  
The keynote speakers include Matt Carpenter, Editor of Livability.com and Scott Lenet, President of Touchdown Ventures. Livability.com produces annual reports of the most livable small cities in the U.S. and editor Matt Carpenter will discuss the 2016 report. He is also helping assemble a panel including Mayors (or their designees) of 3-4 of the top 10 ranked small cities recognized in the 2016 report. A Special Events Committee has been assembled and a comprehensive marketing and promotion campaign for the event will begin in January 2016.

**2. Report activities and outcomes to assist and support the growth of existing and emerging business “clusters” in the following areas:**

**2.1 Pursuit of potential sites and/or facilities for a Digital Media Campus.**

During the reporting period a tremendous amount of time, energy and expertise went into this work scope item. The process started with the development of three primary scenarios – simply put – a “small”, “medium” and “large” version that laid out potential allocation of space uses by program and square footage and other “common space” types of needs that would be associated with the Digital Media Campus. Then, in mid-2015 SDMC Site Location and Site Financing Committees were formed comprised of a cross-section of real estate, economic development finance, technology, construction and government representatives from throughout western Nevada County. Individuals on one or both of the committees included Paul Schwartz, Steve Monaghan, Tom Last, Robert Bergman, Keoni Allen, Mary Owens, Bob Burris, Tim Corkins, Jon Blinder, Tyson Tucker and Lock Richards. The committees identified and evaluated a number of locations and facilities. As negotiations are underway with prospective sites, the information relative to the site recommendations needs to remain confidential at this point. Once a site is secured, a copy of the report will be made available.

**2.2 Pursuit of funding to complete the detailed Campus feasibility analysis and to secure the campus facilities.**

The ERC (through the 501c3 ERC Foundation) was able to secure an initial \$500,000 grant from the U.S. Department of Commerce’s Economic Development Administration (EDA) which includes 8 key work scope items relative to completion of a detailed Campus feasibility analysis. The ERC was one of only 12 communities/regions across the U.S. in securing the feasibility funding (out of 75 applicants) and also was awarded the largest grant. A second EDA grant was applied for during the contract reporting period that would (if approved) provide funding to launch entrepreneur support, tech commercialization, and training academy programs over a 2-year initial period. Announcements of successful applications are expected to occur in early February 2016. 25% of the \$10 million in funding available nationally for this funding cycle is earmarked for rural projects.

In addition, the U.S. Department of Labor (DOL) has announced a new \$100 million federal funding initiative called “TechHire”. It appears to allow for funding of programs that would be closely aligned with the tech training academy component of the Sierra Digital Media Campus. The ERC is currently exploring whether to put together a collaboration of organizations to collectively put forth a funding application, which is due in March 2016.

**2.3 Progress in identifying companies to locate at the Digital Media Campus.**

The ERC is in direct communications with 4 different companies or entities about locating at the Digital Media Campus upon its opening and very significant conversations with one in particular that is close to making a decision. In addition, a prospect list has been developed with over 100 companies identified

that we are waiting to contact until after the Feasibility Plan for the campus is launched.

**2.4 Planning for programs and services that will be operated out of the Digital Media Campus.**

A three-fold combination of programs and services that will be operated out of the Digital Media Campus is in the final stages of development; much of which is tailored to be launched as part of a proposed Digital Media Zone. The programs and services will be for 3 target stakeholder groups: (1) High-growth potential start-ups; (2) established tech companies, including those with headquarters elsewhere who may choose to locate a division or branch office at the campus; and (3) the workforce/talent that those companies will need to fulfill their growth and execution plans.

**2.5 Coordination with key government, private, education and nonprofit stakeholders who can and value to, or benefit from, the Digital Media Campus.**

The ERC stressed ongoing communication with key government, private, education and nonprofit stakeholders relative to the Digital Media Campus throughout the reporting period. Importantly, the ERC (staff and executive committee) participated in over 200 coordination meetings, committees, task forces or presentations during the first half of the contract period. Updates and coordination relative to the campus effort for provided at the ongoing meetings of ERC Task Forces such as the Talent Connection, Marketing, and others. A sampling of individual or entities who were met with include: County of Nevada Planning; Upwelling Capital; Gold Miners Inn; eDawn; County of Nevada Building; City of Nevada City Management; Town of Truckee Economic Development; City of Grass Valley Management; Kevin Atkin/Investor/Consultant; multiple local start-ups; multiple local tech companies like Telestream, GSS, Belden and AJA; Chico State University; Sierra College; multiple developers/builders/realtors; multiple print, broadcast and online media entities; nonprofits like Curious Forge and Sierra Commons; education institutions like Bitney College Prep High School, multiple local elected officials; and many local “members of the public!” interested in learning more about the Digital Media Campus effort.

Other coordination- and collaboration-related items include things like:

- Hosting a luncheon with the Tourism Advisory Board to get them up to speed on the future direction of the ERC’s integrated Marketing Campaign;
- Participation on the County of Nevada’s Community Development Director interview panel;
- Appointment of the ERC Executive Director by the County Board of Supervisors to serve on the SedCorp Board of Directors;
- Ongoing Advisory Services to the County about enhancing the role of the SPO as an Economic Development District, and the opportunity for Nevada County to play a more prominent role going forward;
- Presentation at the Nevada County Community Leadership Institute on its Economic Development Day.

**3. List activities and outcomes to assist businesses with talent-related needs in the following areas:**

3.1 Collaboration with industry, workforce development and education partners to improve the labor pool. To strengthen the local technology talent pipeline, the ERC established a Talent Connection Task Force that is currently co-chaired by Telestream HR Director Jaime Lefebvre and Executive Dean of Sierra College’s Nevada County campus Stephanie Ortiz – with task force members also including leaders from California State University, Chico, Nevada Union High School District, the One Stop Business and Career Center, an individual with successful experience in implementing Continuing Education programs, and representatives from other well-established Digital Media Companies (AJA Video) and Digital Media start-ups (JobVille and Practical Academics). The Task Force is squarely focused on establishing programs – including a pilot program as part of the grant proposal – that creates the essential talent pipeline for the Digital Media industry cluster in Nevada County and throughout the region.

The Talent Connection initiative emphasizes recruiting, developing, and retaining a sustainable

talent pipeline to support private sector companies that use technology in their business such as broadcast, video, healthcare, agriculture, and the Arts.

The Talent Connection Task Force has created a Charter Statement, key milestones and subcommittees associated with advancing each of the key milestones. Multiple activities are ongoing each month.

Following is the Talent Connection Task Force Charter Statement. “Building a competitive, expanding & sustainable tech talent pipeline” to facilitate the same, there have been established the following Subcommittees:

- Workforce Needs Assessment
- College and Industry Recruiting/Activities
- Technology skill/pipeline development for the K-12 and Post-Secondary Population
- Curriculum development for the Sierra Digital Media Campus
- High Art meets Hi-Tech in the High Country

A key project underway is an employer survey to identify specific skill and training needs of local tech companies. A substantial amount of data is being collected as a result of this effort that will be fed into the planning for development of the training academy programs that will be launched at the Digital Media Campus.

### **3.2 Marketing of workforce programs.**

As noted in the prior section, the ERC initiated a very proactive outreach campaign to local technology companies. Part of that effort is informing them of the various public, private and nonprofit workforce related programs and services that are available. A sampling of the companies that have been met (in some occasions via phone interview) with include Clear Capital, Datamax Software, Ensemble Designs, General Dynamics, Grass Valley-a Belden Brand, Gyro-Stabilized Systems, P.A.C.E and Telestream. A meeting has been secured with Black Magic Design for early January.

### **3.3 Status of outreach visits to career days at universities and community colleges and of hosting a “Job Day” in Nevada County for students from Northern California universities.**

As part of one of the Talent Connection Task Force milestones, during the reporting period the ERC started a project to create an Exhibit Display that will be used as part of participating in various career days (alongside local tech companies) at the universities that are frequented by local tech companies for talent. Tremendous progress has been made on the display and it should be completed and ready for use in January 2016. The Exhibit Display is being created so that it can also have multiple purposes, including at various industry trade shows and conferences, at local/regional events, and also potentially in the lobby at the ultimate Digital Media Campus location.

The Talent Connection task Force members (of Milestone #4 College and Industry Recruiting/Activities) are working on the concept/creation of a ‘job day’ for students from NorCal Universities.

The schedule of university and community college career days that the ERC will participate at along with local tech companies will be finalized in January 2016.

### **3.4, 3.5 Update on integration of technology and talent into the ERC’s marketing campaign.**

The ERC underwent an extensive RFP process to secure a contractor team to launch the integrated marketing campaign. The selected firm(s) will be announced at the January 7 ERC Board meeting. The technology and talent themes will be integrated into the campaign effort. An initial kick-off meeting between the selected team and key local stakeholders is set to occur on Thursday, January 14.

## **4. List activities and outcomes to assist businesses seeking to move to the area using the following metrics:**

**4.2, 4.3 Resources or custom-tailored data provided to companies seeking to locate in Nevada County.**

The ERC has started working with Airport Manager Lee Ocker on a potential business expansion/location at the Airport. More information will become apparent on this project at the ERC Board meeting on January 7.

Independently, as noted in a prior section of the report, the ERC will be introducing a Digital Media Zone initiative for consideration by a multitude of public and private entities in Q1 of 2016 that will involve a combination of data, incentives, customer friendly service and cost-differential items as a means to strengthen Nevada County's competitive differentiation for the location of businesses to the area.

**4.5 Integration of business attraction initiative efforts with the ERC's marketing campaign, including participation in industry trade shows.**

One of the ERC's contractors is participating in the upcoming CES tradeshow and part of their efforts are representing the Sierra Digital Media Campus (and more broadly the County of Nevada) at the show. A specific high-tech start-up that is in alignment with the Sierra Digital Media Campus vision is participating at CES and is being targeted as a potential participant either in the first Digital Media Campus Accelerator Class, or, as a key early tenant of the facility.

In addition, the ERC has created an Exhibition Display for use at upcoming conference and is considering participation at the NAB conference in Las Vegas in April and/or a U.S. Department of Commerce national and global partnering conference in Washington, DC that same month.

**5. List activities and outcomes in the listed elements of an integrated marketing campaign that encompasses tourism, the arts, talent and technology companies using such metrics as:**

- Total reach of editorial placements (impressions)
- Advertising equivalent
- Tracking advertising and direct sales efforts by leads generated, coupons redeemed, TOT and sales revenues over a previous period (or other pertinent measures)
- Creation and distribution of industry packets, promotional materials such as videos, DVD's, etc.

As noted earlier in the report, the ERC completed an exhaustive RFP process for a professional firm/team to execute the integrated Marketing Campaign. A firm has been selected – which the selection committee is extremely excited about – and will be announced at the January 7 ERC Board of Directors meeting. The campaign will be launched in late January and significant results should emerge which will be reported at the year-end report phase.

**5.1, 5.2 Activities that incorporate the ERC web site, [www.GoNevadaCounty.com](http://www.GoNevadaCounty.com) and various social media tools to market Nevada County.**

A separate, substantial, RFP campaign was launched in late December that incorporates this activity and other related items. As of this report preparation, at least 32 different firms (local, regional and beyond) have requested copies of the RFP. We expect the selection process to be completed by the end of January and this will become a top priority project throughout the remainder of the reporting period.

**5.1, 5.5, 5.6 Advertising and promotional activities that integrate tourism, the arts, talent and tech to market Nevada County.**

Same comment as prior sections. The campaign will be launched in the January/February timeframe and will assuredly incorporate the integrated tourism, arts, talent and tech themes.

**5.2 List trade shows and conferences where ERC participated as an attendee, exhibitor, or sponsor, and the value/benefit of such participation.**

Tradeshow and conference participation will be a top priority of the 2<sup>nd</sup> half of the contract period. As noted above, the ERC is being represented at the CES show occurring in January in Las Vegas, and the ERC itself will likely be attending NAB in April and a U.S. Department of Commerce Global Partnering/Investment Conference in Washington, DC in April as well.

**5.3, 7.4 Promotional/marketing activities to promote ERC services such as through events, print, broadcast, and online media.**

Independent of the integrated Marketing Campaign effort about to be launched in late January, and also independent of the web/web marketing RFP that will provide complementary efforts to that campaign, the ERC has also instituted a wide variety of promotional/marketing activities that promote ERC services: these include things like the Fab 5 events; the Digital Media Campus “Road to the Campus” receptions; regular radio show appearances; frequent articles in the Union and online media outlets; periodic presentations to both public and civic organizations; print materials associated with its membership/marketing campaign; and promotional materials developed for the upcoming April 7 annual Regional Economic Development Summit that will feature as keynote speakers Livability.com editor Matt Carpenter and Touchdown Ventures President Scott Lenet.

**5.3 Examples of increases/expanded participation and collaboration by stakeholders in the arts, tourism, technology, education, agriculture, and other key sectors of the local economy.**

While at this point, due to confidentiality reasons, the ERC can not reveal the specifics of its upcoming integrated Marketing Campaign, and its overall strategic positioning of the Sierra Digital Media Campus, it is fair to say that the focus of these efforts has the potential to dramatically strengthen and expand collaboration with stakeholders in Arts and Tourism, among other sectors. Multiple participants representing these sectors have, or will soon be, asked to be on the Sierra Digital Media Campus Global Advisory Board. In addition to local participants, the Advisory Board will include a number of highly recognizable individuals and entities with worldwide stature.

Moreover, the ERC’s April 7, 2016 Regional Economic Development Summit, much like the 2015 Summit, will emphasize the lifestyle attributes of Nevada County that serve as true differentiators for this area from an economic development perspective.

**5.4 Recommendations to assist/support increased tourism in Nevada County.**

The firm/team selected to implement the integrated Marketing Campaign has identified a unique niche to the campaign that is intended to help foster not only technology company growth in Nevada County, but also to dramatically heighten its overall positioning domestically and globally in a manner that will assist/support increased tourism.

**6. Maintenance of the County’s Tourism Website, GoNevadaCounty.com, to ensure the site’s continued growth, success, and integrity.**

6.3.2 Provide biannual website traffic reports, including web usage, referrals and page hit analysis to the County via Googly analytics, existing host admin tools or other methods acceptable Report on Growth in GoNevadaCounty.com website traffic, visitation, and social media engagement.

**7. Sustainability measures**

**7.1 List new memberships, sponsorships (value in dollars).**

Some of the key new members and sponsors of the ERC during the reporting period – or who are starting by contributing matching dollars to the EDA grant – include Myers Investment Group of Baird, PGE, Telestream, AJA, Gyro-Stabilized Systems, Network Commercial Real Estate, InConcert Sierra, and Rincon Del Rio.

**7.2 List grants obtained or applied for.**

A 2<sup>nd</sup> grant to the U.S. Department of Commerce, Economic Development Administration was applied for in October. In addition, a contract for services was secured with NORTEC.

**7.3 Describe ERC Foundation/fundraising activities.**

The ERC Foundation served as the actual applicant of the 2<sup>nd</sup> EDA grant.

**7.4 List any other sustainability measures not covered above.**

The Feasibility Study that is being finalized – a draft will be ready by January 31 – identifies a series of ongoing revenue opportunities designed to create financial sustainability. In addition, the ERC’s annual major fundraising, the Regional Economic Development Summit, has been scheduled for April 7. The sponsorship packages and promotional materials are being finalized and the outreach campaign will begin in January.

In addition, the ERC has spent extensive time evaluating the Bitwise Industries model in Fresno which incorporates a number of activities similar to what is proposed for the Digital Media Campus. In conversations with the entities CEO, key insights about their business model have been provided that are directly relevant to the ERC’s efforts, and uniquely different from a typical economic development operation.

**CalWORKS activities:**

Itemize referrals provided to CalWORKS of local business with staffing needs that may be met through placement of Subsidized Employment Program participants. If placements result from these referrals, note placements and feedback provided to CalWORKS so that they can continue to improve skill development and job placement to best meet the needs of participants and local businesses.

Please see attached reports (Jul-Sept and Oct-Dec)

Incentivize relocation or expansion of businesses in Nevada County by coordinating with CalWORKS to make Subsidized Employment Program participants available to fill immediate staffing needs at reduced cost to businesses, while helping individuals gain needed skills that may help them transition to permanent employment.

Provided SEP program information to all employers that have participated in the workforce assessment. Sent an e-blast to entire ERC database regarding the WEX and SEP programs. Once in July and one will be sent out on Jan 2016

**Attach quarterly data provided to CalWORKS to help inform workforce development efforts, including local labor market trends, needed skills and opportunities.**

See attached.

Will provide completed report at the end of the workforce assessment survey during the first quarter of 2016. Responded to a request from Mali Dyck in November to assist the Tahoe-Truckee Unified School District with Labor Market Information. Shavati contacted Jess Alb who is working on their CTE program and provided him the info she needed.

**Report on biannual meetings with CalWORKS staff to coordinate workforce development efforts by tailoring strategies to the specific business needs in Nevada County.**

Shavati Karki-Pearl has been in constant touch with Mali Dyck the program manager, as well as recently with Karen Heggarty. She also attended and presented at the CalWORKS Partners meeting on Dec 4<sup>th</sup>, 2015.

**FOR ANNUAL REPORT:** Please provide an expenditure report that includes a breakdown of expenditures of contract funds by category.



## CalWORKS Quarterly Report July – September 2015

SUMMARY OF KEY ACTIVITIES FOR THE REPORTING PERIOD:

### **1. Assistance with the OnRamp Program (securing speakers, etc.)**

September 1<sup>st</sup>: Sent On-Ramp information to Tim Corkins of Zap Manufacturing and referred him as a speaker for the September Session

Tim Corkins, CEO ZAP Manufacturing

(530) 272-8855

[timcorkins@zapmfg.com](mailto:timcorkins@zapmfg.com)

September 22<sup>nd</sup>: Exchanged emails with Superintendent of NJUHSD as her Special Ed class will have some openings at the end of the year. Sent her info and she and her Special Ed Lead Instructor are signed up to present at the On-Ramp program in the November 2015 session.

Dr. Louise Johnson

[lbjohnson@njuhsd.com](mailto:lbjohnson@njuhsd.com)

### **2. Connecting the Works Program to local employers (public/private/nonprofit)**

August 26<sup>th</sup>: Shavati Karki-Pearl, Director of Strategic Alliance and Community Partnerships met with Abby Vorce and Tammy Veralrud of IHSS to introduce herself and discuss their CalWORKs programs and referral process.

September 15<sup>th</sup>: Met with Pearce Boyer, Manager of Interim Healthcare and Jeree and provided him information about the CalWORKs SEP and WEX program and give him Nevada County Work's contact information (Abby)

Sept 18<sup>th</sup>: Exchanged email and information with CFO of XP Camper and signed him up as guest speaker for On-Ramp program to be held in October 2015. Also introduced him to Abby of Nevada County Works as he needs to hire some new staff immediately.

Rob Tribble

[650-307-8183](tel:650-307-8183)

[www.robtribble.com](http://www.robtribble.com)

# ERC Nevada County Economic Resource Council

September 21<sup>st</sup>: Followed up to see if Pearce Boyer had connected with Abby, introduced him to and asked if he'd like to be one of the presenters at the CalWORKs On-Ramp program  
Pearce Boyer, Manager.  
Personal Care & Support Services  
[530.272.0300](tel:530.272.0300) | [530.272.1572](tel:530.272.1572) Fax | [PearceB@interimhc.com](mailto:PearceB@interimhc.com)

### **3. Increasing county-wide visibility for the Works Program**

September 4<sup>th</sup>: Announced CalWORKs On-Ramp program at the ERC monthly board meeting and requested board members and attending businesses to contact ERC if interested in presenting or learning more about the SEP programs.

September 14<sup>th</sup>: Received Nevada County Works brochures from Abby Vorce and placed some in the Lobby of the Contractors Association.

September 14<sup>th</sup> : ERC sent out a newsletter to a database of 2000+ businesses announcing CalWORKs On-Ramp program, seeking speakers.

September 15<sup>th</sup>: Exchanged emails with Elisa Parker of SeeJaneDo.com as she was interested in speaking at the On-Ramp program. She stated that she had a strong Organizational Development and HR/Recruiting background. Sent her dates and info, as well as SEP info.

Elisa Parker  
Co-Founder, CEO & Host  
See Jane Do  
[elisa@seejanedo.com](mailto:elisa@seejanedo.com)  
[www.seejanedo.com](http://www.seejanedo.com)

Prepared by:

SHAVATI KARKI-PEARL  
DIRECTOR OF STRATEGIC ALLIANCE  
AND COMMUNITY PARTNERSHIP

Office: [530-274-8455](tel:530-274-8455) • Cell: [818-823-3189](tel:818-823-3189)  
E-Mail: [shavati@ncerc.org](mailto:shavati@ncerc.org) • [www.ncerc.org](http://www.ncerc.org)  
SKYPE: shavati.karki.pearl



## CalWORKS Quarterly Report October – December 2015

SUMMARY OF KEY ACTIVITIES FOR THE REPORTING PERIOD:

### 1. Assistance with the CalWORKs CONNECT Program (securing speakers, etc.)

Confirmed attendance for November

Michelle Stroud  
HR/PR Manager  
Direct: 530-615-2438 Cell: 530-798-3843  
Fax: 530-237-5999\*  
[www.thatsbyers.com](http://www.thatsbyers.com) <<http://www.thatsbyers.com>>

Confirmed attendance for December

Dr. Louise Johnson – Superintendent of NJUHSD  
[lbjohnson@njuhsd.com](mailto:lbjohnson@njuhsd.com)

AND

Sean Manchester, Director of Special Education  
530-273-4431 x 2031  
[smanchester@njusd.com](mailto:smanchester@njusd.com)

Confirmed attendance for January Presentation:

Adam Weiss  
Weiss Landscaping Inc.  
Web: [www.goweisslandscaping.com](http://www.goweisslandscaping.com)  
Email: [adam@goweisslandscaping.com](mailto:adam@goweisslandscaping.com)  
Mobile: 530-210-9524  
Office: 530-271-7478

### Contacted and spoke to the following individuals as prospective presenters for 2016:

Jacqueline Prior – HR Manager Charis Youth Center  
[jackiep@charisyouthcenter](mailto:jackiep@charisyouthcenter) # 530-477-9800 x 205

Colleen (Steve) Tucker – Junk King # 530-615-4392 x 301 or 302

Lisa Harkey – Adecco - # 530-273-7633 [lisa.harkey@adeccona.com](mailto:lisa.harkey@adeccona.com)

# ERC Nevada County Economic Resource Council

## 2. Connecting the Nevada County Works Program to local employers and resources (public/private/nonprofit)

### Gave them the following leads:

Weiss Landscaping: Brian Coalson <[brian@goweisslandscaping.com](mailto:brian@goweisslandscaping.com)>  
NJUHS Special Ed: Sean Manchester  
Byers LeafGaurd: Michelle Stroud

Emailed Tim Gulianni the contact for LMI:

#### **Luis Alejo**

Labor Market Consultant – North Mountains Region

Labor Market Information Division

Employment Development Department

Ph. (530) 749-4885

Fax (530) 741-5192

[luis.alejo@edd.ca.gov](mailto:luis.alejo@edd.ca.gov)

## 3. Increasing county-wide visibility for the Nevada County Works Program

Presented at Rotary Club Penn Valley

Spoke with Rotary Club President, Nevada City

Met with and sent email regarding the program to all the Rotary Presidents

During my workforce assessment visits/calls I have informed 25 companies regarding the CalWORKs WEX and SEP programs and offered to connect them with Nevada County Works if they had an opening for suitable candidates ever come up.

#### OTHER:

Jess Alb, Extensions and Interventions Programs Coordinator of Tahoe Truckee Unified School District – provided her with employment and job availability information upon request from Mali Dyck, made a follow up call offering further assistance.

Prepared by:

SHAVATI KARKI-PEARL  
DIRECTOR OF STRATEGIC ALLIANCE  
AND COMMUNITY PARTNERSHIP

Office: [530-274-8455](tel:530-274-8455) • Cell: [818-823-3189](tel:818-823-3189)  
E-Mail: [shavati@ncerc.org](mailto:shavati@ncerc.org) • [www.ncerc.org](http://www.ncerc.org)  
SKYPE: shavati.karki.pearl