



Golden Sierra

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**SERVING THE LOCAL ECONOMY**





# FROM EXECUTIVE DIRECTOR, JASON BUCKINGHAM

Golden Sierra designs programs and partnerships that cement our place as the premier provider of business and job seeker services in our three county region. Thanks to the commitment of our private sector led board, we are able to identify and create opportunity for both job seekers and businesses. We listen to local business needs and evaluate labor market data to champion public sector investments in ways that enhance the economic base and competitiveness of our jurisdiction. The following pages cover some brief examples of our recent successes.

A handwritten signature in white ink, appearing to read "J. Me.", with a long horizontal flourish extending to the right.

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Golden Sierra is part of a national workforce investment system, funded by the Workforce Investment Act



**49 WIBS**  
**206 CAREER CENTERS**

**550+ WIBS**  
**3,000 CAREER CENTERS**

**1/10**

Workforce Investment Boards are located in the Golden State

# **GOLDEN SIERRA WORKFORCE INVESTMENT BOARD**

The Golden Sierra WIB is part of a national workforce development system that is funded by the Workforce Investment Act of 1998. Through the WIA, local leaders utilize funding and resources within their communities to benefit job seekers and employers.

# HOW DOES GOLDEN SIERRA COMPARE TO THE REST OF CALIFORNIA?

In statewide rankings, Golden Sierra proved it is one of the leaders in workforce investment.

Adults entering employment:

**#9 OUT OF 49**

Adult job retention:

**#7 OUT OF 49**

Adult average earnings:

**#3 OUT OF 49**

Source: Futureworks quarterly ranking system



## GOLDEN SIERRA WIB'S SERVICE AREA

**23,700**

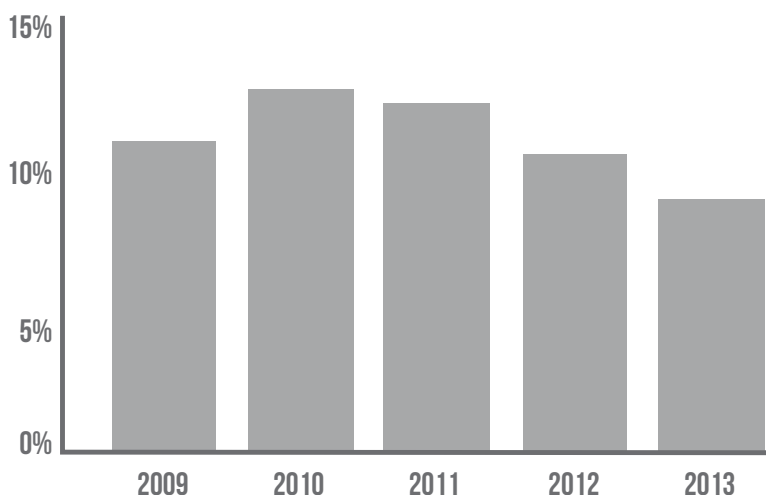
Unemployed people in our service area

**10,000+**

Individuals registered for core services in the last 2 years

## LOCAL UNEMPLOYMENT RATES

SOURCE: US BUREAU OF LABOR



“There is one thing that I keep hearing from both employers and the job seeker side: ‘You are the best-kept secret.’”

—Jason Buckingham  
Executive Director

“BENEFITS [OF GOLDEN SIERRA’S PROGRAMS] ACCRUE TO ALL MEMBERS OF SOCIETY— HIGHER EARNINGS FOR PARTICIPANTS, INCREASED OUTPUT FOR BUSINESSES, AND ADDED TAX RECEIPTS FOR BUSINESS.”

—ECONOMIC MODELING SPECIALISTS INTL.  
*ANALYSIS OF THE GOLDEN SIERRA JOB TRAINING AGENCY, MARCH 2013*

Over the next ten years,  
Golden Sierra will generate

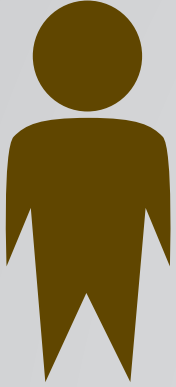
**\$1.95 PER  
\$1.00 SPENT**



Source: EMSI, 2013  
Analysis of the  
Golden Sierra Job  
Training Agency

Each year, the Golden Sierra WIB maximizes its existing resources to secure additional money from other funding sources, allowing us to increase our impact on the economic success of our region through job seeker programs, employer incentives, and specialty services.

These funds are also used to partner with local educational providers, economic development agencies, and businesses to create opportunities for workers and meet the needs of industry, so our region can continue to compete in high growth sectors.



AVERAGE EARNINGS  
OF GOLDEN SIERRA  
JOB SEEKERS

**\$20,605**

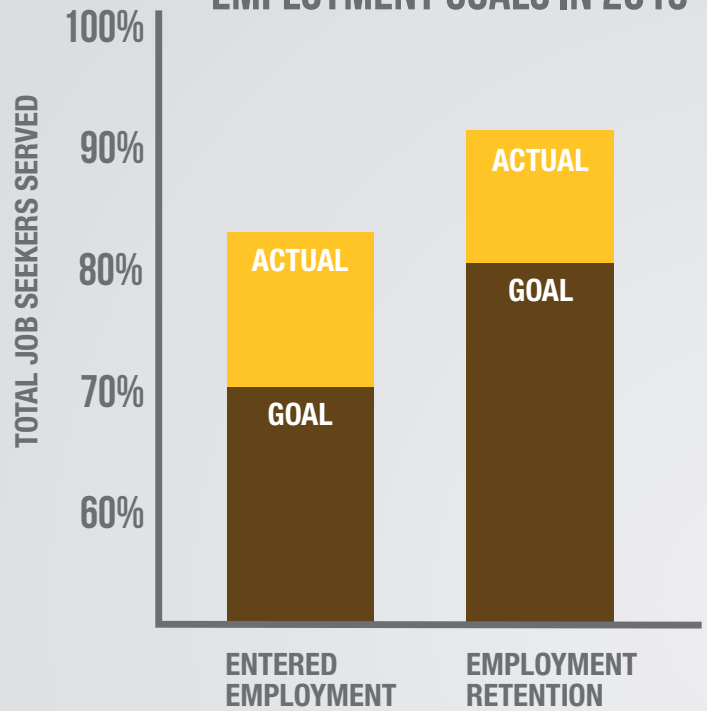
Per person over a 6 month period

**\$3.4 MILLION**

Projected taxable earnings generated over next ten years by Adult Job Seekers

Source: EMSI, 2013 Analysis of the Golden Sierra Job Training Agency

**GOLDEN SIERRA EXCEEDED  
EMPLOYMENT GOALS IN 2013**



**PROGRAMS  
FOR JOB  
SEEKERS**

Golden Sierra assists local job seekers in finding and qualifying for meaningful, long-term employment. We provide a variety of free services including job search and placement assistance, individualized career counseling, and occupational training programs.

All adults in the community are eligible to receive our core services, with intensive services being offered on a qualification basis. We also provide transition services to dislocated workers who have received notices of termination or layoff. Supportive services, such as child care, transportation, and housing vouchers may be provided to individuals to ensure success in the programs.



“BEFORE I COMPLETED TRAINING, I FELT LIKE I WAS NEVER GOING TO FIND WORK. TWO DAYS AFTER, I HAD THREE JOB INTERVIEWS. I HIGHLY RECOMMEND GETTING HELP FROM GOLDEN SIERRA. THEY WILL HELP YOU ACHIEVE YOUR GOALS!”

—SUMMER  
CERTIFIED NURSING ASSISTANT

“THE STAFF AT AUBURN CONNECTIONS HELPED ME A LOT IN GETTING THE INFORMATION I NEEDED TO KNOW TO GET A JOB.”

—MATT

“COME IN, LISTEN, LEARN AND USE THE RESOURCES. KEEP COMING BACK TILL YOU FIND SUCCESS! FOLLOWING THE SUGGESTIONS OF GOLDEN SIERRA RESULTED IN MY BEING APPROVED FOR 500 HOURS OF CERTIFIED MASSAGE THERAPY TRAINING.”

—BRENDA

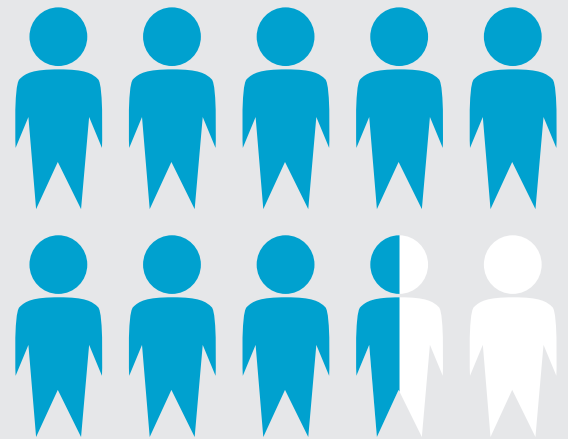
# SPOTLIGHT PROGRAMS

IN ADDITION TO CORE JOB SEEKER SERVICES, GOLDEN SIERRA ALSO ADMINISTERS SEVERAL SPECIALIZED PROGRAMS TO MEET THE NEEDS OF SMALLER UNEMPLOYED POPULATIONS. THESE PROGRAMS ADDS SIGNIFICANT TAXABLE INCOME EACH YEAR TO THE LOCAL ECONOMY.



## PROFESSIONAL EDGE

The Professional Edge program assists job seekers who have been in the work force for several years and may not be familiar with contemporary hiring processes. Through a 16-week intensive course, clients receive tips on resumes,



**85%** of participants said Professional Edge was vital to their ability to re-enter the workforce

interviews, technology, and any other skills necessary to match the abilities of their job-seeking competition.

In a group of peers, each participant builds confidence and valuable networking relationships.



## VETERAN SERVICES

Golden Sierra provides full services to veterans and eligible spouses on a priority basis. We place a 24-hour “veterans only” hold on all new job listings and ensure that all qualifying veterans are recognized as valued members of the civilian workforce.

**1,116**  
**TOTAL VETERANS  
HELPED BY GOLDEN  
SIERRA IN 2013**

Many of our centers include specialized staff who serve eligible Veterans exclusively. These specialized staff also assist those veterans with special needs, such as those with disabilities.



## DEI SERVICES

Job seekers who identify themselves as having a disability receive equal opportunity. Our centers use a variety of training programs and assistive technologies to teach individuals to succeed in the mainstream job market.



**20%** of the labor force are people with disabilities

Source: August 2013, Department of Labor Statistic

Under the DEI initiative, Golden Sierra was designated an Employment Network by the Social Security Administration. We reach out to individuals and customize our services for each participant. As a result, we have helped 124 individuals enter or re-enter the workforce.

# PROGRAMS FOR EMPLOYERS

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Our suite of services provides local businesses with customizable, no-cost assistance with recruitment, retention, and skill training. Employers also receive financial benefits for hiring qualified individuals, to help offset the cost of training new employees.

## Partial list of Golden Sierra Business Partners

Turnure Medical Group

LB Construction

API Marketing

Auburn Extreme Power Sports

Patriot Machining

VSP

Union Pacific

City of Roseville

Predator Industrial

Cokeva

Home Instead Senior Care

Goodwill Industries

PRIDE Industries

Compassion Planet

Doodad Animation

Harris & Bruno

Solarcity

BrightStar

**IN 2013, GOLDEN SIERRA DEVELOPED A COMPREHENSIVE BUSINESS RESOURCE GUIDE, IDENTIFYING SERVICES AND GOVERNMENT PROGRAMS AVAILABLE TO ASSIST THE LOCAL ECONOMY.**



**NEXT**



**BUSINESSES SAVE UP TO  
\$8,000 PER INDIVIDUAL HIRED**

**\$388,096**

On-the-Job Training Reimbursements to Employers 2012/13

“GOLDEN SIERRA IS OUR FIRST STOP IN FINDING NEW EMPLOYEES. GOLDEN SIERRA IS IDEAL FOR OUR BUSINESS.”

—KATHY LAWRENCE  
*OFFICE MANAGER*  
STB ELECTRICAL TEST EQUIPMENT INC.

**600+**

Businesses Served in Our Service Area

**75**

On-the-Job Training Contracts in 2012/13

Golden Sierra created NEXT to streamline the process for local business owners to make using Golden Sierra’s resources easier and more beneficial. Through recruitment assistance, skill training, and business assistance, Golden Sierra has saved local businesses resources, time and money.

**NEXT**

“TAKE ADVANTAGE OF THE CENTER’S SERVICES AND RESOURCES. THEY WILL HELP YOU FOCUS ON YOUR STRENGTHS AND BUILD CONFIDENCE.”

—CHRISTINA

## PROGRAMS FOR YOUTH

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Golden Sierra places a strong emphasis on our region’s youth. We provide academic support services such as tutoring and drop-out prevention, as well as mentoring and counseling, career experience, and occupational training.

Specialized staff are available at all our career centers to assist young individuals with successful transition into the workforce.

# 105%

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of literacy or numeracy  
goals met

# 101%

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of certificate or  
degree goals met

# 95%

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of job placement  
goals met

## SUCCESSSES

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Our programs make a difference. A recent study by EMSI noted that our programs curb the potential for crime and delinquency in our counties.



WHERE DO YOU WANT TO TAKE YOUR BUSINESS

# NEXT

NEXT is Golden Sierra's suite of easy to use services and resources designed to empower your business.

goldensierra.com/next



# WHAT'S NEXT

NEXT is Golden Sierra's suite of easy to use services and resources designed to empower business owners in Alpine, El Dorado, and Placer counties.


We want to build a relationship with you and your business, working together to keep our local economy strong.

**BUSINESS ASSISTANCE**

NEXT services are customizable but include items such as:

- Interview space
- One-on-one recruitment assistance and recruitment events such as job fairs
- Job postings
- Candidate screening identification and referral
- Resource library with labor and tax law, wage and hour, unemployment information
- Hiring Incentives, up to \$8,000 per individual hired

**CUSTOMIZED TRAINING**



**90% SAVED TO TRAIN**

As the employer you have the option to go through your own screening and hiring process if you so choose.

The employees will be direct hires and therefore you assume responsibility for workers compensation etc.

The duration of the contract varies with the skills of the individual and the complexity of the tasks associated with the position.

**WE'RE JUST GETTING STARTED. JOIN NEXT.**

Just go to [goldensierra.com/next](http://goldensierra.com/next) and sign up, there's no obligation or commitment to get started.

**LET'S GET STARTED**

**GET \$ FOR HIRING**

UP TO \$8,000 PER INDIVIDUAL HIRED

**ON-THE-JOB TRAINING (OJT)**

The NEXT wage reimbursement program provides up to 90% reimbursement for the training of a newly hired individual or to upgrade the skills required to retain or promote an existing employee.

**WORK EXPERIENCE**

NEXT will make it simple for your business to provide paid, limited term worksite experiences for individuals with limited experience in a field.

- We retain these individuals as our own employees and assume all liability for wages, worker's compensation etc.
- Business' responsibilities include oversight, proper training and providing evaluations on progress.
- Generally used for entry level positions.

# EVER WISH HIRING COULD PAY FOR ITSELF?

**WE HAVE GOOD NEWS**

GET UP TO **\$8000** PER INDIVIDUAL HIRED

Employers can receive up to \$8,000 to hire and train individuals. Before you hire your next employee, learn more about On-the-Job Training.

TURN THE PAGE FOR MORE OF WHAT'S **NEXT**

WE CAN FIND YOU AN ELIGIBLE CANDIDATE



**ON-THE-JOB TRAINING**

On-the-Job Training is conducted by an employer and allows an individual to earn a paycheck while learning the skills necessary for satisfactory job performance. In return, the employer is reimbursed up to 90% of the employee's gross wages.

**HIRING ASSISTANCE**

Just give us a job description and we will find an eligible candidate who is best suited to meet your needs. We place individuals in all capacities, from entry-level to professional. We can even assist with upgrading the skills of a current employee.

**READY TO JOIN IN?**

If you are a Placer County employer with a permanent opening who is willing to train a new employee you are encouraged to inquire. E-mail us at [info@goldensierra.com](mailto:info@goldensierra.com) or call (916) 746-7722. A knowledgeable staff member will be available right away.

**YOU CAN BE A PART OF WHAT'S**

# NEXT




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Auburn, CA 95603

Phone (530) 823-4631 • Fax (530) 885-5579  
[goldensierra.com](http://goldensierra.com)

# BUSINESS RESOURCE GUIDE

# NEXT




# WHAT'S NEXT

**WORK EXPERIENCE**

NEXT will make it simple for your business to provide paid, limited term worksite experiences for individuals with limited experience in a field.

goldensierra.com/next



**GOLDEN SIERRA JOB TRAINING AGENCY**

As a partner of the Connections Workforce Development and Business Resource Center, Golden Sierra Job Training Agency has a variety of programs that can assist businesses in the recruitment, screening, hiring and training of employees. These programs include: on-the-job training (OJT), work experience/interiorship, and customized training. Funding for this program is through the federal Workforce Investment Act (WIA). Services are offered at no cost to the business or job seeker. All of the programs are administered through the Connections Workforce Development and Business Resource Center sites.

1919 Grass Valley Hwy, Suite 110  
Auburn, CA 95603  
(530) 823-4631  
[www.connectionscenters.com](http://www.connectionscenters.com)

**EMPLOYEE TRAINING AND INTERSHIPS**

**EMPLOYMENT TRAINING PANEL**

ETP is a California State agency that is designed to fund training that meets the needs of employers for skilled workers and the need of workers for good, long-term jobs. The program supports the California economy, primarily by funding the retraining of incumbent, frontline workers in companies challenged by out-of-state competition. ETP also funds training for unemployed workers, and provides small businesses, and employers and workers in high unemployment areas of the state.

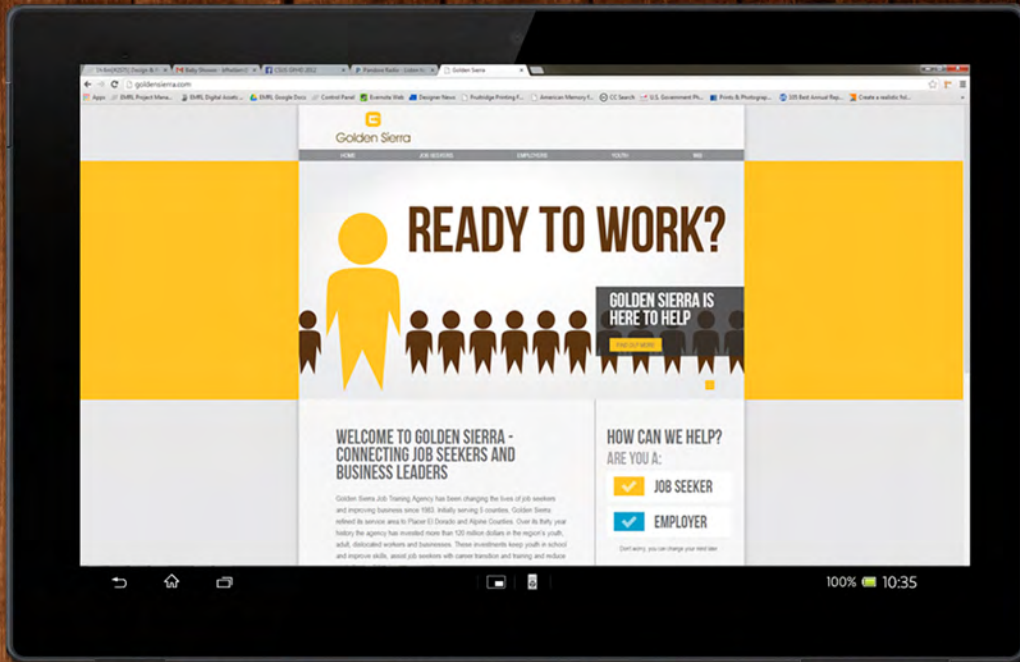
1100 J Street, 4th Floor  
Sacramento, CA 95814  
(916) 327-5640  
[www.etp.ca.gov](http://www.etp.ca.gov)

**EXPERIENCE WORKS**

Experience Works is a national, nonprofit, community-based organization whose mission is to put the experience of older individuals to work. Experience Works has grown to be the nation's leading provider of training, employment, and community service for low-income (125% poverty level) older people (55+).

(800) 288-1324  
[www.experienceworks.org](http://www.experienceworks.org)





## READY TO WORK

GOLDEN SIERRA IS HERE TO HELP

Find out immediate options for on-the-job training, resume assistance, career assessments, testing accommodations, and other services. We are determined to help you find a position in an in-demand occupation.

**GET STARTED.**

## CONNECT WITH US

**ADRIAN**  
2425 E. Sierra Vista Way, Ste. 200  
Adrian, CA 95002  
P: (530) 823-4631

**REVELLE**  
125 Acorn Drive, Ste. 100  
Revelle, CA 95068  
P: (530) 823-4642

**Golden Sierra**  
golden.sierra.com

## ARE YOU ONE OF THE 6,000?

THAT'S HOW MANY PEOPLE WE HELP IN ONE MONTH.

On the job training programs, career assessments, resume assistance, technical skills development, and other services, we are determined to help you find a position in an in-demand occupation. We are Golden Sierra.

**Golden Sierra**  
golden.sierra.com

# \$63 MILLION IS WAITING TO HELP PEOPLE WITH DISABILITIES JOIN THE NATION'S WORKFORCE.

20% OF THE LABOR FORCE ARE PEOPLE WITH DISABILITIES  
AUGUST 2012, DEPARTMENT OF LABOR STATISTIC

Work is fundamental to our lives. It means so much more than a paycheck — it offers purpose and independence for all people, including those with disabilities.

If you are a person with a disability, Golden Sierra can help you seek employment, access scholarships for vocational training, and understand your right to be evaluated on your ability, not disability. So don't leave money on the table, take advantage of our programs now.

**TO LEARN MORE ABOUT OUR SUITE OF SERVICES, CONTACT GOLDEN SIERRA AT (530) 823-4631 OR EMAIL KASIA DEMAURI AT [DEMAURI@GOLDENSIERRA.COM](mailto:DEMAURI@GOLDENSIERRA.COM).**

**Golden Sierra**

Golden Sierra is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. To request a reasonable accommodation, please call (530) 823-4635 ext. 236 at least 72 hours prior to event. TDD/TTY users please call the California Relay Service at 711.

# Getting the word out

# HIGHLIGHT OF RECRUITING EVENTS & COMMUNITY EDUCATIONAL EVENTS

## AFFORDABLE CARE ACT PRESENTATION

- Roseville (Placer County)
- 22 employers

## MANUFACTURER'S FORUM

- Whitney Oaks Country Club
- 10 employers attended

## SUGAR BOWL JOB FAIR

- Hospitality, Recreation & Tourism positions

## RAPID RESPONSE AT BRUKER-MICHROM

- 6 affected employees
- Advanced Manufacturing

## GENDER EQUALITY IN STEM

- Staff Development
- Organized by SMUD, NextEd & NAPE

## AFFORDABLE CARE ACT WEBINAR

- Available in both Spanish & English
- Reached rural employers

## HONOR A HERO, HIRE A VET

- 105 Employers
- 456 veterans
- 25 Service providers

## ESURANCE CAREER DAY

- 325 attendees
- 75% of attendees interviewed
- Expected to hire 150–200

## AUBURN AIRPORT BUSINESS PARK

- Promoted OJT program to 5 employers in Manufacturing

## CAREER GPS

- Hosted at Cal Expo
- 6,000 students attended
- Golden Sierra was a sponsor

## AT EASE TRAINING

- Hosted at Sierra College
- Staff Development
- Veterans issues

## ROSEVILLE ADULT SCHOOL

- Partner Outreach
- MOU Development

## CVS RECRUITMENT

- Hosted in Roseville
- Life Sciences & Health Services Positions

## BOSS WORKSHOPS

- Business Owner Survival Strategies
- 20 employers
- Financial Management, Marketing, Capital Infusion, Customer Service

## AFFORDABLE CARE ACT PRESENTATION

- Cameron Park (El Dorado County)
- 17 employers

## SIERRA COLLEGE JOB FAIR

- 53 employers
- 358 job seeker surveys

## LABOR MARKET INFORMATION

- Staff Development

## TRI-COUNTY JOB FAIR

- 650 attendees
- 80 employers

# GOLDEN SIERRA BOARD MEMBERS/ REGIONAL STRATEGIC PARTNERS

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The Golden Sierra Workforce Investment Board is made up of private sector business leaders who volunteer their time to identify problems within key economic sectors. The work they do is an investment that increases employability of people and business success in our local economy.

## **BOARD CHAIR**

### **TINK MILLER**

Placer Independent Resource Services

## **VICE CHAIR**

### **DAVID DELEONARDIS**

Crossroads Diversified Services

### **LAUREL BRENT-BUMB**

Bumb Construction

### **JASON BUCKINGHAM**

Golden Sierra Job Agency

### **KATHLEEN BURRIS**

CVS Caremark

### **PAUL CASTRO**

California Human Development

### **TIM COOK**

Experience Works

### **DANIELA DEVITT**

California Employers Association

### **VINCENT ECHEVERRIA**

District Council 16

### **MARTHA ESCOBEDO**

Employment Development Department

### **KEVIN FERREIRA**

Sacramento Central Labor Council

### **DAVID FRAZIER**

B2BCFO

### **AL HOLMES**

Department of Rehabilitation

### **RICK LARKEY**

North State Building Industry Foundation

### **BROOKS LOCKHART**

California Indian Manpower Consortium

### **PANDA MORGAN**

Small Business Development Center

### **CHRISTINA NICHOLSON**

Whole Person Learning

### **KIMBERLY PELLOW**

Brandman University

### **CAROL PEPPER-KITTRIDGE**

Sierra College

### **WILLIAM REED**

United Domestic Workers

### **MARCY SCHMIDT**

Placer Co. Business Advantage Network

### **BRENT SMITH**

Sierra Economic Development Corp.

### **ANETTE SMITH-DOHRING**

Sutter Health Sacramento Sierra Region

### **SHERRI SPRINGER**

Happy Kids Preschool & Childcare

### **DEBBIE STACK**

El Dorado County

### **VIC WURSTEN**

PRIDE Industries

### **JOHN ZACHRY**

Minuteman Press



# Golden Sierra

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