



# Trinity County

## Community Coordinator Report

January - March 2010



### *The Magic of Exceptional Customer Service*



The Magic of Exceptional Customer Service was presented by Doug Lipp on Thursday, February 18, 2010 at the Trinity Alps Performing Arts Theatre in Weaverville.

Doug, an internationally acclaimed expert on customer service, leadership and global business, motivates and challenges audiences around the world as a consultant and speaker. He has spent over 30 years working from the front lines to the boardrooms of corporations around the world, and has been a featured guest on National Public Radio and Bloomberg News. Fluent in Japanese and with a Master's degree in International Business Communication, Doug was on the start-up team for Tokyo Disneyland, Disney's first international theme park.

He is the author of

numerous articles and five books on leadership, customer service and international business, including his most recent: "The Changing Face of Today's Customer: How to Attract and Retain a Diverse Customer and Employee Base". Doug also wrote "Even Monkeys Fall from Trees" which carefully outlines how to balance the art and science for outstanding customer service.

In attendance were 235 people, including job seekers, Trinity County Supervisors and representatives of Trinity County Insurance, Trinity County CalWORKs, Miller's Drive In, Trinity Hospital, Trinity County Dept of Agriculture, Trinity County



Dept. of Transportation, Fine Line Building & Design, Bonanza King Resort, The Knot, Trinity County Assessor, Cornerstone Auto & Tire Center, Miller's Drive In, State Farm Insurance, Tops Super Foods, Curves, Siskiyou Training & Employment Program, Trinity County Health & Human Services, Trinity County Auditor, Smart Center, Prime 11 Cinemas, Trinity County District Attorney's Office, Trinity Economic Development Corporation, Weaverville Realty, Trinity Journal, Trinity County Resource Conservation District, Trinity County Recorder, Trinity County Child Support, Trinity County Transit, Tangella Corporation, Human Response Network, Forever Resorts, Trinity



Alps Resort, Trinity Theatre, Trinity County Title Company, Miller's Drive In, Trinity County Building Department, LaGrange Café, Prime Cinemas Group, Jake Jackson Museum, Forever Resorts, Gold Rush Jewelers, Rockyn Robyn's PCTI, Angelic Alchemy, T&T Enterprises, Plew Plumbing, Clean-Cut Yard Service, Rural Creative Reuse Project, Trinity County Solid Waste, Trinity River Rafting, Weaverville Chamber of Commerce, and Trinity Lumber Company.





## Stimulus Funding Benefits Trinity Workers & Homeowners



### Conservation Almanac

Trinity County Resource Conservation District

Fall 2009 Vol. XVIII, No. 3

#### Stimulus Funding Benefits Trinity Workers & Homeowners

A program funded by a federal economic stimulus grant has provided 56 Trinity County landowners with fire safe work around their homes this summer while providing valuable training and work experience to 11 local individuals.

The program's goal was to reduce flammable vegetation around homes and structures in the Weaverville, Lewiston & Douglas City areas for elderly, handicapped and low-income persons. It was planned and accomplished as a joint effort by the Weaverville Fire District and Firestorm Wildland Fire Suppression, Inc. Workers' wages were paid with federal funds from an American Recovery and Reinvestment Act (ARRA) grant administered by the SMART Business Resource Center in Weaverville.

A total of 73 requests for aid were received, according to Mike McMillan, coordinator of the program for Weaverville Fire District, and work was done at 56 sites. Persons who benefited from the hazard reduction work contributed what they could towards program expenses. The typical beneficiary of the program was elderly usually female, who was not physically and not financially able to reduce significant fire hazards on property they owned and lived on, McMillan explained.

People were pleased with the work, and their comments reflected as much, McMillan said. Homeowners were relieved to have brush, small trees and other flammable vegetation cleared from around their houses. In most instances, crews cleared at least a 50-foot minimum around homes and structures, making Pite properties more fire resistant by taking out the worst of the brush.

Many of these sites will still need more work in the 30/100 foot zone, and that could be done next year, if additional funding is provided through a proposal submitted to Trinity County through Title III program of the Secure Rural Schools and Community Self-determination Act.

The SMART center is a private, non-profit, public benefit corporation that was created to promote and foster employment opportunities. SMART receives funding from the U.S. Department of Labor and the State of California and is governed by the Northern Rural Training and Employment Consortium (NORTEC) Workforce Investment Board. It also contracts with local entities to provide workforce services and offers a variety of fee-based services.



Photo credit: Mike McMillan

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### Fire Safe Efforts Continue

The Trinity County Fire Safe Council always has held that community wildfire protection plans are only as good as the implementation that is carried out - and it is best when we are updating our plans and implementing projects at the same time. That is the case this year. Crews from the Watershed Research & Training Center, RCD and Weaverville Volunteer Fire Department have been working throughout the county on hazardous fuels reduction projects and the Fire Safe Council has begun to update the Trinity County Community Wildfire Protection Plan (CWPP).

Here in Trinity County we are known for our ability to bring different sources of money together to get good work done, and this year has been no different. The SMART Business Center was instrumental in helping develop field crews this summer, using Stimulus funding under the American Recovery and Reinvestment Act. Financial assistance has also come from the California Fire Safe Council's Grants Clearinghouse, which channels funding from the USFS and BLM to projects to reduce hazardous fuels on private lands and, as always, the in-kind contributions of "sweat equity" from landowners. The federal land management agencies have been doing their part, too. Just drive up Ranier Road south of Trinity Center or near Goose Ranch Road and you will see the results of their labors.

Trinity County Fire Safe Council has just started working on the update of the CWPP which is 10 years old. A lot has happened since then. Many of the projects that were identified in the original plan have been completed, but we have not been immune to wildfire as hundreds of thousands of acres have burned. A series of community meetings will be hosted by volunteer fire departments this winter and spring to give everyone throughout the county a chance to weigh in on the work that has been done and to share their ideas for the next 5 years. Some communities have already gotten a jump on the planning. Hyampom, under the leadership of their local fire safe council, have completed a draft plan for the Hyampom Valley. Trinity Center and Coffee Creek have been working for the past year on an update, with the help of the Natural Resources Conservation Service and TCRC (with funding from the California Department of Conservation). The Willow Creek Fire Safe Council has been working closely with the Lower Trinity Management Unit of Six Rivers National Forest on plans that expand the Down River Fire Management Plan for Slayer and Hawkins Bar.

The bottom line is that the safety of each and every property in Trinity County depends on everyone working together. The Trinity County Fire Safe Council encourages you to get involved at whatever level you can.



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## Green Job Training in the North State



Federal stimulus money is paying for job training in the North State. The Smart Business Resource Center is getting a \$900,000 grant which will be used in Shasta and Trinity counties to train people in energy efficient and renewable energy industries. The grant money will pay for more than 100 people to be trained in things like solar and wind technology and green building practices.



Debbie DeCoito of the Smart Business Resource Centers told Action News why the money is so important to the area. "Both of those counties have high unemployment rates and if we can get people into this training we can get people prepared for when the job market opens up and hopefully that will be soon." Students will train through classes at the Shasta Builder's Exchange and Shasta College. If you are interested in the clean technology classes, contact the Smart Business Resource Center.