Northern California Prosperity

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Tehama One-Stop receives Business of the Year award

By Amanda Wood

The Job Training Center in Red Bluff was awarded the Business of the Year award on November 13, 2006. The award was presented by Tehama County Farm Bureau President Mark Gilles at the Farm-City Night Dinner.

Also called Tehama One-Stop, The Job Training Center assists both employees and employers. The organization provides resources and education.

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Celebrating Our 20th Anniversary

By Amanda Wood

This year marks the Northeastern California Small Business Development Center's twentieth anniversary. The organization has seen significant growth over the past two decades, offering more programs and assistance for small businesses and communities than ever before.

Founded in 1986 by political science professor Dr. John Sanzone, the Center for Economic Development (CED) first provided technical assistance and research for twelve North State counties. Over the past three years this number has grown to twenty-six counties, twenty-three of which are included in the 2006 Annual Economic & Demographic Profile Series.

One of the NECSBDC's most significant advancements occurred in July 2003 when it became the lead Small Business Development Center. As the Lead Center, the NECSBDC oversees six of the centers at local community colleges, through a grant from the Small Business Administration (SBA).

Some of the newer additions to the NECSBDC services are the On-Line Community, which virtually reaches out to rural businesses and will be

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A look at Roseburg Forest Products
By Courtney Danehy

Staff members at the Northeastern California Small Business Development Center (NECSBDC) were given the chance to tour Roseburg Forest Products in Weed, California, on September 8, 2006. The tour was part of the Siskiyou County Industry Tour put on by the Siskiyou County Economic Development Council.

Roseburg Forest Products, based in Roseburg, Oregon, has been a manufacturer of lumber and wood products since 1936. This family-owned business provides engineered wood, specialty panels, lumber, and softwood plywood to dealers, distributors, and national home centers across the nation. Their 3,500 employees are “located in more than sixty communities throughout the United States.” Roseburg owns more than 750,000 acres of timberlands, which supply over half of their production needs.

Included in their list of mills is the veneer plant in Weed, California. Staff members of the NECSBDC, along with other economic developers, planners, government officials, and other Northern California community and business members were given a hands-on tour of the interior of the mill. The visiting participants were broken up into groups of about six and were each led by a senior worker from the plant. The participants were taken into the interior of the facility to experience the day in the life of a tree turned veneer. “It was exhilarating to see the technology that has been implemented into this industry,” Jude Bayham of the NECSBDC stated. In addition to the computer technology that has increasingly been added to the plant each year, the manual labor is what is truly remarkable. The men and women of this industry, particularly at Roseburg, are the backbone to the success.

In addition to the company being an economic stimulator, they pride themselves on their role as “conscientious stewards of our natural resources and environment”. It is an important principle defined in their core set of values. As stated on their Web site and throughout their company literature, it is this principle that guides the way they do business. They believe it is more than just a value statement, it is their cultural behavior, developed because of an understanding that the forest and biodiversity are our lifeblood.

For more information about Roseburg Forest Products, please visit http://www.rfpco.com.
**Pesticides and our Environment**

“Wet Deposition of Current-Use Pesticides in the Sierra Nevada Mountain Range, California, USA”  
By Laura McConnell, James LeNoir, Seema Datta, and James Seiber

*Environmental Toxicology and Chemistry*, Vol. 17, Iss. 10  
For the full text visit:  

Rain and snow samples from the Central Valley to the Sierra Nevada mountains were collected and analyzed for pesticide content. The report lists all of the pesticides and their amounts that were found at the sites. These included surface and deep water samples. The sample site with lower pesticide concentrations was Lake Tahoe, which reflects the decrease of pesticide use compared to the Sierra Nevadas.

This international journal aims to further scientific and environmental knowledge. The information presented in the article is straightforward and objective, but the details and numbers may only appeal to one with a background in chemistry or toxicology.

“Residential Pesticide Use in California: A Report of Surveys taken in the Sacramento (Arcade Creek), Stockton (Five-Mile Slough) and San Francisco Bay Areas with Comparisons to the San Diego Creek Watershed of Orange County, California”  
By Mary Louise Flint, Ph.D

Prepared for the California Department of Pesticide Regulation and Published March 15, 2003  
For the full text visit:  

The University of California, Davis Statewide IPM Program explored Northern California residents’ knowledge and use of, and attitudes toward residential pesticide use. The study was compared with an earlier Southern California study to reveal applicability to other California areas. One of the more surprising finds the study made was the lack of changes in practice by residents who were aware of the harmful effects of pesticides in local rivers and creeks. Disposal practices varied from throwing containers in the garbage to emptying them down drains and gutters.

“Basic Information About Pesticides”

*Journal of Pesticide Reform*, Vol. 19, No. 2  
For the full text visit:  

The seven-page guide looks at what one would expect – the basics of pesticides. Some of the questions explored include: What is a pesticide? Does Government Registration Mean Pesticides Are Safe? Are “Inert” Ingredients in Pesticides Really Benign?

While the report includes ample resources, it remains partial to its cause and is not written by an objective source. However, the information it provides is still very applicable and educational. The details are presented in a way that makes them easy to understand and read.
Project of the Week

Enterprise Zone Applications

By Warren Jensen

The pressure has finally ended for dozens of California communities. Applications for Enterprise Zone (EZ) designation were due September 6, 2006, giving them only five months to research their communities and prepare an intensely complicated application package for a governmental organization.

An Enterprise Zone is a special district that provides tax breaks to businesses that locate within its boundaries. Communities that meet certain economic and social distress thresholds are eligible to apply.

This year, the California Department of Housing and Community Development (HCD) is overseeing the California EZ Program. The California Department of Trade, Technology, and Commerce, which used to oversee the program, dissolved in 2003.

Overall, the NECSBDC provided direct assistance to six applicants and consulting assistance to several others. Direct assistance was provided to the city of Eureka, Shasta County, the city of Oroville, Fresno County, the city of Compton, and the Coachella Valley Enterprise Zone Authority.

The NECSBDC’s specialization in providing the right data was instrumental in its clients’ successful applications. Economic and social disparity data requested by HCD was used to identify all areas in our client’s communities that qualify for EZ designation. The NECSBDC studied all possible geographic levels. When a census tract did not meet eligibility, block groups (a breakdown of a census tract) were measured. In many cases, the NECSBDC could find eligibility for a block group when its census tract did not qualify.

Most of the NECSBDC’s work was done by subcontract for primary consultants working on the applications. These included Applied Development Economics, Chabin Concepts, Economic Development “On-Call”, and Jack Faucett and Associates. The NECSBDC’s assistance saved the primary consultants valuable time and money, which was important given this application’s complexity and short timeframe for completion.

The NECSBDC provided the most assistance to the city of Oroville, where staff helped define the zone boundary. The NECSBDC started with all of the commercial and industrial areas the city wanted to include in the zone. Then, adjacent residential areas were included in a way that maximized the city’s potential to score “bonus points,” which were allowed by HCD for areas with extreme economic and social disparities. The end result was an application that was more likely to be approved than it would have been without the NECSBDC’s assistance. ♦

Business award continued from page 1.

through one-on-one counseling, workshops, and a computer Learning Lab. Those seeking employment learn how to create a resume, build vital skills, and utilize job-information resources.

The Job Training Center stood out for the amount of services they provide the community. They were recognized for their tremendous work in helping businesses better themselves. The Farm Bureau used The Job Training Center’s help this year in hiring an office manager.

Several organizations presented various awards at the Farm-City Night Dinner, including Rotary Club and Kiwanis. Each organization was given the opportunity to present an original award to the business of their choosing. ♦

To learn more visit: www.jobtrainingcenter.org.
The seventh annual conference will be held on Thursday, January 11, 2007, at the Bell Memorial Union at California State University, Chico. Each year the conference focuses on local economic growth and projections. Some of this year’s specific focal points will be workforce retention and retirement transition. Speakers include Nancy Sidhu, John W. Mitchell, and Joseph Cortright. Registration is $60 per person before January 5, 2007 and $80 per person after January 5, 2007. To register or receive more information on the forecast conference, please visit the NECSBDC Web site: www.csuchico.edu/cedp.

Upcoming Events

Tri County Economic Forecast Conference

The seventh annual conference will be held on Thursday, January 11, 2007, at the Bell Memorial Union at California State University, Chico. Each year the conference focuses on local economic growth and projections. Some of this year’s specific focal points will be workforce retention and retirement transition. Speakers include Nancy Sidhu, John W. Mitchell, and Joseph Cortright. Registration is $60 per person before January 5, 2007 and $80 per person after January 5, 2007. To register or receive more information on the forecast conference, please visit the NECSBDC Web site: www.csuchico.edu/cedp.