



Sutter County One Stop Employer Connection



April 1, 2010

Volume 13

FREE Computer Training

Update Your Employee's Computer Skills Vouchers are Available for FREE Training and Certification!

Free vouchers for E-learning computer courses and select certification exams are available at the Sutter County One Stop. Whether your employees are new to technology or an experienced IT professional, we can help them get the computer skills they need to compete in today's technology driven workplace.

In cooperation with the Microsoft Corporation, the Sutter County One Stop is pleased to offer the Elevate America vouchers. It's a win-win situation. Your employees get to upgrade their skills and you get a better employee. **Don't miss this opportunity for free computer training! We have a limited amount of vouchers.** Visit the Sutter County One Stop today!

How do they get started?

1. Visit <http://www.novaworks.org/elevateamerica.html>
2. Take a quick assessment to see which course is best suited for you.
3. Once you have determined which courses you need, visit the Sutter County One Stop's Job Central office located in room C-6 to obtain the voucher.



Elevate your technology skills
for the jobs of today and tomorrow

Microsoft® Elevate America

Searching for a Great Employee?

"Spring into a New Job" Job Fair & Career Expo

Are you searching for a great employee? Then join us for the "Spring into a New Job" Job Fair & Career Expo on April 23, 2010. The event is sponsored by local workforce agencies and will be held at the Veteran's Memorial Hall from 10:00 AM until 3:00 PM. There is no fee for your participation and last year the event had over 1000 job seekers looking for employment! For more information, or to RSVP to this event, contact Linda Baker at 822-5120 ext. 3026 .



Another Satisfied Customer

"The 99 Cent Only Family would like to thank the Sutter County One Stop for all of their help in recruiting for our new location in Yuba City. Heather Helmer and the entire staff were so helpful and willing to open their doors to us and our hiring needs. We were very pleased with amount of advertising that was put out to get the most qualified applicants. With that we were able to hire 57 associates from nearby communities to begin our success in the Yuba City store. We are very glad that we turned to SCOS to help us recruit."

-Alicia Quezada, Human Resources Generalist, 99 Cent Only Store



www.sutteronestop.com



Increase Your Profits Through Repeat Business

Strategies for Businesses in Difficult Times

Everyone has been affected by the downturn in the economy. Some businesses have already closed, while others struggle to keep their doors open. Economic cycles are just that, cyclical. The economy will eventually turn around and the companies that work through the tough times will emerge stronger and even better positioned than before. What steps can your business take to succeed in trying times?



Marketing

A knee-jerk reaction is to discontinue or deviate from your marketing plan. This is a huge mistake! In fact, you may need to focus on marketing your services or products even more during these times. It is important to have a clear, concise and consistent message.

Think about the big picture

Begin by looking at your past accomplishments. Remind yourself and your team about the good decisions and goals you have achieved in the past. Try to envision the future of your company in the next 2-3 years. Focus on what you do best and what is relevant to the customer. You don't want to abandon things without giving them a fair shot, but we all carve out niches over time and if a category wasn't working in good times, it probably won't work in bad times.

Do the math

If your sales have dropped and your profits are decreasing then you must adjust your spending. Review your expenses and make the necessary cut backs right away.

Money Saving Tips (Part III)

Great ideas to help cut your costs.

Check out the money saving tips below to see how you can save money on business expenses:

- **Create an e-newsletter**

Direct mailers are so outdated. Save trees and money by emailing newsletters to customers.

- **Think of alternative ways to market your services or products to current customers in order to increase repeat business.**

Include advertising materials with invoices or put coupons in newsletters or flyers.

- **Shop around for insurance.**

Re-evaluate your coverage and the policy costs, then compare to other companies. There may be a much better deal out there for you.

- **Replace your paper fax machine with a scanner or eFax service.**

No more separate paper, toner, power and maintenance.

- **Put together a basic recycling program.**

In addition to helping the environment, you can earn a little extra cash by cashing in the soda cans and bottles.



Featured Employer



FERM HYDRAULICS

Recently the Sutter County One Stop Business Services has had the pleasure of working with FERM Hydraulics, Inc. by providing recruitment/hiring services for two of their Mechanic positions here in the Yuba City area. The Sutter County One Stop was able to offer advertisement in the local newspaper, radios stations and two different web sites; furthermore, we were able to refer qualified applicants from our applicant pool and provide head-hunting services to recruit applicants from other resources/areas. FERM Hydraulics, Inc. is expert in the fabrication, assembly, repair, design, and replacement sales of hydraulic and pneumatic systems. They specialize in repair, and custom build power units, hydraulic components and customized systems. They also offer field service and maintain an inventory of hydraulic parts and components. FERM Hydraulics is located at 1233 Hassett Ave. Yuba City, CA 95991. (530) 671-7744.

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American Recovery and Reinvestment Act

Equal Opportunity Employer/Program Auxiliary Aids and services are available upon request to individuals with disabilities