

Solutions FOR BUSINESS & INDUSTRY

Resources to give your business a competitive edge!



SPRING 2005

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**Corporate
Connection**
Linking Business to Education

STATE FUNDING FOR CUSTOMIZED TRAINING

More than ever, California is confronted with a shortage of skilled workers in manufacturing. This increases the importance of training, not only to retain qualified employees and quickly bring new hires "up to speed," but also to remain competitive in today's fast-moving global markets.

Riverside Community College District's *Corporate Connection* assists manufacturers and companies facing out-of-state competition in upgrading the skills of their employees to increase productivity, respond to customer quality demands, and improve the employment security of California employees. Funding for the training is subsidized by the State of California Employment Training Panel (ETP).

Does my company qualify for the State-funded training? Yes, if you're a California employer that pays into the Unemployment Insurance Fund and you're a manufacturer or company that faces "out-of-state competition."

Which of my employees are eligible for State-funded training? Supervisors, technical/engineering staff, administrative and front-line production workers. The employees must be employed full-time working 35 hours or more per week. They must also be earning the ETP minimum wage standard (which varies by county and can include employer-paid health care benefits).

Who delivers the training? When is it done? Where is it conducted? Training is delivered by a select group of highly qualified instructors with industry experience. The training is customized to provide training that meets your business needs.

All training is provided at your work site for groups of up to 20 students, and training schedules are flexible to accommodate your work schedule. Classroom training is complemented by practical, hands-on training done on the job.

If you would like more information about how your company can supplement the cost of customized on-site training with state funding, contact Linda Reifschneider at (951) 571-6441 or linda.reifschneider@rcc.edu.



There is only one boss: the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else. — Sam Walton

ETP-Funded Training Programs Produce Employee Achievement

Safariland, an Ontario manufacturer, was facing a challenge. One of their divisions is an original equipment manufacturer (OEM), supplier to large automobile manufacturers such as Ford, Daimler-Chrysler and Toyota. Safariland was registered to Quality System Requirements QS 9000, but soon needed to upgrade their quality system to the newest automotive industry specification, TS-16949.

As with most modern organizations, Safariland is a lean operation whose workforce is busy satisfying some very demanding customers. Caroline Huff, Safariland's Quality Manager, turned to Riverside Community College District's *Center for Applied Competitive Technologies (CACT)* for assistance.

According to Huff, the CACT was able to customize a training program that trained her teammates and helped them get the required tasks accomplished. "The curriculum addressed our areas of concern regarding the implementation, and it was structured in such a way that the classroom exercises actually helped people get their required implementation tasks done."

Scotts, the famous lawn-care company recently transferred its operations from Carlsbad to a beautiful new facility in Temecula. However, there was a problem: due to attrition and growth, Scotts had a mix of new and experienced leaders.

According to Dave Sanborn, Production Manager, "Our supervisors and leads were generally promoted from within based on seniority rather than ability. This gave us a very loyal core of leaders. However, they sometimes lacked sophistication when it came to dealing with common supervisory issues." What to do?

Scotts' management team worked with CACT Director Hank Rogers to tailor a curriculum to Scotts' needs. Among their requirements was to avoid interrupting production while imparting supervisory skills to which the Scotts team could relate.

The result was a supervisory program using Scotts' terminology and examples, delivered in Spanish (the primary language of most of the leadership core), with classes on Saturday. Hank Rogers had high praise for the Scotts' management team, "Dave Sanborn and his three supervisors came in every Saturday to attend class with the production leads. This made my job easier because it showed the production leads that management was committed to the program."

If you are interested in finding out more about how RCCD's CACT can help your firm, contact Hank Rogers at (951) 372-7137 or hank.rogers@rcc.edu.

Education & Training Export Consortium (ETEC)

The Education & Training Export Consortium (ETEC) is a cooperative project of the U.S. Department of Commerce, International Trade Administration and RCC Center for International Trade Development to promote the export of U.S. education services to Asia.

Funds for ETEC come from two primary sources: the US Department of Commerce *Market Development Cooperator Program (MDCP)*, a public-private partnership developed to help small- and medium-sized US firms expand exports that support jobs, and Riverside Community College's *Center for International Trade Development (CITD)*, which is funded by the California Community College's Economic and Workforce Development Program.

Working with education service providers, government and international partners, ETEC:

1. Matches training and education needs of international clients with the right providers.
2. Develops non-traditional channels for marketing education services internationally.
3. Provides a network for collaboration amongst business, education and government to more successfully respond to international training and education opportunities.

For more information, contact Jeff Williamson, CITD Interim State-wide Director, at (951) 571-6458, or visit www.educationsocal.com.

International Business Certificate Program

This ongoing workshop series is designed for business professionals interested in gaining a better understanding of the complexities of international business.

- Develop an International Marketing Plan
- Export Transportation and Logistics
- NAFTA & Foreign Trade-Zone Seminar
- International Trade Finance
- Cross-Cultural Communication Skills
- International Agreements/Contracts

**8 a.m to noon
\$159 for series**

\$39 per individual workshop

For more information or to register for the next series, contact the Center for International Trade Development at (951) 571-6443, or log on to the web at www.rcchelpsbusiness.com.



Straight Talk in the Workplace

Understanding your communication style — and that of your co-workers — can help you speed decision making, improve performance and increase productivity, says Eric Douglas. And in *Straight Talk: Turning Communication Upside Down for Strategic Results at Work*, he describes these four primary styles:

- ♦ **Directors** are action types who speak crisply and prefer active verbs. They're results-oriented and may seem intensive.
- ♦ **Thinkers** are curious, speak carefully and like details and lists. They want things done "right" but may procrastinate.
- ♦ **Expressers** think aloud, speak fast and use lots of gestures. They talk about ideas but may be imprecise.
- ♦ **Harmonizers** are soft-spoken, sensitive types who avoid conflict. They're dedicated and loyal but may overcommit.

Be warned, however, that it's not that simple. Each style has four secondary styles. For example, a Thinker can also be an Investigator, an Organizer, an Analyzer or a Supporter.

Also, some people blend styles — a mix of, say, Thinker and Director. Also, a style may not be permanent but can change over time or to deal with a new situation.

Along with making all this clear, the author provides a survey you can use to reveal your style — and that of others. Here are some suggestions on how you might use the information to benefit you and your organization:

- ♦ Calm Directors — and allay their fears about wasting time — by saying something such as: "Could you give me more details?" "Can we take another five minutes to discuss specific steps?" "We're not sure what your goal is. Can you clarify it for us?"
- ♦ Comfort Thinkers by answering their questions in detail, asking them questions and being patient. Also, realize that they like numbers and are happy talking in financial terms.
- ♦ Paint a picture when you present to Expressers. Use lots of special effects — the more the better. Stress positive images of people and personal benefits.
- ♦ Persuade Harmonizers to see it your way in a negotiation with a statement such as, "This solution will be the best one for us and the team for these reasons."

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Industry Breakfast Series

Bimonthly business seminars on cutting-edge topics

7:30-9:00 a.m.

\$15 per person

Sponsored by Premier Service Bank



"Powerful Presentations: Connecting With Your Audience"

May 18, 2005

Register online at www.rcchelpsbusiness.com

Trainer Spotlight

Judy Sherkow has delivered scores of Team Building sessions to clients of Customized Solutions for Business and Industry over the past ten years. Each program is modified to suit the particular needs and issues faced by the client organization. Inevitably, groups will ask for more. Judy provides training on leadership skills, supervisory and management issues, customer service, interpersonal communication



skills, and other topics for our clientele that include the city of Riverside, National Freight Industries, and Luxfer Gas Cylinders. She is one of the core instructors for our highly successful Leadership Academy, which is in its sixth year for city of Corona managers and supervisors.

Judy's other talents include teaching online courses at several universities and consulting with numerous Fortune 500 companies within the Inland Empire. For two years running, she was a featured speaker at the Inland Empire Women and Business Expo, as well as a participant at the San Diego Women's Conference, and the Governor's Conference for Women. In 1998 Judy was named a faculty trainer, and in 1999 a Master Teacher. She has served as an Examiner for California's version of the Baldrige Award program since 2000. We find that Judy's warm sense of humor and down-to-earth approach to solving problems makes her a popular facilitator.

Judy is available to train your staff in a program developed specifically to meet your company's training and development needs. Just contact Linda Reifschneider, Director of Customized Training for RCC, at (951) 571-6441 to set up a complimentary training needs assessment.



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Save the date for the 2005 Veterans Summit — October 26th

Procurement Assistance Center Continues to Champion Veteran-Owned Businesses

The Riverside Community College District *Procurement Assistance Center* and the U. S. Department of Veterans Affairs held their annual veteran business conference, the Veterans Economic & Business Development Summit, on November 3, 2004 in Riverside. The conference brought veteran-owned businesses together with representatives from government agencies and prime contractors to discuss purchasing needs and requirements.

Scott Denniston, the Director of the Office of Small and Disadvantaged Business Utilization (OSDBU), a division of the Department of Veterans Affairs, was the keynote speaker. He discussed corporate and federal responsibilities to veterans in business including the Veterans Entrepreneurship and Small Business Development Act of 1999, the Consolidated Appropriations Act of 2000, the Veterans Benefits Act of 2003 and the President's executive order signed October 20, 2004. The legislation and the executive order provide contracting opportunities for veteran business owners.

Also featured were remarks from John Blacknall, the Senior Manager of Enterprise Supplier Diversity at The Boeing Company; Dave Clagett, the Senior Vice President at The Veterans Corporation; and Bob Truex, the Director of the Procurement Assistance Center.

Veteran business owners had the opportunity to participate in breakout workshops that included *Selling to the Federal Government*, *Selling to Prime Contractors*, *Selling to the State of California*, and *Financing a Business*. Government agencies and prime contractors were also present to discuss their purchasing needs with individual veteran business owners.

The U. S. Department of Veterans Affairs has recognized the Procurement Assistance Center with the "Champion of Veterans Enterprise" award for the past four consecutive years.

For more information about the Procurement Assistance Center, visit: www.rcchelpsbusiness.com.

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