

Jobs the Main Topic at Networking Event

Red Bluff Daily News

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February 23, 2018

Red Bluff >> Business representatives and community members gathered Thursday evening at Cornerstone Community Bank for a networking event co-hosted with the Tehama County Economic Development Department to hear from two local businesses on experiences opening and expanding in the county.

Cornerstone President and CEO Jeff Finck welcomed the audience, talking about the bank's new building under construction at the former Riverside Bar and Grill location.

Tehama County Supervisor Bob Williams spoke about the county's economic development efforts that began four years ago with a tour of Patterson. As a former school board member in Corning, Williams had often asked students why they didn't return to Tehama County after higher education only to be told there were no good paying jobs, which is how the goal of finding and bringing them here started.

Jobs Development Coordinator Caylyn Wright and Jobs Development Liaison Amanda Jenkins spoke to the accomplishments for 2017, which included working with 10 new or expanding businesses, meeting with 39 business owners, collaborating with Rural County Representatives of California and the Center for International Trade Development to put on a trade seminar and getting a strategic plan for economic development passed by the Board of Supervisors.

The department was able to expand internet presence through social media and websites as well as start a quarterly newsletter with 696 new visitors to the website, www.Tehama4Business.org, out of 954 total visits.

Sierra Pacific Industries Director of Architectural Sales Andrea White talked about the recent expansion taking place that she said will add about 50 jobs within the next year to the about 1,200 employees in Tehama County between the Red Bluff and Richfield locations.

Four years ago, the company went national and bought a location in Wisconsin that makes H3 windows. Within the last year the company bought the former Louisiana Pacific location next to an existing facility to allow for an expansion of the production of H3 products, White said.

Sierra Pacific is owned by the third-generation of the Emerson family and has a strong base in Tehama County with a preference for promoting from within, which makes it a great place to work, White said.

Tehama Floral Company owner Haley DiDio spoke about her experience in opening a floral business first online with work being done out of her garage to her location at Frontier Village across from the fairgrounds.

“I’m fourth generation Red Bluff and I’m proud to say that,” DiDio said. “Red Bluff is changing and I want to see it flourish so eight years ago I had a crazy thought. I was an ROP student at Red Bluff High School and worked with Stevana Sedita, the owner of Westside Floral at the time. From there, I decided to start Tehama Floral Company. It’s a scary leap of faith to put yourself out in the community, but the city of Red Bluff and everyone has been great to work with. They gave me great resources and I have felt that support everywhere throughout the county.”

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