



**Retrainee – Job Creation
Training Proposal for:
Amerillum, LLC**

Small Business ≤ \$50,000

ET15-0298

Approved Date: October 14, 2014

ETP Regional Office: San Diego

Analyst: S. Godin

CONTRACTOR

- Type of Industry: Manufacturing
- Number of Full-Time Employees
 - California: 59
 - Worldwide: 64
 - Number to be trained: 39
 - Owner Yes No
- Out-of-State Competition: Customers Outside CA; Competitors outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 5%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$43,576
- In-Kind Contribution: \$62,322

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee Priority Rate SB <100	Business Skills, Computer Skills, Continuous Improvement, OSHA 10/30	29	8-60	0	\$1,144	\$15.60
				Weighted Avg: 44			
2	Retrainee Priority Rate Job Creation Initiative SB <100	Business Skills, Computer Skills, Continuous Improvement, OSHA 10/30	10	8-60	0	\$1,040	\$13.00
				Weighted Avg: 40			

- Reimbursement Rate: Job #'s 1 & 2: \$26 SB Priority
- County(ies): San Diego
- Occupations to be Trained: Sales/Marketing Staff, Production Staff,
Procurement Staff, Customer Service Staff,
Engineering Staff, Manager/Supervisors,
Administrative Support, Warehouse Staff
- Union Representation: Yes
 No
- Health Benefits: Job #'s 1 & 2: \$0.91 per hour

SUBCONTRACTORS

- Development Services: N/A
- Administrative Services: N/A
- Training Vendors: To Be Determined

OVERVIEW

Founded in 2001, Amerillum, LLC (Amerillum) (www.amerillumbrands.com) is a leading design-manufacturer of customized and specialty energy efficient commercial lighting products. The Company manufactures three varieties of lighting fixtures, each targeting a specific market: the *a-light brand* (high-end architectural market); *8A brand* (mid-tier architectural market); and the *8E brand* (energy retrofits and renovation markets). All aspects of the business, from design to sales generate from the sole facility in Oceanside (San Diego County), the site of the proposed training.

The increased demand for energy efficient lighting products has resulted in exponential growth for this small business. Amerillum experienced a 22% growth in sales over the past 12 month period and hired 20 additional employees (44 to 64 full-time employees) to support increased sales and production demands.

To meet the increased demand and stay competitive in the energy efficient lighting market, Amerillum must move to a high performance workplace through implementation of Continuous Improvement and Lean concept tools. Formal training will give employees the skills needed to work smarter and leaner.

The second driving force behind training is the need to train employees on the latest revisions to Amerillum's existing Enterprise Resource Management (ERP) systems. Everyone from the production floor to the general manager must be trained in the latest updates.

With the assistance of ETP funds, Amerillum will be able to deliver a comprehensive training plan which will increase its ability to meet customer demands; improve the Company's manufacturing processes; increase productivity and market shares; and reduce waste.

Retrainee – Job Creation

Based on its expansion plans and increased sales volume, Amerillum estimates a 20% - 30% overall business growth per year for the next three years. As such, the Company will expand its existing business capacity by adding newly hired employees to existing functions. Amerillum projects that it will hire 10 additional (not replacement) full-time staff during the term of the proposed ETP Agreement (Job Number 2). Trainees must be hired within the three-month period prior to Delegation approval or during the term of the contract. Newly hired trainees are subject to a lower post-retention wage.

Training Plan

Business Skills - Training will be provided to all occupations as it relates to their job functions. Sales/Marketing, Customer Service Staff and select Managers will receive sales skills and new product knowledge training to increase the Company's customer base and speak to the new products and processes with acumen. Training will also address the high level of customer service skills necessary to deal with the increased volume of product orders. Both incumbent and job creation employees will be trained on the Company's products, solutions and processes.

Computer Skills- Training will be provided to all occupations as it relates to job function. The Company currently uses three ERP systems (Synergy, APE and MAS); however, very little formal training in these systems has been delivered and none of the systems are being used to full capacity. ERP training will enable employees to navigate the latest revisions of the software; thus reducing errors and rework, improving inventory management, and meeting customer demands.

Continuous Improvement – Trainees in all occupations will receive training in team building, leadership, and quality concepts. Training in Six Sigma and process improvement will help workers standardize processes, control quality and improve efficiencies. Team building and problem solving will lead to improved operations and promote enhanced interactions with both internal and external customers. Training will also empower trainees to manage performance, think strategically, and set appropriate goals for themselves and the organization as Amerillum moves to a high performance workplace.

OSHA 10/30 – OSHA 10/30 training is a series of courses “bundled” by industry sector and occupation. It consists of 10 hours of training for journeymen and 30 hours for supervisors. Amerillum’s Production Staff will receive OSHA 10 training and OSHA 30 training will be delivered to the select Managers.

Contract Term Limitation

Although a small business, the project includes a Job Creation hiring component; therefore, requires a 24-month Agreement term to allow Amerillum to complete all training and retention.

RECOMMENDATION

Staff recommends approval of this proposal.

Class/Lab Hours

8-60

Exhibit B: Menu Curriculum

Trainees may receive any of the following:

BUSINESS SKILLS

- Sales & Marketing Tools/Techniques
 - Sales Team Boot Camp
 - Sales System Overview
 - Managing Sales Accounts
 - Maximizing Agency Partnerships
 - Understanding Customer Design Needs
 - Marketing Plan Development & Implementation
- Customer Service Skills
- Product Knowledge
- Presentation Skills
- Understanding Financial Reports
- Communication Skills
- Strategic Planning
- Effective Goal Setting/Prioritizing Skills
- Change Management
- Negotiation Skills
- Conflict Resolution
- Accountability/Task Completion/Time Management
- Coaching & Mentoring Skills
- Facilitator Training Skills

COMPUTER SKILLS

- Microsoft Office Suite and Data Tools (Word, Excel, Outlook, PowerPoint, Access, Project)
- Adobe Suite (InDesign Acrobat, Photoshop, Illustrator)
- KeyShot Software
- Solidworks Design Software
- AutoCAD
- ERP System Skills
 - Sage MAS 200 Intermediate and Advanced Topics
 - Synergy Intermediate and Advanced Topics
 - APE Topics (Amerillum Proprietary Software)

CONTINUOUS IMPROVEMENT

- Process Improvement
- Innovation, Quality and Design
- Lean/Quality Concepts
- 5S
- Six Sigma
- Project Management
- Team Building Skills
- Leadership Skills
- Critical Thinking & Analysis
- Problem Solving/Decision Making Skills

OSHA 10/30 (OSHA Certified Instructor)

- OSHA 10 (requires completion of 10 training hours)
- OSHA 30 (requires completion of 30 training hours)

Safety Training will be limited to 10% of total training hours per-trainee

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.