



**Retrainee – Job Creation  
Training Proposal for:  
Ben Clymer's The Body Shop, Inc.**

**Small Business  $\leq$  \$50,000**

**ET15-0212**

**Panel Meeting of:** July 25, 2014

**ETP Regional Office:** San Diego

**Analyst:** S. Godin

**CONTRACTOR**

- Type of Industry: Services
  
  - Number of Full-Time Employees
    - California: 71
    - Worldwide: 71
    - Number to be trained: 62
  
  - Out-of-State Competition: Competitors Outside CA
  - Special Employment Training (SET):  Yes  No
  - High Unemployment Area (HUA):  Yes  No
  - Turnover Rate: 12%
  - Repeat Contractor:  Yes  No
- Priority Industry:  Yes  No

**FUNDING**

- Requested Amount: \$49,720
- In-Kind Contribution: \$65,006

**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 SB <100	Business Skills, Commercial Skills, Computer Skills, Continuous Impr, HazMat, PL-Comm Skills	51	8-60	0	\$792	\$14.90
				Weighted Avg: 36			
2	Retrainee Job Creation Initiative SB <100	Business Skills, Commercial Skills, Computer Skills, Continuous Impr, HazMat, PL-Comm Skills	7	8-60	0	\$880	\$12.19
				Weighted Avg: 40			
3	Retrainee SB<100 HUA	Business Skills, Commercial Skills, Computer Skills, Continuous Impr, HazMat, PL-Comm Skills	4	8-60	0	\$792	\$11.17*
				Weighted Avg: 36			

\*It will be made a condition of contract that the trainees in this Job Number will never be paid less than the statewide minimum wage rate as in effect at the end of retention (Final Payment) regardless of the wage expressed in this table.

- Reimbursement Rate: Job #'s 1-3: \$22 SB Non-Priority
- County(ies): Riverside, San Bernardino, Los Angeles
- Occupations to be Trained: Administrative Support, Estimator, Technicians, Parts/Production Staff, Detailers/Porters, Manager, Owner
- Union Representation:  Yes  
 No
- Health Benefits: Job #'s 1 and 2: \$3.02 per hour, Job #3: 2.17 per hour

**SUBCONTRACTORS**

- Development Services: Synergy Management Consultants, LLC (SMC) developed the proposal for a flat fee of \$4,000.
- Administrative Services: SMC will also provide administrative services for a fee not to exceed 13% of earned funds.
- Training Vendors: To Be Determined

## **OVERVIEW**

Established in 1972, Ben Clymer's The Body Shop, Inc. ([www.benclymers.com](http://www.benclymers.com)) (BCBS) is engaged in automotive and recreational vehicle (RV) collision repair and painting, mechanical repair, and sales of associated parts and accessories. As a "green garage" facility, BCBS also repairs hybrid vehicles and conforms to green standards for automotive entities.

Headquartered in the City of Riverside, BCBS currently has three other locations in the Inland Empire: Moreno Valley and Palm Desert (Riverside County) and Yucaipa (San Bernardino County). A fifth facility is scheduled to open in Pomona (Los Angeles County) during the summer of 2014. This small business currently employs 71 workers. All locations are included in the proposed training.

BCBS is eligible for retraining under the out-of-state competition provisions as a company that provides a service in California that regularly competes with service providers located out-of-state.

### **Training Plan**

BCBS reports that its need for training is being driven by its strategic plan to increase revenues and raise efficiency levels; changes in automotive repair technology; and the need to meet customer demands by providing the best service at competitive prices.

To that end, the Company must implement standard operating procedures, continuous improvement concepts, and seamless customer service across all its facilities while also updating knowledge and technical skill sets of its employees. For example, Automotive and RV manufacturing now includes the extensive use of aluminum, ultra-high-strength steel, fiberglass, composites, and other materials used to reduce vehicle weight and increase gas mileage per Corporate Average Fuel Economy (CAFE) standards. Technicians must be able to work with these metals and understand how body repairs differ based on the metal composition of the vehicle. These technology advances, in addition to updated alternative fuel vehicle systems, change the way auto body repairs are made and requires training in new technical skills.

With the assistance of ETP funds, BCBS will be able to provide structured training to upgrade the skill sets of its workers and promote the professional development of its team members while driving sustained, profitable sales growth.

**Business Skills** – Training will be offered to all trainees, focusing on topics such as internal and external customer relationship building and negotiation, presentation and communication skills. This training will also help Sales Staff improve their sales techniques and develop marketing growth strategies.

**Commercial Skills** – Training will be offered to Technicians, Estimators, Parts/Production Staff, Detailers/Porters, and selected Managers in repair, estimating, service procedures, and product knowledge. Trainees will also acquire skill sets in new vehicle repair technologies and aluminum and hybrid repair. Trainees will also receive skills associated with various recreational vehicles.

**Computer Skills** – Training will be offered to all trainees to enable them to navigate the Company's software systems to track costs and service flow, schedule production, and communicate between department/facilities and customers.

**Continuous Improvement** – Training will be offered to all occupations. Training is designed to streamline processes, improve teamwork within the organization, increase productivity, and reduce costs.

**Hazardous Materials** – Training will be offered to Technicians, Detailers/Porters, and Parts/Production Staff on the safe handling of hazardous materials.

### **Productive Lab**

Productive Lab (PL) trainees may produce goods or perform services for profit as part of the training. The BCBS trainer to trainee PL ratio will be no more than 1:3. The trainers are in-house subject matter experts who are exclusively dedicated to instruction for the entire reported training time. Trainees may receive up to 15 hours of PL.

BCBS has determined that PL training in Commercial Skills topics is a valuable and cost effective way to train both newly-hired and incumbent technicians, detailers and estimators to become competent in the skills necessary to perform auto body repair and estimation. PL training will compliment Class/Lab training. Productive Lab tasks will focus on Body Filler Methods; Structural Resistance Spot Welding; MIG Brazing Techniques; Color Tinting; Spray/Blending Techniques; Measuring Vehicle Structures; Alignment Process for unitized and full-frame vehicles; and Aluminum Repair and Glass Repair. Trainers will demonstrate specific repair methods and then observe trainees, correcting for errors and ensuring safe and correct techniques are used. Trainers will certify trainees once trainees are deemed competent. At the conclusion of PL, trainees will be competent in the various vehicle repair technologies included in the PL curriculum, and will be able to meet minimum productivity standards.

### **Retrainee-Job Creation**

To support its business and facility expansion plans, BCBS is committed to hiring 7 additional employees (3 Technicians, 2 Estimators, 1 Administrative Support and 1 Manager) during the term of the ETP Agreement (Job Number 2). These trainees must be hired within the three-month period prior to Panel approval, or during the term of the Agreement. The Panel offers incentives in the form of a lower post retention wage requirement.

### **Wage Modification - High Unemployment Area (HUA)**

BCBS's Moreno Valley facility is located in an ETP designated High Unemployment Area (HUA). For trainees in a HUA, the Panel may reduce the minimum wage requirements for trainees by up to 25% below the ETP minimum wage requirements; however, the trainee's post retention must be higher than the wage at the start-of-training.

BCBS requests a wage modification from \$14.90 to \$11.17 per hour (25% reduction) for the four trainees (Administrative Support and Production/Parts Staff) in Job Number 3 working at BCBS's Moreno Valley facility. At no point will any trainee earn less than the California State minimum wage at retention.

### **RECOMMENDATION**

Staff recommends approval of this proposal.

## **Exhibit B: Menu Curriculum**

### **Class/Lab Hours**

8-60

Trainees may receive any of the following:

### **BUSINESS SKILLS**

- Customer Care Skills
  - Customer Retention
  - Customer Engagement
  - Customer Relationship Building
- Advanced Sales & Marketing Skills
  - Suspecting, Prospecting & Closing
  - Sales Account Management
  - Advanced Closing Techniques
  - Sales Procedures & Strategies
- Negotiation Skills
- Conflict Resolution
- Communication Skills
- Presentation Skills

### **COMMERCIAL SKILLS**

- RV Repair Skills
  - Composite Materials
  - Bonding Materials
  - Fiberglass Repair/Replacement
  - Sheet Metal Panel Replacement
  - Panel Bonding
  - Riveting Skills
  - On-Board Systems Diagnostics
  - On-Board Systems Removal & Installation
- Allegro RV Collision Repair Certification Skills
- Bounder RV Collision Repair Certification Skills
- I-CAR Collision Repair Certification Skills
- Refinishing Skills
  - Trim & Hardware
  - Surface Preparation
  - Vehicle Priming/Sealing
  - Paint Spray Guns Maintenance & Set-up
  - Corrosion Protection Process
  - Sand, Buff & Detail
  - Color Theory & Tints
  - Blending Techniques
  - New Technologies

- Structural Repair
  - Unibody Alignment
  - Three Dimensional Measuring
  - Repair & Replacement of Outer Body Panels
  - High Strength Steels
  - Aluminum Repair Processes
  - MIG Welding Skills
  - Straightening Structural Damage
  - Glass Replacement
  - Pillars, Rocker Panels, Rails, Front Structures & Floor Pan Replacement
  - Heating Cooling and AC Systems
  - Steering & Suspension Systems
- Non-Structural Vehicle Repair Skills
  - Remove & Install Trim & Hardware
  - Adhesive Bonding
  - Diagnose Wind Noise & Water Leaks
  - Aluminum Cosmetic Damage
  - Spot Welding
- Estimating Skills
  - Steering & Suspension System Damage Analysis
  - Flood & Fire Damage Analysis
  - Damage on Non-Drivable Vehicles
  - Electrical/Mechanical Systems
  - Stationary Glass
  - Advanced Materials
  - Hail, Theft & Vandalism Damage
- Vehicle Operation, Maintenance, & Troubleshooting
- Alternative Fuel & Hybrid Vehicle Repair Diagnostics
- Service Procedures & Scheduling
- Product Knowledge
- OEM Knowledge/Skills

### **COMPUTER SKILLS**

- Summit Software
  - Job Costing
  - Production Flow
  - Production Planning - ETA Times & Dates
  - Internal & External Customer Communication
- Michell & Michell Repair Center Software
- Nugen IT
- Audatex Software
- CCC Info Systems Software
- Alldata Software
- Microsoft Office Suite

**CONTINUOUS IMPROVEMENT**

- Leadership Skills
- Teambuilding
- Root Cause Analysis
- Kaizen Event Strategy & Implementation
- Lean Concepts
- Process/Quality Improvement
- Problem Solving/Decision Making Skills
- Inventory Control
- Standard Operating Procedures

**HAZARDOUS MATERIALS**

- Completing Material Safety Data Sheets (MSDS)
- Volatile Organic Compound (VOC) Tracking
- Emergency Clean-up
- Registration, Evaluation, Authorization & Restriction of Chemical Substances

**Productive Lab Hours**

0-15

**COMMERCIAL SKILLS (Trainer to trainee ratio: 1:3)**

- Body Filler Methods
- Structural Resistance Spot Welding
- MIG Brazing Techniques
- Color Tinting
- Spraying/Blending Techniques
- Measuring Vehicle Structures
- Alignment Process for Unitized Vehicles
- Alignment Process For Full Frame Vehicles
- Aluminum Repair
- Glass Repair

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.