



RESPOND

Training Proposal for:

Butte-Glenn Community College District

Agreement Number: ET15-1005

Panel Meeting of: June 26, 2015

ETP Regional Office: Sacramento

Analyst: K. Smiley

PROJECT PROFILE

Contract Attributes:	Critical Proposal RESPOND (Alt/Gen Funds) Retrainee SB<100 Priority Rate HUA	Industry Sector(s):	Agriculture Biotechnology/Life Sciences Manufacturing Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Butte, Lassen, Modoc, Siskiyou, Tehama, Glenn	Repeat Contractor:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Turnover Rate:	≤20%		
Managers/Supervisors: (% of total trainees)	≤20%		

FUNDING DETAIL:

All funding is from the General Fund as authorized for the RESPOND program.

Program Costs	+	Support Costs	=	Total ETP Funding
\$100,298		\$17,362 20%		\$117,660

In-Kind Contribution:	50% of Total ETP Funding Required	\$120,000
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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	Business Skills, Commercial Skills, Cont. Imp., Literacy Skills, Mgmt. Skills	50	8-200	0	\$845	\$15.07
				Weighted Avg: 40			
2	Retrainee Priority Rate HUA	Commercial Skills, Cont. Imp., Literacy Skills	5	8-200	0	\$908	\$11.30
				Weighted Avg: 43			
3	Retrainee Priority Rate SB<100	Business Skills, Commercial Skills, Cont. Imp., Literacy Skills, Mgmt. Skills	44	8-60	0	\$1,220	\$15.07
				Weighted Avg: 40			
4	Retrainee Priority Rate SB<100 HUA	Commercial Skills, Cont. Imp., Literacy Skills	14	8-60	0	\$1,220	\$11.30
				Weighted Avg: 40			
5	Retrainee Priority Rate HUA	Business Skills	1	8-200	0	\$110	\$11.30
				Weighted Avg: 6			

Minimum Wage by County: Job Numbers 1 & 3: \$15.07 per hour for Butte, Glenn, Lassen, Modoc, Siskiyou and Tehama counties. Job Numbers 2, 4 & 5 (HUA): \$11.30 per hour for Glenn, Lassen, Modoc, Siskiyou and Tehama counties.

Health Benefits: Yes No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: Yes No Maybe

Participating employers may use health benefits to meet the Post-Retention Wage.

Wage Range by Occupation

Occupation Titles	Wage Range	Estimated # of Trainees
Crop Specialist		7
Economic Development Specialist		5
Farm Worker		20
Maintenance Technician		10

Pesticide Specialist		10
Operation Worker		8
Municipal Supervisor		3
Municipal Manager		2
Irrigation Specialist		11
Production Staff		7
Water Treatment Specialist		5
Urban Planner		3
Rural Planner		2
Municipal Water Specialist		5
Owner		10
Business Analyst		6

INTRODUCTION

Founded in 1968, Butte-Glenn Community College District (Butte-Glenn College) provides academic instruction leading to a two-year, or transfer to a four-year college. The College also trains adult workers in vocational skills. Butte College's main campus is located in Oroville. The college's Contract Education Department (dba The Training Place) is responsible for providing occupational and professional development training options for local employers, as well as individual community members, in Butte and Glenn Counties. All of The Training Place's courses are delivered by professional industry experts and designed to meet the needs of local-area employers. The Training Place provides occupational training at its two locations in Chico.

In this proposal, Butte-Glenn College is collaborating with the Center for International Trade Development (CITD), which is a branch of the community college system. The employers participating in this proposal will be located in a county declared as severely impacted by the drought, by the Governor's office and the California Department of Food and Agriculture.

Employers in the core group are primarily agricultural and food processing manufacturers. Some of these employers are ineligible for core program funding. For this reason, the General Fund appropriation will be used. This proposal will expend the remaining Rapid Employment Strategies Pilot on Natural Disasters (RESPOND) funds from that alternative source.

Need for Training

The drought has brought unprecedented challenge and hardship to Northern California, where agriculture and related services are extremely important to the economy. Businesses are faced with difficult choices as they implement drought-sensitive changes in: crops, irrigation equipment, irrigation schedules and the amount of pesticides and fertilizers used.

Training under this proposal will educate participating employers, to allow informed decisions. The training program will help growers and agriculture service businesses improve water usage efficiencies, irrigation systems, pesticide applications and landscape designs. Participating employers will also receive training on recent technological advances regarding water systems and equipment, which will foster improvement and ensure sustainability.

Companies may be forced to change business processes and therefore will need training in Business Skills. These skills are necessary to remain competitive in their industries. Workers require training on the marketing and sale of drought-related products and services as well as customer service, writing and financial planning skills.

The drought has affected all sectors of these businesses and training will improve production efficiencies, management skills and communication skills by providing trainees with Vocational English as a Second Language training.

RESPOND/Drought

The RESPOND pilot program was adopted by the Panel in early 2014 to fund training in designated drought areas. The drought has impacted several key industry sectors (e.g. agriculture) and could lead to loss of jobs. Hardest hit are the San Joaquin Valley and Central Coast areas. (A total of 24 counties have been identified by the Governor's Office.)

The funds may be "alternate" using a special one-time appropriation of \$2,000,000 from the State's General Fund. Funds may also be "core" program as authorized in the RESPOND guidelines. RESPOND funding is used to: (1) support displaced workers; (2) avert layoffs; and (3) help employers transition to more sustainable operations and practices.

Reimbursement Rate

Butte-Glenn College is not requesting a rate modification by reason of RESPOND status. Trainees of priority industry large businesses will receive the standard reimbursement rate of \$18 per hour; trainees of priority industry Small Businesses will received the standard reimbursement rate of \$26 per hour and trainees of non-priority small businesses will receive the standard reimbursement rate of \$22 per hour.

PROJECT DETAILS

Large business trainees in Job Numbers 1, 2 and 5 will receive between 8-200 hours of classroom/laboratory training and Small Business trainees in Job Numbers 3 and 4 will receive between 8-60 hours of classroom/laboratory training.

Business Skills (20%): Training will be offered to Economic Development Specialists, Municipal Supervisors, Municipal Managers, Urban Planners, Rural Planners Municipal Water Specialists, Business Analysts and Owners. Training will focus on marketing, sales, communication, financial analysis and planning. Trainees will be able to successfully market, sell and incorporate drought related products. Training topics will include Creative Marketing, Customer Relationship Management, Cost Control, Financial Analysis, Negotiating, Retaining Customers, Marketing/Sales Techniques, Communication Styles and Strategic Planning.

Literacy Skills (10%): Training will be offered to Operation Workers, Production Staff, Farm Workers and Maintenance Technicians. Trainees will receive English as a Second language (ESL) training from a certified ESL instructor to improve communication and understanding on the job. Vocational English as a Second Language will include courses in Language Skills, Reading, Comprehension and Basic Mathematics.

Commercial Skills (50%): Training will be offered to all occupations and will be specific to the trainee's job duties. Training will focus on drought-related topics to improve water usage efficiencies, irrigation systems, pesticide applications, landscape designs and technological

advances. Training topics will include Crop Irrigation Design, Crop Rotation, Drought Resistant Crops, Irrigation Systems, Pesticide Application in Drought Conditions, Pumps, Soil Management, Water Conservation, Water Management and Landscape Sprinkler Design.

Management Skills (10%): Training will be offered to Municipal Supervisors, Municipal Managers and Owners. Training will focus on the enhancement of techniques used to keep the workforce engaged, productive and focused. Training topics will include Coaching, Decision Making, Leadership, Motivation and Teambuilding.

Continuous Improvement (10%): Training will be offered to all occupations and focus on the reorganization of processes and procedures to improve drought-related efficiencies. Training topics include Kaizen, 5S, Lean Manufacturing, Problem Solving and Process Improvements.

Commitment to Training

Butte-Glenn College represents that ETP funds will not displace the existing financial commitment to training. Safety training is provided in accordance with all pertinent requirements under state and federal law. Training varies by participating employer, is both job specific and companywide, and includes new hire orientation, sexual harassment prevention, best practices, first-aid and legal compliance.

High Unemployment Area

Some trainees may work in a High Unemployment Area (HUA) with unemployment exceeding the state average by 15%. Butte-Glenn College is requesting a wage modification for the 5 trainees in Job Number 2 and 15 trainees in Job Numbers 4 and 5, from \$15.07 to \$11.30 per hour.

Impact/Outcome

Drought training is expected to improve water usage efficiencies, increase crop yields and train farmers on drought resistant crops. After the completion of training, farmers will be able to use less water to produce the same amount of crops. With farms producing at the same capacity, it will prevent the loss of jobs in the Northern California region.

Marketing and Support Costs

Butte-Glenn College is requesting 20% support costs to assist in the recruitment, employer outreach, and assessment of employer-specific job requirements, as allowed under the RESPOND pilot.

An extensive needs assessment was completed by CITD, in which over 250 businesses in the 10 county Northern California regions completed assessments. The assessment uncovered that many of the exports are agricultural-related products and that there is substantial need for businesses to increase their exports.

Marketing is done through online newsletters, seminars, social media, local press, utilizing partner's networks, personal contacts, telephone calls, and emails. As a community college, Butte-Glenn College has formed partnerships with Workforce Investment Boards, Workforce Investment Agencies, regional Economic Development Centers, The US Small Business Administration, and Small Business Development Centers. The relationship between Butte-

Glenn College and these agencies assists in the bridge between education and industry. This will allow Butte-Glenn College to reach even more potential participating employers.

Trainer Qualifications

Butte-Glenn College and CITD subject matter experts will deliver training. Experienced trainers who work for participating employers may also provide some training.

Training Coordinator

Butte-Glenn College has contracted with CITD to assist with need assessments, marketing, training developing, obtaining qualified trainers, scheduling, class handouts, and ensuring attendance is logged on ETP rosters.

Tuition Reimbursement

Butte-Glenn College represents that students enrolled in the ETP-funded program will not be charged tuition, fees, or any other costs associated with training. The representation will be made a condition of the Agreement.

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

The following table summarizes performance by Butte-Glenn College under an ETP Agreement that was completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET13-0252	Chico	2/1/13 – 1/31/15	\$287,764	\$182,161 (63%)

The requested funding of \$117,660 under this proposal is below the earned amount of \$182,161 of the Core funding Agreement.

DEVELOPMENT SERVICES

N/A

ADMINISTRATIVE SERVICES

N/A

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum**Class/Lab Hours**

8-200 Job Numbers 1, 2 & 5

8-60 Job Numbers 3 & 4

Trainees may receive any of the following:

BUSINESS SKILLS

- Business Fundamentals
- Business Writing
- Collaboration
- Conflict Resolution
- Creative Marketing
- Cultural Aspects, Negotiations and Awareness
- Customer Relationship Management
- Communication Styles
- Cost Control
- Dealing with Difficult People
- Finance and Banking
- Financial Analysis
- Foreign Relations and Legal
- International Marketing, Shipping and Planning
- Leadership
- Leveraging Multiple Funding Sources
- Logistics and Documentation
- Marketing/Sales Techniques
- Negotiating
- Operational Skills
- Planning and Organization
- Product Knowledge
- Project Management and Methodology
- Project Requirements Analysis and Specifications
- Retaining Customers
- Relationship Building
- Strategic Planning
- Time Management

COMMERCIAL SKILLS

- Agriculture Equipment Obsolescence and Replacement
- Soil, Plant and Water Relationships
- Pipeline Hydraulics I
- Pipeline Hydraulics II
- California Drought Overview
- Cattle and Livestock Management
- Crop Irrigation Design
- Crop Rotation
- Drip/Micro Irrigation Design
- Drought-Related Landscape Design
- Drought-Related Urban Design
- Drought-Related Rural Design
- Drought Resistant Crops
- High Desert Water Management

- Irrigation Scheduling, Salinity and Drainage
- Irrigation Systems
- Irrigation Management
- Landscape Sprinkler Design
- Pesticide Application in Drought Conditions
- Pumps
- Soil Management
- Tailwater Return Systems
- Water Conservation
- Water Management
- Water Recycling
- Water Technologies
- Water Transfer Supply
- Waste Water Treatment Design

CONTINUOUS IMPROVEMENT

- Kaizen
- 5S
- Lean Manufacturing
- Process Improvement
- Production Operations/Workflow
- Process Improvement
- Project Management
- Problem Solving and Decision Making
- Process Capability

LITERACY SKILLS

- Vocation English as Second Language:
 - Basic English Language Skills
 - Reading/Comprehension
 - Basic Mathematics

MANAGEMENT SKILLS (Managers/Owners Only)

- Decision Making
- Effective Meetings for Leaders
- Finance for Technical Managers
- Leadership
- Motivation
- Supervisor Skills
- Teambuilding
- Essential Skills for a New Supervisor

Literacy Training cannot exceed 45% of total training hours per-trainee

Note: Reimbursement for retraining is capped at 200 total training hours per trainee in Job Numbers 1, 2 & 5 regardless of the method of delivery. Reimbursement is capped at 60 total training hours per trainee in Job Numbers 3 & 4, regardless of the method of delivery.

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Butte-Glenn Community College District
Reference No: 15-0600

CCG No.: ET15-1005
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Company: 4 Corner Growers LLC

Address: 9051 Aguas Frias Rd.

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 2

Total # of full-time company employees in California: 2

Company: Agra Trading LLC

Address: 60 Independence Circle

City, State, Zip: Chico, CA 95973

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

Company: Alternative Energy Systems

Address: 13620 California Hwy. 99

City, State, Zip: Chico, CA 95973

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 34

Total # of full-time company employees in California: 34

Company: Bell-Carter Olive Company

Address: 1012 Second St.

City, State, Zip: Corning, CA 96021

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 10

Total # of full-time company employees worldwide: 250

Total # of full-time company employees in California: 250

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Butte-Glenn Community College District
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Company: Betagna Orchards

Address: 3329 Hegan Lane

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 10

Total # of full-time company employees in California: 10

Company: Bertagna Son Kissed Vineyards

Address: 3363 Hegan Lane

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Burnisini Vineyards

Address: 19535 Hammers Ln.

City, State, Zip: Cottonwood, CA 96022

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Butte Hulling & Drying

Address: 557 Ord Ranch Rd.

City, State, Zip: Gridley, CA 95948

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Butte-Glenn Community College District
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Company: Butte View Olive Company

Address: 2950 Louis Ave.

City, State, Zip: Oroville, CA 95966

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Chambers Oil

Address: 501 Miller Ave.

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Chico Nut Company

Address: 2020 Esplanade

City, State, Zip: Chico, CA 95926

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 30

Total # of full-time company employees in California: 30

Company: Chico Sprinkler Inc.

Address: 2 Three Sevens Lane

City, State, Zip: Chico, CA 95973

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 7

Total # of full-time company employees in California: 7

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Butte-Glenn Community College District
Reference No: 15-0600

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Company: Compton Enterprises

Address: 2434 Dayton Rd.

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

Company: Cross Petroleum

Address: 3560 South Market St.

City, State, Zip: Redding, CA 96001

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 9

Total # of full-time company employees in California: 9

Company: Dayton Road Walnut Hulling & Drying

Address: 3101 Dayton Rd.

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Deseret Farms

Address: 6100 Wilson Landing Rd.

City, State, Zip: Chico, CA 95973

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 30

Total # of full-time company employees in California: 30

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Butte-Glenn Community College District
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Company: Durham Pump

Address: 2313 Durham Dayton Hwy.

City, State, Zip: Durham, CA 95938

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 30

Total # of full-time company employees in California: 30

Company: Fruit Growers Lab

Address: 563 E. Lindo Ave.

City, State, Zip: Chico, CA 95926

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

Company: Grey Fox Vineyards

Address: 90 Greyfox Lane

City, State, Zip: Oroville, CA 95966

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Happy Orchards, Inc.

Address: 8165 White Oak Dr.

City, State, Zip: Durham, CA 95938

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Butte-Glenn Community College District
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Company: Irrigate.net

Address: 1770 Serenity Way

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Keyawa Orchards

Address: 3230 California 35

City, State, Zip: Glenn, CA 95943

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 30

Total # of full-time company employees in California: 30

Company: La Rocca Vineyard

Address: 12360 Doe Mill Rd.

City, State, Zip: Forest Ranch, CA 95942

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 3

Total # of full-time company employees worldwide: 8

Total # of full-time company employees in California: 8

Company: Llano Seco Rancho

Address: 8369 Hugh Baber Ln.

City, State, Zip: Chico, CA 95928

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Butte-Glenn Community College District
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Company: Lodestar Olive Oil

Address: 3719 Foothill Blvd.

City, State, Zip: Oroville, CA 95966

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

Company: Lodi Pump & Irrigation

Address: 1301 Armstrong Rd.

City, State, Zip: Lodi, CA 95242

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Micheli Farms

Address: 6005 Hwy. 99

City, State, Zip: Live Oak, CA 95953

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 4

Total # of full-time company employees worldwide: 14

Total # of full-time company employees in California: 14

Company: Roney Land Cattle Company

Address: 515 Roney Trail

City, State, Zip: Chico, CA 95973

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

**Participating Employers in Retrainee
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Company: Tehama County Farm Bureau

Address: 275 Sale Ln.

City, State, Zip: Red Bluff, CA 96080

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 3

Total # of full-time company employees worldwide: 3

Total # of full-time company employees in California: 3

Company: The Olive Grove Nursery

Address: PO Box 659

City, State, Zip: Oroville, CA 95968

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Tozier Ranch

Address: 2401 Flag Canyon Rd.

City, State, Zip: Oroville, CA 95965

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4

Company: Wil-ker-son Ranch and Packing Co.

Address: 661 E. Evens Reimer Rd.

City, State, Zip: Gridley, CA 95948

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 4

Total # of full-time company employees in California: 4
