



**Training Proposal for:
CORE Business Interiors**

Small Business \leq \$50,000

ET15-0225

Panel Meeting of: July 25, 2014

ETP Regional Office: Sacramento

Analyst: M. Mazzone

CONTRACTOR

- Type of Industry: Services
Construction
Priority Industry: Yes No
- Number of Full-Time Employees
California: 13
Worldwide: 13
Number to be trained: 15
Owner Yes No
- Out-of-State Competition: No OSC
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 5%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$15,626
- In-Kind Contribution: \$30,000

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 SET HUA Priority Rate	Business Skills, Commercial Skills, Computer Skills, Management Skills	13	8-60	0	\$962	\$14.90
				Weighted Avg: 37			
2	Retrainee Job Creation Initiative SET HUA	Business Skills, Commercial Skills, Computer Skills	2	8-60	0	\$1,560	\$14.90
				Weighted Avg: 60			

- Reimbursement Rate: Job #'s 1 & 2: \$26 SB Priority
- County(ies): Fresno
- Occupations to be Trained: Administrative Staff, Designer, Sales Representative, Manager, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #1: \$0.90 per hour

SUBCONTRACTORS

- Development Services: Strategic Business Solutions, LLC of Visalia for a flat fee of \$1,075.
- Administrative Services: Strategic Business Solutions, LLC will also provide administrative services for a fee not to exceed 13% of the funds earned.
- Training Vendors: Sandler Training, Fresno, CA 93721 will provide training in Business Skills, Commercial Skills, Computer Skills and Management Skills.

OVERVIEW

CORE Business Interiors (CORE) (<http://corebusinessinteriors.com/>) was founded in 2009 in Fresno. The business offers well-designed solutions for workstations. Their services include consulting, commercial interior design, sales, workplace configuration, and installation of work spaces. CORE services both new and remodeling commercial customers in the Central Valley region.

CORE is eligible to receive ETP funding under Special Employment Training (SET) funds targeting frontline workers. CORE is designated as a priority industry based on their NAICS as a Specialty Trade Contractor.

Need for Training

CORE is instituting a necessary training plan over the next 18 months in order to remain competitive and to increase market share. CORE faces increased competition from companies such as Staples, Office Depot and Modern Office, Inc. These companies have become more aggressive in the marketing of office furniture and workplace design. To compete, CORE must be able to provide state-of-the-art workplace designs that are practical and cost effective with exceptional customer service.

Training will provide Sales Representatives and Designers with the most current knowledge of products and workplace design solutions. Designers will receive Computer-Aided Design (CAD) training to incorporate new design knowledge. There will also be training in new product lines including audio/visual technology equipment installation and modular wall workspace configuration.

To improve the business internally, CORE will provide training on a new accounting and project management system and provide intermediate and advanced Microsoft Office training. Management will also receive training in order to provide staff with more effective leadership, which will increase productivity.

Retrainee - Job Creation

In support of job creation, the Panel is offering incentives to companies that commit to hiring new employees. Under the Retrainee-Job Creation program, training for newly-hired employees will be reimbursed at a higher rate and trainees will be subject to a lower post-retention wage.

In this proposal, CORE has committed to hiring a Sales Representative and Designer, as shown in Job Number 2, due to an increase in customer demand for their services. To be eligible for reimbursement under this Job Number, the trainees must be hired within the three-month period prior to Panel approval or during the term of contract.

Training Plan

CORE will provide the following types of training using Class/Lab training delivery method:

Business Skills - Training will be offered to Sales Representatives, Designers, Administrative Staff, Owners and the Manager. Training will focus on sales training, customer service, product knowledge and organizational management training to provide staff with stronger presentation skills, marketing skills, customer service skills, and ways to increase employee efficiency.

Commercial Skills - Training will be offered to Sales Representatives, Designers, Owners and the Manager. Training will focus on modular workstation installation and design and audio/visual technology installation and design. To provide customers with the most knowledgeable, current and best workplace solutions, staff require installation and design training. In addition, the integration of audio/visual technology equipment into the workplace design is a new product line for CORE and staff will require technical training on this new service as well as new services offered with the modular wall workspace configuration.

Management Skills - Training will be offered to the Manager and Owners and will focus on coaching and mentoring skills. Improved leadership at the business will increase the overall productivity of the Company.

Computer Skills - Training will be offered to Sales Representatives, Designers, Administrative Staff, Owners and the Manager. The training will focus on the upgraded RPC Software system, which is an industry specific accounting and project management system. Staff will be able to better manage and report on projects. Administrative Staff and Designers will receive intermediate and advanced Microsoft Office training to improve the professionalism of presented information. In addition, Designers will receive Computer-aided Design (CAD) software training to better serve their clients in the development of their workplace configuration.

SET/HUA

The 13 trainees in Job Number 1 work in a High Unemployment Area (HUA). This is a region with unemployment exceeding the state average by 15%. The Company's location in Fresno County qualifies for HUA status under these standards.

These trainees qualify for the ETP Minimum Wage rather than the Statewide Average Hourly Wage. The Panel may modify the ETP Minimum Wage for these trainees by up to 25% if post-retention wages exceed the start-of-training wages. However, CORE is not asking for a wage modification.

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

- ❖ Sales Training
- ❖ Customer Service/Product Knowledge
- ❖ Fiscal/Organizational Management

COMMERCIAL SKILLS

- ❖ Modular Workstation Installation and Design
- ❖ Audio/Visual Technology Installation and Design

COMPUTER SKILLS

- ❖ Intermediate and Advanced Microsoft Office
- ❖ RPC Software System Training
- ❖ Computer-Aided Design (CAD) Software Training

MANAGEMENT SKILLS (Manager/ Owner trainees only)

- ❖ Coaching/Mentoring Skills
- ❖ Leadership Skills

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