



**Retrainee - Job Creation
Training Proposal for:
Dockstader and Dockstader, Inc.**

Small Business ≤ \$50,000

ET15-0436

Approval Date: April 16, 2015

ETP Regional Office: Sacramento

Analyst: L. Fraizer

CONTRACTOR

- Type of Industry: Services

- Number of Full-Time Employees
 - California: 50
 - Worldwide: 50
 - Number to be trained: 57
 - Owner Yes No

- Out-of-State Competition: No OSC
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 3%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$48,906
- In-Kind Contribution: \$42,115

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 SB <100 HUA	Business Skills, Commercial Skills, Computer Skills, Continuous Improvement, HazMat, PL- Commercial Skills	47	8-60	0	\$858	\$15.07
				Weighted Avg: 39			
2	Retrainee Job Creation SET SB<100 HUA	Business Skills, Commercial Skills, Computer Skills, Continuous Improvement, HazMat, PL- Commercial Skills	10	8-60	0	\$858	\$12.33
				Weighted Avg: 39			

- Reimbursement Rate: Job #'s 1&2: \$22 SB Non-Priority
- County(ies): Fresno
- Occupations to be Trained: Administration Staff, Estimator, Production Staff, Technician, Detail Staff, Manager, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #'s 1 & 2: \$1.25 per hour

SUBCONTRACTORS

- Development Services: Synergy Management Consultants, LLC in Grass Valley assisted with development of this project for a flat fee of \$4,000.
- Administrative Services: Synergy Management Consultants, LLC will also provide administrative services for a fee not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

INTRODUCTION

Founded in 1976 in Fresno, Dockstader and Dockstader, Inc. (Fresno Body Works) (fresnobodyworks.com) is in the automotive repair industry. This has been a family-owned business for three generations. It specializes in automotive collision repair and painting, restoring vehicles to pre-accident condition. The Company’s customer base includes direct purchasers of services, parts, and accessories related to auto body collision repair. Fresno

Body Works recently opened a new shop in Clovis due to growing customer demand; and has three locations in Fresno. All four locations will participate in the proposed training.

Need for Training

Fresno Body Works has developed an aggressive growth strategy to expand their business by 20% over the next 18 months. As part of this strategy, Fresno Body Works must have repair staff that are certified under Inter-Industry Conference on Collision Auto Repair (I-CAR) and Automotive Service Excellence (ASE) standards.

Technicians and Estimators will be trained for I-CAR and ASE certifications to service new vehicle brands such as Ford, GM, Chrysler, Toyota, Honda and Acura.

In addition, this will enable more referrals from insurance companies. The automotive collision repair industry has transformed in recent years as vehicles are being produced using different materials (e.g. aluminum, boron, ultra high strength steel and composites). As such, Technicians are required to learn new repair methods, using new equipment. Support Staff and Estimators also require training on these new materials and methods.

Fresno Body Works will also deliver training on customer service skills, updated operating procedures, marketing skills, sales skills, computer software skills and Lean concepts.

Job Creation

Fresno Body works has extended an agreement with Honda Motor Co., Ltd. to be approved as the local Honda Motor Co. repair facility. This partnership will add volume to locations. The Company has also been approached by Travelers Insurance to become a designated repair shop, which will expand volume of business.

To support this growth, Fresno Body Works is expecting to increase the number of full time permanent employees. This includes 10 new positions in the Clovis and Fresno locations (Job Number 2). The new positions are Technician, Estimator, Administrative Staff and Production Staff.

The Panel offers incentives to companies that commit to hiring new employees under the Job Creation program. Trainees will be subject to a lower post-retention wage, and there is a higher reimbursement rate. The Company represents that the date-of-hire for all trainees in Job Number 2 will be within the three-month period before contract approval or within the term-of-contract as required by this program. These trainees will be hired into "net new jobs" as a condition of contract.

Training Plan

Trainees will receive between 8–60 hours of classroom/laboratory training with up to 24 hours of Productive Laboratory training.

Business Skills - Training will be provided to Administrative Staff, Estimators, and Managers. This training will focus on Customer Care, Advanced Sales, Marketing, and Communication Skills to improve overall customer satisfaction and increase sales. Training topics will include Customer Retention, Customer Relationship Building, Sales Procedures and Strategies, Prospecting and Closing, Negotiation, and Presentation Skills.

Commercial Skills -Training will be provided to Production Staff, Detail Staff, Estimators, Technicians, Sales Staff and Managers. Training topics will include I-CAR Collision Repair Certification; Refinishing Skills, which includes: Vehicle Priming and Sealing, Corrosion Protection Process and Sand, Buff and Detail; Structural Repair Skills, including: Three Dimensional Measuring, High Strength Steels, Aluminum Repair Process, MIG Welding and Straightening Structural Damage; Non-Structural Vehicle Repair Skills, including: Adhesive Bonding, Diagnose Wind Noise and Water Leaks and Spot Welding; and Estimating Skills, which includes: Steering and Suspension System Damage Analysis, Electrical/Mechanical Systems, Advanced Materials and Stationary Glass.

Computer Skills - Training will be provided to all occupations and will focus on job specific software programs. The collision repair industry is in the process of transitioning to a paperless environment and staff will receive training in all necessary software programs to properly exchange data with insurers and other partners. Training topics will include CCC One Software, Michell & Michell Repair Center Software and Alldata Software.

Continuous Improvement - Training will be provided to Technicians, Estimators, Production Staff, Detail Staff and Managers to improve efficiencies and to reduce waste. A lean quality and production improvement system is being instituted by Fresno Body Works and efficiencies are expected to increase by 15% with training. Training topics will include Root Cause Analysis, Lean Concepts, Kaizen Event Strategy and Implementation, Problem Solving and Decision Making, and Inventory Control.

Hazardous Materials – Training will be provided to Technicians, Estimators, Production Staff, Detail staff and Managers to ensure that hazardous materials are handled and disposed of properly. Training topics will include Volatile Organic Compound Training, Emergency Clean-up, and Registration, Evaluation, Authorization, and Restriction of Chemical Substances.

Productive Lab (PL) (Commercial Skills) – PL training will be provided to Technicians and Estimators to supplement Class/Lab training. The delivery of PL training is necessary as trainees will be given real life projects to perform work on. This training will strengthen their understanding of how to complete automotive collision repair services. Training will include course topics that require the technicians' skills to be updated. Estimators' PL training will focus on the correct diagnosis of damage and properly working through the documentation, insurance and pricing processes.

PL training will consist of a normal collision repair duties where the trainer will walk the trainee through the repair process. The trainer will observe the trainee complete the repair and will offer coaching and mentoring throughout the process. During the PL training, output is expected to decrease by 30%. Trainers will be journey-level Technicians or Estimators who are subject matter experts. After the successful completion of a PL training course, the trainer will sign off that the trainee is competent.

Trainees will use the following equipment in PL training: resistance spot welder, mig (metal inert gas) welder, frame rack and measuring system, paint spray guns, paint spray booths, and various hand tools. Staff will be trained on welding of structural parts, measuring vehicle structures, color tinting, plastic repair, and estimating direct repair. All PL training will take place onsite, capped at 24 hours per trainee with a trainer-to-trainee ratio of 1:1.

High Unemployment Area

All trainees in Job Numbers 1 & 2 work in a High Unemployment Area (HUA), with unemployment exceeding the state average by at least 25%. The Company's locations in Fresno County qualify for HUA status under these standards. Fresno Body Works is requesting

a wage modification to \$15.07 per hour to train 47 trainees in Job Number 1, and a wage modification to \$12.33 per hour to train 10 trainees in Job Number 2.

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
- ❖ Prospecting and Closing
- ❖ Sales Account Management
- ❖ Advanced Closing Techniques
- ❖ Sales Procedures and Strategies
- ❖ Negotiation Skills
- ❖ Conflict Resolution
- ❖ Communication Skills
- ❖ Presentation Skills

COMMERCIAL SKILLS

- ❖ I-CAR Collision Repair Certification Skills
- ❖ Refinishing Skills
 - Trim & Hardware
 - Surface Preparation
 - Vehicle Priming/Sealing
 - Paint Spray Guns Maintenance & Setup
 - Corrosion Protection Process
 - Sand, Buff & Detail
 - Color Theory & Tints
 - Blending Techniques
 - New Technologies
- ❖ Structural Repair Skills
 - 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 A/C Systems
 - Steering & Suspension Systems
 - Advanced Vehicle 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
 - Damage on Non-Drivable Vehicles
 - Electrical/Mechanical Systems
 - Stationary Glass
 - Advanced Materials
 - Advanced Vehicles Systems
- ❖ Vehicle Operation, Maintenance, & Troubleshooting
- ❖ Alternative Fuel & Hybrid vehicle Repair Diagnostics
- ❖ Service Procedure & Scheduling
- ❖ Product Knowledge
- ❖ OEM (Original Equipment Manufacturer) Knowledge/Skills

COMPUTER SKILLS

- ❖ CCC One Software
 - Job Costing
 - Production Flow
 - Production Planning – ETAs Times & Dates
 - Internal & External Customer Communication
- ❖ Michell & Michell Repair Center Software
- ❖ CCC Info Systems Software
- ❖ Alldata Software
- ❖ Intermediate & Advanced Microsoft Office

CONTINUOUS IMPROVEMENT

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

HAZARDOUS MATERIALS

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

Safety Training cannot exceed 10% of total training hours per-trainee.
This cap does not apply to Hazardous Materials training.

Productive Lab (PL) Hours

0–24

PL COMMERCIAL SKILLS (1:1 ratio)

- ❖ Body Filler Methods (1.5 hours)
- ❖ Plastic Repair Methods (1 Hour)
- ❖ Mig Welding (1 hour)
- ❖ Mig Brazing Technique (0.5 hours)
- ❖ Color Tinting (3 hours)
- ❖ Spraying/Blending Techniques (2 hours)
- ❖ Measuring Vehicle Structures (1 hour)
- ❖ Alignment Process for Unitized Vehicles (2 hours)
- ❖ Alignment Process for Full Frame Vehicles (2 hours)
- ❖ Aluminum Repair (1 hour)
- ❖ Technical Estimating Skills (1.5 Hours)
- ❖ Estimating Direct Repair Program (1 Hour)
- ❖ Estimating System Software Skills (1 Hour)

Note: Reimbursement for retraining is capped at 60 total training hours per trainee, regardless of the method of delivery. Safety training is capped at 10% of total training hours, per trainee excluding Hazardous Materials. PL is capped at 24 hours per-trainee.