



Training Proposal for:
Murrieta Chamber of Commerce
Agreement Number: ET16-0161

Panel Meeting of: September 25, 2015

ETP Regional Office: San Diego

Analyst: K. Campion

PROJECT PROFILE

Contract Attributes:	Retrainee Priority Rate SB <100 HUA	Industry Sector(s):	Manufacturing Goods Movement Transportation/Logistics Aerospace and Defense Wholesale Trade Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Riverside, San Bernardino, San Diego, Orange, Los Angeles	Repeat Contractor:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Union(s):	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Sheet Metal, Air, Rail, Transportation Workers Local Union 105		
Turnover Rate:	≤20%		
Managers/Supervisors: (% of total trainees)	≤20%		

FUNDING DETAIL

Program Costs	+	Support Costs	=	Total ETP Funding
\$176,820		\$12,165 8%		\$188,985

In-Kind Contribution:	50% of Total ETP Funding Required	\$202,000
-----------------------	-----------------------------------	-----------

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 Priority Rate	Business Skills, Computer Skills, Cont. Impr., Mfg. Skills, OSHA 10/30	105	8 - 200	0	\$654	\$15.07
				Weighted Avg: 34			
2	Retrainee	Business Skills, Computer Skills, Cont. Impr., Mfg. Skills, OSHA 10/30	18	8 - 200	0	\$545	\$15.07
				Weighted Avg: 34			
3	Retrainee Priority Rate SB<100	Business Skills, Computer Skills, Cont. Impr., Mfg. Skills, OSHA 10/30	105	8 - 200	0	\$945	\$15.07
				Weighted Avg: 34			
4	Retrainee SB <100	Business Skills, Computer Skills, Cont. Impr., Mfg. Skills, OSHA 10/30	20	8 - 200	0	\$564	\$15.07
				Weighted Avg: 24			

Minimum Wage by County: \$15.07 per hour for Riverside and San Bernardino Counties; \$15.93 per hour for San Diego County; \$15.97 per hour for Los Angeles County; and \$16.02 per hour for Orange County.

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
Job Numbers 1 - 4		
Administration Staff		37
Operator I		20
Operator 2		15
Production Worker 1		58
Production Worker 2		20
Lead		27
Technician		40
Engineer		5

Supervisor		10
Manager		10
Owner (Job Numbers 3 & 4 Only)		6

INTRODUCTION

Founded in 1915 and located in Southwest Riverside County, the Murrieta Chamber of Commerce (Murrieta Chamber) is a nonprofit membership organization comprised of 850 members within the region. Its mission is to create and foster a sustainable business environment in the Murrieta area through networking, promotion and advocacy, and to assist small businesses to grow and achieve their goals through education and mentorship. The Murrieta Chamber works in partnership with the City of Murrieta on economic development and with other Chambers in Southwest Riverside County that form the Southwest California Legislative Council.

The Murrieta Chamber also partners with the Southwest Cluster of the Riverside County Manufacturers and Exporters Association. This association helps identify the needs of manufacturers and links employers to the tools to help them to be more successful. Many of its member companies need training to upgrade the skills of their workforce, specifically, to help them grow and stay competitive in Southern California.

As such, this proposal will reach small and large priority, and non-priority businesses that have out-of-state competition. Most participating employers will be manufacturing companies located in Riverside County, but training may extend to companies in surrounding areas, including San Diego, San Bernardino, Orange and Los Angeles counties.

PROJECT DETAILS

Employer Demand

Through its partnerships, memberships and assessments, the Murrieta Chamber has found that employers need workers with the best tools and skills to stay competitive. Employers report a training need in social media for small business marketing; customized computer skills; and continuous improvement training. Manufacturing companies have also specifically identified training needs such as ISO Auditor Training, Lean Enterprises and Process Improvement training, all critical to helping companies reduce waste and improve operation efficiencies.

The “core” group of participating employers are manufacturing companies representing at least 80% of requested funding. Approximately 95% of the proposed training will be conducted at participating employers’ sites and the remaining 5% will be center-based at the Murrieta Chamber’s facility. Under this proposal, approximately 50% of the trainees are projected to come from small businesses.

Training Plan

All training will be customized to meet the employer needs based on assessments and industry demands. Training will be delivered via class/lab in the following:

Business Skills (30%) – Training will be provided to all occupations to improve written and verbal communication skills, develop leadership skills, provide quality customer service and provide new skills in social media marketing.

Computer Skills (10%) – Training will be provided to select Administration Staff, Owners and Supervisor/Managers to help design, program, implement, and troubleshoot new computer software programs and social media networking.

Continuous Improvement (40%) – Training will be provided to all occupations to help workers improve workflow, and troubleshoot and resolve problems. Lean Enterprise training will assist trainees in developing strategies for process improvements and improved business processes.

Manufacturing Skills (18%) – Training will be provided to Production Workers, Operators, and Leads. Trainees will learn how to read blue prints and schematics, apply Advanced Measurement Skills and learn Inventory Management.

OSHA 10/30 (2%) – Training will be provided to select Production Workers and Supervisor/Managers. This training is a series of courses “bundled” by industry sector and occupation. It consists of 10 hours of classroom training for journey-level workers and 30 hours for frontline supervisors. The coursework is geared to construction work, and also manufacturing. Completion of the training results in a certificate that expands employment opportunities. The coursework must be approved by Cal-OSHA, and the instructors must be certified by Cal-OSHA.

Impact/Outcome

Trainees in the ISO Auditor training may receive ISO Certification for Continuous Improvement. Other certifications include OSHA 10/30.

Union Support

One participating employer in the core group, Superior Duct Fabrication, has submitted a letter of support for training its workers represented by the Sheet Metal, Air, Rail, Transportation Workers Local Union 105.

High Unemployment Area (HUA)

Although some participating employers may be located in an HUA, Murrieta Chamber is not asking for a wage or retention modification.

Marketing and Support Costs

The Murrieta Chamber will continue to create an aggressive marketing plan through its website, including live presentations at monthly meetings, flyers and social media to its members and partners. The Chamber will market the ETP funds as an additional benefit for its members and work with its local partners and the Southwest Cluster Riverside County Manufacturers and Exporters Association to promote the ETP funded training.

The Murrieta Chamber requests the 8% support to cover the cost of marketing and recruiting additional participating employers, assessing their specific training needs, developing job-specific curricula and training schedules, and conducting necessary follow-up during retention. This will be an on-going activity throughout the duration of the Agreement. Staff recommends the 8% support costs.

Commitment to Training

Most employers provide basic on the job training or job specific training and will continue to do so. ETP funds are intended to provide supplemental training for companies who lack the

training budget or resources to provide training on their own, but whom need training to upgrade the job skills of their workers to keep the workforce competitive. The Murrieta Chamber represents that ETP funds will not displace the existing financial commitment to training of participating employers.

➤ **Training Infrastructure**

The President/CEO and an Administrative Assistant will oversee and manage this training project, including maintaining all class/lab attendance rosters. DLI & Associates, LLC will provide ETP project administration, including enrolling and tracking trainees in the ETP on line systems.

An experienced, California-based training vendor, Custom Corporate Communications (C3), will provide all training, scheduling, curriculum and employer assessments. C3 is located in Redondo Beach but has training instructors located in Riverside and across Southern California.

Tuition Reimbursement

In accordance with Title 22, CCR, Section 4412.1, Murrieta Chamber 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.

DEVELOPMENT SERVICES

DLI & Associates, LLC in San Juan Capistrano assisted with development of this proposal at no charge.

ADMINISTRATIVE SERVICES

DLI & Associates, LLC will also perform administrative services in connection with this proposal for an amount not to exceed 10% of payment earned.

TRAINING VENDORS

Custom Corporate Communications of Redondo Beach, CA, has been retained to provide training for approximately \$151,390.

Exhibit B: Menu Curriculum

Class/Lab Hours

8 – 200

Trainees may receive any of the following:

BUSINESS SKILLS

- ✚ Business Writing Skills
- ✚ Communication Skills
- ✚ Customer Service/Satisfaction Skills
- ✚ Sales Skills
- ✚ Social Media Marketing
- ✚ Project Management
- ✚ Leadership Skills:
 - Finance for Non Finance People
 - Goal Setting
 - Managing Change
 - Performance Management Skills
 - Problem Solving
 - Team Building
 - Time and Priority Management

COMPUTER SKILLS

- ✚ E- Commerce Software Skills
- ✚ Accounting Software Application Skills
- ✚ Search Engine Optimization
- ✚ Social Media Networking Training
- ✚ Microsoft Office Suite (Beginning Level for Small Business only):
 - Word
 - Excel
 - Access
 - PowerPoint

CONTINUOUS IMPROVEMENT

- ✚ ISO Auditor Training
- ✚ Quality Engineering
- ✚ Six Sigma
- ✚ Statistical Process Control Team Building
- ✚ Lean Enterprise:
 - Lean Manufacturing
 - Lean Office
 - Kaizen 7S
 - Process Improvement
 - Process Mapping
 - Problem Solving
 - Root Cause Analysis
 - Set-Up Time Reduction

MANUFACTURING SKILLS

- ✚ Advance Measurement Skills
- ✚ Inventory Management
- ✚ Electrical Fundamentals
- ✚ Blue Print Reading

OSHA10/30 (Certified OSHA Instructor)

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

Note: Reimbursement for retraining is capped at 200 total training hours per trainee, regardless of the method of delivery.

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Murrieta Chamber of Commerce

CCG No.: ET16-0161

Reference No: 15-0293

Page 1 of 2

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: AKA Products

Address: 25703 Jefferson Ave., #27

City, State, Zip: Murrieta, CA 92562

Collective Bargaining Agreement(s): No

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

Total # of full-time company employees worldwide: 6

Total # of full-time company employees in California: 6

Company: Cryoquip/Lorix

Address: 25720 Jefferson Ave.

City, State, Zip: Murrieta, CA 92562

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 50

Total # of full-time company employees worldwide: 125

Total # of full-time company employees in California: 125

Company: NutraMed Inc.

Address: 13840 Magnolia Ave.

City, State, Zip: Chino, CA 91710

Collective Bargaining Agreement(s): No

Estimated #of employees to be retrained under this Agreement: 30

Total # of full-time company employees worldwide: 95

Total # of full-time company employees in California: 95

Company: PUREFLO Water Company Inc.

Address: 7737 Mission Gorge Road

City, State, Zip: Santee, CA 92071

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 45

Total # of full-time company employees worldwide: 73

Total # of full-time company employees in California: 73

**Participating Employers in Retrainee
Multiple Employer Contracts**

Contractor's Name: Murrieta Chamber of Commerce

CCG No.: ET16-0161

Reference No: 15-0293

Page 2 of 2

Company: Superior Duct Fabrication Inc.

Address: 1983 MT Vernon Ave.

City, State, Zip: Pomona, CA 91740

Collective Bargaining Agreement(s): Sheet Metal, Air, Rail, Transportation Workers Local Union 105

Estimated # of employees to be retrained under this Agreement: 40

Total # of full-time company employees worldwide: 136

Total # of full-time company employees in California: 136

Company: TNT Plastic Molding

Address: 725 E Harrison Street

City, State, Zip: Corona, CA 92879

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 65

Total # of full-time company employees worldwide: 110

Total # of full-time company employees in California: 110



Sheet Metal, Air, Rail, Transportation Workers Local Union 105

Luther B. Medina, Business Manager/President
Vernon W. Shaffer, Financial Secretary-Treasurer/Recording Secretary
Rocky Pelliccino, Vice President/Business Representative

Business Representatives

Richard Foss, II
Sam E. Hurtado

*Chris Gonzalez**
David Shaver

Steve Hinson
William "Bill" Shaver

Tim Hinson
Joe Whitcher

April 10, 2015

Executive Director
Employment Training Panel
1100 J Street, 4th Floor
Sacramento, CA 95814

Re: Application to the Employment Training Panel

Dear Executive Director of the Employment Training Panel,

Local Union 105 supports the application to the Employment Training Panel from Superior Duct Fabrication, Inc.

Sincerely,

Rocky Pelliccino
Vice President/Business Representative

MRP:lat/ Superior Duct Fabrication Inc Employment Training Panel 040915
open: # 537
afl-cio, clc