



**Training Proposal for:
NL&A Collections, Inc.**

Small Business

ET16-0248

Approval Date: October 22, 2015

ETP Regional Office: North Hollywood **Analyst:** M. Webb

CONTRACTOR

- Type of Industry: Manufacturing
- Priority Industry: Yes No
- Number of Full-Time Employees
 - California: 21
 - Worldwide: 60
 - Number to be trained: 18
 - Owner Yes No
- Out-of-State Competition: Competitors Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 15%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$23,400
- In-Kind Contribution: \$17,820

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 HUA Priority Rate SB <100	Business Skills. Computer Skills, Manufacturing Skills	18	8-60	0	\$1,300	\$11.98
				Weighted Avg: 50			

- Reimbursement Rate: \$26 SB Priority

- County(ies): Los Angeles
- Occupations to be Trained: Accounting Staff, Customer Service Representatives, Production Staff, Operations Staff, Sales Representatives, Shipping/Warehouse Staff, Design R & D Staff, Owner

- Union Representation: Yes
 No

- Health Benefits: N/A

SUBCONTRACTORS

- Development Services: N/A
- Administrative Services: N/A
- Training Vendors: N/A

OVERVIEW

Founded in 1923, NL&A Collections, Inc. (NL&A) designs, manufactures and distributes products such as lamps, light fixtures, wall décor and accent furniture. Located in Huntington Park, NL&A clientele include department stores, furniture retailers, home improvement stores and online retailers.

This is NL&A’s third ETP Agreement. Training delivered under previous Agreements focused on the Company’s new ERP System. The content of prior training was in Computer Skills on how to properly navigate the ERP system. Some Computer Skills are included in this proposal; however, those training topics will be limited to five newly hired employees who did not previously receive training on the system.

The majority of training will focus on computer software used to design, assemble, and manufacture new NL&A products. Trainees will also learn how to utilize these programs to design as well as work with ecofriendly materials to manufacture and ship products.

As a result of the acquisition of a design company in 2007, NL&A's product base expanded to include wall décor and accent furniture. Prior to the acquisition, the Company's main focus was the wholesale and distribution of lamps imported from NL&A manufacturing locations in China and Mexico. The Company's goal for the next year is to bring approximately 15% of manufacturing and assembly to the US. To further increase sufficiency, NL&A is also in the process of learning to recycle 100% of materials being used to manufacture lamps.

NL&A is known for its use of dark brown woods and metal materials to create mid-century modern designs. However, within the last few years the customer base has begun to request products constructed from environmentally safe materials, as well as new commercial designs. To remain competitive, the Company must develop designs that will appeal to a new audience and expand business opportunities.

NL&A is rebranding its designs by offering ecofriendly materials, softer finishes, smaller scale products and LED lighting. To accomplish this task, the Company has purchased new machinery and computer software to create Auto CAD 3-D Images. Training provided will teach Production and Design Staff complex skill sets necessary to work with new materials such as LED lights, reclaimed wood and concrete. To increase an ecofriendly environment, the Shipping and Warehouse Department will also learn to utilize cardboard paper only opposed to foam and plastic bags for shipping.

Curriculum topics listed in this Agreement will enhance skills in the areas of new product and materials, customer service and support, and project management training.

Training Plan

Business Skills: Training will be offered to all occupations to increase employee product knowledge and customer service skills. Course topics will provide staff with the skills to meet customer need and market/sell NL&A products.

Computer Skills: Training will be offered to all occupations to ensure staff is able to perform job duties using NL&A's ERP System and new computer software programs. Staff will learn to utilize computer programs to complete sales orders, cost accounting, and purchasing.

Manufacturing Skills: Training will be offered to Shipping/Warehouse and Production Staff to learn how to operate new machinery and work with new materials. Training provided will increase efficiency and maintain low production cost.

High Unemployment Area

All trainees in Job Number1 work in a High Unemployment Area (HUA), with unemployment exceeding the state average by at least 25%. The Panel may modify the ETP Minimum Wage by up to 25% if post-retention wages exceed the start of training wages. NL&A is asking for a wage modification for trainees in Job Number 1 (from \$15.97 to \$11.98).

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

The following table summarizes performance by NL&A under an ETP Agreement that was completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET14-0215	Huntington Park	11/18/13- 11/17/14	\$31,460	\$23,088 (73%)
ET13-0159	Huntington Park	09/19/12- 09/18/13	\$45,240	\$28,469 (63%)

Under their first Agreement, NL&A requested a funding amount that exceeded their ability to deliver. Although the training plan proposed an average of 60 hours per trainee, the actual hours delivered were closer to an average of 50. Furthermore, 8 trainees did not meet the minimum wage requirement or complete retention.

NL&A overcame many of these problems in the delivery of training under ET14-0215. This proposal is “right-sized” to performance, which terminated last year at 73% earnings.

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

8-60

Trainees may receive any of the following:

BUSINESS SKILLS

- Project Management Tools
- Sales Pitch Training for New Products
- Sales Leads Training to acquire New Segments to Sell New Products
- Product Training: Benefit of using New LED Technology, Eco Friendly Material
- Quality and Product Compliance with EPA
- Customer Service and Support
- Post-Sales Warranty Support Training
- New Product Management Training (cross-functional training)
- New Technology Key Features Training
- New Parts/Material Training (cross-functional training)
- Case Management Training

COMPUTER SKILLS

- Accounts Payables
- Sales Tax Solution in NetSuite
- Payroll Integration in NetSuite
- Direct Labor & Material Interaction
- Incentive Management for New Design
- Accounts Receivables
- Order to Cash Management
- Bill Sales Orders and Reconcile Invoices (cross-functional training)
- Automated Merchant Service Module
- Journal and Register Management for Manufacturing Process
- Inventory Reconciliation for Raw Materials, Work Process and Finished Products
- Billing and Expense Management
- Cost Accounting (cross-functional training)
- Renewal Management
- Item Set-Up for Assembly Part and Raw Materials Management in NetSuite
- Work Orders, Assembly Build Management in NetSuite
- 3D Rendering
- V Ray Rendering
- Auto CAD
- New Procurement Dashboard Training
- Managing Work Order Flow in Process in NetSuite
- Sales Force Automation, Re-Training
- Account Management
- Activity Management
- Opportunity Management
- Quote Generation

- Order Generation
- Key Management Tasks
- Partner Center Access Control
- Quote Management
- Map E-store with Website for Automated Sales Order, Shipping Acknowledgment
- Customer Support Center on Web Store via Live Chat
- Shipping Integration to Website to calculate LTL Freight
- Payment Processing on Merchant Account via Paypal
- Order Mapping & ERP System to Customer Website for New Customers
- Automated Inventory Export to Web Stores for all New Customers
- ODBC/Visual Basic to run Special Pricing Program
- Personal Preferences and Defaults
- Calendar Set-Up
- Using Email through NetSuite
- Assigning Tasks to Other Users
- Working with Records
- Searching for Records and Transactions

MANUFACTURING SKILLS

- Product Knowledge
- Assembly Training (cross-functional training)
 - Sanding
 - Routing
 - Painting
 - Electric Wiring
- Product Management Training
- Parts/Material Training

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