



**Training Proposal for:
Noushig, Inc. dba Amoretti**

Fast Track ≤ \$100,000

ET15-0176

Panel Meeting of: June 27, 2014

ETP Regional Office: North Hollywood

Analyst: E. Wadzinski

CONTRACTOR

- Type of Industry: Manufacturing

- Number of Full-Time Employees
 - California: 61
 - Worldwide: 62
 - Number to be trained: 61

- Priority Industry: Yes No

- Owner Yes No
- Mgr/Supr N/A
- Frontline 61

- Out-of-State Competition: NAICS Code Eligible
- Special Employment Training: Yes No
- High Unemployment Area: Yes No
- Turnover Rate: 3%
- Repeat Contractor: Yes No
- Substantial Contribution: Yes No

FUNDING

- Requested Amount: \$69,784
- In-Kind Contribution: \$71,280

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 SB <100	Business Skills, Commercial Skills Computer Skills, Continuous Improvement, Manufacturing Skills	61	8-120	0	\$1,144	\$14.90
				Weighted Avg: 44			

- Reimbursement Rate: \$26 SB Priority
- County(ies): Ventura
- Occupations to be Trained: Manufacturing, Production, Warehouse, Administration, Customer Service, Sales, Art, Finance, Support Staff, IT, Manager, Owner
- Union Representation: Yes
 No
- Health Benefits: \$2.50 per hour
- Electronic Recordkeeping: N/A

SUBCONTRACTORS

- Development Services: N/A
- Administrative Services: N/A
- Training Vendors: To Be Determined

OVERVIEW

Noushig, Inc. dba Amoretti (Amoretti) (www.amoretti.com) is a family-owned business that makes approximately 2,500 food and beverage ingredients. Products include flavorings, extracts, compounds, icings, pastes, sauces, and food colors. The Company also makes edible perfume sprays, candies, and flavored oils.

Amoretti designs, creates, formulates, manufactures, fills, bottles, packages, and ships product from their Oxnard facility. National and international customers include patisseries, chocolatiers, ice creameries, five-star hotels and restaurants, industrial bakeries, gourmet coffee chains, and private chefs.

Amoretti started primarily as a wholesale business but due to growing business demand, have ventured into the retail market. The Company continues to develop and expand its product lines

and businesses into Canada and other markets outside of the U.S. This expansion has led to a change in operating procedures for all departments.

Previous Training

Amoretti's current Agreement (ET13-0400) addressed software and workflow to keep pace with current product lines, international customers, and overall growth. The training needs supported Microsoft Customer Relationship Management software implementation and Navision Dynamics 2009 Enterprise Resource Planning software, which was only used for inventory and invoicing.

Training under this proposal will expand on the capability of these software systems; will be used with other technology platforms to serve customers. The previous training and improvements have generated a change in manufacturing protocols and equipment usage, leading to the need for company-wide operational changes.

Training will also focus on achieving Safe Quality Foods (SQF) certified Levels II and III. SQF is an integrated food safety quality system and is a benchmark standard for the Global Food Safety Initiative. To achieve SQF certification, Amoretti will require companywide training to enable the manufacturing operation to run more efficiently and become more transparent on operations. Upon completion of the certification, Amoretti will be positioned to accept business from larger Corporate Entities who require this certification from all its Vendors. This will help to create a business advantage for Amoretti in its growth strategy.

Training Plan

Amoretti's workforce requires an ongoing and strong understanding of products, protocols, and procedures to remain unique and competitive. Amoretti staff designed the proposed curriculum to expand and upgrade all employees' skill sets to meet company and customer expectations and continue to grow an expanding line of food and beverage ingredients. Although some course titles are the same as in the prior Agreement, previous training will not be repeated to the same trainees.

Business Skills (20%) - Training will be provided to all occupations to improve communication skills, customer service and sales skills, teambuilding and time management/processes. Training will also include the implementation of Experlogix, a front-end sales tool used by customer service and sales staff.

Commercial Skills (20%) - Training will be provided to all occupations to provide further knowledge on Amoretti products. Other product related skills such as contents, applications, manufacturing specifications and cost will be provided to Production, Manufacturing, Customer Service and Sales Staff to as it applies to their job duties.

Computer Skills (20%) - Training will be provided to all occupations with focus on operations within Navision for warehouse procedures, purchasing, sales and customer service functions. Training will also include Experlogix for order processing and tracking customer information.

Continuous Improvement (20%) - Training will be provided to all occupations to identify processes to improve production performance and implement SQF verification and documentation procedures.

Manufacturing Skills (20%) - Training will be provided to the Owner, Managers, Manufacturing, Production and Warehouse Staff to focus on quality assurance, equipment

operations and maintenance, sanitation and operation changes needed for the implementation of SQF II Certification.

Training Hours Limitation

Small Business retraining is capped at 60 hours per trainee; however, Amoretti is asking for a modification of the cap to 120 hours based on the need for some employees to receive additional Commercial Skills, Continuous Improvement and Manufacturing Skills training to achieve the SQF Level II and III Certifications. The increase will also allow employees to receive extensive training in product knowledge as needed. This increase is consistent with “Fast Track” processing for this proposal.

Temporary to Permanent Hiring

The Contractor currently employs approximately five trainees that come under Panel guidelines for “temporary to permanent” employment. Amoretti retained these employees through a temporary agency and may hire them into full-time, permanent positions after training.

These trainees must be determined eligible to participate in ETP-funded training before the start of training, while on payroll with the temporary agency. However, the retention and post-retention wage requirements cannot be satisfied until after they have been hired by Amoretti. Until then, Amoretti will not receive progress payments.

RECOMMENDATION

Staff recommends approval of this proposal, including the modification on training hours.

ACTIVE PROJECTS

The following table summarizes performance by Amoretti under an active ETP Agreement:

Agreement No.	Approved Amount	Term	No. Trainees Enrolled	No. Completed Training	No. Retained
ET13-0400	\$37,440	06/30/13-07/29/14	70	43	TBD

The ETP On-Line tracking System illustrates 1,376 eligible training hours, which is 96% (\$35,776) of the planned training hours for this contract.

PRIOR PROJECT

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

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned and (%)
ET08-0452	Oxnard	05/05/08 – 05/04/10	\$74,880	\$19,925 (27%)

The Contractor states that there were several delays in the implementation of Amoretti’s new Navision software, which affected training. Training has since become a top priority for Amoretti, with prior performance issues being addressed as seen by the Company’s success in Agreement ET13-0400.

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

8-120

Trainees may receive any of the following:

BUSINESS SKILLS

- + Communication
- + Teambuilding
- + Leadership Skills
- + Order Processing
- + Time Management
- + Customer Service Philosophy 101
- + Amoretti Corporate Structure & Workflow
- + Sales Training

COMMERCIAL SKILLS

- + Recipe Creation
- + Product Knowledge/New Products
- + Product Knowledge by Product Group Category
- + Product Application
- + Product Allergens
- + Product Formulation
- + Product Knowledge/Net Use Calculations
- + Product Knowledge/Retail
- + Product Color, Consistency, Flavor, and Texture
- + Product Research and Development
- + Safe Quality Foods Verification/Documentation

COMPUTER SKILLS

- + Experlogix
- + Microsoft Navision Dynamics 2009 R2
- + Microsoft Customer Relationship Management 2011
- + Intermediate/Advanced Microsoft Internet Explorer
- + Intermediate/Advanced Microsoft Office 2010/2013
- + Microsoft SharePoint

CONTINUOUS IMPROVEMENT

- + Process Improvement
- + Quality Control

MANUFACTURING SKILLS

- + Manufacturing Protocols
- + Process Oriented Training – Equipment & Machinery
- + Equipment Operation, Maintenance and Troubleshooting
- + Proprietary Amoretti Process Skills (product-specific)
- + Navision: Enter, Track & Monitor Products

Note: Reimbursement for retraining is capped at 120 total hours per-trainee, regardless of method of delivery.