



**Training Proposal for:
Perkins Inc. dba African American Expressions**

Small Business ≤ \$50,000

ET15-0425

Approval Date: April 2, 2015

ETP Regional Office: Sacramento

Analyst: M. Jones

CONTRACTOR

- Type of Industry: Wholesale Trade
- Priority Industry: Yes No
- Number of Full-Time Employees
 - California: 15
 - Worldwide: 15
 - Number to be trained: 8
 - Owner Yes No
- Out-of-State Competition: Customers Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 15%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$9,680
- In-Kind Contribution: \$10,077

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 SB<100	Business Skills, Computer Skills, Continuous Improvement, Management Skills	8	8 - 60	0 - 14	\$1,210	\$15.75
				Weighted Avg: 55			

- Reimbursement Rate: \$22 SB Non-Priority
- County(ies): Sacramento
- Occupations to be Trained: Sales Staff, Customer Service Staff, Designer, Owners, Managers
- Union Representation: Yes
 No
- Health Benefits: \$0.35 per hour

SUBCONTRACTORS

- Development Services: Sierra Consulting Services of Cameron Park assisted with development for a flat fee of \$900.
- Administrative Services: Sierra Consulting Services will also provide administrative services for a fee not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

OVERVIEW

Founded in 1991 in Sacramento, Perkins Inc. dba African American Expressions (Perkins) (<http://www.black-cards.com>) is the largest African American owned greeting card company in America. The Company sells 2.5 million cards annually with over 250 original designs. Perkins has expanded to include many other products such as calendars, journals, address books, magnets, luxury tote bags and handcrafted figurines. Their primary customers are large Christian retail chains, hospital gift shops and large retail shops.

Need For Training

Perkins recently purchased the Enterprise 21 (ERP) software program. This system is a fully-integrated, end-to-end ERP application for small and mid-market manufacturing and distribution organizations. It is designed to facilitate industry best practices which include comprehensive software functionality to manage a complete business.

To help reduce shipping costs Perkins plans to train in inventory and sales order management. Implementing these new practices will help cut cost on re-picking and re-shipping. Staff will receive cross-training on procedures involving tax rates, import duties, trucking company procedures as well as overseas purchasing and flow of materials. To develop the Sales Staff, Perkins plans to provide training in social media marketing skills.

Perkins will also focus training on improving customer service skills, effective communication and problem solving skills.

Training Plan

Perkins will provide between 8 – 60 hours of Class/Lab and up to 14 hours in Computer-Based Training (CBT) in the following:

Business Skills – Training will be offered to all occupations to build skills in new efficiencies, communication, customer needs and Leadership skills. Training topics will include courses such as Business Communication, Conflict Resolution, Customer Relationship Management and Time Management.

Computer Skills – Training will be offered to all occupations in the new ERP/CRM and shipping software. Training topics will include courses Enterprise 21 ERP/CRM software, Starship Shipping software, Crystal Reports, and SQL Server (Management Studio).

Continuous Improvement – Training will be provided to all occupations to improve quality systems, complaint management systems, corrective and preventative actions. Frontline workers will learn techniques to reduce costs, work in teams and problem resolution. Training topics will include courses such as Process Improvement, Problem Solving, Team Building, and Meeting Management.

CBT-Computer Skills – Training will be provided to the Designer in new techniques. Training topics will include Photoshop for Designers: Filters, Working with Illustrations and Textures.

Management Skills - Training will be offered to Owners and Managers to improve Leadership skills. Training topics will include courses Leadership/Coaching, How to Coach and Mentor and Essential Skills for the New Supervisor.

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

- Business Communication
- Business Writing
- Conflict Resolution
- Creative Marketing
- Communication Skills
- Customer Relationship Management
- Customer Service
- Dealing With Difficult People
- Marketing/Sales Techniques
- Retaining Customers
- Time Management

COMPUTER SKILLS

- Enterprise 21 ERP/CRM Software
- Starship Shipping Software
- Crystal Reports
- SQL Server (Management Studio)

CONTINUOUS IMPROVEMENT

- Cross-Training
- Import/Export Processes
- How to Coach and Mentor
- Meeting Management
- Process Improvement
- Problem Solving
- Team Building

MANAGEMENT SKILLS (Owners/Managers Only)

- Essential Skills for the New Supervisor
- How to Coach and Mentor
- Leadership/Coaching

CBT Hours

0 -14

COMPUTER SKILLS

- Photoshop for Designers: Filters (5 hrs. 45 mins.)
- Photoshop for Designers: Working with Illustration (3 hrs. 15 mins.)
- Photoshop for Designers: Textures (4 hrs. 45 mins.)

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery. CBT is capped at 50% of total training hours, per-trainee.