



**Training Proposal for:  
SnowTech, Inc.**

**Small Business ≤ \$50,000**

**ET15-0403**

**Approval Date:** March 10, 2015

**ETP Regional Office:** Sacramento

**Analyst:** M. Mazzone

**CONTRACTOR**

- Type of Industry:
  - Construction
  - Services
  - Priority Industry:  Yes  No
- Number of Full-Time Employees
  - California: 10
  - Worldwide: 10
  - Number to be trained: 10
  - Owner  Yes  No
- Out-of-State Competition: NAICS Code Eligible Competitors Outside of California
- Special Employment Training (SET):  Yes  No
- High Unemployment Area (HUA):  Yes  No
- Turnover Rate: 15%
- Repeat Contractor:  Yes  No

**FUNDING**

- Requested Amount: \$9,100
- In-Kind Contribution: \$8,600

**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 Priority Rate	Business Skills, Commercial Skills, Computer Skills, HazMat, OSHA 10/30, PL- Commerical Skills	10	8-60	0	\$910	\$20.00
				Weighted Avg: 35			

- Reimbursement Rate: Job #1: \$26 SB Priority
- County(ies): Nevada
- Occupations to be Trained: Lead Associate, Manager, Owner
- Union Representation:  Yes  
 No
- Health Benefits: N/A

**SUBCONTRACTORS**

- Development Services: Sierra Consulting Services in Cameron Park assisted with development for a flat fee of \$447.20.
- 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

**Introduction**

In 1999 SnowTech, Inc. (SnowTech) was founded in Truckee as a snow removal business ([www.snowtech.net](http://www.snowtech.net)). About 55% of SnowTech's business is snow removal, and 45% is construction. Snow removal has been the Company's main business during the winter, however, SnowTech remains in operation year round providing construction services in the summer with services that include interior/exterior painting and staining, and driveway sealing. The Company's customers range from the owners of residential homes and condominium complexes to businesses such as restaurants, ski resorts and hotels. SnowTech services Truckee and the surrounding areas.

SnowTech is eligible for standard retraining as a company primarily engaged in providing services directly to customers located both inside and outside of California.

**Need for Training**

SnowTech's main business is snow removal, but the drought has had an adverse effect on the amount of work available. To ensure that the business continues to be successful there are

immediate plans to enter new industries. In May 2015, SnowTech will begin providing carpet cleaning and hard surface floor maintenance and repair services. SnowTech will also begin bidding on light construction projects, such as patios and decks. To be competitive in these industries, SnowTech must train their staff on the necessary occupational skills.

While SnowTech had been focused on residential jobs in the past, the Company has modified their strategy to focus on business-to-business services due to a more consistent stream of revenue. This will require training of staff on improving sales strategies, marketing and customer relationship management. SnowTech recently invested in a new Customer Relationship Management (CRM) software program that will go into operation in the Spring of 2015. The software will allow sales staff to manage projects remotely from a wireless device.

SnowTech is requesting a 2 year contract term due to the Company's expansion into new industries. In the 2nd quarter 2015, SnowTech will begin providing services in carpet cleaning. After the Company has a foothold in carpet cleaning the training will be expanded into the construction trade. The training plan developed by SnowTech is based on when the Company's expansions are taking place; therefore, SnowTech is requesting a 2 year term to ensure success with the ETP contract.

### **Seasonal Workers**

Although SnowTech hires seasonal workers, this proposal will focus on providing training to permanent, full-time workers.

### **Training Plan**

SnowTech staff will receive 8–60 hours of classroom/laboratory and E-Learning training, and 0–24 hours of productive lab (PL) training.

**Business Skills** – Training will be delivered to all occupations and will focus on improving marketing skills, sales skills, interpersonal skills, and Financial Analysis. Training topics will include Business Writing, Conflict Resolution, Customer Retention, Market Research, Marketing Plan Development, Sales Techniques and Strategies, Time Management and Financial Analysis.

**Commercial Skills** – Training will be delivered to all occupations and will focus on the development of new skills for carpet cleaning, floor restoration and construction sides of the business. Staff will also receive training on traditional aspects of business regarding proper techniques. Training topics will include Carpet Care Maintenance, Hard Surface Floor Maintenance, Paint and Stain Application, Blueprint Reading, Light Construction, Welding and Fabrication, Electrical Systems, and Driveway Sealant Application.

**Computer Skills** – Training will be delivered to all occupations and will focus on the new CRM software and accounting software. The new software will assist staff with project management from prospecting to invoicing. Training topics will include FileMaker (CRM) and QuickBooks.

**Management Skills** – Training will be delivered to Managers and will focus on skills required to run a team effectively and efficiently. Training topics will include Leadership Skills, Coaching Skills, Team Building Skills, and Essential Skills for a New Supervisor.

**OSHA 10/30** – This training is a series of courses “bundled” by industry sector and occupation. It consists of 10 hours of classroom or CBT 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, and the instructors must be certified by Cal-OSHA.

**Hazardous Materials** – Training will be delivered to all occupations and will focus on the proper handling and disposal of hazardous materials. Training course topics will include: Paint and Stain Disposal, Paint and Stain Solvents, and Surface Preparation Chemicals.

**Productive Lab (Commercial Skills)** – PL training will be provided to Lead Associates to supplement Class/Lab and E-Learning 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 properly complete carpet cleaning services, paint and stain services, driveway sealing services, snow removal services and construction services. PL training will include topics such as Carpet Care Maintenance, Hard Surface Floor Maintenance and Repair, Paint and Stain Application, Driveway Sealing Application, Equipment Operation for Snow Removal, Welding and Fabrication, and Electrical Systems.

Trainees will use the following equipment in PL training: paint/stain airless sprayer, wood sander, floor sander, circular saw, table saw, chop saw, nail gun, compressor, commercial carpet cleaning unit, and snow removal equipment. All PL training will take place on SnowTech's job sites and the trainer-to-trainee ratio for all trainings will be either 1:1 or 1:2. Lead Associates will receive between 0–24 hours of PL training.

In a PL training courses the subject matter expert will walk the trainee through the proper service procedures. The trainer will demonstrate the proper process and then observe the trainee complete the same action. Throughout the observation the trainer will offer coaching and mentoring. During the PL training, output is expected to decrease by 25-50%. Trainers will be veterans of the trade who are considered to be subject matter experts. After the successful completion of a PL training course, the trainer will sign off that the trainee is competent.

## **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 Fundamentals
- Business Writing
- Collaboration
- Conflict Resolution
- Customer Relationship Management
- Communication Styles
- Cost Control
- Dealing with Difficult People
- Financial Analysis
- Market Research
- Marketing Plan Development
- Negotiating
- Operational Skills
- Planning and Organization
- Product Knowledge
- Project Management and Methodology
- Project Requirements Analysis and Specifications
- Retaining Customers
- Relationship Building
- Sales Strategies
- Sales Techniques
- Strategic Planning
- Time Management

**COMMERCIAL SKILLS**

- Carpet Care Maintenance
- Hard Surface Floor Maintenance & Repair
- Upholstery Maintenance
- Odor Control
- Product Knowledge
- Paint & Stain Application
- Paint & Stain Removal
- Paint & Stain Mixing Procedures
- Driveway Sealant Application
- Driveway Sealant Mixing Procedures
- Blueprint Reading
- Green Building Techniques
- Light Construction
- Electrical Systems
- Heavy Equipment Operations
- Diesel Engine Maintenance
- Welding & Fabrication

**COMPUTER SKILLS**

- FileMaker – Customer Relationship Management (CRM)
- QuickBooks

**HAZARDOUS MATERIALS**

- Paint & Stain Removal
- Paint & Staining Solvents
- Surface Preparation Chemicals

**MANAGEMENT SKILLS**

- Leadership Skills
- Essential Skills for a New Supervisor
- Team Building
- Coaching Skills

**OSHA 10/30**

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

**E-Learning**

8-60

**BUSINESS SKILLS**

- Business Fundamentals
- Business Writing
- Collaboration
- Conflict Resolution
- Customer Relationship Management
- Communication Styles
- Cost Control
- Dealing with Difficult People
- Financial Analysis
- Market Research
- Marketing Plan Development
- Negotiating
- Operational Skills
- Planning and Organization
- Product Knowledge
- Project Management and Methodology
- Project Requirements Analysis and Specifications
- Retaining Customers
- Relationship Building
- Sales Strategies
- Sales Techniques
- Strategic Planning
- Time Management

**COMMERCIAL SKILLS**

- Carpet Care Maintenance
- Hard Surface Floor Maintenance & Repair
- Upholstery Maintenance
- Odor Control
- Product Knowledge
- Paint & Stain Application
- Paint & Stain Removal
- Paint & Stain Mixing Procedures
- Driveway Sealant Application
- Driveway Sealant Mixing Procedures
- Blueprint Reading
- Green Building Techniques
- Light Construction
- Electrical Systems
- Heavy Equipment Operations
- Diesel Engine Maintenance
- Welding & Fabrication
- Ladder Safety
- Respiration Safety
- Hand Tool Procedures

Safety Training will be limited to 10% of total training hours per-trainee. This cap does not apply to OSHA 10/30.

**Productive Lab**

0-24

**COMMERCIAL SKILLS (1:2 Ratio)**

- Carpet Care Maintenance
- Hard Surface Floor Maintenance and Repair
- Upholstery Maintenance
- Paint & Stain Application
- Paint & Stain Removal
- Paint & Stain Mixing Procedures
- Driveway Sealant Application
- Driveway Sealant Mixing Procedures
- Electrical Systems
- Welding & Fabrication
- Construction Equipment Usage
- Equipment Operation for Snow Removal

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery. PL is capped at 24 hours per-trainee.
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