



Training Proposal for:
The Conrad Corporation dba Conquest Imaging
ET15-0202

Panel Meeting of: July 25, 2014

ETP Regional Office: San Francisco Bay Area

Analyst: L. Lai

CONTRACTOR

- Type of Industry: Manufacturing
Priority Industry: Yes No
- Number of Full-Time Employees
California: 39
Worldwide: 44
Number to be trained: 38
Owner Yes No
Mgr/Supr 3
Frontline 35
- Out-of-State Competition: NAICS Code Eligible
- Special Employment Training: Yes No
- High Unemployment Area: Yes No
- Turnover Rate: 16%
- Repeat Contractor: Yes No
- Substantial Contribution: Yes No

FUNDING

- Requested Amount: \$55,328
- In-Kind Contribution: \$55,124

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, Computer Skills, Cont. Imp., Mfg Skills, PL-Mfg. Skills	38	8-200	0	\$1,456	\$14.90
				Weighted Avg: 56			

- Reimbursement Rate: \$26 SB Priority
- County(ies): San Joaquin
- Occupations to be Trained: Accounting Staff, Account Management/Customer Service Staff, Administrative Staff, Medical Equipment Technician, Engineer, QA/Training Staff, Warehouse Staff, Manager
- Union Representation: Yes
 No
- Health Benefits: \$2.02 per hour
- Electronic Recordkeeping: N/A

SUBCONTRACTORS

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

OVERVIEW

Headquartered in Stockton, The Conrad Corporation dba Conquest Imaging (Conquest Imaging) was founded in 2000. The Company remanufactures ultrasound parts by diagnosing and replacing all major components and refurbishing the appearance to create an operational and new-looking part. Products are sold worldwide to ultrasound healthcare providers such as clinics, hospitals, and imaging centers. Conquest Imaging also provides repair and preventative maintenance services to customers in California and Arizona.

This will be the second ETP proposal for Conquest Imaging’s Stockton facility in the last five years. The previous project ended in December 2009 so majority of the training in this proposal is either new or has been updated to meet current business needs.

Training Plan

With the goal of growing its business to becoming a total ultrasound solution provider for ultrasound healthcare providers, Conquest Imaging must retrain its workers to provide the highest standards in quality and thoroughness with every parts, probes, peripherals, service call, and technical support.

Toward this end, the Company made a significant investment in several software packages to track part failures and use that data to establish reconditioning protocols for all printed circuit boards, power supplies, user interfaces and displays. In addition, a proprietary multi-step assessment named Quality Assurance 360° was instituted in 2013, requiring the retraining of its workforce in all capacities of the business, from operations to manufacturing to service and technical support.

Business Skills – Training will be offered to all occupations. Topics include communication skills, critical thinking, customer service, marketing, process management, project management, and selling skills. Training is intended to improve customer relations, upgrading product and service knowledge, and streamline processes and procedures, and increase sales.

Computer Skills - Training will be offered to all occupations to facilitate implementation of the new ERP software system that will integrate all facets of the Company's operations. In addition, training in Microsoft Office, Salesforce, and Crystal Reporting will enable trainees to manage multiple projects, retrieve and generate reports and data efficiently.

Continuous Improvement - Training will be offered to all occupations to promote quality and process improvement. Topics will include Process Management, Quality Assurance, and Root Cause Analysis.

Manufacturing Skills - Training will be offered to Medical Equipment Technicians, Engineers, and Quality Assurance Staff to gain assembly, evaluation, installation, and repair techniques. Training is intended to improve product quality and output. Cross-training will enable workers to move into different areas based on workload to avoid downtime and lost production.

Productive Laboratory

Productive Laboratory (PL) trainees may produce goods for profit as part of the training in the courses identified under the Curriculum. The instructor must be solely dedicated to training delivery during all hours of training.

Conquest Imaging has determined that PL training is an effective training methodology to ensure successful skills development. The trainer-to-trainee ratio will not exceed 1:3. PL trainers will be subject matter experts who possess the requisite technical knowledge and skills to serve as instructors.

Conquest Imaging estimates that 16 Medical Equipment Technicians and Engineers will receive PL training in Manufacturing Skills. Trainees may receive up to a maximum of 24 hours of PL training on 13 different ultrasound systems and 76 product lines. Tasks include evaluation and testing, assembly, installation, repair, quality testing, and hard drive backup/restore techniques. The training involves trainer demonstration and trainee performance of the various tasks on ultrasound parts, probes, systems, and peripherals.

The trainer will certify the trainee’s techniques and competency prior to allowing the trainee to work independently. Productivity levels will be lower during training sessions to allow trainees to achieve optimal competency on processes and procedures.

High Unemployment Area

Conquest Imaging is located in San Joaquin County, a High Unemployment Area with unemployment exceeding the state average by at least 25%. However, the Company is not requesting a wage modification.

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

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

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET08-0326	Stockton	12/31/07 – 12/30/09	\$74,888	\$55,503 (74%)

Exhibit B: Menu Curriculum

Class/Lab Hours

8 – 200

Trainees may receive any of the following:

BUSINESS SKILLS

- Assertiveness
- Accounting
- Budgeting
- Coaching
- Collaboration
- Communication
- Conflict Management
- Critical/Strategic Thinking
- Customer Retention
- Customer Service
- Analysis/Decision Making
- Effective Business Writing
- Effective Meeting
- Facilitating
- Finance and Accounting for Non-Financial Personnel
- Forecasting
- Interpersonal Skills
- Inventory
- Leadership
- Marketing
- Negotiation
- Presentation
- Process Management
- Product Knowledge
- Project Management
- Purchasing
- Selling Techniques/Skills
- Technical Writing
- Training Strategies and Techniques
- Train-the-Trainer

COMPUTER SKILLS

- Microsoft Office
- ERP
- iPad Training
- Salesforce
- Constant Contact
- Crystal Reporting

CONTINUOUS IMPROVEMENT

- Control of Documents and Records
- Process Improvement
- Process Management
- Quality Assurance 360'
- Root Cause Analysis

MANUFACTURING SKILLS

- Assembly
- Blood Borne Pathogen
- Electro Static Discharge Training
- Evaluation
- Field Service Skills
- Installation
- Logout/Tagout
- Maintenance
- Personal Protective Equipment
- Repair
- Repair & Rework Certification
- Shipping/Receiving
- Soldering Skills
- Testing
- Warehouse Processing

PL Hours

0 - 24

MANUFACTURING SKILLS (Ratio 1:3)

- Product Evaluation & Testing
- Product Assembly
- Product Installation
- Repair
- Quality Testing
- Backup/Restore Hard Drive Techniques

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