

**DELEGATION ORDER**



**RETRAINEE - JOB CREATION**

**Training Proposal for:**

**The Wonderful Company LLC**

**Agreement Number: ET15-0481**

**Approval Date:** June 24, 2015

**ETP Regional Office:** North Hollywood

**Analyst:** M. Reeves

**PROJECT PROFILE**

Contract Attributes:	Retrainee Job Creation Initiative	Industry Sector(s):	Services  Priority Industry: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Counties Served:	Los Angeles, San Luis Obispo	Repeat Contractor:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Number of Employees in:	CA: 4,512	U.S.: 6,320	Worldwide: 7,028
Turnover Rate:	8%		
Managers/Supervisors: (% of total trainees)	15%		

**FUNDING DETAIL**

Program Costs	-	(Substantial Contribution)	(High Earner Reduction)	=	<b>Total ETP Funding</b>
\$86,625		\$0	\$0		\$86,625

In-Kind Contribution:	100% of Total ETP Funding Required	\$87,852
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**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	Business Skills, Computer Skills, Cont. Imp., HazMat, Mfg. Skills	85	8-200	0	\$885	\$15.07
				Weighted Avg: 59			
2	Retrainee Job Creation Initiative	Business Skills, Computer Skills, Cont. Imp., HazMat, Mfg. Skills	10	8-200	0	\$1,140	\$12.33
				Weighted Avg: 57			

**Minimum Wage by County:** Job Number 1: \$15.97 per hour for Los Angeles County and \$15.07 per hour for San Luis Obispo County.

Job Number 2 (Job Creation): \$13.31 per hour for Los Angeles County and \$12.33 per hour for San Luis Obispo County.

**Health Benefits:**  Yes  No This is employer share of cost for healthcare premiums – medical, dental, vision.

**Used to meet the Post-Retention Wage?:**  Yes  No  Maybe

Up to \$3.87 per hour (Job Number 1) and up to \$3.02 per hour (Job Number 2) may be used to meet the Post-Retention Wage.

Wage Range by Occupation		
Occupation Titles	Wage Range	Estimated # of Trainees
<b>Job Number 1</b>		
Administrative Staff		17
Director/Manager/Supervisor		13
Finance Staff		7
Information Technology Staff		5
Lead		2
Production Worker		15
Sales/Marketing Staff		12
Technical Support Staff		14
<b>Job Number 2</b>		
Administrative Staff		2
Director/Manager/Supervisor		1

Finance Staff		1
Information Technology Staff		1
Lead		1
Production Worker		2
Sales/Marketing Staff		1
Technical Support Staff		1

## **OVERVIEW**

The Wonderful Company (TWC) ([www.roll.com](http://www.roll.com)) is a privately held company with various business divisions that focus on healthy brands. The Company's product offerings include fresh fruit, nuts, floral delivery, artesian water, wine and juices. TWC was founded in 1979 and has since acquired and/or founded several additional companies including Paramount Citrus Association, Paramount Farms, POM Wonderful, FIJI Water, Wonderful Pistachios, and Justin Vineyards & Winery.

In this project, TWC's corporate headquarters will take the lead with its wholly-owned subsidiaries Teleflora, FIJI Water, and Justin Vineyards & Winery. Training will take place for these four companies in the City of Los Angeles and Paso Robles.

TWC and its participating subsidiaries need to improve operating efficiency and develop creative ways to meet customer demand. In order to accomplish this, the Company is upgrading its internal systems and computer capabilities, increasing its internet presence, and moving various business functions to the web. Consequently, employees must learn how to operate new systems, develop and market new products, and expand brand loyalties in wholesale and retail marketplaces.

### **Retrainee - Job Creation**

The Panel offers incentives to companies that commit to hiring new employees. Training for newly-hired employees will be reimbursed at a higher rate and trainees will be subject to a lower post-retention wage.

TWC will hire 10 new employees (Job Number 2). All four companies will contribute to the hiring effort. Roll Global and Teleflora plan to employ additional Administrative Staff, Managers/Supervisors, Finance Staff, and Information Technology Staff to help manage and support organizational growth. Justin Vineyards & Winery will add Production Workers and Leads to handle expanding production processes to accommodate a growing customer base. FIJI Water plans to add workers to its Sales/Marketing team to increase its online presence and brand awareness.

TWC represents that the date-of-hire for all trainees in the Job Creation program will be within the three-month period before contract approval or within the term-of-contract. The Company also represents that these trainees will be hired into "net new jobs" as a condition of contract.

### **Training Plan**

TWC has developed a training plan to help each company improve and expand business processes and manufacturing practices, bring new products to market, and raise overall customer satisfaction. Training will be customized to address the specific needs of each of the

four companies. Training will be delivered by in-house subject matter experts and training vendors.

**Business Skills (25%)** - Training will be offered to Directors/Managers/Supervisors, Leads, Administrative, Information Technology, Finance, and Technical Support Staff. Training is designed to improve communication, product knowledge, and marketing skills. Trainees will learn to perform business-related tasks with greater efficiency, and interact more effectively with internal and external customers.

**Computer Skills (20%)** - Training will be offered to Directors/Managers/Supervisors, Finance, Administrative, Information Technology, Sales/Marketing and Technical Support Staff. This training will help staff to become more proficient in the use of various business software solutions. Information Technology Staff will learn computer networking, database administration, software systems, and web hosting. Sales/Marketing Staff will learn internet marketing and related online applications. Directors/Managers/Supervisors, Administrative, Finance and Technical Support Staff will receive training on internal customer applications, Microsoft Office, warehouse management software and internet applications.

**Continuous Improvement (30%)** - Training will be offered to all occupations. This training will focus on process improvements and problem solving methodologies that enhance productivity through Lean principles and teambuilding.

**Hazardous Materials (5%)** - Training will be offered to Directors/Managers/Supervisors, Production Workers and Leads. These trainees will learn safe handling procedures for hazardous materials. In addition, Directors/Managers/Supervisors will also receive advanced training on how to effectively manage hazard-related events.

**Manufacturing Skills (20%)** - Training will be offered to Production Workers, Leads and Technical Support Staff. This training will equip workers with the skills and knowledge to operate and maintain manufacturing equipment, ensure product quality, and troubleshoot production glitches effectively.

## **Director**

TWC is requesting that trainees with the job title of "Director" be allowed to participate in this project. The Company reports that Directors of Marketing, Operations, and Continuous Improvement actually function as managers and do not set company policy.

## **Prior Performance**

TWC's subsidiary, POM Wonderful, had a prior ETP contract (ET13-0407) that was approved for \$99,720, with a contract term from June 24, 2013 to June 23, 2015. However, this training project never commenced due to changes in business priorities and the ETP Agreement was subsequently terminated on May 8, 2014.

## **Commitment to Training**

The Company spends an estimated \$200,000 annually on employee training at its Los Angeles headquarters and approximately \$20,000 at the Paso Robles facility. Ongoing company training includes new hire orientation, sexual harassment prevention, first aid, and basic computer and Microsoft Office skills. Safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

➤ Training Infrastructure

The Company will assign a training administrative coordinator to oversee training delivery, scheduling and tracking. The Company has also retained an outside administrative consultant to ensure that training administration and documentation adhere to ETP requirements.

**RECOMMENDATION**

Staff recommends approval of this proposal.

**DEVELOPMENT SERVICES**

National Training Company, Inc. (NTC) in Irvine assisted with development of this proposal at no charge.

**ADMINISTRATIVE SERVICES**

NTC will also perform administrative services for a fee not to exceed 10% of payment earned.

**TRAINING VENDORS**

To Be Determined

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

8–200

Trainees may receive any of the following:

**BUSINESS SKILLS**

- Coaching and Mentoring
- Communication Skills
- Conflict Management
- Customer Service and Sales Skills
- Financial Systems
- Managing Emerging Leaders
- Management Development Roundtables
- Marketing Strategies
- Presentation Skills
- Proactive Listening
- Product Design
- Product Merchandising
- Product Knowledge
- Situational Leadership Skills

**COMPUTER SKILLS**

- Computer Networking
- Computer Applications
- Computerized Inventory
- eFlorist
- Database Administration
- Internal Customer Applications
- Internet Applications
- Internet Marketing
- Microsoft Office (Intermediate and Advanced)
- Project Software
- Software Systems
- Warehouse Management Software
- Web Hosting

**CONTINUOUS IMPROVEMENT**

- Critical Thinking Skills
- High Performance Workplace
- Leadership Skills
- Lean Manufacturing
- Measuring for Success
- Problem Solving and Resolution
- Kaizen Events
- Team Building
- Train-the-Trainer
- Working as a Team

**HAZARDOUS MATERIALS**

- Hazardous Materials Requirements
- Emergency Response Team Training
- Hazardous Materials Training

**MANUFACTURING SKILLS**

- Control Systems
- Emergency Planning
- Equipment Cross-Training
- Equipment Maintenance/Repair Skills
- Extraction Equipment
- Filling Equipment
- Food Safety
- Forklift Certification
- Good Manufacturing Practices
- Hazard Communication
- Inspection Procedures
- Labeling Systems
- Machine Operation
- Mechanical Systems
- Production Systems
- Safety Leadership\*
- Standard Operating Procedures
- Troubleshooting

\*Safety Training cannot exceed 10% of total training hours per-trainee

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