



Training Proposal for:
Vavrinek, Trine, Day & Co., Certified
Public Accountants, LLP

Agreement Number: ET17-0133

Panel Meeting of: June 24, 2016

ETP Regional Office: North Hollywood

Analyst: M. Paccarelli

PROJECT PROFILE

Contract Attributes:	Retrainee	Industry Sector(s):	Services Financial Services Priority Industry: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Counties Served:	San Bernardino, Fresno, Los Angeles, Orange, Santa Clara, Alameda, Riverside, Sacramento, San Diego	Repeat Contractor:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Number of Employees in:	CA: 232	U.S.: 245	Worldwide: 245
Turnover Rate:	3%		
Managers/Supervisors: (% of total trainees)	0%		

FUNDING DETAIL

Program Costs	-	(Substantial Contribution)	(High Earner Reduction)	=	Total ETP Funding
\$123,000		\$0	\$0		\$123,000

In-Kind Contribution:	100% of Total ETP Funding Required	\$428,372
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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, Comm'l Skills	205	8-200	0	\$600	\$21.42
				Weighted Avg: 40			

Minimum Wage by County: \$15.60 in San Bernardino and Riverside counties; \$16.10 in Sacramento County; \$16.46 in San Diego County; \$16.48 in Los Angeles County; \$16.51 in Orange County; and \$17.02 in Alameda and Santa Clara counties

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

Although employer provides health benefits, they are not being used to meet Post-Retention Wage.

Wage Range by Occupation		
Occupation Titles	Wage Range	Estimated # of Trainees
Accountant Staff		107
Supervising Accountant Staff		47
Client Account Manager		36
Senior Client Account Manager		5
Consultant		8
Senior Consultant		2

INTRODUCTION

Founded in 1948, Vavrinek, Trine, Day & Co., Certified Public Accountants, LLP (VTD) (www.vtdcpa.com) is an accounting firm offering audit, accounting, tax, fraud examination, and business consulting services nationwide. Headquartered in Rancho Cucamonga, VTD has seven California regional offices (Pleasanton, Palo Alto, Fresno, Laguna Hills, Sacramento, Riverside, San Diego), and an office in Phoenix, AZ, serving the commercial, educational, financial, government, healthcare, and non-profit sectors. All California facilities are participating in this project. This is the Company's first ETP Agreement.

PROJECT DETAILS

As the majority of business meetings are now held online, clients have the luxury of searching for specific types of services anywhere in the country. The capability to provide accounting and consulting services is crucial to keeping existing business, as well as gaining new clientele. The competition for business is now nationwide. In order to meet client expectations, current

business trends, changing industry regulations, and legal requirements, VTD must provide more training to staff.

To provide the best services across different practice areas, Accountants need to remain up-to-date on the latest accounting rules, business plans, and law and tax changes on the federal, state, and local level. Additionally, VTD must adhere to any changes to the accounting and audit rules.

Training Plan

Business Skills (10%): Training will be offered to all occupations to develop skills in customer service, product presentations and recommendations, and how to manage projects efficiently. Trainees will learn how to conduct client meetings and sales presentations. Training will also help employees grow within the organization to better manage clients, and develop leadership skills.

Commercial Skills (85%): Training will be offered to all occupations in the rules of regulatory agencies. Training topics will focus on rules and laws that affect clients, industry trends in the marketplace, and tax benefits. Trainees will also learn how to address the effects of media, the new lease reporting regulations, or how the Affordable Care Act can impact clients' taxes and operations. Training will improve skills to ask the proper questions, provide comprehensive answers, and implement a plan. This will allow VTD to provide more services, and help business grow.

Computer Skills (5%): Training will be offered to all occupations to improve productivity and efficiency. Training will enable employees to use existing tools and new versions of company software.

Commitment to Training

ETP funds will not displace existing financial commitments to training. VTD's training budget is \$300,000 a year for California. This covers sexual harassment prevention, new hire orientation, and diversity, as well as soft skills, such as team building, conflict and problem resolution, and basic management skills. VTD also provides continuous job-specific classroom training on new rules and laws being passed to comply with the changing government and banking regulations.

Each employee has a specific area of expertise, such as tax, audit, or government audit. VTD offers the yearly mandatory training in these areas. VTD also offers cross-training in other disciplines to help trainees grow their skillsets.

➤ Training Infrastructure

A full-time staff member in the Rancho Cucamonga office will be dedicated to head the program internally and coordinate the training administration among the seven locations with the assistance of office personnel in each location. VTD will also work with the Training Refund Group to provide administrative support and recordkeeping throughout the term of this ETP Agreement.

Impact/Outcome

Training will help VTS reduce costs associated with government audits, and help accountants handle more responsibility to move up the ranks, and eventually become partners.

RECOMMENDATION

Staff recommends approval of this proposal.

DEVELOPMENT SERVICES

Training Refund Group (TRG) in Anaheim assisted with development for a flat fee of \$5,000.

ADMINISTRATIVE SERVICES

TRG will also perform administrative services for a fee not to exceed 13% 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

- Client Management
- Conflict Resolution
- Leadership
- Marketing and Sales
- Networking
- Presentation Skills
- Report Writing
- Sales Technique

COMMERCIAL SKILLS

- Accounting
- Auditing
- Bank Review
- Estate Planning
- Financial Planning
- Fraud Prevention
- Not For Profit Auditing
- Tax Planning
- Tax Preparation

COMPUTER SKILLS

- MS Office (Intermediate)
- ProSystem fx Tax
- QuickBooks
- Tax Research

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