



**Retrainee - Job Creation
Training Proposal for:
Wolfe Video LLC**

Small Business ≤ \$50,000

ET16-0131

Approval Date: July 20, 2015

ETP Regional Office: San Francisco Bay Area

Analyst: L. Lai

CONTRACTOR

- Type of Industry: Multimedia/Entertainment Services
Priority Industry: Yes No
- Number of Full-Time Employees
California: 12
Worldwide: 12
Number to be trained: 15
Owner Yes No
- Out-of-State Competition: NAICS Code Eligible
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 8%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$19,500
- In-Kind Contribution: \$50,000

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 Mfg. Skills	12	8 - 60	0	\$1,300	\$16.44
				Weighted Avg: 50			
2	Retrainee Job Creation Initiative Priority Rate SB <100	Business Skills Computer Skills Mfg. Skills	3	8 - 60	0	\$1,300	\$13.70
				Weighted Avg: 50			

- Reimbursement Rate: Job #'s 1 & 2: \$26 SB Priority
- County(ies): Santa Clara
- Occupations to be Trained: Admin/Support Staff, Production Staff, Technical Staff, Manager/Supervisor, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #1: \$2.44 per hour Job #2: \$0.20 per hour

SUBCONTRACTORS

- Development Services: Sallyanne Monti Consulting (SMC) in San Francisco assisted with development for a fee of \$2,000.
- Administrative Services: SMC will also assist with administrative services for a fee not to exceed 13% of amount earned.
- Training Vendors: To Be Determined

INTRODUCTION

Wolfe Video LLC (Wolfe) was founded in 1985 as a distributor of film, video and media products for specialty markets. The Company provides full-service, custom design, licensing, and contract manufacturing services that include reproduction, assembly, packaging, warehousing and distribution. This is a woman owned business in San Jose.

Need for Training

This is Wolfe’s fourth ETP project. The first project enabled the Company to integrate a new Enterprise Resources Planning system; the second enabled it to advance to Blu-Ray and High Definition production; and the last project helped it to expand services and products into social media outlets through a web store launch.

The training in this proposal will support Wolfe’s goals to improve processes, utilize cloud-based technologies, and improve the product delivery system. Although the types of training may be

the same as in previous agreements, the course topics are different. In addition, this proposal includes a Job Creation component.

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.

Wolfe has committed to hiring 3 new employees (Job Number 2). The date-of-hire for these employees will be within the three-month period before contract approval or within the term-of-contract. Trainees will be hired into “net new jobs” as a condition of contract.

The Company is expanding existing business capacity by adding newly-hired employees to an existing function based on sales and revenue forecast. The Company is experiencing a 10-15% increase in business as a result of the expansion of the Wolfe Releasing Division. The new employees are needed to manage the growth. The Company does not plan to expand existing facilities as it currently has unused space to accommodate the new employees.

Training Plan

Business Skills: Training will be provided to Owners, Managers and Administrative/Support Staff in statistical operational and industry analysis. The goal is to improve processes by identifying and eliminating high cost markers in various areas of the business.

Computer Skills: Training will be provided to all occupations in cloud-based technologies such as Dropbox, Google Docs and proprietary systems to transfer information quickly. Owners, Managers and Administrative/Support Staff will also be trained in various accounting software to extrapolate real-time data and generate reports.

Manufacturing Skills: Training will be provided to Production Staff to implement a high speed direct ship delivery system. Trainees will learn new assembly, packaging and shipping techniques, guidelines and specifications.

Term Waiver

Wolfe is requesting a 2-year contract term for the following reasons:

- Hiring new employees will occur over a 6 to 9 month timeframe; the one-year does not fit with the Company’s hiring and training plan for the new employees.
- The new MAS200 Accounting Software will be integrated in 2 phases: Phase I – integration, roll out and coding scheduled for the next six months; and Phase II – system go-live for real-time reporting and training. If contract is one-year, some of the training for the last phase may fall outside of the one-year timeframe.

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

The following table summarizes performance by Wolfe under ETP Agreements that were completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET13-0153	Santa Clara	09/19/12 – 09/18/13	\$49,296	\$49,296 (100%)
ET11-0250	Santa Clara	04/18/11 – 04/17/12	\$17,472	\$14,040 (80%)
ET09-0287	Santa Clara	10/20/08 – 10/19/10	\$53,560	\$49,728 (93%)

Exhibit B: Menu Curriculum

Class/Lab Hours

8 – 60

Trainees may receive any of the following:

BUSINESS SKILLS

- Advanced Financial Data Analysis
- Distribution Advancements
- Royalty Analysis & Tracking

COMPUTER SKILLS

- Advanced Excel
- Cloud-Based Technology
- MAS 200 Accounting Software
- Microsoft Systems Interface
- Online Movie Storage Interface
- Online Piracy Management
- Video Archiving
- Video On Demand Advancements

MANUFACTURING SKILLS

- Advanced Shipping Techniques:
 - Assembly
 - Bar Coding Interface
 - Labeling
 - Packaging
 - Shipping

<p>Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.</p>
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