



**Training Proposal for:
Wright Ford Young & Co., Certified Public
Accountants and Consultants, Inc.**

Small Business ≤ \$50,000

ET16-0156

Approval Date: August 17, 2015

ETP Regional Office: San Diego

Analyst: M. Ray

CONTRACTOR

- Type of Industry: Services
- Priority Industry: Yes No
- Number of Full-Time Employees
 - California: 75
 - Worldwide: 75
 - Number to be trained: 67
 - Owner Yes No
- Out-of-State Competition: Competitors Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 8%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$41,272
- In-Kind Contribution: \$52,899

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	Business Skills, Commercial Skills, Computer Skills	67	8 - 60	0	\$616	\$22.00
				Weighted Avg: 28			

- Reimbursement Rate: Job #1: \$22 SB Non-Priority
- County(ies): Orange
- Occupations to be Trained: Administrative Support Staff, Tax/Audit Staff, Senior Tax/Audit Staff, Manager, Director, and Partner/Owner
- Union Representation: Yes
 No
- Health Benefits: N/A

SUBCONTRACTORS

- Development Services: Training Funding Group (TFG) in Irvine assisted with development for a flat fee of \$3,000.
- Administrative Services: TFG will also assist with administrative services for a fee not to exceed 13% of earned funds.
- Training Vendors: To Be Determined

OVERVIEW

Founded in 1973 and located in Irvine, Wright Ford Young & Co., Certified Public Accountants and Consultants, Inc. (WFYC) (www.cpa-wfy.com), provides accounting; tax, estates and trusts; and business advisory services. Its customers are in real estate and construction; manufacturing and distribution; estate planning; and employee benefit planning industries.

The Company reports that it faces constant regulatory/compliance updates and changes brought by the Affordable Care Act, Generally Accepted Accounting Principles, Generally Accepted Auditing Standards and Internal Revenue Code. To continue to provide its customers with exemplary service, the Company must be adequately informed of the latest accounting rules, tax issues, and business plans.

To help meet this challenge, WFYC has developed a company-wide training program to enhance workers expertise, improve performance, and sustain that improvement. The need for training is also driven by WFYC's continuous effort to expand its business. The growth of the Inland Empire into a major area of construction, agriculture, and dairy required the Company to improve its accounting and consulting strengths critical to acquire new clients and remain competitive in the marketplace.

Workers require comprehensive training to improve the Company's ability to adapt to changing regulations and support increased customer demands. With the help of ETP funds, the Company will be able to provide extensive training to cultivate knowledge and dedication necessary to provide unsurpassed customer service and support the Company's growth.

Training Plan

WFYC plans to provide up to 60 hours of training to approximately 67 workers. The proposed training plan consists of the following:

Business Skills – Training will be provided to all occupations. Training topics in Customer Service, Communication, Presentation, and Marketing Skills will ensure employees develop the skills to provide quality customer service, improve customer relationships, and deliver informed presentations and recommendations. Directors and Partners will benefit from Leadership Skills training to improve management skills and create a better work environment.

Commercial Skills – Training will be provided to all occupations. Specialized training topics in Accounting and Auditing Updates, Tax Updates, Estates and Trusts Procedures and ERISA will enable workers to become excellent advisors by staying current and keeping clients in compliance with regulatory changes. Tax Staff will be able to understand new interpretations of existing law to provide the best benefit to the Company's customers. Audit Staff will be able to become experts in new requirements by financial institutions.

Computer Skills – Training will be provided to all occupations. Training in Quickbooks, Intermediate Microsoft Office, Adobe Office Suite and CCH Software Suite will enable employees to create databases, spreadsheets, reports, charts, graphs and professional presentation materials to improve productivity.

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

- Leadership Skills
- Teambuilding Skills
- Communication Skills
- Marketing Skills
- Presentation Skills
- Customer Service

COMMERCIAL SKILLS

- Fraud (detection, analysis, review)
- Best Practices:
 - Audit Techniques
 - Tax Strategies
 - Project Management
- Accounting & Auditing Updates
- Employee Retirement Income Security Act and Employer Benefit Plans
- Tax Updates
- Technical Updates/Procedures (changes to accounting and auditing procedures)
- Estates and Trusts Procedures
- Professional Networking Management
- Client Management Skills

COMPUTER SKILLS

- Quickbooks
- Microsoft Office (Intermediate)
- Adobe Office Suite
- Checkpoint Research
- Commerce Clearing House Software Suite

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