



**Training Proposal for:
Consumer Resource Network LLC
≤ \$75,000: ET10-0147**

Approved: **August 2009-1**

ETP Regional Office: **North Hollywood**

Analyst: J. Romero

CONTRACTOR:

- Type of Industry: Services
 - Contractor's # of Full-Time Employees
 - *California:* 196
 - *Worldwide:* 196
 - Number to be trained: 118
 - Manager/Supervisor: 7%
 - Turnover Rate: 3%
 - Repeat Contractor: Yes No
 - Substantial Contribution: Yes No
- Priority Industry: Yes No

CONTRACT:

- Training Project Profile: Retrainee
- ETP Funding Amount: \$42,480
- In Kind Contribution: \$32,160
- Average Cost per Trainee: \$360
- Post Retention Wage: \$14.18
- Health Benefits: \$2.27 per hour
- Occupations to be Trained: Sales Staff, Customer Service Staff, Administrative Staff, Sales Supervisor

- Training Menu:

| | |
|---|---|
| <input checked="" type="checkbox"/> Business skills | <input type="checkbox"/> Literacy skills |
| <input type="checkbox"/> Commercial skills | <input type="checkbox"/> Management skills |
| <input checked="" type="checkbox"/> Computer skills | <input type="checkbox"/> Manufacturing skills |
| <input checked="" type="checkbox"/> Cont. Improvement | <input type="checkbox"/> Other: |

- Advanced Technology: Yes No
- Range of Hours: 24 - 40 Weighted Average: 24
- Multiple Job Numbers: Yes No
- County(ies) Served: Los Angeles
- Union Representation: Yes No
- Subcontractor: N/A
- Third Party Services: To Be Determined

INTRODUCTION

Consumer Resource Network LLC DBA LaunchPad Communications, LLC (CRN), is a managing and consulting company that specializes in marketing products and services through direct-to-consumer campaigns.

The company offers two distinct programs, a real estate foreclosure listing service, CRN and PS Family Healthcare, a discount healthcare program offered as an alternative to conventional insurance. Since CRN's inception in 1995, the company has currently more than 1.3 million customers enrolled in its program.

The company qualifies for standard ETP funding as a company facing out-of-state competition under Title 22, California Code of Regulations, Section 4416(h).

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal by the Executive Director in consultation with the Panel Chair (Delegation order 2009-1).

Comments may be submitted by email at delegationorder@etp.ca.gov.
 You must identify the ET10 Number for this proposal in the subject line of your email.
 The deadline for submitting comments on this proposal is August 19, 2009.