



Training Proposal for:
Weber Motors Fresno, Inc. dba Weber BMW
Agreement Type: Small Business
Agreement Number: ET09-0445

Panel Meeting of: **January 23, 2009**

ETP Regional Office: **Sacramento**

Analyst: J. Basquez

CONTRACTOR:

- Type of Industry: Services
Priority Industry: Yes No
- Contractor's # of Full-Time Employees
 - California: 80
 - Worldwide: 80
 - Number to be trained: 52
- Turnover Rate: 10%
- Repeat Contractor: Yes No

CONTRACT:

- Training Project Profile: SET/Retrainee
- ETP Funding Amount: \$68,640
- In Kind Contribution: \$70,120
- Average Cost per Trainee: \$1,320
- Post Retention Wage: \$23.64
- Health Benefits: \$2.95 per hour
- Occupations to be Trained: Service Techs & Parts Staff, Service Writers, Administrative Staff, Sales Representatives
- Training Menu:
 - Business skills
 - Commercial skills
 - Computer skills
 - Cont. Improvement
 - Literacy skills
 - Management skills
 - Manufacturing skills
 - Other:

- Range of Hours: 8 - 120 Weighted Average: 60
- Multiple Job Numbers: Yes No
- County(ies) Served: Fresno
- Union Representation: Yes No
- Subcontractor: N/A
- Third Party Services: CMTA of Sacramento assisted with the application development at no cost.

INTRODUCTION

Weber Motors Fresno, Inc. dba Weber BMW (Weber Motors) has been in business since 1970 and incorporated since 1978. It is a full service automobile dealership for new and pre-owned cars. The company facilities include a sales showroom, 14 service bays, and a full-service parts department for the entire BMW product line.

The company is experiencing increased competition from larger companies both in California and out-of-state who have considerable resources for workforce training, as well as competition from the internet. The ETP funds will allow the company to implement and provide its workers with a structured training program using expertise from within the company as well as invest in training by professionals. Current training includes new hire orientation, basic computer skills training, safety training, and on-the-job, training. In addition, the company complies with all required state and federal-mandated training, such as, sexual harassment prevention awareness and OSHA standards requirements.

Due to the Increase in demand by customers for high quality service, the increase in competition for products by other BMW businesses, as well as competition from other luxury vehicle brands, Weber Motors has determined that it is imperative to upgrade the skills of its workers to maintain quality and efficiency.

The company qualifies for Special Employment Training (SET) funds specifically targeted for frontline workers as outlined under Title 22, California Code of Regulations, Section 4409. Weber Motors proposes to retrain 52 of its full-time employees in a menu curriculum consisting of business, computer, commercial, and continuous improvement skills. The goal of the training is to expand its business and employment in California and to transition the employees to a high performance workplace.

Without ETP funds, Weber Motors would not be able to implement this proposed in-depth curriculum to upgrade the job skills of its workers.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal.