



# ***How to Win and Manage a Successful Customized Job Training Grant - A Case Study -***

Presented by HRMS, Publishers of [NetAssets](#)

Hosted by



January 21, 2010

Time: 2:00 to 3:00 PM Eastern Time

**[Register Now, Only \\$45](#)**

## **Overview**

This 45 minute seminar, followed, by a 15 minute Q/A, will demonstrate in a step-by-step presentation what it takes to design, manage and secure funding to implement a winning customized job training program. This will be a candid presentation that will share the good, bad and the ugly.

The seminar will use an actual case study of a successful customized program designed and managed by HRMS called *Hollywood Digital Careers* (HDC). HDC was funded by two Los Angeles area WIB's, with five high-profile employer partners, and a Silicon Valley High-Tech firm to train *and place* 15 dislocated workers as special effects production artists for Los Angeles-based motion picture/television companies.

Included in the presentation is an unprecedented *12 year follow up* on three HDC program participants happily employed in the field they were trained, a WIB consultant to the project, and comments from one of the hiring employers, Sony Pictures Imageworks.

*"There's no doubt that it was definitely worth collaborating with HRMS and funding them to design and manage the Hollywood Digital Careers (HDC), entertainment industry customized job training program. I'm looking forward to participating in a webinar using HDC as the showcase."*

Don Nakamoto, Executive Director, Verdugo WIB

## **You Will Learn**

By registering for this webinar, you will learn the critical steps in creating and managing your own employer-based training programs including:

- Choosing an industry, or sub-industry, to create a successful customized training program.
- How to motivate local, state and federal officials to fund the project.
- Positioning your program so employers will be interested in participating in a government training program.
- Selecting a training partner you can count on to provide the education and skills necessary to ensure employment.

- Ensuring clients being trained are qualified and capable of completing the training program.
- Adding soft skills training to increase placement success.
- Controlling and managing the overall process to reduce cost.

## Post Webinar Materials

All registered webinar participants will receive a step-by-step guide to help you create your own employer-based customized training program that will add significant value to your organization's training and placement performance. In addition, you will receive after the webinar:

1. A translated version of the PowerPoint presentation that provides a step-by-step guide on designing and managing your own customized job training program.
2. Testimonials from the WIB, employers and participants on the case study.
3. Samples of marketing materials used by HRMS to secure employer participation.
4. Access to a recorded conversation between Blaze Callahan and Don Nakamoto, Executive Director, Verdugo WIB, providing insight on how to position for funding a customized training program to your Workforce Investment Board.

## Presenters



**Blaze Callahan** has been a workforce development professional since 1995. At that time he was working as the Marketing Associate for Silicon Studio/LA, the motion picture industry special effects training school for Silicon Graphics, Inc. He met Richard Katz the next year when they developed Hollywood Digital Careers (HDC). Since that time, Mr. Callahan has been the director of a non-profit, adult vocational IT training facility in East Los Angeles and an adult education consultant. He currently lives in Austin, Texas where he produces webinars, is a free lance workforce development grant writer, and the owner-operator of several sober-living group homes in the area.



**Richard Katz** is Founder and CEO of HRMS, Inc. HRMS operates employer-based, government-funded job training and employment programs including:

- *Spotlight on Jobs*-- training and placing over 1000 dislocated workers into entertainment industry jobs in partnership with Paramount Studios.
- *State Demonstration Projects*: The City of Los Angeles funded HRMS to train and place 150 Welfare-to-Work clients in partnership with local staffing agencies.
- *Hollywood Digital Careers* was a high-end technical training program placing digital visual effects with Sony Pictures and other employers.

## HRMS provides additional workforce development expertise including:

- Rapid Response services for the City and County of Los Angeles.
- Dot.com Job Search, a proprietary training course for career professionals and job seekers on how to best use the Internet to find a job. This program has been taught to hundreds of staff and thousands of clients in over 50 Workforce Investment Boards, non-profit agencies and One-Stop operators.
- HRMS is the publisher of NetAssets, an e-newsletter read by 23,500 private and public sector Workforce Development professionals.

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