

Plant Therapy

Application Summary and Analysis

Employer/Project Overview

Founded in 2011, Plant Therapy is a leading supplier and distributor of essential oils and accessories. Based in Twin Falls, Idaho, they provide the absolute highest-quality essential oils and are committed to educating their customers on their uses, safety and efficacy. Their products include organic essential oils, carrier oils, blends, KidSafe Synergies and pre-diluted roll-ons as well as accessories such as diffusers, books and natural body care. In 2016, Plant Therapy was recognized as the fastest growing company in Idaho and the 31st fastest growing in the US. Plant Therapy has grown nearly 8,000% from 2011 to 2015! Growth continued in 2016 and 2017, more than doubling during that time. Their need for employees has increased with their growth. The company is expanding into a new location, a 35,000 sq foot facility, in Twin Falls, in August 2018. Twin Falls County has one of the lowest unemployment rates in the State of Idaho as shown on the map below. Because of this, it is difficult to obtain and retain skilled labor.

Project break down of Training Needs

The company currently has 58 employees and will be hiring 102 new positions. 160 employees will receive training under this plan.

The training plan includes many nationally recognized certifications which will provide upward mobility and transferability for employees such as:

- Forklift Operator Training “Train the Trainer”
- Six Sigma Belt Training (Green, White and Yellow)
 - Six Sigma is a set of techniques and tools for process improvement designed to improve business processes by greatly reducing the probability that an error or defect will occur.
- 5S System Training
- Aromatherapy Certification Program (ACP)
- Transforming Customer Complaints into Opportunities - Training workshop (Dale Carnegie Training)
- Continuous Improvement Training
- Leadership Training, Team Building and CPR/First Aid/AED (College of Southern Idaho),
- Project Management Professional (PMP)
- Executive MBA program (BYU)- (The program is designed to provide broad management training with a curriculum that supplements hands-on work experience and the opportunity to immediately apply and test management theories and newly acquired skill)

WDTF Request: \$174,600

Return On Investment

- WDC Investment: **\$174,600**. This investment will return 2.72 times its cost over the 2 year contract period based on annual increase in employee wages (\$90,449).
- Total WDC Investment per trainee of \$1,059 is less than half of the \$2,500 Scoring Matrix recommendation.
- Plant Therapy Investment: \$122,949.48 (42% of total training investment)
- Total Training Investment (Plant Therapy and WDC): \$292,429.48

Plant Therapy

Application Summary and Analysis

Projected Trainees and Hires:

Title of Training	Number of Positions	Vendor Name	Amount
CPR/First Aid/AED Training	16	College of Southern Idaho	\$2,400.00
The Leadership Development Program	6	Boise State University	\$14,400.00
Forklift Operator Training	12	Crown Lift Truck Co.	\$1,440.00
Forklift Operator Training "Train the Trainer"	4	Crown Lift Truck Co.	\$5,120.00
OSHA Safety Training	11	Safety Organization	\$3,100.00
Six Sigma Green Belt Training	24	TECHHelp & Boise State University	\$9,600.00
Six Sigma Yellow Belt Training	24	TECHHelp & Boise State University	\$2,400.00
Six Sigma White Belt Training	75	TECHHelp & Boise State University	\$7,200.00
5S System Training	10	TECHHelp	\$2,400.00
Advanced Aromatherapy Training	8	Mark Webb	\$2,600.00
Aromatherapy Certification Program (ACP)	24	Aromahead Institute	\$47,880.00
Certified Customer Service Manager	1	Customer service institute of America	\$2,250.00
Certified Professional in Training Management	1	Training Industry Inc.	\$3,495.00
Transforming Customer Complaints into Opportunities	35	Dale Carnegie Training	\$12,215.00
Continuous Improvement Training	12	Tech Help	\$4,800.00
Distillation Workshop	2	House of Aromatics	\$600.00
ERP Training and Certification	4	NetSuite	\$8,000.00
Team Building Training	16	College of Southern Idaho	\$6,000.00
Leadership Training	8	College of Southern Idaho	\$5,500.00
The Manufacturers Best Practices (MBP) Workshop	3	IPA MRERF	\$4,485.00
Retail Store Leadership Online Training	4	MOHR Retail	\$1,000.00
Outstanding Customer Service	35	Dale Carnegie Training	\$4,515.00
Pet Aromatherapy Certification Program	4	Ashi Therapy	\$11,200.00
Project Management Professional (PMP)	3	Project Management Institute (PMI)	\$4,800.00
Warehouse Management System (WMS) Training	16	WMS Provider	\$4,800.00
Total Productive Maintenance (TPM)	10	Tech Help	\$2,400.00
		Total	\$174,600.00

Grant Review Committee Update

Ms. Smyser toured the Plant Therapy facility to gain insight on this industry.

It is a very robust business and growing very quickly. They are in the process of moving to a new building. All the training is very highly skilled, professional, and scientific. It is a fast-growing industry that needs workers to keep up with the demand. It was a great visit and Plant Therapy is a very nice facility. They will also be donating some of their own money to fund some of the training.

How are they going to be able train that many workers and will they need to hire outside of the area?

- They will be doing training over the next 2 years and their hope is to recruit from the Magic Valley area. Of the total employees they are going to train, some of them are current employees.

Motion by Ms. Smyser to recommend the Plant Therapy Employer Grant in the full amount of \$169,480*. Second by Senator Stennett. Motion carried.

*The amount requested differs from the amount award recommended due to an error that took place during the committee meeting. The error occurred due to a formula error on the training plan that failed to calculate a forklift training in the amount of \$5,120.00. We will need to discuss the inclusion of the training during the Executive Committee meeting.