

# On Site

Playa Vista Job Opportunities and Business Services

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## MESSAGE FROM THE EXECUTIVE DIRECTOR



Ernest Roberts  
Executive Director, PVJOBS

As we embark on *On Site's* fifth year in production, we hope that you are enjoying the inspirational success stories of our clients. Although there are too many stories to tell, we hope that these profiles give you an insight into how hope and opportunity can powerfully impact the life of an at-risk individual. In this issue, we are introducing a new section called "PVJOBS Around Town." This section will help our readers learn about some of the activities we're involved in with the community. The

debut article focuses on our participation in the Watts Parade as well as our recognition for our efforts with the Department of Public Works' ECIS development project.

As for PVJOBS, we are kicking off the New Year in good shape. We are negotiating new projects that may help us place our clients in more jobs, and we're working on existing projects that will create employment opportunities for many years to come. The construction industry is booming locally, and our increased staff enables us to expand our outreach and capabilities.

We feel very positive about our ability to continue our advocacy efforts and place our clients in meaningful career-track opportunities.

## SAVE THE DATE!

PVJOBS will hold its annual awards luncheon on February 3, 2005 at 11:30 am at the Millennium Biltmore Hotel in downtown Los Angeles. Our keynote speaker will be Los Angeles County Sheriff Lee Baca. As usual, we will present awards to our clients who have performed exceptionally well. Awards will also be presented to a PVJOBS contractor and visionary who have embraced and advanced our mission. We anticipate that this year's awards ceremony will be yet another heartfelt and inspirational event that you will not want to miss. Please RSVP by contacting us at (310) 448-4684. See you there!



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## PVJOBS AROUND TOWN

### PVJOBS Appears in Watts Parade

PVJOBS was proud to make an appearance at the 39th Annual Watts/Willowbrook Christmas Parade in December. On a crisp Saturday morning, PVJOBS clients and their family members joined the procession by riding in the job program's exquisitely decorated pick-up truck and waving to the thousands of onlookers who stood along the parade route. Our PVJOBS volunteers dressed as elves



PVJOBS volunteers wave to parade bystanders during the holiday parade in Watts.

and walked along the parade route to hand out candy and brochures to local spectators.

Despite the event day's overcast weather, it did not dampen the spirits of parade participants and community members. "Participating in this annual parade is another example of our ongoing commitment to the local community," said PVJOBS Executive Director Ernest Roberts. "About half our client referrals and half our job placements come from the South Central area. It's important that South Central and Watts residents know that we are there for them."

The parade has been held without fail for nearly 40 years, including the year of the 1965 Watts riots. The celebration event is the brainchild of Edna Aliewine, who has lived in the Watts community since 1928. The parade is just one of the many local efforts being made to improve the Watts community.

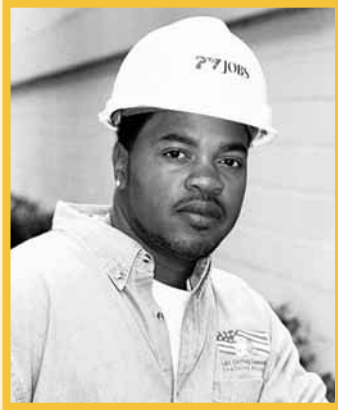


Two PVJOBS volunteers take a break at the parade.

# PVJOBS At Work

## KELVIN JAMES: Feeling Richer

While 38-year-old Kelvin James works to rebuild Southwest College's Childhood Development Center, he is also rebuilding his life. One way he's doing that is through his first-year carpentry apprenticeship he recently landed through PVJOBS – the only job he's held in 20 years. "I've turned my life around 180 degrees since getting this job," he says. "Everyone in my family is happy with my new life, including myself."



Kelvin James

Experiencing a sense of self-satisfaction has eluded James for most of his life, and for good reason. Raised the second youngest of four by a single mother, James was a mischievous child while growing up in a tough East Los Angeles neighborhood. In high school, his life took a wrong turn when he joined a dangerous neighborhood gang. Not long afterward, he began committing petty crimes with the gang, leading to his first jail sentence before his 18th birthday. Over the next two decades, James – a self-described "hustler" – began selling drugs, a lifestyle that landed him in and out of prison. But during his last prison sentence, he felt he was near the end of his rope. "I got sick and tired of the life I was living," he remembers. Desperate to achieve something positive, James earned his GED while still in prison, an experience that started him on a path to his life transformation.

After completing his last prison sentence, James headed straight to the Century Training Program, a construction training center that enrolls ex-offenders. A quick study, James worked hard to learn the carpentry trade during the eight-week training program. Impressed by his skills and drive, his instructors recommended him to visit PVJOBS, which soon referred him to work at a Los Angeles Community College District construction site.

Today, though just a few months into his job, James is not only earning high marks for his job performance, he's also scoring points at home. "My kids are so proud of me," he beams. "They always believed in me because they love me." Another reason to make his kids proud: He was recently approved for a home loan and plans to buy his first house this spring.

James' new career has taught him that earning an honest living is worth more than money can ever buy. "I was making more in the streets, but it's different now. It's honest money," he surmises. "And it makes me feel richer."

## PVJOBS Employment Update

Construction activities continue to be strong in the Los Angeles area. As a result, most construction trade unions need personnel and are indenturing new personnel. The Resilient Floor and Decorative Covering Union (Local 1247) is in particular need of new indentureships. Information concerning application dates, fees and entrance requirements may be obtained from PVJOBS or the applicable union. Clients should be encouraged to take advantage of these opportunities if at all possible. PVJOBS is hosting periodic meet and greet orientations with various locals to introduce them to our clients. For more details, please contact PVJOBS at (310) 448-4684.

Since 1999, the overall rate of compliance at Playa Vista is 13.8%, well above the 10% hiring requirement. Beyond Playa Vista, construction activities have begun on Trammel Crow's 2000 Avenue of the Stars. The Los Angeles Community College District's Proposition A and AA bond programs for construction on all nine campuses has also begun, and 43 clients have already been placed to work through the District's e7 Jobs Program. We anticipate that these development projects will greatly increase our job placement potential.

As of November 2004, 891 PVJOBS candidates have gained employment, filling 1,620 positions. Also, 324 candidates have completed a minimum of 500 hours, and 42 candidates have completed more than 3,000 hours. We expect to fill an additional 150 to 200 positions this quarter at Playa Vista and elsewhere. Many of these positions, however, will be filled from our out-of-work list per our internal policies, reducing the number of new job placement opportunities.

Bear in mind that many candidates listed in the table below are already working. We specifically need candidates to fill positions as sheetmetal workers (with welding experience), flooring, and operating engineers. Candidates with these specific trades need to submit an application to the applicable union and pass the union test before they are eligible for referral to work through PVJOBS. Please call PVJOBS for more information.

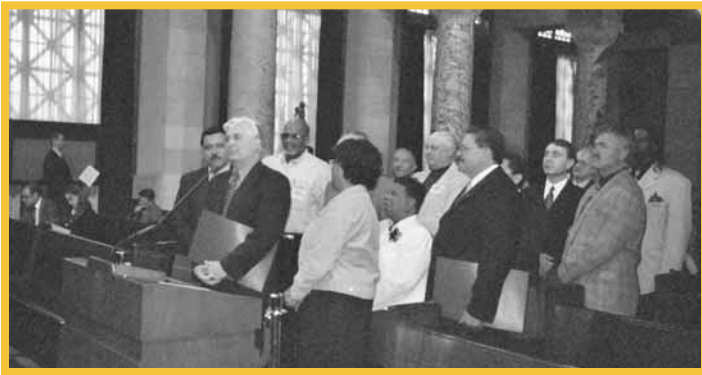
CONSTRUCTION TRADE	ACTIVE IN DATABASE
Carpenters	1769
Flooring/Carpet Layers*	104
Concrete Masons/Finishers	271
Electricians	280
Iron Workers	301
Laborers	3148
Tile/Marble/Brick Masons	574
Operating Engineers*	75
Painters	808
Plasterers	245
Plumbers	672
Roofers	319
Sheet Metal Workers*	72

\*Trades Specifically Needed

## PVJOBS AROUND TOWN

### PVJOBS Recognized for ECIS Work

**P**VJOBS Project Coordinator Cheryl Mitchell in November joined labor and construction industry leaders at a special recognition ceremony, given by the Los Angeles City Public Works Board of Trustees, to receive commendations for their work on the ECIS (East Central Interceptor Sewer) development project. ECIS, a \$250 million underground sewer line that stretches from downtown Los Angeles to Culver City, is the largest ever Public Works project. The Board presented Mitchell with a Certificate of Recognition for her work in placing job candidates on the 11-mile sewer development project that was completed in October.



*ECIS participants are commended at Los Angeles City Hall.*

"It is gratifying to know that our hard work and efforts are being recognized," said Mitchell about the recognition ceremony. PVJOBS Executive Director Ernest Roberts commended Mitchell for her dedication to their clients who worked on the complex development project. "Cheryl was always on site or on the phone mentoring and encouraging our clients, taking a personal interest in their welfare and success."

Others involved in the ECIS project were also recognized at the ceremony, including Los Angeles/Orange Counties Building and Construction Trades Council Executive Secretary Richard Slawson, Laborer's Local 300 Business Manager Sergio Rascon, and Kenny Construction Company Vice President and ECIS Project Manager Ted Budd.

"The success of PVJOBS proves that a job program benefiting the at-risk community is both possible and viable," said Department of Public Works Commissioner Valerie Lynne Shaw, who spearheaded the ECIS project labor agreement requiring the hiring of local and at-risk residents. Slawson remarked that the project came in on time and on budget, proving that a collaboration of organized labor, builders, the public sector and community-based organizations is a formula for success.

Immediately following the presentation, the award recipients were ushered into Los Angeles City Council Chambers, where they were introduced by Councilwoman Jan Perry to receive certificates for a job well done on the ECIS project.

During its nearly three-year construction, the ECIS project employed several hundred construction workers, including PVJOBS clients. To prepare to work on the project, several dozen PVJOBS workers were dispatched to the Laborers Miner's Training Camp in Arizona. Following the training program, almost every trainee received job placements.

# PVJOBS At Work

## AMANDA WILLIAMS: The Best Reward

**A**lthough only 19, Amanda Williams is already well on her way into her construction career. As a laborer at Playa Vista, Williams is getting solid work experience at the development site, from framing to dry-walling. "It's a great opportunity working here," she says. "This project is giving me good work experience for my future."

Feeling optimistic about her future is a renewed attitude for Williams, particularly since just a year ago she felt like her life was "falling apart."

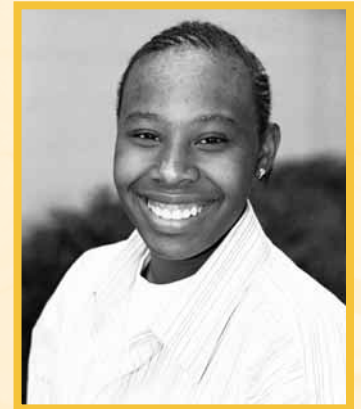
Raised the second oldest of six children in the Watts community, Williams grew up watching her single mother struggle to raise a family on her own. While Williams earned good grades as a teenager, she often fought with her mother over household issues. Anxious to live on her own, Williams left the family nest during her senior year in high school. But she soon learned that her independence came at a price.

Estranged from her mother and unable to find work, Williams shuttled herself between cousins and friends to keep a roof over her head. Pressured to help her roommates with the rent, she looked desperately for a job. But despite spending months filling out job applications, she received no call backs. Her job search became so frustrating that she fell into a deep depression. At one point, she admits the experience left her feeling suicidal. "I felt I had no reason for being here, for being alive."

Just when she felt utterly hopeless, a former schoolmate told her about YouthBuild, a construction training program for local at-risk youth. After successfully completing basic training, YouthBuild sent her on an interview with PVJOBS. Determined to land a laborer position, Williams convinced the job program to give her a chance.

When PVJOBS referred her to work a month later, she felt elated but cautious. "I was nervous because I had only worked with youth before, not adults," she says. "But I figured I had to put myself out there to learn how to work in the real world."

When she eventually thrived as a laborer for Beador Construction, a Playa Vista contractor, her initial bout of fear was replaced by a feeling of assurance about her work. Williams, who plans on getting her own apartment soon, says that working hard on the job definitely has its benefits. "I get to work everyday, on time, and I get a reward each Friday – my paycheck."



*Amanda Williams*

# PVJOBS Community Partners

## APPRENTICE PREPARATION PROGRAMS

Century Community Training (Ms. Clinkenbeard) 310/673-3941  
Los Angeles Technology Center (Ms. Kerr) 323/732-1053

## WORKSOURCE CENTERS

Career Planning Center-Marina (Ms. Waters) 310/309-6000  
Career Transition Worksource Center (Mr. Fernandez) 562/570-3728  
Community Centers WorkSource Center (Mr. Ruvalcaba) 323/752-2115  
Compton Career Link WorkSource California (Mr. Smith) 310/605-3050  
Hollywood WorkSource California (Ms. Gardner) 323/960-1300  
LA. Urban League W. Adams/B.H. WorkSource (Ms. Hall) 323/732-7867  
Metro North Worksource Center (Ms. Zakarian) 323/223-1211  
Wilshire Metro WorkSource (Ms. Shakoor-Akbar) 213/365-9829  
WLCAC Southeast/Watts WorkSource (Mr. Blake) 323/563-5669

## YOUTH AND ADULT PROGRAMS

All People Christian Center (Ms. Bryant) 213/747-6357  
CCFP/Meals On Wheels for Children (Ms. Moore) 323/755-8038  
Chrysalis/New Directions (Ms. Fontaine) 310/914-4045  
Chrysalis/Santa Monica (Ms. Slayton) 310/392-4117  
Communities in Schools (Ms. Arredondo) 818/891-9399  
Community Build (Mr. Bektamba) 323/789-9950  
CRTD FaithWorks (Ms. Richardson) 310/673-0277  
DARE U TO CARE (Ms. Parker) 323/756-3208  
Employment Development Dept. S.M. Branch (Ms. Thomas) 310/576-6431  
FAME Renaissance (Mr. Prince) 323/730-8354  
Homies Unidos Inc. (Ms. Belrran) 213/383-7484  
Housing Authority of L.A. (WtW Division) (Ms. Rasheed) 213/252-1800  
Human Potential Consulting-LLC (Ms. Windsett) 310/745-1560  
Jobs of the Future/Homeboy Industries (Father Boyle) 323/526-1254  
Joint Efforts Inc. (Mr. Twain) 310/821-2358  
IAM Care Carson (Ms. Kimbrough) 310/518-8235  
LA. Family Housing Corporation (Ms. Ramirez) 818/982-4091

## YOUTH AND ADULT PROGRAMS continued

Mar Vista Family Center (Ms. Diaz) 310/390-9607  
Meaning And Purpose (Mr. Moore) 323/296-2553  
NABSIO/Cutting Edge News (Mr. Perkins-Ali) 323/755-6024  
NO GUNS (Mr. Marroquin) 310/695-7438  
Public Allies Los Angeles (Mr. Gonzalez) 213/251-2777  
Save Our Future (Mr. Jordan) 323/544-0039  
South Central Projects With Industry/SCRS (Ms. Williams) 310/345-5713  
Testimonial Community Love Center (Ms. Pantaleon) 323/296-2082  
The WorkPlace (Mr. Solis) 213/386-1994  
Union Rescue Mission (Mr. Hopkins) 213/347-6300  
Unity One (Mr. Taylor) 213/963-5843  
U.S. VETS (Ms. Harris) 310/348-7600  
Venice 2000 (Mr. Hayward) 310/823-6100  
Walden House SASCA Region 111 (Mr. Wilson) 213/741-3720  
West Angeles Community Development Corp. (Ms. Welch) 323/291-1472

## YOUTH PROGRAMS

Archdiocesan Youth Employment Services (Mr. Gutierrez) 213/736-5456  
Boyle Heights Youth Opportunity Movement (Mr. Burks) 323/260-4796  
CCEO YouthBuild (Mr. Starks) 310/225-3060  
Covenant House of California (Mr. Sterle) 323/957-7455  
Goals for Life (Mr. Berry) 562/698-1501  
L.A. Youth at Work (Ms. Hererra) 213/580-7505  
PACE YouthBuild (Mr. Leonares) 213/580-0020  
Peacekeeper ARK (Ms. Adams) 310/276-9046  
United Friends of the Children (Ms. Raphael) 213/580-1850  
VCHC YouthBuild (Ms. Caldwell) 310/399-4100  
YES YouthBuild (Mr. Whelchel) 323/567-0091  
Watts Youth Opportunity Movement (Mr. Burks) 323/789-2773

*For more information, call PVJOBS at 310/448-4684.*



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