

# On Site

Playa Vista Job Opportunities and Business Services

Volume 6 Number 2 ■ Summer 2005

## MESSAGE FROM THE EXECUTIVE DIRECTOR



Ernest Roberts  
Executive Director, PVJOBS

**P**VJOBS is diligently continuing our advocacy efforts to develop increased job opportunities for the clients we share with our community-based collaborators. We're currently in negotiations with new construction projects, and we hope to offer even more job opportunities in the coming year.

The PVJOBS Board and I are determined to bolster the placement potential for our most needy citizenry. As we're working to complete a five-year strategic plan, we have added five new board members to improve our strength and capacity.

The need is great for the availability of meaningful career-track employment opportunities for our local at-risk community. It has been estimated that as many as 150,000 individuals will be released on parole to the Los Angeles area over the next year. There are also more than 200,000 homeless individuals who annually live in Los Angeles. Countless more are completing drug treatment programs and are leaving the welfare system. These populations are not usually factored in when unemployment figures are calculated.

As a student at USC, I had the opportunity to review much of the  
*continued on page 2*

## PVJOBS Employment Update

**D**ue to labor shortages at some local unions, PVJOBS is assisting our clients with direct union entry. PVJOBS is also helping with indentureship fees for clients willing to join unions. Recruitments were recently completed for the Plasterers and Laborers Hazardous Material unions.

Once clients complete indentureship and training, they are quickly referred to work at construction sites, even those unaffiliated with our job program. This way, PVJOBS can assist more clients in pursuing their career of choice. As more opportunities for direct union referrals become available, clients who've expressed interest in specific trades will be notified. In addition, PVJOBS hosts periodic Meet and Greet Orientations with vari-  
*continued on page 3*

## Playa Vista Tees Off To Benefit PVJOBS

**M**ore than 100 golfers enjoyed a fun day in the sun in May when Playa Vista and Simpson Strong-Tie sponsored their 4th Annual Charity Golf Tournament benefiting the PVJOBS program. Held at the scenic Robinson Ranch Golf Course in Santa Clarita, the golf tournament was a total success.

The event's special activities included a free massage hole and a hole-in-one contest to win a "Fat Boy" Harley Davidson motorcycle.



From left: Seneca Berniard, e7 Interns Program Outreach Coordinator; PVJOBS Executive Director Ernest Roberts; Playa Vista President Steve Soboroff; PVJOBS Executive Assistant/HR Coordinator Brenda Sorice; and e7 Interns Program Outreach Coordinator Michael Flores.

While no one won the Harley, each golfer received raffle tickets for an impressive array of prizes, including a 30" flat screen television set.

This was the second consecutive year that PVJOBS served as the tournament's sole beneficiary. What's more, the job program is slated to serve as the charity recipient of next year's event, as well.

"What PVJOBS stands for fits in with our company's philosophy of

*continued on page 2*



Playa Vista Job Opportunities and Business Services

Page 2  
PVJOBS at Work

Page 3  
PVJOBS at Work

Page 4  
PVJOBS  
Community Partners

# PVJOBS At Work

## SONIA HEARD: The Best Reward

**T**hirty-four-year-old Sonia Heard must confess that there's a simple reason why she enjoys working as a construction customer service employee. "It's hard work, but my check is my reward," she says.

Yet, aside from her salary, Heard also admits that there are other motivations for working for HR Horton, a home builder that hired her last year through the PVJOBS program. "When you help build a home, it's a good feeling to see the expression on the faces of the new homeowners."



Sonia Heard

Having those warm feelings was the same motivation for originally wanting to become a nurse. In fact, she once attended a community college to study the nursing profession. But her college experience was a long stretch from her early school years in Rowling Heights, where she struggled to learn English because her parents were only Spanish speaking. As a teenager sharing a household with three brothers, she dealt with her academic struggles by turning to drugs and alcohol, a dependency she endured when she entered college. Still, she felt that holding onto her nursing dreams would prevail over her addiction, even though by then she was arrested twice on drunk driving charges.

Her dreams were put on hold when she became pregnant by her boyfriend, Robert, whom she met through a group of friends she partied and took drugs with. After discovering her pregnancy, the couple married and ended their drug taking. Although the couple expanded their family with three more children, they eventually returned to their drug use, leading to several more run-ins with the law. Their addiction became so destructive, the courts eventually took their children into custody. "I was losing everything, including my mind and my family," she says.

Finally, on her 33rd birthday, "I decided to start my sobriety," she says. "The next day, I went to the courts and turned myself in." She later enrolled in the Phoenix House, a drug rehab program that helped her overcome her addiction. The program also referred her to PVJOBS. "With the help and advice from the PVJOBS staff, I was able to get into the union and get back into the workforce," she says.

Heard, who has remained clean for the past year and a half, recently regained custody of her children. Inspired by his wife's success, Robert also entered a drug rehab program, and his children look forward to their father coming home soon.

Awed by her life renewal, Heard feels like her life transition is just the beginning. "I'm taking things day by day, but I'm looking to purchase our first home and study real estate," she says. "Besides that, I just want to enjoy my kids."

## Playa Vista Tees Off To Benefit PVJOBS

*continued from page 1*

helping the community," says Tim Ellis, ATS product specialist for Simpson Strong-Tie, a Playa Vista technology partner. "We've been so touched by what PVJOBS is doing in the community that we've decided to donate all of our event proceeds to the job program."

Golfers received an opportunity to win quick cash at Steve's Challenge Hole, where Playa Vista President Steve Soboroff gave away \$5 to any golfer who beat him in hitting the golf ball closer to the hole. "I had an opportunity to have a one-on-one "closest to the pin" contest with 135 supporters of PVJOBS," says Soboroff. "This message is to the 48 that beat me: Come back next year and give me another chance."



Ernest Roberts and Steve Soboroff are shown playing at the golf tournament.

One of the event highlights was when Soboroff wagered a challenge with PVJOBS Executive Director Ernest Roberts. Soboroff promised to donate \$5,000 to the job program if Roberts could hit the golf ball a certain distance over a water hazard. Roberts, who had no experience playing golf, received on-the-scene emergency instruction from several golfers. Although he gave it his best shot, his ball fell just five feet short of clearing the hazard.

Soboroff issued the same challenge for next year's tournament, except he's raising the stakes to \$10,000. Determined to win next year, Roberts has already purchased a set of clubs and has enrolled in golf lessons. Readers won't want to miss this challenge in 2006!

---

## Message from the Executive Director

*continued from page 1*

literature concerning what was termed "deviant behavior." Deviant behavior is defined as a behavior that does not conform to the social norm. Things like substance abuse, juvenile delinquency and gang involvement are what constitute most of what was considered as deviant behavior in the research I reviewed. In almost all of the research, the most prevalent correlation to deviant behavior was a lack of opportunity. And, among the possible lack of opportunities cited, a lack of employment opportunities was by far the greatest and highest correlated finding.

Clearly, if we are to improve our collective communities, then we must address the need for meaningful career-track employment opportunities for our at-risk populations. With your help, we can make that difference.

## PVJOBS Employment Update

continued from page 1

ous locals to introduce them to our clients. For more information about union entry and our orientations, please contact the PVJOBS office at (310) 448-4684.

Since 1999, the overall compliance rate at Playa Vista is 13.7%, well above the 10% commitment. Beyond Playa Vista, construction activity has begun at Trammel Crow's 2000 Avenue of the Stars, and our clients are being referred to work at the project. Also, as part of the Los Angeles Community College District's nine-campus redevelopment project, 114 clients have already been placed through the LACCD e7 Jobs Program. Both development projects are enabling PVJOBS to greatly increase our job placement potential.

As of June 2005, 987 PVJOBS candidates have gained employment,

CONSTRUCTION TRADE	ACTIVE IN DATABASE
Construction Trade	Active in Database
Carpenters	1383
Flooring/Carpet Layers*	79
Concrete Masons/Finishers	190
Electricians	298
Iron Workers	198
Laborers	2790
Tile/Marble/Brick Masons	364
Operating Engineers*	92
Painters	702
Plasterers	192
Plumbers	548
Roofers	220
Sheet Metal Workers*	55

\*Trades Specifically Needed

filling 1,829 positions. Also, 340 candidates have completed a minimum of 500 hours while 49 have completed more than 3,000 hours. There are 324 PVJOBS clients currently working. We expect to have an additional 150 to 200 positions to fill this quarter at various development sites. Many of these positions, however, will be filled from our out-of-work list, per our internal policies, reducing the number of new 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 specialists and operating engineers. Candidates for 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 the PVJOBS office for more details.

# PVJOBS At Work

## LUIS AGUILAR: Dreams Fulfilled

East L.A. native Luis Aguilar has experienced more of life's ups and downs than most 33-year-olds his age. Marred by gangs, prison and unemployment, Aguilar's life reflects one of many dark turns and enduring struggles that others can only imagine.

Fortunately for Aguilar, he has ended his troubled journey by establishing a steady construction career through the PVJOBS program. As a traffic controller for the Eastside Light Rail Construction, Aguilar is now working on the MTA Metro Gold Line Extension project. "It's a good job that just requires common sense," he says. "And it's given me more experience to make it to the next level."

Climbing the career ladder has taken every ounce of Aguilar's determination, especially since he has a prison record. Raised by a single mother in Boyle Heights, Aguilar and his twin brother grew up joining a gang that introduced them to a life of crime, and ultimately prison. Released in 2000 from a seven-year prison term, Aguilar re-entered society focused on leading a clean life because, as he says, "I spent my life running the streets, but I had nothing to show for it."

After spending weeks looking for work, Aguilar sought help from Homeboy Industries, a life transition program for ex-gang members. Father Greg Boyle, the program's director, offered him an office job and eventually referred him to PVJOBS once he noticed his drive to succeed. Soon after meeting with the PVJOBS staff, Aguilar was placed in a miner training program that led to a full-time assignment working with the city's ECIS sewer tunneling project.

By then married to his childhood friend, Francis, Aguilar worked hard on the sewer project to provide for his expanded family of six children. The couple also purchased a new home and looked forward to the birth of their seventh child. But the unthinkable happened when Aguilar was charged with what was later revealed as a falsely accused drug transaction. He spent nearly a year in prison before he was fully exonerated of the charge.

With a second prison term behind him, Aguilar was determined to find work again and restore stability within his family. After making daily visits to local unions, he found work on a string of short-term construction assignments before landing his current job with the Metro Extension project.

Today, Aguilar is optimistic about his future and credits PVJOBS for helping him to restore his life. "I'm happy now because I have work and bought a home for my family," he says. "I've already fulfilled my dreams."



Luis Aguilar

# PVJOBS Community Partners

## APPRENTICE PREPARATION PROGRAMS

Century Community Training (Mary Lou Clinkenbeard)	310-673-3941
Los Angeles Technology Center (Delores Kerr)	323-732-0153

## WORKSOURCE CENTERS

Career Planning Center-Marina Del Rey (Sharon Waters)	310-309-6000
Career Transition Worksource Center (George Fernandez)	562-570-3736
Community Career Dev Ctr Wilsh/Metro (Justina Munoz)	213-365-9829
Community Centers Development (Carlos Ruvalcaba)	323-752-2115
Compton Career Link (Henry Smith)	310-605-3050
Hollywood Worksource of California (Marjorie Gardner)	323-960-1300
Metro North Worksource Center (Ms. Zakarian)	323-223-1211
Urban League Adams Baldwin Hills (Renee Mendoza)	323-732-7867
WLCAC Southeast/Watts Worksource Center (Sherry Craig)	323-563-5669

## YOUTH AND ADULT PROGRAMS

Calif Rehab Employment Program (David Glover)	213-251-1432
Canaan Housing Corporation (Norman Bullock)	213-748-0250
CCFP/Meals on wheels for Children (Sandra Moore)	323-755-8038
Chrysalis-New Directions (Brigitte Slayton)	310-914-4045
Chrysalis-Santa Monica (Adelai Whitman)	310-392-4117
Communities in Schools (Mia Arredondo)	818-891-9399
Community Build (Babatu Bektamba)	323-789-9950
CRTD Faithworks (David Richardson)	310-673-0277
DARE U TO CARE Sabrina Parker)	323-756-3208
EDD-Marnia Del Rey (Sara Trujillo)	310-576-6431
FAME Renaissance (Dwayne Price)	323-730-8354
Homies Unidos, Inc. (Ms. Belrran)	213-383-7484
Housing Authority of LA (WTW Div) (Judy Rasheed)	213-252-1800
Human Potential Consultants, LLC (Deidre Norville)	310-756-1560
Jobs for the Future/Homeboy Industries (Father Greg Boyle)	323-526-1254
Joint Efforts Inc. (Matt Davidson)	310-831-2358
La Casas (Alejandro Covarrubias)	323-415-9684
LA Family Housing Corporation (Ms. Ramirez)	818-982-4091
Mar Vista Family Center (Lucia Diaz)	310-390-9607

Meaning And Purpose (Mr Et Ms. Moore)	323-296-2553
NO GUNS (Hector Marroquin)	310-695-7438
Raevery's Resource Center (Sherai Henderson)	323-752-9981
Save Our Future (Ken Jordan)	323-544-0039
S. Central Projects W/Industry/SCRS (Mr Et Ms.Williams)	310-345-5713
SCHARP (Denise Shook)	323-751-3026
Success In Challenges (Leon Mosely)	562-423-8118
Union Rescue Mission (Vernard Hopkins)	213-347-6300
Unity One (Bo Taylor)	213-963-5843
US VETS (Katherin Gibbs)	310-348-7600
Venice 2000 (Melvin Hayward)	310-823-6100
Volunteers of America (Mark Jackson)	213-689-2179
Walden House Inc. (Renee Mendoza)	213-763-6238
Walden House SASCA Region 111 (Sal Wilson)	213-741-3720
Weingart Center Association (Ronnie Prince)	213-627-9000
West Angeles CDC (Janet Welch)	323-291-1472

## YOUTH PROGRAMS

Archdiocese YES (Robert Gutierrez)	213-736-5456
CCEO Youth Build (Joe Starks)	310-225-3060
Covenant House of California (Lori Koenig)	323-957-7455
Goals For Life (Reggie Berry)	562-698-1501
LA Youth At Work (Ron De La Houssay)	213-580-7505
PACE/SIPA Youth Build (Albert Sy)	213-353-1700
Peacekeeper ARK (Carol Adams)	310-276-9046
United Friends of the Children (Mindy Raphael)	213-580-1823
VCHC Youth Build (Sal Galvin)	310-399-4100
YES Youth Build (L.H. Whelchel)	323-567-0091
Youth Opportunity Movement (Gregory Burks)	323-789-2773

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



12555 W. Jefferson Blvd., Suite 185  
Los Angeles, CA 90066