

# EWDD UPDATES



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## News for the Week of March 5, 2018

### CH. 35 DEBUTS EWDD + LAHTA VIDEO HIGHLIGHTING CULINARY CAREERS IN LA



*EWDD General Manager Jan Perry (front row, fourth from left) poses with LAHTA instructor Chef Mitchell Frieder (back row, center) and current Culinary Apprenticeship Program students*

LA CityView Channel 35 debuted “Preparing for a Career in Hospitality,” on March 7, 2018, a 6-minute video sponsored by EWDD highlighting how aspiring chefs can receive culinary training through the City of Los Angeles Economic and Workforce Department and the Los Angeles Hospitality Training Academy (LAHTA). The video includes testimonials from a successful LAHTA graduate who now works in the kitchen at the Sheraton Gateway LAX, along with interviews from executive chefs at area hotels and the Staples Center outlining opportunities in LA’s growing hospitality industry. “Culinary arts is particularly exciting because it has no boundaries on age. Young or old, you are able to work in culinary arts,” said EWDD General

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Manager Jan Perry, who was also featured in the video. Jan praised EWDD partner LAHTA for being a tremendous partner and for providing low-income individuals free-of-charge hands on training for jobs in the leisure and hospitality industry, which is one of the largest employment sectors in Los Angeles. Hospitality, which provides more than 355,000 jobs throughout the region, is expected to grow, with an estimated nearly 19,000 jobs to be added this year. EWDD and the City of Los Angeles Workforce Development Board (WDB) provide grant financing to LAHTA, who acts as an intermediary to train WorkSource Center participants for



*An LAHTA Culinary Apprenticeship student practices her knife training by julienning carrots, an important professional kitchen skill*

jobs in the hospitality industry. As part of the video, LAHTA instructor Chef Mitchell Frieder led a cooking demonstration of what LAHTA students learn with 12-year-old chef prodigy Zion Otaño, who was featured in *Man vs. Chief: Chef Showdown* on the FYI network. “We teach all the basic culinary techniques in terms of braising, sautéing, frying, working with all kinds of different foods,” Mitchell said. “More importantly is how to handle one’s self on the cook’s line to work with speed and efficiency to produce meal after meal consistently, to be an excellent line cook at one of the properties where we place them.” The culinary training continues at the Southeast Los Angeles WorkSource Center, run by EWDD partner Watts Labor Community Action Committee, where a class of 14 students recently held an LAHTA Culinary Apprenticeship Dinner Buffet on March 6, 2018. The buffet, prepared by LAHTA’s current Culinary Apprenticeship Program students, featured a menu of poached, chilled salmon, coq au vin, sautéed flounder, chicken fricassee, Korean kalbi jim, braised sweet and sour pork, and tasty reuben and Italian sub sandwiches. The students, who receive support services from EWDD’s Boyle Heights, Watts/LA and Wilshire Metro WorkSource Centers, served the gourmet buffet to practice preparing food for large banquets and events. One student, whose previous job in the kitchen included “preparing hundreds of rice balls,” proudly showed the vegetables he prepared for the Poule au Pot, a soup dish served that night. Prospective employers for the students include the Westin Bonaventure, the Beverly Wilshire and Flying Food Group, a caterer for international airlines and retailers. With nearly 250 available hospitality positions available through LAHTA in early March, EWDD and LAHTA will continue working together to find and train candidates looking to find roles in the region’s growing leisure and hospitality industry.

## SOUTH LA BSC HELPS ENTREPRENEUR BRING HOTVILLE CHICKEN OUT WEST



*Kimberly Prince, owner of Hotville Chicken & Chops, the West Coast arm of her family's Nashville-Style "hot chicken" restaurant business*

The South Los Angeles BusinessSource Center (BSC) is helping entrepreneur Kimberly Prince open "Hotville Chicken," the West Coast arm of her family's Nashville-Style chicken business, which has been in business more than 80 years. Longtime South LA BSC client Greg Dulan, owner of the legendary Dulan's Soul Food in Los Angeles, introduced Kimberly to the center, where she recently completed the center's entrepreneur program. Kimberly had a successful career in TV production management, but since the age of seven she knew that her destiny included sharing Hot Chicken with the world. At the South LA BusinessSource Center's Entrepreneur Class, run by EWDD partner Vermont Slauson Economic Development Corporation, Kimberly learned about cash flow, food cost, labor cost, and profit and loss statements. Her pop-up Hotville Chicken business has been praised by Eater LA and is an occasional pop-up guest at Dulan's

Soul Food. The South LA BSC is actively assisting Hotville Chicken & Chops with site location needs and access to capital, and Kimberly plans to expand their pop-up family business by establishing a brick and mortar location this year that will employ approximately 16 people.

## HOLLYWOOD WSC HELPS RE-ENTRY WORKER WITH DISABILITY FIND NEW CAREER

The Hollywood WorkSource Center (WSC) recently helped a 46-year-old man with a learning disability find a job as a skilled glazier at Beverly Hills Glass, Inc. Cesar Murrieta had a long history of substance abuse, which led him to be incarcerated for 17 years. Shortly after being released on probation, Cesar visited the Hollywood WorkSource Center for help to find a new job. Cesar was discouraged that his background and lack of work history would prevent him from entering the job market, but he was determined to break old patterns and change the direction of his life. At the Hollywood WSC, he was paired with career coach Guadalupe Diaz, and disclosed he had a learning disability. Together, they



*Cesar Murrieta, left, with Richard Jastrow, right, head of Beverly Hills Glass, Inc*

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determined that the work skills Cesar learned in prison could be transferable into a new career. After intensive coaching to help Cesar believe in his positive attributes, he created his first resume, and landed an interview with Richard Jastrow, head of Beverly Hills Glass, Inc. In a leap of faith, Beverly Hills Glass felt that Cesar had the right attitude and desire to learn the skills needed to become a glazier, a skilled tradesman capable of cutting, installing and removing glass. Cesar was offered on the job training and performed strongly enough to secure a full-time position. Cesar has steadily risen in the ranks of the company, earning the praise of Jastrow, who often remarks that Murrieta has become his right hand man. The Hollywood WSC is run by EWDD partner Managed Career Solutions, Inc.

## EWDD GM VISITS UNITED PARCEL SERVICE WORKFORCE LEARNING LAB

EWDD General Manager Jan Perry recently visited the United Parcel Services (UPS) Workforce Learning Lab in Culver City, the first HIRE LA's Youth worksite for participants with Autism Spectrum Disorder. "They're so proud of themselves and it just touches your heart," said Linda Gross, job developer for the Los Angeles Speech and Language Therapy Center, which partnered with UPS to create a workspace resembling a UPS store to give participants an opportunity to practice the social skills needed to succeed in the workplace. The ten participants in the program worked two four-hour shifts Tuesday through Friday, where they had an opportunity to develop soft skills in a protected space in preparation for jobs in the real world. Dr. Pam Wiley, founder of the LA Speech and Language Therapy Center, credited Jan with inspiring the program to partner with the HIRE LA's Youth Program and said the \$10.50 an hour salary the participants received boosted their confidence. "They're just every day, ordinary boys who would like to take care of themselves," Gross said.



*EWDD General Manager Jan Perry recently visited the UPS Workforce Learning Lab, the first HIRE LA's Youth internship opportunity for individuals with Autism Spectrum Disorder*

## EWDD RECEIVES \$1M CA WILDFIRES NATIONAL DISLOCATED WORKER GRANT



*EWDD recently received a \$1M grant for 50 temporary jobs to help individuals affected by the Southern California wildfires. In December 2017, EWDD staff members Alex Lakshantov (left) Chris Rajapakse (right) provided information about job training and business services to fire victims at the Lakeview Terrace Local Assistance Center*

The City of Los Angeles Economic and Workforce Development (EWDD) was recently approved for a \$1 million grant to train 50 individuals to provide services to people affected by the recent Southern California wildfires in Los Angeles and Ventura counties. The California Employment Development Department (EDD) recently announced the notice of award for the 2017 California Wildfires National Dislocated Worker Grant (NDWG). NDWG funds are necessary for the recovery and repair of neighborhoods, schools, businesses, and households affected by these devastating fires. The expeditious clean up and repair of these areas will pave the way for community and economic recovery. The funding will provide temporary employment opportunities for 50 people through December 31, 2018 to assist with clean up and recovery efforts in affected areas. Participants will receive safety and mitigation training to go through areas affected by fires, identify hazardous materials, safely remove them and process them for site clean-up.

EWDD WorkSource Centers will coordinate efforts with Los Angeles County's America's Job Centers of California, along with the following agencies: Federal Emergency Management Agency (FEMA), City of Los Angeles Emergency Preparedness, County of Los Angeles Public Works, City and County of LA Fire Departments, LA Conservation Corps and social enterprise employers. Coordinating agencies will provide equipment, safety instruction and information, along with other resources.

**BUSINESS METRICS:**

<b>LABSCs Reporting:</b> North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Pre-Startups Enrolled	20
Pre-Startups Assisted	31
Start-ups/Operating Businesses Enrolled	23
Start-ups/Operating Businesses Assisted	42
Workshops: Number of Clients Attended	91

**WORKFORCE METRICS:**

(arrows indicate weekly trend)

**JobsLA (online and mobile)**



94,162  
Page Views

12.3%



31.4%  
New Visitors

1.8%



4,950  
New Sessions

7.6%



373  
Registrations

19%

**WorkSource Centers**



586  
Enrollments

11%

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or [Jamie.Francisco@lacity.org](mailto:Jamie.Francisco@lacity.org)