



News for the Week of March 18, 2019

VERNON-CENTRAL/LATTC WSC CO-HOSTS 1ST SOUTH LA TRANSGENDER JOB FAIR



A resource fair vendor at Transcend, the first ever South LA Transgender Job Fair, held March 13, 2019 in partnership with the Vernon-Central/LATTC WSC

More than 500 job seekers attended “Transcend,” billed as the first ever South Los Angeles Transgender Job Fair on March 13, 2019, held in partnership with the Vernon-Central/Los Angeles Trade Technical College WorkSource Center. Approximately 74 employers from various fields ranging from film to food service conducted an estimated 150 interviews the day of the job fair, with Starbucks offering 15 jobs on the spot, said Rex Wilde, Program Director at TransCanWork, a job fair sponsor. The Vernon-

Central/LATTC WSC staff offered job fair organizers workforce development expertise and support that allowed the transgender community to show their authentic selves, they said. “It was phenomenal,” Rex said, adding that the WSC staff is comprised of “incredible



individuals.” “Anything that we wanted to do, they had a solution to help us. It was wonderful to be able to call on them for their expertise.” While most job seekers traveled to the job fair from the Southern California region, some came from as far from Sacramento, and two individuals flew in from Boston, Rex said. “We are making history right now. This population is so underserved,” said Jessie Garcia, Workforce Development Program Manager at St. John’s Transgender Health Program, which was the main sponsor of the event. The goal of the job fair was to be as inclusive as possible by providing a wide range of employment opportunities, from entry level to people who may have transitioned later in life with degrees and more work experience. “The times are changing,” Jessica said. “Trans people have always been here. Right now is the time. As we show visibility this allows people to be out more as well.” The Transgender Job Fair received press coverage from local media outlets, including a story from NBC LA 4, which called the event “The Largest Transgender Job Fair Ever!”

VETERAN WHO RECEIVED TRAINING FUNDED BY WSC STAFFS BOOTH AT JOB FAIR

A veteran who found a new job after the Vernon-Central/Los Angeles Trade Technical College (LATTC) WorkSource Center provided funding for his Electrocardiograph Technician training, staffed his organization’s booth at the “Transcend” South Los Angeles Transgender Job Fair. Vinicius Cosac is a U.S. Army veteran who was discharged from



The Vernon-Central/LATTC WSC Veteran Career Coach Ernesto Garcia (right), helped find funding for veteran Vinicius Cosac (left) to become an Electrocardiograph Technician, which ultimately led to his job with APAIT.

the armed forces in December 2000. After getting laid off in August 2018, Vinicius visited the Vernon-Central/LATTC seeking training opportunities and job placement assistance. Veterans Career Coach Ernesto Garcia conducted an initial assessment and discovered that Vinicius possessed an extensive medical background. Ernesto recommended that Vinicius could benefit from training in Electrocardiography (ECG) to become an Electrocardiograph Technician to enhance his medical background. Vinicius welcomed the ECG training, and appreciated the fact that it would be funded by the Vernon Central WorkSource. On February 24, 2019, Vinicius successfully completed the Electrocardiograph Technician course and obtained a certificate of completion. As a result of

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the ECG Technician training, Vinicius obtained a job as a Medical Case Manager at Asian Pacific Age Intervention Team (APAIT), which had a table at the Transcend South Los Angeles Transgender Job Fair named Transcend on March 13, 2019 at LATTC.

NORTH VALLEY BSC HELPS PURIFIED WATER BUSINESS OWNERS OBTAIN \$7K LOAN



The North Valley BSC helped entrepreneur Maria Martinez (above) obtain a \$7,500 loan to refinance several high interest rate debts.

The North Valley BusinessSource Center helped entrepreneurs Francisco Romero and wife Maria Martinez gain a better understanding of sales tax regulations, refinance predatory loans and improve their overall business plan and strategy. Francisco and Maria own Pura Agua Lupita, a Panorama City retail corner store whose primary product is purified water. Maria runs and manages the store, which has been open since 2004. They came to the North Valley BusinessSource Center office asking for assistance to get a loan because they had multiple predatory loans that were resulting in serious cash flow issues for their business, due to high interest rates and an aggressive repayment schedule. In an initial needs assessment the business coach identified several areas that the BusinessSource Center could provide assistance: sales tax regulations, business operations, refinancing of predatory loans and overall business planning and strategy. In her first meeting, Maria learned

that she was overpaying on sales taxes due to the mis-categorization of several revenue streams. After learning about the different tax rates applied to different product types, she worked with her husband to refine their bookkeeping methods to document the different revenue streams and report sales taxes accurately, thus minimizing their sales tax liability and resulting in cash flow savings. Maria then participated in the BSC's Business Plan series conducted in Spanish to focus on refining her pricing strategy. The North Valley BSC also worked with the clients to identify an appropriate lender and package their financial documents. The couple was approved for a \$7,500 loan from Opportunity Fund that allowed them to refinance a number of their high interest rate debts that varied between 34 percent to 112 percent APR. Maria confirmed that the new loan was able to save them over 41 percent on their monthly payments and a reduction potential of about 75 percent on the interest. Through the cash flow savings of refinancing the loan as well as the sales tax modifications, the company was able to save one job.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	25
Microenterprise assisted	76
Small businesses enrolled	2
Small businesses assisted	21
Number of BSC clients who attended workshops	112

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs *(online and mobile)*



711
Registrations
14% 

WorkSource Centers



1496
Enrollments
10% 

"Updates" is the weekly report from the EWDD Interim General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD's communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org