

EWDD **UPDATES**



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News for the Week of April 30, 2018

ENTREPRENEURS FLOOD EWDD BSC BOOTH AT 2018 SMALL BUSINESS SUMMIT



(left) EWDD BusinessSource Director Richard Pallay, (back left) Industrial and Commercial Finance Officer Alex Lakstanov, (center) Business Response Team member Vanessa Willis with BusinessSource Center team members at the 2018 Small Business Summit at LATTC.

The City of Los Angeles Economic and Workforce Development Department’s nine BusinessSource Centers assisted more than 600 entrepreneurs and small business owners at Mayor Eric Garcetti’s 2018 Small Business Summit. Held Wednesday May 2, 2018 at Los Angeles Technical Trade College (LATTC), BusinessSource Center staff shared information about the services provided at each center, including business services, access to capital, employee hiring, and workforce development and business courses. EWDD also unveiled its new Business Response Unit, which is dedicated to assisting entrepreneurs in navigating the bureaucracy of the City’s departments by connecting businesses to the appropriate agencies.

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“FOLLOW YOUR PASSION” – GM INFORMS WOMEN ENTREPRENEURS ABOUT EWDD



(left to right) EWDD General Manager Jan Perry poses with handbag designer Lavena and one of her products, a red leather handbag. The SouthLA BSC gave her a grant to buy a sewing machine for her business.

EWDD General Manager Jan Perry delivered the keynote address Wednesday May 1, 2018 at “Build Your Business,” a one-day event held by the Foundation of the Women Presidents’ Organization (FWPO) for women entrepreneurs to teach them how to scale up their businesses to generate \$1 million in revenue. Approximately 80 women registered for the event, including CEOs and company presidents representing many industry segments. Jan gave a speech highlighting EWDD’s BusinessSource, WorkSource and YouthSource Centers and how the department’s services are dedicated to helping all entrepreneurs launch, grow and maintain their businesses. She added, “In life you must follow your passion,” she said. “Don’t be deterred from your life goals. When you succeed, it won’t feel like work. It will feel like a natural extension of who you are.” In the audience was handbag designer Lavena, who has taken business classes and received assistance at both the South Los Angeles and Hollywood BusinessSource Centers. In fact, the South LA BSC, run by EWDD partner Vermont Slauson Economic Development Corporation (VSEDC), helped Lavena obtain a grant to

purchase a pricey sewing machine, critical for a business that specializes in leather goods. EWDD’s BSCs have been a huge help to her small business, she said. “It’s really been instrumental helping with my business because it’s hard when you’re a unit of one,” she said.

NORTH VALLEY BSC HELPS UPHOLSTERER TURN SIDE BUSINESS INTO FULL TIME GIG

After Adriana Flores Estrada was laid off from her full-time job, she decided to focus 100 percent on her existing business, O & A Upholstery, which specializes in custom upholstery and furniture slipcovers, outdoor patio furniture and wall upholstery. In early April 2018, Adriana visited the North Valley BusinessSource Center and received an Access to Capital consultation, which helped her decide to expand her business. With the guidance of the BusinessSource Center team, she received \$15,000 in funding on April 26, 2018. She is planning to purchase new equipment to grow her business and hire new staff. The North Valley BSC also referred Ms. Estrada to the North Valley WorkSource Center to assist her with finding full time employees.

VERNON-CENTRAL/LATTC WSC HELPS LA:RISE PARTICIPANT BECOME LANDSCAPER

The Vernon-Central/LATTC WorkSource Center (WSC) helped Los Angeles Regional Initiative for Social Enterprise (LA:RISE) participant Adam Guerra with his job search and a new uniform when he was hired at North East Trees, a non-profit dedicated to helping at-risk youth find jobs in the green industry. LA:RISE is a program designed to serve the populations hardest to place in jobs, including disconnected youth, the homeless and those with histories of past incarcerations. Adam successfully completed 300 hours of work with LA:RISE partner Los Angeles Conservation Corps (LACC) where he gained on-the-job experience in landscaping, construction and community service. Upon completing the program's first phase, he was accepted into a 6-month internship with the Los Angeles State Historic Park. Adam's passion for protecting natural resources and providing high quality outdoor recreational spaces inspired him to continue looking for career opportunities in the green industry. Through the support he received at the Vernon-Central/LATTC WSC and LACC, Adam became very proactive in his job searching. He attended job fairs and was invited to interviews. His hard work and dedication paid off when North East Trees hired him as supervisor. The WorkSource Center provided Adam with his uniform: new hiking boots, a raincoat, a sun hat and gloves to help prepare him for his new career. Prior to joining LA:RISE, Adam lacked work experience and strong leadership skills. Now he is thriving and giving back to various communities through his work with North East Trees. His advice to others facing similar circumstances? "Once you become successful at your goal the hardest part is maintaining it," he said. "To me it's one thing getting a golden opportunity career but with that there's the cost of challenges and obstacles that come your way. It takes conviction, leadership and integrity to handle the stress and hard work, but I believe anyone can conquer their goal just by believing in themselves."



The Vernon-Central/LATTC WSC helped LA:RISE participant Adam Guerra with his job hunt and gave him his work uniform for his new role as a supervisor with North East Trees

MONO-LINGUAL WORKER RECEIVES HELP TO FIND JOB IN FOOD SERVICE

A family friend encouraged Delmy Fernandez to enroll in the Vernon-Central/LATTC WorkSource Center (WSC) in fall 2017 after she was laid off from her previous job. She had applied to multiple positions before but faced a strong language barrier. At the WSC, Delmy received help with resume development and interview techniques. In mid-March 2018, Delmy was encouraged to apply for a production position at Flying Food Group, a large-scale catering company

specializing in providing airline catering meals and snacks. Her career coach assisted with the application and scheduling an interview appointment. Delmy interviewed for the position on March 29th and was hired on April 4th. She was hired for the production department and began working the next day. Delmy relies on public transportation and the WSC provided supportive services to assist with her transportation costs during the first week of work. "I'm very happy with my new job," she said. "I am willing to work here until I retire."

RE-ENTRY WORKER RECEIVES JOB AND FINANCIAL COACHING, GETS HIRED

Re-entry worker Oscar Aviles visited the Vernon Central/LATTC WorkSource Center (WSC) for assistance in finding a customer service job. In addition, Oscar enrolled in the center's Financial Opportunity Center (FOC) program for financial coaching and he also enrolled in Friends Outside of Los Angeles to receive re-entry services such as the Parole to Payroll workshop. Earlier this year, Oscar attended a WSC recruitment event where he met a recruiter from SP+ Parking company and was hired to work as a parking attendant. Oscar stated that he really appreciates the help he received with the Vernon-Central/LATTC WSC and while he encountered challenges as an ex-offender to find employment, the Vernon-Central/LATTC WSC connected the dots that made it possible for him to land a job.



The Vernon-Central/LATTC WSC helped Re-entry worker Oscar Aviles find a job as a parking attendant

WDB EXEC DIRECTOR GREGG IRISH RECEIVES LIFETIME ACHIEVEMENT AWARD



The California Workforce Association gave WDB Executive Director Gregg Irish a Lifetime Achievement Award at WorkCon 2018

Gregg Irish, Executive Director of the City of Los Angeles Workforce Development Board (WDB), received a Lifetime Achievement Award at the California Workforce Association (CWA) WorkCon 2018 conference on May 3, 2018. The award is given to leaders with lifelong careers in workforce development that have been influential in effecting change in the workforce development world. Gregg was appointed to the WDB in 2007 by former Mayor Antonio Villaraigosa.

BUSINESS METRICS:

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|---|--|
| LABSCs Reporting: | North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor |
| Pre-Startups Enrolled | 70 |
| Pre-Startups Assisted | 32 |
| Start-ups/Operating Businesses Enrolled | 15 |
| Start-ups/Operating Businesses Assisted | 24 |
| Workshops: Number of Clients Attended | 152 |

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



92,763
Page Views

5.9%



31.6%
New Visitors

No Change



4,797
New Sessions

0.9%



486
Registrations

6%

WorkSource Centers



1,829
Enrollments

9%

“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

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