News for the Week of Oct. 12, 2015

HIRE LA'S YOUTH 2015 PARTICIPANTS LANDING JOBS, STARTING NEW CAREERS

When this year's Hire LA's Youth program ended Sept. 30, it was a new beginning for Pamela Lockridge. The 21-year-old young woman was offered a permanent position as a student clerical worker with the City of Los Angeles, working in the Department of Neighborhood Empowerment. Her supervisors cited Pamela's upbeat attitude and professional appearance as factors in the job offer. (*See Pamela's on-the-job selfie, right*). The South Los Angeles woman wasn't the only one who transitioned into a permanent job. Counselors at the South East Los Angeles YouthSource Center reported that 15 HLAY youth were offered positions at their internship location and another 35 found other work as a result of the experience and training that the summer program provided. Hire LA's Youth, administered by EWDD, is one of Mayor Eric Garcetti's major initiatives. For the year just ended, 11,000 Los Angeles youth found summer jobs across the region. Citi Financial was one of this year's business partners, helping to place 125 youth ages 18 to 24 into internships. Wells Fargo helped the youths learn how to open bank accounts and manage their money as part of the program. Pamela got a sartorial assist from Clothes the Deal, a group that provides cost-free business attire to individuals involved in workforce training. Employers who offered the HLAY 2015 class permanent positions include: AIDS Project LA, City of Los Angeles, Factory 2 U, Warehouse Shoe Sale, Teresa Lindsey Senior Center, The Comedy Union, Compton WorkSource Center, Ross, LA's Promise, My Care Professionals and Challenger's Boys and Girls Club.

Auto Parts biz gets loan: The Hollywood BusinessSource Center helped Isabel Gonzalez, owner of Auto Accessories El Mercadito, apply for and receive a $2,600 working capital loan. As a result of the Oct. 6 assist, the business at 3425 E 1st St in Boyle Heights was able to retain a job.

South LA BizSource aids several clients: The South LA BusinessSource Center helped llusion Couture, an apparel manufacturer, apply for a $7,000 working capital loan. If approved the funding would assist

with an increase in staffing. Staff also helped Solymar, an apparel manufacturer, to obtain a business license. The owner also asked for help in reviewing IRS paperwork dealing with a defunct partnership. And, finally, staff helped New Millennial Sports Barbershop with a question about city permits. The barbershop's owner also requested a referral to an architect.

Interim Assistant General Manager named: Samuel Hughes on Oct. 9 was appointed as interim Assistant General Manager of EWDD's Economic Development Division. Sam has more than 15 years experience in real estate and community economic development, straddling the public and private sectors. A UCLA graduate, Sam for several years owned a brokerage specializing in sales and management of commercial and residential properties. He's also worked for the City of San Bernardino Economic Development Agency and as the Economic Development Coordinator and Housing Manager for the city of San Carlos on the San Francisco Peninsula. In both roles, he helped acquire and leverage city-owned assets for development. Sam came to EWDD in July as a Principal Project Coordinator, tasked with managing a list of city-owned and former CRA-LA managed properties for development. Sam also has experience in contracts, grants management and in helping small businesses find the training and loans they need to succeed and expand. For any EDD-related inquiries, please contact Sam Hughes at 213-744-9723 or Samuel.Hughes@lacity.org. To reach Sam's assistant, Renon Lyons, call 213-744-9052.

South LA WorkSource centers in spotlight: The Los Angeles Sentinel ran an article about the many services available to Los Angeles job seekers at 17 WorkSource centers administered by EWDD and operated by our contracting partners. The piece paid particular attention to job hubs located in South Los Angeles neighborhoods. To read the Oct. 14 article, click here.

PortTech Pitch finals: This year's "PortTech Pitch," a competition to showcase newly-created sustainable technology, concluded Sept. 29 with three winners. The winners are: Velox Biosystems (Irvine), Marvel Energy (Los Angeles), and Hydrophilix (Los Angeles). A panel of judges selected them from among 10 finalists, culminating a months-long tournament that began with 80 entrants. The judges determined the three winners offer the most viable business model or innovative solution for environmental and energy challenges that can benefit global commerce, cargo movement or marine ecosystems. PortTech (www.porttechla.org), located in the Port of LA and administered by EWDD, is an innovation hub dedicated to creating sustainable businesses for ports and the goods movement industry. The LA Weekly published an Oct. 7 story about the competition, read it here.

JobsLA.org usage: The September stats for JobsLA.org show that an average of 348 individuals log on to the EWDD-administered website every day. An average session lasts 24 minutes and some users

return to the site throughout the day. Angelenos make up 81% of users and 24% logged on to the website for the first time in September.

Eva Bitar gets honor: Eva Bitar was named "Public Employee of the Year" by the California On Location Awards held Oct. 10 in Beverly Hills. Eva told the awards banquet that it is an honor to win for a job she loves doing. She was one of 19 award recipients in a variety of categories. She picked up her award—and got a hug—from the ceremony's emcee, Mayor Eric Garcetti. Bitar is the City of LA's film and TV industry liaison, helping to solve challenges during location shoots and to keep abreast of industry-related developments.

"Updates" is produced by Catherine Saillant in EWDD's communications department. If you have questions, comments or wish to contribute to an upcoming "Updates," please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.