News for the Week of November 12, 2018

LA CITYVIEW 35 AIRS HIRELA’S YOUTH SUCCESS STORY TESTIMONIALS

In partnership with LA CityView 35, three EWDD YouthSource Center participants shared video testimonials about how the HIRELA’S Youth program had a positive impact on their lives. The videos were recorded as part of Open Studio, a new program at Channel 35 that produces shorter length videos (approximately one minute or less) specifically for social media content.

Here are their stories:

STEVEN MASON  Before joining the HIRELA’S Youth program, Steven Mason couch surfed and did what he had to in order to survive. “Last year I made it up in my head that I want to live an honest life,” he said. “They gave me the internship through HIRELA’S youth and that’s where it all started. It made me who I am right now, standing here talking to you today.” Through the help of the South Region YouthSource Center, Steven is now a Community Administrative Support Worker at EWDD. In his video, he proudly showed off a gold ring he bought with money he earned from his City job.
DESTINY NGUYEN

Currently a Community Administrative Support Worker at EWDD, Destiny Nguyen earned her high school diploma while enrolled as a participant at the Central Los Angeles Region YouthSource Center, run by EWDD partner Para Los Niños. “With the help of the HIRELA’s Youth program, I was able to find myself within my career path to become a certified linguistic interpreter, with also minoring in social work, to be able to help our community and help our youths in need.”

DESTINY NGUYEN (left) in a quiet moment while taping her HIRELA’S Youth segment. Since joining EWDD’s YouthSource program, Destiny has spoken about foster youth issues nationwide.

NESTOR REYES

After his release from a five-year prison term, Nestor Reyes became a participant at the South Valley YouthSource Center, run by EWDD partner Goodwill of Southern California. He credits the HIRELA’s Youth program with opening the door for him and letting employers know he was serious about turning his life around. “Now that employers see that I’m with this youth program it automatically sends them a message that I want to change.”

NESTOR REYES (right) displays a C-clamp he made in an advanced manufacturing class at Los Angeles Valley College (LAVC). On the side he carved “Be Great,” a reminder to keep moving forward and not return to his previous life.

Behind the scenes – Nestor Reyes (right) displays a C-clamp he made in an advanced manufacturing class at Los Angeles Valley College (LAVC). On the side he carved “Be Great,” a reminder to keep moving forward and not return to his previous life.
SOUTH LA BSC HELPS AYARA THAI RESTAURANT EXPANSION, WILL ADD 20 JOBS

The South Los Angeles BusinessSource Center (BSC) assisted entrepreneur Anna, Andy and Vanda Asapahu, owners of the Ayara Thai restaurant near LAX, helping them review financials to expand the establishment and hire up to 20 new employees. Anna and Andy Asapahu opened Ayara Thai in 2004, specializing in dishes that were deeply rooted in their family lineage. After a career in Public Health, their daughter Vanda returned to LA in 2010 to assist her parents with their then struggling business. Vanda faced the challenges of second generation entrepreneurs, including the struggles of succession and occasional push back from her parents. “When I did my first financial analysis I realized they had only raised their prices 50 cents over a seven year period, I couldn’t figure out how they were sustaining themselves,” she said. Vanda turned to the South Los Angeles BSC, operated by EWDD partner VSEDC. She enrolled in the BusinessSource program in 2015 where she attended several business management related workshops, along with business coaching. With assistance from the South LA BSC, Vanda met with a lender and obtained a substantial SBA construction loan that allowed her to hire a public relations firm to help with branding and marketing. The loan also allowed her to work on the evolution of her menu and ethical ingredient sourcing. Ayara Thai is now expanding to double its size and is looking to obtain a full liquor license. The expansion also includes hiring up to 20 more employees.
BUSINESS METRICS:

<table>
<thead>
<tr>
<th>LabSCs Reporting:</th>
<th>North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microenterprise enrolled</td>
<td>20</td>
</tr>
<tr>
<td>Microenterprise assisted</td>
<td>53</td>
</tr>
<tr>
<td>Small businesses enrolled</td>
<td>8</td>
</tr>
<tr>
<td>Small businesses assisted</td>
<td>22</td>
</tr>
<tr>
<td>Number of BSC clients who attended workshops</td>
<td>92</td>
</tr>
</tbody>
</table>

WORKFORCE METRICS:
(arrows indicate weekly trend)

**CalJobs (online and mobile)**
- 690 Registrations
- 8% 🔻

**WorkSource Centers**
- 1,722 Enrollments
- 7% 🔺

"Updates" is the weekly report from the EWDD 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.

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