

EWDD UPDATES



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News for the Week of March 12, 2018

BUSINESSSOURCE STAFF COMPLETES LA DPW TRAINING TO HELP SMALL BUSINESSES – HOLLYWOOD BSC CONSULTANT LAI XU EARNS PERFECT SCORE!



The Department of Public Works honored 17 BusinessSource consultants for completing Intake Specialist Training to help small businesses become certified as WBE/MBE/DBE, classifications that will boost the chance of winning City contracts. Hollywood BusinessSource consultant Lai Xu (front row, far right) received a perfect score on the test.

The City of Los Angeles Department of Public Works (DPW) Bureau of Contract Administration honored 17 BusinessSource consultants at City Hall on March 5, 2018 for completing training to help small businesses receive certifications that will increase their potential of obtaining contracts and doing business with the City. The four-week Certification Intake Specialist Training taught the consultants to help clients become recognized as a Women Business Enterprise (WBE), Minority Business Enterprise (MBE) and Disadvantaged Business Enterprise (DBE), and other certifications designed to help small businesses. These designations give significant

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advantages to small businesses such as construction firms and companies in sectors such as hospitality which seek to do business with the City. The intensive course required plenty of at-home study to understand and distinguish certifications and their requirements, along with details about where to send their applications. Hollywood BusinessSource consultant Lai Xu received a perfect score on the closed book final exam and delivered a short speech in front of Public Works commissioners at the ceremony on behalf of BusinessSource staff and all who participated. Staff from EWDD's South Valley, East LA, Mid City, Central West, West and North San Fernando Valley, and West and North Valley BusinessSource Centers also received certifications. Lai, who works for EWDD partner Managed Career Solutions, said that he and his team have already found clients who would benefit from certification, and have so far given an intake to a cardiopulmonary resuscitation (CPR) class contractor to become a Certified Women Business Enterprise (WBE).

WEST VALLEY BSC HELPS ENTREPRENEUR MARKET POKE POKE BAR, CREATE 17 JOBS



The West Valley BusinessSource Center provided guidance for entrepreneur Yaffa Mizrahi (right) to help her market and open her Poke Poke Bar Restaurant, which has created 17 new jobs

The West Valley BusinessSource Center (BSC) provided fundamental business guidance to entrepreneur Yaffa Mizrahi, helping her prepare for the opening of her Poke Poke Bar Restaurant, which has created 17 new jobs. Yaffa was referred to the West Valley BusinessSource Center in January 2018 by a business associate. With help from the Canoga Park and Chatsworth WorkSource Centers, the West Valley BusinessSource staff connected Yaffa to a local restaurant consultant who helped her create an inventory process, organize staff orientations and training, and build the employee handbooks for her business. West Valley BSC staff also connected Yaffa with consultants to set up marketing and social media, build promotional material, and assist her in trademarking and copyrighting the most important elements of her restaurant. The West Valley BSC will also be assisting with the restaurant's official grand opening once the date has been determined. Yaffa said she is excited to open her dream restaurant and thankful for the support received throughout her journey from the West Valley BSC staff. "I would like to spread the word about you to as many people as possible, as your organization can help make anybody's dream come true," she said. Yaffa has already begun referring friends and colleagues in need of business support. The West Valley BSC, run by EWDD partner Valley Economic Development Center

(VEDC), looks forward to a wonderful opening event and being a powerful local business resource for the Mizrahis for many years to come.

VERNON-CENTRAL/LATTC WSC HELPS WORKER FIND JOB IN HEALTH CARE

Sonia Cobar was referred to the Vernon-Central/LATTC WorkSource Center late January 2018. She is a monolingual (Spanish speaking) adult participant, who had searched for a stable employment opportunity since she arrived in the United States in 2015. Sonia was seeking immediate employment to support her three-year-old daughter. She had limited work experience and was laid off from her previous job as a waitress. At the WorkSource Center, Sonia received assistance to develop her resume, along with interview techniques. In early February, Sonia was encouraged to apply for a position at St. Vincent's Hospital. She was contacted by a hiring manager, interviewed, and hired during the same week. Career Coach Jocelyn Rodriguez helped provide supportive services to help Sonia transition to her new job, including funding for transportation and uniform clothing. Although she was hired for a part-time position, Sonia now works as a full-time Environmental Service Attendant. The Vernon-Central/LATTC WorkSource Center, run by EWDD partner Coalition for Responsible Community Development (CRCD) is proud to have helped with bus tokens, a pair of uniform pants, and slip-resistant shoes to assist Sonia in her new job, which is helping her attain financial stability for herself and her family.



The Vernon-Central/LATTC WorkSource Center helped Sonia Cobar get a job and equipped her with slip-resistant shoes, uniform pants and bus tokens for her new role as an Environmental Service Attendant at St. Vincent's Hospital

FORMERLY HOMELESS, WSC HELPS MEN FIND JOBS IN HOSPITALITY INDUSTRY

The Vernon-Central/LATTC WorkSource Center recently helped two men who were formerly homeless and unemployed find work in the hospitality industry. Will Ross and Marquis Twyman worked with Career Coach Ernesto Garcia for assistance to find jobs immediately. Will and Marquis were given an opportunity to interview for available positions at Flying Food Group, a catering company for international airlines. They officially started working full time for the company in mid-February as sanitation workers. Will expressed that he is very happy to be working because now he can afford to support his children and prepare for another child on the way. In addition, Marquis stated he is grateful for the job and that he can now start looking for a place of his own.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	17
Pre-Startups Assisted	26
Start-ups/Operating Businesses Enrolled	14
Start-ups/Operating Businesses Assisted	24
Workshops: Number of Clients Attended	59

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



92,866
Page Views

1.4%



31.7%
New Visitors

0.3%



5,186
New Sessions

4.8%



475
Registrations

20%

WorkSource Centers



341
Enrollments

8%

"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