

News for the week of July 18, 2016



Career counselor John Wilson, left, with Steven Howell.

L.A. WORKFORCE COUNSELORS HELP EX-CONVICT CHART LIFE AFTER PRISON

When Steven Howell was paroled from a life term in prison, he was unsure about how to begin mapping out his newfound freedom. Through a support group for ex-convicts, Howell was introduced to the job-training services available at the Vernon/Central WorkSource Center located at Los Angeles Trade Tech College. Howell soon completed workshops that helped him learn how to write a resume, track down job leads, prepare for job interviews and manage his money. While waiting for employment, Howell mentored other clients at the center, helping them with their own resumes and job-search websites. In March,

Howell was hired as a full-time auto detailer at a KIA dealership in the downtown area. Now he's set a goal of eventually opening his own auto detailing business. Howell credits the help and encouragement he received at Vernon/Central, an EWDD contractor, with helping him navigate the challenges of life outside of prison. He stays in touch with Treasure Owens, his financial coach, and John Wilson, his career coach, to see how he can help out at the center and learn about new job leads. His counselors cite Howell as a shining example of a parolee overcoming big challenges to succeed.

Second L.A. Rams Hiring Fair Set: More than 1,500 jobs connected to the upcoming Los Angeles Rams football season will be available at a July 29 job fair organized by the South L.A. WorkSource Center and community partners. WorkSource staff teamed with CSC, an event management company that is offering positions as ushers, security officers and guest services.. The fair will be held from 8 a.m. to 3 p.m. at the Expo Center. For more information, contact Arthur Guerrero, business marketing coordinator, at 323-730-7900, ext. 227, or aguerrero@letc.com.

Rapid Response: EWDD's Rapid Response unit is monitoring the possible closure of OK Market in Boyle Heights. The market is attempting to fight an eviction notice in court. Rapid Response team members have been in contact with the grocery store's owners and have offered to provide transition services for the market's 139 employees if necessary.

Sonoratown gets Biz Center assistance: Teodoro Rodriguez, the owner of Sonoratown, a new restaurant in Los Angeles, has been working with the Central West BusinessSource Center for the last few months gearing up for the eatery's grand opening. Sonoratown is located in downtown's Fashion District at 208 8th Street, surrounded by a burgeoning residential community. It serves Mexican-style charcoal-grilled tacos, quesadillas and handmade tortillas, along with fresh fruit juices to promote a healthy diet and lifestyle. The restaurant's name refers to what locals used to call Chinatown in the mid-1800's, when the neighborhood was mainly home to immigrants from Northern Mexico. Rodriguez came to Central West BusinessSource Center in April to inquire about obtaining a working capital and equipment loan. BusinessSource Center staff provided assistance and he was approved for a \$40,000 loan. Sonoratown opened on May 28, creating three new jobs. The tiny eatery earned rave reviews on Yelp and has quickly become a neighborhood favorite.



EWDD GM Jan Perry addresses Business Group: General Manager Jan Perry was the keynote speaker at the Valley Glen Business Resource Seminar on July 20, informing more than 100 small business owners about job-training and recruitment services available to them at 17 WorkSource centers and two WorkSource portals located in the City of Los Angeles. Along with the EWDD, the event was sponsored by the Board of Equalization in collaboration with: Tony Cardenas-Congressmember-29th District, Robert Hertzberg-State Senator-18th District, Jeffrey Prang-Assessor-L.A. County, Paul Krekorian-L.A. City Councilmember-2nd District, the Universal City North Hollywood Chamber of Commerce and L.A. Valley College. The free event was held at L.A. Valley College and included workshops and networking sessions for the small business owners in attendance.



(EWDD Metrics on next page)

BUSINESS SOURCE METRICS:

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| LABSC’s Reporting: Central West, Harbor, North Valley, South LA, South Valley, West Valley, & Mid-City, Hollywood | |
| LABSC’s Not Reporting: East Los Angeles | |
| Pre-Startups Enrolled | 65 |
| Pre-Startups Assisted | 19 |
| Start-ups/Operating Businesses Enrolled | 21 |
| Start-ups/Operating Businesses Assisted | 14 |
| Workshops: Number of Clients Attended | 75 |

WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)



Page Views
(Up 7%)



New Visitors
(Down 0.3%)



New Sessions
(Down 1.6%)



Registrations
(Up 89%)

WorkSource Centers



Enrollments
(Up 83%)

“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.