



EWDD LOS ANGELES UPDATES



News for the Week of April 22, 2019

PARA LOS NIÑOS CELEBRATES 16 CERTIFIED NURSING ASSISTANT GRADUATES



The Central YouthSource Center, run by EWDD partner Para Los Niños is celebrating 16 Certified Nursing Assistants (CNAs) with a graduation ceremony Friday April 26, 2019. The event will be held at the YouthSource Center, located in Westlake, followed immediately with a hiring event for students. CNAs provide basic, day-to-day care for patients in nursing homes, hospitals and other health care facilities and act as assistants to registered nurses.

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The CNA training course taught students about medical terminology, how to take a patient's blood pressure and how to safely transport patients. For many students, becoming a CNA is a stepping stone to higher education and health care careers.

CENTRAL WEST BSC HELPS ENTREPRENEUR GET \$2K MICROLOAN FOR VENTURE

The Central West Region BusinessSource Center (BSC) helped entrepreneur Milvia Henriquez secure a \$2,000 mini microloan to grow her mobile retail shop, Milvia's Variedades. She started her business in 2018 after she was laid off from a job she had held for 19 years. Milvia realized this was her opportunity to start her own business venture and she created a shop targeting women too busy to head to the store, stocking her mobile retail shop with perfumes, handbags, lingerie, clothing, and lotion. Similar to other sole proprietors, Milvia used her own savings to finance her initial round of inventory. When she was ready to grow her business, she received a referral to the Central West BSC. At the center, she met with a business support specialist who helped ensure Milvia was properly licensed and had the proper seller's permit.

Milvia also met with a loan counselor who helped analyze her business financials and helped her apply for a mini microloan to be used as working capital, which would allow Milvia to have a fixed monthly payment at a reasonable interest rate. Milvia was approved for the microloan earlier this year. With this new injection of capital, Milvia was able to increase her inventory and improve the cash flow of her business.



Milvia Henriquez received a \$2K mini microloan to expand "Milvia's Variedades", her mobile shop.

BUSINESSSOURCE CENTER HIGHLIGHTS WEEK OF APRIL 22, 2019

EWDD's nine BusinessSource Centers host workshops designed to help entrepreneurs launch, build and grow their businesses. This week, EWDD Updates features a workshop held by the South Valley Business BusinessSource Center and a special training attended by the West Valley BusinessSource Center intended to help BSC staff better serve veterans transitioning back into the workforce.

South Valley BusinessSource Centers hosts "How To Start a Business" workshops

The South Valley BusinessSource Center hosted a How to Start a Business Workshop on Thursday April 18 and April 19, 2019. During the two-hour workshop, participants learned the basics of developing a business plan, such as what license and permits are needed to start a business, how to market your business and how to qualify for access to capital. The South Valley BusinessSource Center will host a How to Start a Business Workshop every Friday from 10am-12pm in English and/or Spanish depending on the needs of the participants. The April workshops were attended by 19 participants.

West Valley BusinessSource Team attends workshop on how to transition Vets to workforce

The West Valley BusinessSource Team was recently trained by the U.S. Small Business Administration (SBA) Veterans Business Outreach Center in a Train the Trainer workshop regarding how to train Vets and transition them into the workforce. The SBA training was a two-day Entrepreneurial Workshop on how to start a business, and covered several specific modules on all aspects of owning a business. The BSC Team was trained to conduct these workshops, and how they can be facilitated on an actual military base or in the City of LA as directed by the military. The military would recruit veterans to attend and BSC team members would conduct the training. It was an eye-opening experience on how to train vets as they are a different type of audience, BSC team members said.

BUSINESS METRICS:

| | |
|---|-----|
| LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor | |
| Microenterprise enrolled | 66 |
| Microenterprise assisted | 90 |
| Small businesses enrolled | 21 |
| Small businesses assisted | 17 |
| Number of BSC clients who attended workshops | N/A |

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs *(online and mobile)*



628 Registrations
8%

WorkSource Centers



1,493 Enrollments
6%

"Updates" is the weekly report from the EWDD Interim 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