



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF JANUARY 17, 2022

Success Stories



**EAST LA BSC HELPS BOYLE HEIGHTS BUSINESS PAINT A NEW
FUTURE**

The East Los Angeles [BusinessSource Center](#) helped [Pacific Resource Recovery \(PRR\)](#), a Boyle Heights-based waste management company, with community outreach efforts that will allow the business to expand its capacity, retain its existing workforce and hire two new employees. Founded in 1976 by Bob Berg, PRR is now operated by his granddaughter Jennifer Lahoda (above left), and Veeken Tashjian (above right), a second-generation member of the Berg Family of Companies.

The company originally started out in paint manufacturing. Bob Berg owned Ellis Paint Company, a facility that produced automotive and industrial paint. In 1979, Mr. Berg noticed how much waste was being generated in the paint industry and pioneered the PCL System. “The System,” as it came to be known, was a solvent recycling program that was the first of its kind in California. The ‘closed loop’ system recycled dirty solvent when a lot of solvent waste was still being dumped into local landfills and waterways. The PCL System became Pacific Resource Recovery (PRR) in 1991 under the leadership of Bob Berg’s daughter, Sandy Berg. The company offers a full range of waste management services for industrial hazardous waste.

Today, Jennifer and Veeken are passionate about continuing the PRR’s legacy of trust, integrity, care and growth that the generations before them worked so hard to keep at the forefront of their business.

In the four decades that PRR has been in existence, California has seen regulatory, technology and paradigm shifts in California manufacturing. As a result, many companies have left the state. However, the Berg family (now in its sixth generation) remains firmly intact. “California is our home and we truly believe that through innovation, integrity and investing in our team and community, there is opportunity for growth and a thriving business,” Jennifer said.

The East Los Angeles BusinessSource Center (ELA BSC) began its client relationship with PRR through its involvement with the [Boyle Heights Chamber of Commerce](#). PRR was seeking reorganization of its business structure when the Berg Family sold Ellis Paint Company and was looking to continue the growth of its waste management business. To assist with this business transition, the ELA BSC referred PRR to a State of California Employment Training Panel (ETP) for guidance on how to retrain key personnel and provide relocation assistance to other employees at the company. The ELA BSC also put PRR in touch with the [Boyle Heights Worksource Center](#) for further job placement assistance.

In addition, the ELA BSC, in partnership with other community-based organizations, assisted PRR with community outreach in support of their Part B Permit renewal application through the Department of Toxic Substance Control, which will allow PRR to expand their operations and capacity. This resulted in the hiring of two new employees and retention of PRR's current workforce. Once the permit is approved, PRR will be allowed to expand into an additional 20,000 square feet at their existing facility, which will create the need to hire additional staff. PRR and the ELA BSC are already in the process of creating the strategic framework for those hiring needs. The ELA BSC continues to work directly with PRR in developing activities on the Eastside that benefit other small businesses like the annual Business Expo and Conference at the California Endowment.

PRR is located in [LA City Council District 14](#).



FORMERLY HOMELESS, LA:RISE PARTICIPANT GAINS FULL-TIME JOB

Before joining the LA:RISE program, Aaron was homeless, unemployed and had no job experience. He said he was drawn to LA:RISE because it was an opportunity to gain new skills that would lead to a stable job and better future. Aaron (pictured above) attended a janitorial training program led by [LA:RISE](#) partner [Goodwill SoCal](#), followed by 300 hours of work experience in a transitional job at a Goodwill site. Due to his hard work, Aaron was offered permanent employment at Goodwill. "I learned janitorial skills in a caring and safe environment. I was surrounded by professional people who supported me all the time. I developed work skills, ethics as well as personal growth." He said

that completing the program was an achievement that raised his self-esteem. "Being a productive citizen is something I am so proud of. This whole experience helped me to put my feet on the first step of the success ladder. I am so excited to move forward in my career." Aaron encouraged others facing employment barriers to persevere. "My message is that there are so many opportunities waiting for whoever wants to change their life. Mine has changed and I am so happy."

EWDD is a leadership team partner of the [Los Angeles Regional Initiative for Social Enterprise \(LA:RISE\)](#). This innovative, collaborative partnership unites the City and County of Los Angeles' Workforce Development System (WDS) with non-profit social enterprises and for-profit employers to help individuals with high barriers to employment get good jobs and stay employed.

A promotional banner for the Comeback Checks Program. The background is a blue-tinted image of a woman with curly hair smiling. The text is white and yellow. The main title is "COMEBACK CHECKS PROGRAM" in large, bold, white letters. Below it, in smaller white text, is "\$5,000 grants for 5,000 businesses in the City of Los Angeles". At the bottom of the banner, there are three logos: the City of Los Angeles seal, the County of Los Angeles seal, and the Business Source logo. Below the banner, there is a dark blue bar with white text: "Round 3 applications open January 24, 2022!". Below that is a yellow bar with black text: "To apply, visit: ComebackChecksLA.com".

COMEBACK CHECKS PROGRAM
\$5,000 grants for 5,000 businesses
in the City of Los Angeles

City of Los Angeles County of Los Angeles Business source

Round 3 applications open January 24, 2022!

To apply, visit: ComebackChecksLA.com

Round 3 of the \$25M City of Los Angeles "Comeback Checks" grant program officially opens 10AM Monday January 24, 2022 and closes 11:59 PM Friday February 4, 2022. EWDD received more than 20,000 grant applications in Rounds 1 and 2. Those who submitted applications in the first round and second round and were not selected for funding will not need to reapply, as they will automatically be included in Round 3. For more information, visit ComebackChecksLA.com or email EWDD-Programs@lacity.org.

LINKS to COVID-19 RESOURCES
JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org
VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org
SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD METRICS

WorkSource Center Contact Performance (COVID-19) January 10, 2022 to January 14, 2022:

Number of walk-ins	852
Number of walk-ins by appointment	302
Number of call/emails	1,925
Number of calls regarding Unemployment Insurance (UI)	311

Youth Workforce Data FY 21-22 (HIRE LA's Youth) Week ending January 14, 2022:

Number of applications	6,872
Number of youth in lottery pool	1,473
Number of youth enrolled	1,345
YouthSource Center (YSC) enrollments	1,000
YSC enrollment goal	2,100
Percent complete	48%

Los Angeles BusinessSource Centers (BSCs) Metrics January 10, 2022 to January 14, 2022:

Microenterprises assisted	84
Microenterprises enrolled	10
Small businesses assisted	26
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	21
Sidewalk vendors assisted	32
Sidewalk vendors enrolled	0





The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

1200 West 7th Street
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213-744-7300
711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org