

# ON SITE

## Message from the Executive Director



Ernest Roberts  
Executive Director,  
PVJOBS

The tragic events of September 11 have deeply saddened all of us. We at PVJOBS offer our sympathy, support and solidarity to the families and friends of the victims who died in the horrific terrorist attacks against our nation.

We also hold a tremendous gratitude for the heroic acts of all those involved in the rescue and clean-up efforts. One of the true strengths of America lies within its system of values – values that we strive to demonstrate through PVJOBS.

PVJOBS continues to evolve into one of the city's most effective job programs. We are partnering with a number of local and state agencies to further expand job opportunities for the at-risk community in Los Angeles. Through the new PVJOBS+ program, we are now positioned to potentially place thousands of job candidates at projects beyond Playa Vista.

Due to our recent program expansion, we have moved into larger offices in the same building, but on the ground floor, which will give us more accessibility to our clients. Although our physical location has changed, our mailing address remains the same. We hope you continue to stay in touch with us.

## COMMUNITY PARTNERS COLLABORATE WITH PVJOBS TO EXPAND JOB PLACEMENT GOALS

Thousands of potential employment opportunities were introduced when 60 job placement counselors from local community-based organizations attended the PVJOBS Collaborators Meeting recently held at Playa Vista. The job placement counselors, who all represent organizations that partner with PVJOBS, attended the meeting to learn about new career opportunities offered through PVJOBS+, an expanded employment program that



Community representatives join PVJOBS at recent Collaborators Meeting.

provides at-risk residents with jobs at projects beyond Playa Vista. With new grants from the Workforce Investment Act, County of Los Angeles Workforce Investment Board and the California Department of Transportation, PVJOBS+ aims to ensure that an ongoing flow of strong employment opportunities are offered to the local at-risk community.

Playa Vista President Peter Denniston opened the meeting by applauding the group for their work with at-risk residents, urging them to “take heart” because their efforts were not unnoticed by the local community. PVJOBS Executive Director Ernest Roberts then took over the meeting by discussing the job program’s new projects, including the City of Los Angeles East Central Interceptor Sewer, a massive sewer development project that will yield more jobs for the at-risk community.

As a result of the meeting, PVJOBS reinforced alliances with its community partners, an invaluable link to the at-risk community. Through these partnerships and the new expanded job program, PVJOBS seeks to inspire renewed hope in the local at-risk community as well as the general workforce in Los Angeles.

## PVJOBS Employment Update

PVJOBS workers are steadily keeping busy at the Playa Vista construction site, as the Fountain Park Apartments and Water’s Edge, located at Lincoln and Jefferson Boulevards, are well under construction. Residential units at the area’s southeast corner have recently launched construction, and workers have continued grading, surcharging and working on infrastructure activities at the development site.

With all this activity, it is clear that job placements are accelerating. As a result, we expect that approximately 100 new positions will become available at Playa Vista over the

*continued on page 3*



Playa Vista Job Opportunities and Business Services

**Page 2**  
PVJOBS at Work

**Page 3**  
A Beacon in the Marina

**Page 4**  
Community Partners

# PVJOBS at Work

## DENISE FLEMING: A Star in a New Field

Former skateboard champion Denise Fleming admits that construction work isn't exactly as glamorous as winning skateboarding competitions, but it's just as satisfying. "It's great working in construction because I love working outdoors and building things," says 27-year-old Fleming, who was hired earlier this year as a lather for the Playa Vista construction site. "I feel like I'm doing just what I want to do."

Fleming is one of those fortunate people who've always known what she's wanted to do in life and became exceptionally successful at it. While growing up in Long Beach, Fleming turned her skateboarding hobby into a profession when at age 12 she began entering local skateboard competitions. She instantly became a star in the sport, winning practically every competition she entered. In 1984, Fleming was named as California's female skateboard champion, a title that

garnered her attention in several athletic magazines.

Fleming continued competing as a young adult, but her athletic ability began to wane after she started experimenting with drugs while in college. "Drugs really affected my sport, especially when I became hooked," she says. "I stopped practicing and competing, so I pretty much gave up the sport altogether." For the next five years, she stayed on drugs, supporting her habit by working in a string of odd jobs, many in the construction industry. In 1999, only four weeks after her father died from a stroke, Fleming was arrested for drug possession and later served an 18-month prison sentence.

Her father's death, coupled with the devastation of a prison sentence, strengthened Fleming's resolve to straighten out her life once she left prison. Shortly after her prison release, she enrolled in



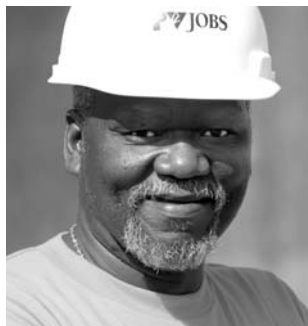
Denise Fleming

**The Workplace**, a job training and placement program for ex-offenders. While receiving job counseling, she learned about PVJOBS and quickly applied to the job program because of her strong interest in construction work. Fleming's construction experience and passion for working in the industry gave her a persuasive edge during her initial meeting with PVJOBS. A couple of months after her interview, she was hired to work for **Masino Plastering**, a Playa Vista contractor.

Fleming has received glowing remarks from her on site managers because of her work performance as well as her enthusiasm for her job. She takes particular pride in her role in helping to build the first residential properties constructed at Playa Vista, the Fountain Park Apartments. "I feel like I'm building something special here," she says. "When this project is finished, I'll know that I was a part of it."

## LAWRENCE JACKSON: Never Too Late

Forty-five-year-old construction apprentice Lawrence Jackson knows a good opportunity when it presents itself. An earnest worker who has faced challenges in the job market because of his turbulent past, Jackson eagerly accepted the opportunity of becoming a construction worker for Playa Vista when he was offered the job nearly two years ago. Since then, his excellent work performance and union membership has enabled him to land a series of other construction jobs beyond the Playa



Lawrence Jackson

Vista site, including a development project at Los Angeles City Hall. "PVJOBS took the time to help me better myself and my family," says Jackson, who is a single father of 19-year-old twins. "It's given me a great sense of pride to provide for my family and put my kids through college."

That sense of pride has been long sought by Jackson, who led most of his life contrary to the quality lifestyle he truly wanted. Raised by a single mother in South Central Los Angeles, Jackson often got into harmless trouble while growing up, but managed to earn good grades throughout school. After his high school graduation, he joined the army before attending Los Angeles Trade Tech College to study graphic design. Jackson worked in a number of low-paying jobs while he struggled to put himself through school, leaving him frustrated and tempted to associate with the "wrong crowds." He eventually drifted from his studies and began getting heavily involved in drugs, both using and selling.

Jackson's involvement with drugs led to a three-year prison sentence in 1985. But after his prison release, he continued a 12-year destructive cycle of drug addiction and incarceration. "Life became so hard

because I couldn't find a job," he says. "I blamed everyone else for my problems but myself." In 1997, Jackson finally decided to change his life after he realized how his lifestyle hurt his children.

Unskilled and over 40, Jackson enrolled in **Save Our Future**, a local job training and referral organization that partners with PVJOBS to find employment for the at-risk community. When Jackson learned about PVJOBS, he instantly knew it was the perfect opportunity for him. Within days of his interview with the job program, PVJOBS not only offered him a construction apprenticeship position, but also loaned him funds to join a local union.

Jackson's determination to build a new construction career has been clearly demonstrated through his hard work at the Playa Vista construction site. Earlier this year, he earned a perfect job performance score from **Benchmark Construction**, a Playa Vista contractor. "I enjoy my lifestyle much more now since I view life from a different perspective," says Jackson, who recently became engaged. "I see that I missed out on a lot of things earlier in life, but I'm making up for lost time."

# A Beacon in the Marina

**A**lthough based in one of the most affluent communities in Los Angeles, the Marina del Rey One-Stop is a leading employment center for local job seekers as well as at-risk residents from throughout the region. From welfare-to-work recipients to business executives, the job center attracts a wide spectrum of people who share a common goal of seeking meaningful work.



Marina del Rey One Stop's Sharon Waters.

Only a few miles from the Playa Vista construction site, the One-Stop partnered with PVJOBS more than two years ago to help their customers land jobs locally. The partnership has been a successful one. "Many of our customers have been hired at Playa Vista, and most of them come back to our center to thank us," says Waters. "One of our latest success stories is a woman who came to us looking for a job so she

"We're so unique because of our broad range of customers," says Sharon Waters, the center's senior job developer. "We counsel many professionals who were laid off from the high tech sector and other industries, but we also see people who are parolees or are on public assistance."

Part of the reason why the One-Stop handles such a diverse customer base is its varied history. Nearly 30 years ago, the

center was formed to counsel local residents who lost jobs from the aerospace industry's downsizing period. Aware that the local at-risk community could also benefit from their services, the center eventually began serving residents who faced social barriers in the job market. Today, more than 300 people visit the center daily to receive job counseling and placement services, tool supplies, supportive services, childcare and transportation.

could regain custody of her child. The next week, PVJOBS hired her to work as a drywaller."

While Waters works closely with the business community to create job opportunities for their customers, she considers PVJOBS as an exceptional service to her center. "PVJOBS has been a dream come true because it provides a level of service to individuals who are usually overlooked by most businesses."

## EMPLOYMENT UPDATE

*Continued from page one*

next quarter. Carpenters, plasterers, painters, roofers, plumbers, laborers, tile installers and finishers, flooring installers and brick masons will all be needed. **There will be a special need for electricians, sheet metal workers, operating engineers and iron workers/welders.** Please refer to The Union Book 2001 for instructions and procedures on applying for union entry.

**SPECIAL NOTE: Operating engineers are now accepting applications.** Applications are accepted on Wednesdays from 8:00 a.m. to 4:30 p.m. until December 12, 2001. Applicants should bring a high school diploma or GED as well as either a birth certificate, baptismal certificate, DD14 record or any other document that confirms one's legal right to

Construction Trade	Number in Database
Carpenters	369
Flooring/Carpet Layers	11
Concrete Masons/Finishers	39
Electricians*	20
Iron Workers	71
Laborers	348
Tile/Marble/Brick Masons	161
Operating Engineers*	8
Painters	160
Plasterers	46
Plumbers	112
Roofers	72
Sheet Metal Workers*	10

\* Trades Specifically Needed

work in the U.S. After an application is submitted, rounds of testing (including basic skills and basic math) will begin in January, with one-on-one interviews shortly following. This is a rare opportunity for job candidates who are interested in operating heavy machinery.

As of late September, our database contained 824 active job candidates. We have filled 191 positions with 137 candidates, with 88 candidates who are currently working on and off site. In addition, many other candidates originally referred by PVJOBS are pursuing careers in construction-related positions at projects outside of our job program.

The PVJOBS selection criteria are based on the candidate's geographical area of residence and the number of at-risk factors present at the time of application. For more information, please call us at (310) 448-4684.

# PVJOBS COMMUNITY PARTNERS

## LAUSD APPRENTICE PREPARATION PROGRAMS *(open to all)*

African American Unity Center (Mr. Hammond) (323) 789-5656  
 Los Angeles Technology Center (Mr. Wilcox, x236) (323) 732-0153

## ONE STOP CENTERS

*(adults, geographical or other restrictions may apply)*

Beach Cities One Stop (Mr. Addo, x3257) (310) 318-0645  
 Community Centers One Stop (Mr. Ruvalcaba) (323) 752-2115  
 Marina Del Rey One Stop (Ms. Waters, x212) (310)-309-6000  
 Urban League One Stop (Mr. Parham) (323) 732-7867  
 Wilshire-Koreatown One Stop (Mr. Richard) (213) 736-8567  
 WLCAC One Stop (Mr. Williams) (323) 732-7867

## YOUTH AND ADULT PROGRAMS

*(geographical or other restrictions may apply)*

CCTP (Ms. Aguilar) (310) 673-3941  
 Community Build (Mr. Bektamba) (323) 789-9950  
 Chrysalis, Santa Monica (Ms. Zepeda) (310) 392-4117  
 Chrysalis/New Directions (Vets, Ms. Slayton) (310) 914-4045  
 Communities in Schools (Mr. Leija) (818) 891-9399  
 Jobs for a Future/Homeboy Inds. (Mr. Prieto) (323) 526-1254  
 Joint Efforts Inc. (Mr. Brookes, x116) (310) 831-2358  
 Housing Authority of L.A. (Mr. Smith) (213) 252-1810  
 IAM Cares, Compton (Disabled, Ms. Mitchell) (310) 631-9606  
 IAM Cares, L.A. (Disabled, Ms. Gray) (323) 584-9453  
 LA Vets (Vets only, Ms. Harris) (310) 348-7600

## YOUTH AND ADULT PROGRAMS (continued)

Mar Vista Family Center (Ms. Diaz) (310) 390-9607  
 NO GUNS (Ex-gang affiliated, Mr. Marroquin) (310) 672-9348  
 Radio Sin Fronteras (Mr. Sarabia) (213) 250-3319  
 S.M. Barrios Unidos (Mr. Lares) (310) 453-9492  
 Save Our Future (Mr. & Mrs. Jordan) (323) 291-6623  
 SC PWI/SCRS (Ms. Ziegler) (310) 345-5713  
 Union Rescue Mission (Mr. Hopkins) (213) 347-6300  
 Unity One (Ex-gang affiliated, Mr. Taylor) (213) 963-5843  
 The WorkPlace (Parolees, Mr. Portillo) (213) 386-3055

## YOUTH PROGRAMS *(restrictions may apply)*

Boyle Heights Y.O.M. (Mr. Burks) (323) 260-4796  
 CCEO YouthBuild (Mr. Delgado) (310) 225-3060  
 Covenant House of California (Mr. Aranda) (323) 957-7455  
 Goals for Life (Mr. Berry) (562) 698-1501  
 Kulick Youth Opportunities (Ms. Minor) (323) 789-2773  
 LA Youth at Work (Ms. Chaipen) (213) 847-1584  
 PACE/SIPA YouthBuild (Mr. Leonares) (213) 580-0020  
 Peacekeeper ARK (Ms. Adams) (310) 276-9046  
 United Friends of the Children (Mr. Ruge) (310) 410-2565  
 VCHC YouthBuild (Ms. Murphy, x117) (310) 399-4100  
 Walden House Inc. (Mr. Medina) (213) 763-6238  
 YES YouthBuild (Mr. Drew) (323) 567-0091

For more information, call PVJOBS at (310) 448-4684.



Playa Vista Job Opportunities and Business Services

12555 W. Jefferson Boulevard  
 Suite 300  
 Los Angeles, CA 90066

BULK RATE  
 U.S. POSTAGE  
**PAID**  
 KES MAIL



Newsletter designed and produced by the graphic design class, Venice Skills Center, Venice, CA