

On Site

Playa Vista Job Opportunities and Business Services

Volume 4 Number 4 ■ Winter 2004

MESSAGE FROM THE EXECUTIVE DIRECTOR



Ernest Roberts
Executive Director, PVJOBS

Often I am humbled by the amount of support our program receives. In November, PVJOBS held our very successful annual awards event. Our "Reaching New Heights" luncheon received a wide level of support from local businesses, unions, governmental agencies and community-based organizations.

Not only is **Playa Vista** – our event's gold sponsor – developing an environmentally sound and technologically advanced community that will be a pleasure in which to live, but they also are making a meaningful difference by demonstrating a remarkable social commitment to supporting our local at-risk citizenry. And of course, our efforts could not be accomplished without the support of the labor community, who stepped up to the plate in a big way by assisting us in union entry and sponsoring our luncheon. Many thanks to the **International Brotherhood of Carpenters Local 2007, Laborers Local 300 and Plumbers and Steamfitters Local 761** for their support.

Buy-in from businesses is essential to the success of our mission. Several builders at Playa Vista came forward to sponsor our event: **John Laing Homes, The Salter Company and Warmington Homes/Keller CMS**. Other event sponsors unaffiliated with the Playa Vista project were **Kenny Construction Company JV** (Los Angeles

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L.A. City Council President Alex Padilla Joins PVJOBS At Awards Luncheon

Los Angeles City Council President Alex Padilla joined labor, business and community leaders at PVJOBS' "Reaching New Heights" awards luncheon recently held in Downtown Los



Front Row (left-right): Adrian Chavez, PVJOBS Employee of the Year; "Sweet" Alice Harris, Parents of Watts Director; Steve Soboroff, Playa Vista President. Back Row (left-right): Ernest Roberts, PVJOBS Executive Director; Vickie Williford, PVJOBS Employee of the Year.

Angeles. The awards event is held annually to recognize at-risk youth and adults who have received the highest job performance marks while building successful construction careers through their involvement with PVJOBS.

"On behalf of the City of Los Angeles, I would like to commend PVJOBS for its innovative programs and partnerships that bring job-skills training for those in our community that are most at risk," said Councilman Padilla, who served as the event's keynote speaker. "By

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PVJOBS Employment Update

We are expecting Trammell Crow's 2000 Avenue of the Stars project to begin in late January/early February and hope to begin placements under our 2000 AOS extension program. Candidates will be pulled from our existing database, which should afford greater opportunities for clients referred to PVJOBS. The Los Angeles Community College District's Proposition A and AA bond programs for construction on all nine campuses is just beginning. Progress has been made to establish a referral network for available positions. We will have more details on this project shortly.

As of December 2003, more than 700 PVJOBS candidates have gained employment, filling over 1,150 positions. More

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PVJOBS At Work

Adrian Chavez: Giving His All

What a difference a year can make in someone's life. For PVJOBS worker

Adrian Chavez, a year has made all the difference. Over the past year, Chavez, a 41-year-old husband and father of five, was quickly promoted from a laborer to a foreman for Playa Vista contractor American Constructors. As a foreman, Chavez oversees a construction crew that helped



Adrian Chavez

build an 85-unit condominium complex at Playa Vista. His exceptional work performance recently led PVJOBS to present him with the Employee of the Year Award. Says Chavez of his swift career ascension, "They saw my work performance and what I was capable of doing. I gave them my all."

But giving his all is something that Chavez seldom chose to do during most of his life. Born in Compton, Chavez was raised the youngest of four siblings in the Torrance community. Because his older siblings left home early and his parents both worked to make ends meet, Chavez grew up with little supervision. That lack of presence in the home caused him to seek attention elsewhere. And unfortunately, that "elsewhere" happened to be a neighborhood gang that Chavez joined when he was only 8-years-old. "No one was there," Chavez recalls. "And I wanted to be a part of something."

His gang involvement escalated throughout his teen years, leading to drug possession and other criminal activity. At age 17, he received the first of a series of prison sentences that lasted more than two decades. After his last prison release, he felt he'd had enough. "I was tired," confessed Chavez. "I needed to see the other side of the fence."

Chavez sought refuge at Walden House, a special community-based organization that provides social services to ex-offenders. Thanks to the selfless work of former Walden House assistant director Danny Medina, who has since died tragically in a highway accident, Chavez landed his first construction position through PVJOBS.

Now, with his recent promotion and renewed direction in life, Chavez has realized a sense of achievement and fulfillment. He says of his transformed journey, "People like me are not a menace to society. We can do it. I wake up every morning at 4 am and I'm ready to go to work. And I feel great about it."

PVJOBS Awards Luncheon

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addressing these needs head on, PVJOBS not only addresses the needs of today, but it plants the seed for the successes of tomorrow."

The highlight of the event was the Employee of the Year Awards, which were presented to two PVJOBS workers – Adrian Chavez and Vickie Williford – who received the highest job performance marks while building successful construction careers through their involvement with the job program. Chavez was a veteran gang member who spent many years incarcerated before turning to PVJOBS to land his first job as a laborer, which eventually led to his recent promotion to a



Parents of Watts Director "Sweet" Alice Harris, shown with Playa Vista President Steve Soboroff, accepts the Vision Award

foreman. Williford spent nearly 20 years on drugs and in prison before visiting PVJOBS to apply for a carpentry position. Today, nearly two years later, Williford stands out as not only one of the hardest workers on her construction crew, but also its only female team member.

"Playa Vista is proud to support PVJOBS," said Playa Vista President Steve Soboroff. "Through the program, we have created hundreds of opportunities for people to turn their lives around. These are hiring success stories."

"The moving and inspirational stories of our awardees demonstrate the perseverance of the human spirit in overcoming significant obstacles," said Ernest Roberts, PVJOBS Executive Director. "There are several hundred more who have come through our program with equally compelling stories."

Parents of Watts Director "Sweet" Alice Harris received the Vision Award for her role in furthering PVJOBS' mission by working with the job program to train their clients and generate cable installation positions for local at-risk residents. "All my life, all I've ever wanted to do is to help people," said Harris of her longtime community work. "And once you learn something you enjoy, you don't ever want to do anything else."

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PVJOBS

Employment Update

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than 275 candidates have completed a minimum of 500 hours and 17 have completed over 3,000 hours. We expect to fill an additional 150 to 200 positions this quarter at Playa Vista and elsewhere.

Bear in mind that many candidates listed in the table below are already working. We specifically need candidates to fill positions as sheetmetal workers and operating engineers. Candidates for these specific trades need to submit an application to the applicable union and pass the union test before they are eligible for referral to work through PVJOBS. Please call us for more details at (310) 448-4684.

CONSTRUCTION TRADE	ACTIVE IN DATABASE
Carpenters	939
Flooring/Carpet Layers	46
Concrete Masons/Finishers	142
Electricians	134
Iron Workers	179
Laborers	1709
Tile/Marble/Brick Masons	292
Operating Engineers*	36
Painters	416
Plasterers	121
Plumbers	315
Roofers	165
Sheet Metal Workers*	24

**Trades Specifically Needed*

PVJOBS Awards Luncheon

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The event's Contractor of the Year Award was presented to The Salter Company, a major Playa Vista contractor that recently completed the Metro Building, a luxurious 121-unit condominium complex. The Salter Company earned the award by consistently exceeding their 10% hiring commitment of employing PVJOBS workers. The construction firm also received the award for sincerely embracing the job program's mission to create meaningful career-oriented construction opportunities for those at-risk.

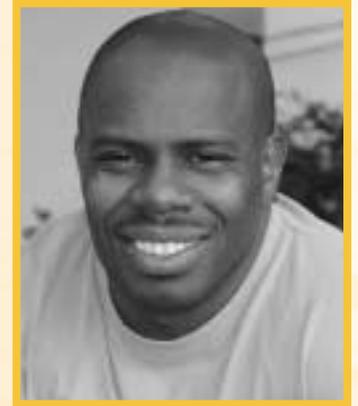


Norm Salter accepts the Contractor of the Year Award

PVJOBS At Work

James "Rock" Farmer: A Better Plan

PVJOBS worker James "Rock" Farmer got his nickname while growing up as a tough teenager in his South Central Los Angeles neighborhood. Nowadays, the 38-year-old construction supervisor is still being called by his nickname. But this time, it's because he gives such a rock solid performance at work.



James "Rock" Farmer

Since being hired two years ago to work for The Salter Company, Farmer received several promotions before earning his current supervisory position at the Metro Building, a striking 121-unit condominium complex being built at Playa Vista. While his promotions came as a result of his hard work and reliability, his confident attitude also gave him an edge on the job. "My work is challenging, but I always look forward to working hard and doing something positive," he says.

After living many turbulent years roughing the streets of South Central Los Angeles, Farmer is finally happy to do something he feels positive about. Raised in a single-parent household with three siblings, Farmer joined a gang at age 13. His gang activity continued throughout his young adulthood, leading to several prison sentences over a 15-year period. "I was a product of my environment," says Farmer. "Being a part of a gang was all that I knew."

During his last prison sentence, Farmer decided that he'd had enough with his destructive lifestyle. He enrolled in construction trade classes through a prison job training program, further motivating him to rebuild his life. Shortly following his final prison release, he visited the Watts Labor Community Action Committee, where he was referred to PVJOBS. As fate would have it, Farmer learned about a construction job opening within his first day of meeting with PVJOBS.

Today, Farmer oversees a full laborer crew as well as a team of installers and vendors working for the Metro Building. Although his life lessons cost him his youth, he has made peace with his past. "I don't regret my past because I believe God has had a better plan for me," he says.

Having become yet another PVJOBS success story, Farmer feels passionate about helping others get their lives back on track through transitional job programs. "I advise people who call PVJOBS to be reliable once they get the job," he says. "If you show that a contractor can trust you, they'll give you an opportunity."

PVJOBS Community Partners

APPRENTICE PREPARATION PROGRAMS

Century Community Training (Ms. Clinkenbeard)	310/673-3941
Los Angeles Technology Center (Ms. Kerr)	323/732-1053
Testimonial Community Love Center (Mr. Hammond)	323/296-2082

WORKSOURCE CENTERS

Career Transition Worksource Center (Mr. Fernandez)	562/570-3736
Community Centers WorkSource Center (Mr. Ruvalcaba)	323/752-2115
Compton Career Link WorkSource California (Mr. Smith)	310/605-3050
Hollywood WorkSource California (Ms. Gardner)	323/960-1300
L.A. Urban League W. Adams/B.H. WorkSource (Mr. Parham)	323/732-7867
Marina Del Rey WorkSource Career (Ms. Waters)	310/309-6000
Wilshire Metro WorkSource (Ms. Shakoor-Akbar)	213/365-9829
WLCAC Southeast/Watts WorkSource (Mr. Alexander)	323/563-5669

YOUTH AND ADULT PROGRAMS

Chrysalis/New Directions (Ms. Fontaine)	310/914-4045
Chrysalis/Santa Monica (Ms. Slayton)	310/392-4117
Communities in Schools (Ms. Arredondo)	818/891-9399
Community Build (Mr. Bektamba)	323/789-9950
CRTD FaithWorks (Ms. Russell)	310/673-0287
DARE U TO CARE (Ms. Parker)	323/756-3208
Employment Development Dept. S.M. Branch (Ms. Thomas)	310/576-6431
FAME Renaissance (Mr. Collier)	323/730-8354
Housing Authority of L.A. (WtW Division) (Ms. Rasheed)	213/252-1800
Jobs of the Future/Homeboy Industries (Father Boyle)	323/526-1254
Joint Efforts Inc. (Mr. Twain)	310/821-2358
IAM Care Carson (Ms. Kimbrough)	310/518-8235
L.A. Family Housing Corporation (Ms. Ramirez)	818/982-4091
Mar Vista Family Center (Ms. Diaz)	310/390-9607
Nabsio/The Cutting Edge News (Ms. Moore)	323/756-8032

YOUTH AND ADULT PROGRAMS continued

NO GUNS (Mr. Marroquin)	310/695-7438
Public Allies Los Angeles (Mr. Gonzalez)	213/251-2777
Radio Sin Fronteras (Mr. Magallanes)	213/250-3319
Santa Monica Barrios Unidos (Mr. Lares)	310/453-9492
Save Our Future (Mr. Jordan)	323/544-0039
South Central Projects With Industry/SCRS (Ms. Williams)	310/345-5713
The WorkPlace (Mr. Solis)	213/386-1994
Union Rescue Mission (Mr. Hopkins)	213/347-6300
Unity One (Mr. Taylor)	213/963-5843
U.S. VETS (Ms. Harris)	310/348-7600
Walden House Inc. (Mr. Medina)	213/763-6238
West Angeles Community Development Corp. (Ms. Welch)	323/291-1472
WtW Partnership Bizlink L.A. Program (Ms. Samuels)	213/251-1436

YOUTH PROGRAMS

Archdiocesan Youth Employment Services (Mr. Gutierrez)	213/736-5456
Boyle Heights Youth Opportunity Movement (Mr. Burks)	323/260-4796
CCEO YouthBuild (Mr. Starks)	310/225-3060
Covenant House of California (Mr. Sterle)	323/957-7455
Goals for Life (Mr. Berry)	562/698-1501
L.A. Youth at Work (Ms. Hererra)	213/580-7505
PACE YouthBuild (Mr. Leonares)	213/580-0020
Peacekeeper ARK (Ms. Adams)	310/276-9046
United Friends of the Children (Ms. Raphael)	213/580-1850
VCHC YouthBuild (Ms. Murphy)	310/399-4100
YES YouthBuild (Mr. Whelchel)	323/567-0091
Watts Youth Opportunity Movement (Mr. Burks)	323/789-2773

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

Message from the Executive Director

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Public Works ECIS Project) and **Trammell Crow Company** (developer of the 2000 Avenue of the Stars Project).

Governmental agencies that we work with and are our friends – **Los Angeles World Airports** and the **Port of Los Angeles** – sponsored the event, too. And although these are tough times for nonprofits, even our collaborating nonprofit agencies dug deep into their pockets to assist us with the luncheon. **US VETS** and **NO GUNS/Youth at Risk** found a way to sponsor the event, and many other nonprofit agencies bought individual tickets, despite our offers to give them complimentary tickets.

Is it any wonder that my heart is warmed, that I'm overwhelmed and humbled at such levels of support? It is indicative of the social value of the PVJOBS mission to all of us. It is also a demonstration that workable solutions can be found for our collective social ills that can benefit labor, businesses and our communities. Finally, the willingness to listen, to give a chance to an idea by so many reinforces my belief in the inherent goodness of man and causes me to be optimistic for our collective future.

With the utmost sincerity, I thank all of our supporters. Together, we can make a difference. What a wonderful way to start the New Year!