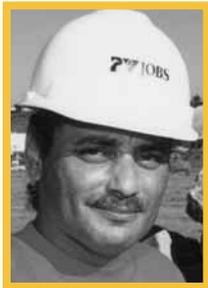


On Site

Playa Vista Job Opportunities and Business Services

Volume 5 Number 3 ■ Fall 2004

MESSAGE FROM THE EXECUTIVE DIRECTOR



Ernest Roberts
Executive Director, PVJOBS

PVJOBS and many of our collaborators supported the approval of Playa Vista's Phase Two project at a recent Los Angeles City Council hearing. Called the Village at Playa Vista, the project will bring more than 2,400 units of much needed housing to the area, some of which will be affordable. Of great concern to PVJOBS and our collaborators are the jobs that the additional project will provide to our at-risk clientele. Playa Vista's ongoing commitment to a 10% set-aside for our shared clients will be carried into Phase Two and translates into 800 to 1,000 additional placement opportunities in the multi-year construction of the Village.

The projects that our job program supports are those that have demonstrated a commitment to the community. Opposition to the Playa Vista project is usually attributed to traffic and environmental concerns, despite the fact that Playa Vista is making substantial local roadway improvements while mitigating environmental effects. What's more, housing is badly needed in the city of Los Angeles.

An important element of the development project is the Playa Vista Educational Trust, which currently supports a variety of needs for 15 public and private schools. Playa Vista also has formed an

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PVJOBS Employment Update

Construction activities in the Los Angeles area at Playa Vista are stronger than ever. As a result, most construction trade unions are attempting to recruit new personnel. Information concerning application dates, fees and entrance requirements may be obtained from PVJOBS or the applicable union. Clients should be encouraged to take advantage of these opportunities if at all possible. PVJOBS will host periodic "meet and greet" orientations with various locals to introduce them to our clients. Contact PVJOBS for more details.

Since 1999, the overall rate of compliance at Playa Vista stands at 13.7%, well above our 10% commitment goal. Beyond Playa Vista, Trammel Crow's 2000 Avenue of the Stars

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PVJOBS Workers Graduate At Special Ceremony

It was a warm sunny morning last August when the family and friends of nearly 40 PVJOBS workers joined together at Playa Vista's Concert Park in celebration of the job program's special graduation ceremony. PVJOBS held the graduation to recognize their clients who have performed at least 3,000 hours of work since being hired by the job program.

At the ceremony, to the loud applause of their loved ones, each graduate walked across the park's lawn and onto the stage when their names were individually called by PVJOBS Executive Director Ernest Roberts, who congratulated them for their ongoing commit-



Several PVJOBS graduates join some of the job program's staff during the graduation event.

ment to their careers. The graduates received a certificate from the job program's board of directors as well as an exclusive PVJOBS hard hat. The graduates were also given Certificates of Recognition from the Office of California State Senator Deborah Bowen.

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PVJOBS At Work

MIGUEL BERANGO: Always Looking Ahead

Landscaper Miguel Berango didn't realize how much he'd enjoy mowing, trimming foliage and installing irrigation pipes when PVJOBS originally hired him to work in landscaping for Tru Green at the Playa Vista site two years ago. But today, there's few jobs he'd rather have. "I really like what I do now," says Berango, 41. "This job has made me feel more comfortable with myself. It's helped me feel capable of doing many types of jobs."



Miguel Berango

That attitude has made Berango's many years of employment struggles a distant memory.

Born in Mexico, Berango moved with his family to Los Angeles when he was 11. Although he didn't know English, he worked hard in school to master the language. But after enrolling high school, he soon dropped out to get a job to help support his family. That pressure partly led to Berango's alcohol and drug abuse, an addiction that lasted for the next decade. His battle with alcohol and drugs not only prevented him from keeping a steady job, but also landed him in jail several times for charges ranging from DUIs to drug possession. "I was not settled at that time in my life," he remembers.

Berango reached his breaking point when after one night of heavy drinking, he was attacked in a brawl on the streets of South Central Los Angeles. "That's when I finally realized that living that type of life wasn't worth it," he says. He soon entered a rehab program, Victory Outreach, which got him on the road to a sober lifestyle and working again.

During a visit to an employment center a few years ago, Berango heard about PVJOBS from a job placement counselor. When he learned that the PVJOBS hired at-risk individuals, "I didn't care what job I got there," he says. "I just wanted to work."

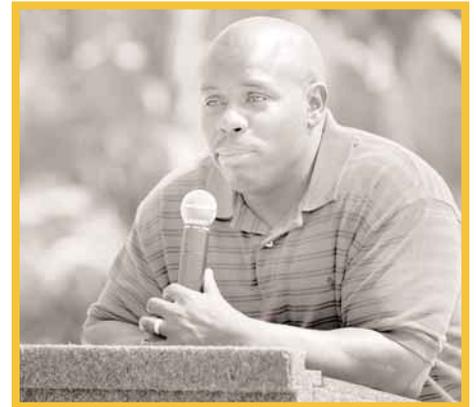
Over the summer, Berango's excellent job performance caught the eye of Valley Crest's personnel management, which hired him to work as one of their landscapers at the Playa Vista site. He is excited about the new position, and he's even making plans to buy a house for his wife and three young daughters.

Despite his late career start, Berango feels blessed about his life and doesn't dwell on his past. "All the things I did before is forgotten," he says. "Now I just see the good things that are happening to me."

PVJOBS Workers Graduate At Special Ceremony

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The ceremony's valedictorian was James "Rock" Farmer, who earned top honors for being one of the most successful workers in the PVJOBS program. PVJOBS hired Farmer nearly three years ago to work as a foreman for The Salter Company, a Playa Vista contractor. His outstanding performance has led to a series of promotions, his latest being the project superintendent for the company's new residential development project in Studio City.



James "Rock" Farmer

"You can do anything if you put your mind to it. You just have to give it your all," said Farmer, who gave the event's keynote address. "I thank PVJOBS for giving me the opportunity. I didn't let them down."

Farmer is only one of countless success stories of PVJOBS workers who have overcome significant obstacles and have flourished in their construction careers. The individual with the highest number of job hours was sheet metal worker George Acosta, who logged 5,500 hours while working for Circulating Air since late 2001.

Message from the Executive Director

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innovative partnership with the Music Center of Los Angeles County's Education Division, called "Playa Vista Presents," which brings arts programming to Playa Vista as well as the surrounding schools and community. In addition, Playa Vista has committed to an extensive restoration of vital components of the Ballona natural habitat, freshwater marsh, riparian corridor and the bluffs. These efforts, coupled with its commitment to providing significant employment opportunities to the at-risk, make it clear that Playa Vista takes the word "community" very seriously.

Growth is an inevitable attribute of our economic system. The question is not should there be growth, but how to structure that growth in the smartest way possible. Smart growth must produce significant and long lasting benefits to our collective community and be a financially viable endeavor for the investor. In other words, smart growth, particularly in the manner that Playa Vista is being developed, is a win-win situation. And all of the projects with which PVJOBS works share that sense of community – not only in the provision of employment opportunities to our most needy citizenry, but those that address community betterment concerns. These projects deserve our support. But if we don't support projects that are com-

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PVJOBS

Employment Update

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construction activity has begun. The Los Angeles Community College District's construction on all nine campuses has also begun. These projects are expected to greatly increase our job placement potential.

As of September 2004, 846 PVJOBS candidates have gained employment, filling 1,531 positions. More than 300 candidates have completed a minimum of 500 hours and more than 30 have completed over 3,000 hours. We expect to fill an additional 150 to 200 positions this quarter at Playa Vista and elsewhere. Many of these positions, however, will be filled from our out-of-work list, per our internal policies, reducing the number of new job placement opportunities.

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 at (310) 448-4684 for more details.

CONSTRUCTION TRADE	ACTIVE IN DATABASE
Carpenters	1177
Flooring/Carpet Layers	66
Concrete Masons/Finishers	185
Electricians	246
Iron Workers	194
Laborers	2291
Tile/Marble/Brick Masons	342
Operating Engineers*	67
Painters	535
Plasterers	173
Plumbers	471
Roofers	194
Sheet Metal Workers*	51

**Trades Specifically Needed*

Message from the Executive Director

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mitted to this sense of community in their business practices, I fear that we will be left with those that do not.

It is important that we make these opportunities available to those with a sincere desire of making the effort to change their lives. I believe we can assist many of our parolees, but it takes resources and meaningful programs to make a difference. We at PVJOBS are making this effort by aligning with other programs committed to assisting our most needy citizenry. Through our work, we plan to continue making meaningful opportunities available for our collective communal future.

PVJOBS At Work

SELMA "JUSTICE" BUTLER: Best Man For The Job

It doesn't take long to figure out why Selma "Justice" Butler has been told that she's the best man (or "woman," that is) on her crew. When the hard-working laborer was hired last year to work for Warmington Homes at the Playa Vista site, she became a quick study and worked diligently to make sure each assignment was done right. Her fierce effort catapulted her from being a construction novice to one of the



Selma "Justice" Butler

most skilled laborers on her crew. "I new nothing about construction or power tools when I first started," says Butler, 36. "But even though it's a male-dominated profession, I now get respect."

Respect is all Butler has aspired to earn in her life. Raised in Houston by her grandparents, Butler had her sights on Hollywood at an early age, when she first began dreaming of becoming an actress. After graduating from the University of Houston, she packed her bags and headed to Los Angeles, taking her young daughter with her. Once there, she soon landed a job at a bank to support her family while starting up her acting career. Although she finally found steady work as a TV extra, she struggled to earn enough money to make ends meet. Desperate, Butler did the unthinkable when she committed identity theft. Eventually caught, she was sentenced to nearly three years in prison. "I made a mistake, but unfortunately, it's one of those things that follows you and changes your life forever," she says.

After her prison release, Butler began looking for work, a cycle she found entirely frustrating. "No matter what your crime is, employers look at you as a faceless person because you have a record, and that's all they see," she says. Her life took a sudden change for the better when she visited FAME Renaissance, a nonprofit community-based organization that referred her to PVJOBS. "Here's a job program that assists people who need help the most," remarks Butler about her first experience with PVJOBS. "I thought it was cool."

Now, more than a year later, Butler is already making plans to one day use her good fortune to give back to others. "I want to use my blessing from God to bless others. So in the future, I want to teach juvenile delinquents how to learn the construction trade," she says. "That way, on top of having a skill, they'll feel better about themselves."

PVJOBS Community Partners

APPRENTICE PREPARATION PROGRAMS

Century Community Training (Ms. Clinkenbeard) 310/673-3941
Los Angeles Technology Center (Ms. Kerr) 323/732-1053

WORKSOURCE CENTERS

Career Planning Center-Marina (Ms. Waters) 310/309-6000
Career Transition Worksource Center (Mr. Fernandez) 562/570-3728
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
LA. Urban League W. Adams/B.H. WorkSource (Ms. Hall) 323/732-7867
Metro North Worksource Center (Ms. Zakarian) 323/223-1211
Wilshire Metro WorkSource (Ms. Shakoor-Akbar) 213/365-9829
WLCAC Southeast/Watts WorkSource (Mr. Blake) 323/563-5669

YOUTH AND ADULT PROGRAMS

All People Christian Center (Ms. Bryant) 213/747-6357
CCFP/Meals On Wheels for Children (Ms. Moore) 323/755-8038
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. Richardson) 310/673-0277
DARE U TO CARE (Ms. Parker) 323/756-3208
Employment Development Dept. S.M. Branch (Ms. Thomas) 310/576-6431
FAME Renaissance (Mr. Prince) 323/730-8354
Homies Unidos Inc. (Ms. Belrran) 213/383-7484
Housing Authority of L.A. (WtW Division) (Ms. Rasheed) 213/252-1800
Human Potential Consulting-LLC (Ms. Windsett) 310/745-1560
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
LA. Family Housing Corporation (Ms. Ramirez) 818/982-4091

YOUTH AND ADULT PROGRAMS continued

Mar Vista Family Center (Ms. Diaz) 310/390-9607
Meaning And Purpose (Mr. Moore) 323/296-2553
NABSIO/Cutting Edge News (Mr. Perkins-Ali) 323/755-6024
NO GUNS (Mr. Marroquin) 310/695-7438
Public Allies Los Angeles (Mr. Gonzalez) 213/251-2777
Save Our Future (Mr. Jordan) 323/544-0039
South Central Projects With Industry/SCRS (Ms. Williams) 310/345-5713
Testimonial Community Love Center (Ms. Pantaleon) 323/296-2082
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
Venice 2000 (Mr. Hayward) 310/823-6100
Walden House SASCA Region 111 (Mr. Wilson) 213/741-3720
West Angeles Community Development Corp. (Ms. Welch) 323/291-1472

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. Caldwell) 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.



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