

# On Site

Playa Vista Job Opportunities and Business Services

Volume 7 Number 2 ■ Summer 2006

## MESSAGE FROM THE EXECUTIVE DIRECTOR



Ernest Roberts  
Executive Director, PVJOBS

I ran into a former client of ours the other day. An ex-felon, he first came to our job program in April 2002 and demonstrated a sincere desire to change his life by finding meaningful employment. By that October, he joined the Sheet Metal Union and never looked back. PVJOBS assisted him in renting a low-income apartment at Playa Vista that he shares with his wife and 13-year-old son. He remained steadily employed while pursuing his construction career.

In late 2005, I was shocked to hear that the DEA arrested and charged him with conspiracy to sell drugs. In actuality, it was his brother who borrowed his car and was caught with several pounds of methamphetamine. But because our client is an ex-felon and his brother used his car, the DEA assumed that he was involved in the crime. What's more, police agents also assumed that our client was living above his means since he lived at Playa Vista, despite the fact that Playa Vista's low-income units are leased as little as a third of the market rate – considered affordable for a couple in which a spouse is earning more than \$20 an hour.

The DEA has a conviction rate of about 98%, and our client's brother had already received a life sentence. Though the case was clearly based on assumptions and simple familial associations, our client and his family were extremely troubled by the situation.

During the jury trial, testimony was given by Sydney Berrard, a Sheet Metal Joint Apprentice Training Committee (JATC) administrator, who

*continued on page 3*

## LA City Council Prez Eric Garcetti Joins PVJOBS To Honor Workers With At-Risk Pasts

Los Angeles City Council President Eric Garcetti joined labor, business and community leaders at a special recognition luncheon in May to honor at-risk individuals who have turned around their lives by building new construction careers. Launched annually by PVJOBS, the "Rebirth of a Dream" recognition luncheon drew more than 300 people.

Laborer foreman Stanley Williams, an ex-offender and former Crips gang member, and equipment operator Sergio Lopez, also an ex-offend-



*Pictured at the awards event are (from left) PVJOBS Executive Director Ernest Roberts; PVJOBS Board President Mary Richert; PVJOBS Employee of the Year award recipient Stanley Williams; and Los Angeles City Council President Eric Garcetti.*

er with a history of drug addiction, were honored with Employee of the Year awards for overcoming life obstacles by sustaining successful careers in the construction industry. (See page 2 for Lopez's story.)

The event also honored a community leader and construction firm for their work in providing meaningful employment opportunities as

a pathway to economic self-sufficiency and self-recovery. Los Angeles City Councilman Bernard Parks was honored with the Visionary Award for his influence in moving the PVJOBS vision to new levels. Bernard's Brothers Construction was recognized with the Contractor of the Year Award for demonstrating a hiring commitment that reflects the PVJOBS mission.

*continued on page 3*

## PVJOBS Employment Update

The Southern California Pipe Trades Unions are NOW accepting applications for entry level and experienced positions.

This trade is represented by skilled men and women who work as plumbers, pipefitters, welders, HVACR technicians, fire sprinkler fitters and landscape irrigation pipefitters. Successful applicants will be enrolled in a five-year "earn while you learn"

*continued on page 2*



Playa Vista Job Opportunities and Business Services

**Page 2**  
PVJOBS at Work  
PVJOBS Update

**Page 3**  
PVJOBS at Work  
Inspirational Corner

**Page 4**  
Community Partners

# PVJOBS At Work

## SERGIO LOPEZ: Value Of Hard Work

When PVJOBS referred Sergio Lopez to a laborer position three years ago, the timing couldn't have been better. He'd spent years searching for a stable job, but doors never seemed to open for him.

Today, 33-year-old Lopez is an equipment operator for Park West Landscaping, a recreational development company that is building a new park grounds at Playa Vista. Says Lopez, "I'm grateful to PVJOBS for being there when I really needed them."

Born and raised the youngest of six siblings in Mexico, Lopez enjoyed growing up in a close-knit clan. Although his mother died from a heart attack when he was only two, the family banded together and worked in their father's bakery business. When his father died nearly 20 years later, Lopez followed his sister to Southern California in search of a better life.

Lopez felt fortunate to quickly find work in a plastics factory. But when he was laid off two years later, he fell into a deep despair and started drinking heavily. He eventually began taking drugs, and later served a 16-month prison sentence for drug possession.

After his prison release, he found it even more difficult to find work. About seven years spanned before he was hired to work in a landscaping job for a golf course. But the job only lasted a year, so a friend told him about PVJOBS. Shortly after meeting with the job program, Lopez landed his current position.

Since being hired to work for Park West, Lopez has received one of the highest job performance scores of any PVJOBS worker. In fact, he became the recent recipient of the PVJOBS Employee of the Year award.

Now a father of four, Lopez strives to work hard to increase his ability to support his family. He says, "This job signifies the future of my children." Not only is Lopez grateful to PVJOBS for his new career, but he also credits his own late father for setting an example about the importance of adopting a strong work ethic. Says Lopez, "I'll never forget my father who taught me the value of hard work and earning an honest living to take care of your family."



Sergio Lopez

## PVJOBS Employment Update

continued from page 1

apprenticeship program that will afford them excellent training, outstanding wages and benefits that include two pension plans.

While most locals offer ongoing selections and open application periods, please note the following limited recruitment opportunities:

■ **Steamfitters and Industrial Pipefitters:** The last dates for the July 05-June 06 yearly application period is June 1-6, 2006. Qualified apprenticeship applicants must be at least 18 years old and possess a high school diploma, GED or HSPE. Applications will be accepted between 1 pm and 3 pm at the JATCO office, located at 18355 South Figueroa Street in Gardena. JATCO can be reached at (310) 323-4475.

Construction Trade	# of Clients Requesting This Trade
Carpenters	1459
Flooring/Carpet Layers*	80
Carpenters	1447
Flooring/Carpet Layers	82
Concrete Masons/Finishers	191
Electricians*	331
Iron Workers	193
Laborers	3239
Tile/Marble/Brick Masons	370
Operating Engineers*	99
Painters	816
Plasterers	195
Plumbers*	590
Roofers	234
Sheet Metal Workers*	54

\*Trades Specifically Needed

■ **Sprinklerfitters:** Applications for the apprenticeship training program will be accepted Monday through Friday during the five-day period of June 19-23, 2006. Applicants must apply in person between 9 am and 1 pm only. Applicants must provide proof of legal residency, be at least 18 years old at the time of application, and have a high school diploma or equivalent. Original or certified documents must also be submitted at the time of application. Applicants must apply at the Sprinklers Fitters UA Local 709, located at 12140 Rivera Road (Suite B) in Whittier.

For additional information about union entry, please contact PVJOBS' union liaison, Jeffery Henderson, at (310) 448-8045.

As of May 2006, PVJOBS has cumulatively placed 1,218 clients while filling 2,346 positions. Additionally, 388 clients have completed more than 500 hours, and 68 clients have completed more than 3,000 hours toward solidifying their careers in the construction industry. As the summer months approach, we expect to have an increased number of new positions at the various project sites.

In addition to helping clients land their first construction jobs or union apprenticeship opportunities, PVJOBS will also assist workers with varying degrees of experience to gain job stability and union membership.

Guiding clients to take advantage of the unprecedented construction boom in Los Angeles County can be challenging. To learn more details and get assistance, please call our knowledgeable and dedicated staff at (310) 448-4684.

## Workers With At-Risk Past Honored

continued from page 1

During the event, Councilman Garcetti spoke about the importance of the civic and business communities developing creative employment programs that offer job opportunities to ex-offenders and other at-risk individuals. Councilman Garcetti's message and the event's overall theme touched a deep chord in practically everyone who attended. When the Employee of the Year award was presented to Williams, he was so moved by the recognition that he was brought to tears. (See Williams' story in On Site's spring issue.)

Playa Vista President Steve Soboroff also addressed the audience by discussing the determination necessary for PVJOBS clients to change their lives. He then presented each client award recipient with a pair of premier tickets to a Clippers vs. Suns playoff game.

The event's key sponsors and supporters included DMJM H-N/MWW Group; Hathaway Dinwiddie/SASCO; Playa Vista; So. Cal. IBEW/NECA-L.M.C.C.; Archdiocese Youth Employment Services; Bernards Brothers Construction; Blois Construction; Century Housing Corporation; John Laing Homes/Laing Luxury; Laborers Local #300; Morley Construction; Southwest Regional Council of Carpenters; Urban Partners/University Gateway; and Warmington Homes/Keller CMS.



Playa Vista President Steve Soboroff (center) is pictured with PVJOBS Employee of the Year award recipients Stanley Williams and Sergio Lopez.

## Message from the Executive Director

continued from page 1

oversees sheetmetal apprentices. Mr. Berrard testified that, although our client was working for a contractor that was most difficult to please, he had consistently demonstrated a superior work ethic. He also testified to our client's moral character, having known and worked with him for three years. Based on his testimony and explanations given by his attorney, our client was found not guilty.

Clearly, people can change their lives. It should also be clear that those determined to make that change may still be at risk – caused not by their own actions, but by the misconceptions of others. And when those misconceptions lead to the injustice of individuals and their families, how noble it is to stand up, be counted and bravely testify to correct a wrong. Many thanks to the venerable Sydney Berrard, who has earned my deep respect and appreciation.

### INSPIRATIONAL CORNER

We make a living by what we get. We make a life by what we give.

~ Winston Churchill ~

# PVJOBS At Work

## BRIAN BALDAUF: Better Prepared

"I love being a carpenter," beams 47-year-old Brian Baldauf about his job. "I've gained experience that will get me that much further in the construction business."

It's that type of ambition that caught the eye of Standard Pacific, which recently hand-picked Baldauf to join their team for constructing Tempo, a new condominium complex at Playa Vista. "I'm excited about this opportunity," he says.

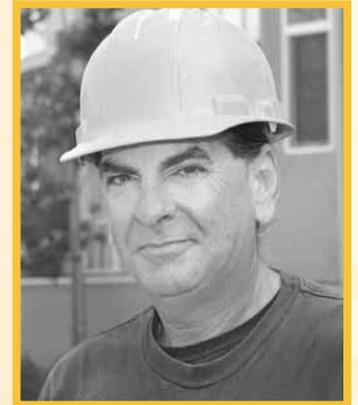
While he's thankful for his new job, Baldauf learned early in life to make his own opportunities. Raised by both parents in Jersey City, New Jersey, Baldauf and his older sister enjoyed a middle class upbringing in their modest neighborhood. Restless to leave high school ahead of schedule, he passed the GED test and later moved to Portland, where he earned an automobile mechanics degree from a local community college.

At 23, he opened his own auto repair shop, a steady business operation that ran for the next 18 years. But a bad business break forced him to abruptly close his business, which led him to move to Los Angeles, where he eventually found a job with Goodwill.

The next year, Baldauf's life took a bizarre turn for the worse when he was bitten by a poisonous spider. Hospitalized for months with no health insurance, he lost both his job and apartment. "I had nowhere to go," he remembers. So he boarded a bus to Santa Monica and camped out at the beach – remaining homeless there for two years.

His fortune began to change when he was assigned a bed at the Santa Monica Shelter. The shelter soon enrolled him in the Chrysalis Program to help him transition into an economically self-sufficient lifestyle. Once Chrysalis referred him to PVJOBS, Baldauf says that the job program "did everything in their power to get me back on my feet." Within two weeks, he was hired in his first laborer position.

Baldauf strives to leverage his new career to better prepare himself for facing unexpected challenges that may lie ahead. "Once you're living on the beach, it's not easy to find your way back up," he says. "I want to use my construction career to see my way through the long-term."



Brian Baldauf

# PVJOBS Community Partners

## APPRENTICE PREPARATION PROGRAMS

Century Community Training (Mary Lou Clinkenbeard)	310-673-3941
Los Angeles Technology Center (Ryan Whetstone)	323-732-0153

## WORKSOURCE CENTERS

Career Planning Center-Marina Del Rey (Nick Gonzalez)	310-309-6000
Career Transition Worksource Center (George Fernandez)	562-570-3700
Community Career Dev Ctr Wilsh/Metro (Justina Munoz)	213-365-9829
Community Centers Development (Carlos Ruvalcaba)	323-752-2115
Compton Career Link (Henry Smith)	310-605-3050
Hollywood Worksource of California (Marjorie Gardner)	323-960-1300
Metro North Worksource Center (Anna Zakarian)	323-223-1211
PACE/Westlake Worksource Center (Albert Sy)	213-353-1677
Urban League Adams Baldwin Hills (Myrna Anguiano)	323-732-7867
WLCAC Southeast/Watts Worksource Center (Victor Archaga)	323-563-5669

## YOUTH AND ADULT PROGRAMS

All People Christian Center (Saundra Bryant)	213-747-6357
Anchor of Hope (Jean Franklin)	310-515-6020
Calif Rehab Employment Program (Los Angeles) (David Glover)	213-251-1432
Calif Rehab Employment Program (Inglewood) (Jaime Gallardo)	310-419-1937
Canaan Housing Corporation (Brenda Evans)	213-748-0250
CCFP/Meals on Wheels for Children (Sandra Moore)	323-638-0760
Chinatown Service Center (Lawrence J. Lue)	213-808-1700
New Directions (Brigitte Slayton)	310-914-4045
Chrysalis-Santa Monica (Adelai Whitman)	310-392-4117
Communities in Schools (Mia Arredondo)	818-891-9399
Community Build (Babatu Bektamba)	323-789-9950
CRTD Faithworks (David Richardson)	310-673-0287
DARE U TO CARE (Sabrina Parker)	323-756-3208
EIMAGO, Inc. (Richard Felipe)	213-673-4839
FAME Renaissance Assistance Corporation (Dwayne Price)	323-730-8354
Gratitude Retreat Foundation (Steven Nelson)	310-618-9173
Homies Unidos, Inc. (Silvia Beltran)	213-383-7484
Housing Authority of LA (Judy Rasheed)	213-252-1800
Human Potential Consultants, LLC (Deidre Norville)	310-756-1560
Jobs for the Future/Homeboy Industries (Ft. Greg Boyle SJ)	323-526-1254
Joint Efforts Inc. (Matt David)	310-831-2358
LA Family Housing Corporation (Vivian Ramirez)	818-982-4091

LA Works (Salvador R. Velasquez)	626-960-3964
LACOE (Nathan Auzenne)	213-744-3168
Mar Vista Family Center (Pedro Valencia)	310-390-9607
Marriott Foundation Bridges (Tad Asbury)	213-381-1220
Meaning And Purpose (Ted Moore)	323-296-2553
NABSIO (Nahaniel Rashad Ali)	323-755-6024
NO GUNS (Hector Marroquin)	323-751-7173
PATH (Nicole Gon)	323-644-2207
Public Allies of Los Angeles (Ernesto Saldaña)	213-741-2202
Rose Vista (Jane Bright)	310-915-1179
Save Our Future (Ken Jordan)	323-544-0039
SCHARP (Denise Shook)	323-751-3026
Success In Challenges (Leon Mosely)	562-423-8111
Union Rescue Mission (Stephen Mitchell)	213-347-6300
Unity One (Bo Taylor)	213-963-5843
Unity T.H.R.E.E (Shontez Williams Sr.)	323-732-0230
US VETS (Inglewood) (Katherin Gibbs)	310-348-7600
US VETS (Long Beach) (Steven J. Mask)	562-388-8046
Venice 2000 (Melvin Hayward)	310-823-6100
Volunteers In Parole, Inc. (Pal Roman)	626-450-6250
Volunteers of America (Mark Jackson)	213-689-2179
Walden House Inc. (Ralph Mendoza)	213-763-6238
Walden House SASC Region 111 (Sal Wilson)	213-741-3720
Weingart Center Association (Ronnie Price)	213-627-9000
Youth Rebuild (Victoria Foreman)	310-600-6201

## YOUTH PROGRAMS

Archdiocesan Youth Employment Services (Robert Gutierrez)	213-736-5456
CCEO Youth Build (Joe Starks)	310-225-3060
Covenant House of California (Lori Koenig)	323-957-7455
Goals For Life (Reggie Berry)	562-864-6040
La Causa Youth Build (Alejandro Covarrubia)	323-415-9680
LA Youth At Work (Sean Jernigan)	213-580-7505
United Friends of the Children (Mindy Raphael)	213-580-1850
Venice Community Housing Corporation Youth Build (Sal Galvin)	310-399-4100
Los Angeles Youth Opportunity Movement (Ryan Tyiska)	323-971-7640
Youth Oppurtunities Unlimited Inc. (James L. Watson)	323-789-4977

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



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