

# On Site

Playa Vista Job Opportunities and Business Services

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## MESSAGE FROM THE EXECUTIVE DIRECTOR



Ernest Roberts  
Executive Director, PVJOBS

The world is too complex for us to know its every detail. For example, we cannot know each branch and leaf of an oak tree or each twist, crevice or coloration variation of its bark. Psychologists have termed this phenomenon, "cognitive complexity." As a result of our inability to know every detail of each encounter or visual observation of our daily lives, we tend to categorize things and observations. We reduce the world's complexities into terms the human mind can understand. We know what an oak tree is, even if we do not know every minute detail of its physical being.

We were recently asked by the mayor's office to provide statistics on our client's recidivism rates. The current recidivism rate for ex-offenders in our area is approximately 60% to 70%. After querying our database, we found that of the over 1,300 clients that we've placed in employment, 850 have an incarceration history. Of those, only seven were identified as returning to jail or prison. Now, some of these 850 were misdemeanor offenses, and we've lost contact with a few. Still, even with these statistical discrepancies, our client recidivism rate is extremely low and mimics the incarceration rate of the general public.

Because of cognitive complexity, our natural tendency is to group all ex-offenders into a single category, yet this clearly does an injustice to those who have made a serious commitment to their rehabilitation. We have the capacity to overcome this classification tendency,

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## PVJOBS Hires New Development Director

PVJOBS is pleased to announce the hiring of Gail Levy in the newly created position of director of development. A longtime local resident with a history of community involvement, Levy most recently served as membership salesperson for the Westchester/LAX-Marina del Rey Chamber of Commerce, where she worked closely with area businesses.

Levy has additionally spearheaded numerous programs for local schools, and she is the former chairperson of the annual Westchester Holiday Home Tour, benefiting Airport Marina Counseling Service. She also previously served as the west coast advertising manager for Prevention Magazine.

In her new position, Levy will develop strategies and programs to familiarize businesses, foundations and the public with PVJOBS, as well as build financial support for the job program's work. She will also help guide PVJOBS in reaching their long-range program goal of identifying financial resources that will allow them to more effectively serve the needs of clients and to ensure the organization's long-term sustainability.

Says Levy about her new position, "I'm excited to join this great organization whose work benefits not only our clients, but in doing so, also benefits our community and our society as a whole."

For more information on how to support PVJOBS, please contact Gail Levy at (310) 448- 8047 or [glevy@pvjobs.org](mailto:glevy@pvjobs.org).



Gail Levy

## PVJOBS Employment Update

The winter months and holiday season traditionally mean that construction activities slow down, even during an unprecedented boom like Southern California is experiencing. Nevertheless, we still expect to have 150 to 200 construction job placement opportunities for our clients in the next quarter.

PVJOBS will begin a second round of training in early 2007 for

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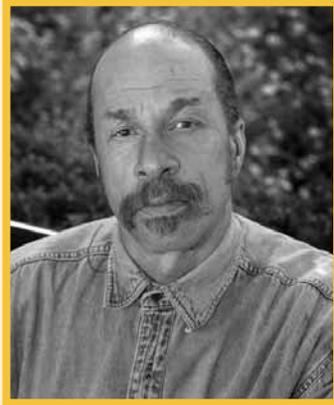
PVJOBS at Work  
Infinity Cares

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Community Partners

## BENNETT ANDERSON: Never Too Late

Plumbing laborer Bennett Anderson gives new meaning to the old phrase that it's never too late to start over. At 57, Anderson will soon enter a five-year plumbing apprenticeship program so he can become a master in the very industry that employs him. "At my age, it's unheard of," he says about his upcoming training endeavor. "But it's an opportunity."



Bennett Anderson

That promising opportunity is something that Anderson closely treasures, especially since he'd taken advantage of so few opportunities throughout his life. Born in New Orleans and raised in Watts, Anderson found it difficult spending his teenage years in one of LA's toughest communities. While his parents strived to raise their six children with sound values, Anderson dropped out of high school to work odd jobs while hanging out in the streets.

Construction seemed like an obvious field to pursue since he grew up watching his father support his family as a maintenance worker and painter. But as he became more seduced by street life, construction became less of a viable career option. Then sadly, in 1973, his youngest brother was murdered, leaving him bitter and ultimately entangled in a 30-year cycle of drugs, crime and prison.

When Anderson ended his final prison sentence in 2003, he vowed that it would be his last. "That prison stay was the hardest time I'd ever done," he says. "I was old and tired."

Soon after his release, a friend told him about PVJOBS. But instead of visiting the job program, he went straight to the Playa Vista construction site, where he boldly asked around for work. His inquiries led to a recommendation to visit the PVJOBS staff, who were so inspired by his determination that within a few months they referred him to work for a Playa Vista contractor.

Although most people his age are considering retirement, Anderson instead feels driven to earn a plumbers license, perhaps to own a business someday. While his employer, Infinity Plumbing & Mechanical, opened doors for him to enroll in the apprenticeship program, it is Anderson's perseverance that has made it all possible – despite the odds. "Some people said it was too late for me, but I couldn't accept that," he says. "As long as there's life, there's hope."

## PVJOBS Employment Update

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electrical union entry. Participants will receive the necessary algebra accreditation for union entry and prepare them for the entrance test. Interested parties should contact PVJOBS Union Liaison Jeffery Henderson at (310) 448-4684.

PVJOBS recently executed a successful recruitment effort on behalf of intermodal transportation giant Parsec, resulting in the hiring of more than 50 clients. We're excited that two other employers – Horizon Corporation and Pollo Campero – are now being added to our list of satisfied customers.

Horizon is a fast-growing company that provides maintenance services to Home Depot stores. The company has already interviewed and

Construction Trade	Active in Database
Carpenters	1549
Flooring/Carpet Layers*	92
Concrete Masons/Finishers	193
Electricians	400
Iron Workers	197
Laborers	3701
Tile/Marble/Brick Masons	385
Operating Engineers*	108
Painters	864
Plasterers	200
Plumbers	652
Roofers	243
Sheet Metal Workers*	58
<i>*Trades Specifically Needed</i>	

hired several PVJOBS clients. They offer steady work, multiple locations and a career ladder into management for those that demonstrate the interest and attitude to assume more responsibility.

Similarly, fast food specialist Pollo Campero has found that PVJOBS is an excellent job program for sourcing capable employees. Company management believes in giving a second chance to job seekers, regardless of their past circumstances. They offer employees an outstanding package that includes fair wages, health care benefits, 401k investments, credit union membership, and great advancement opportunities.

Individuals who are interested in learning more about these and other career opportunities should contact PVJOBS Case Manager Gayle Avant at (310) 448-4684.

Bear in mind that many candidates listed in the table above are already working. We specifically need candidates to fill positions as sheet metal workers (with welding experience), operating engineers and flooring/carpet layers. Candidates for these 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. For more details, please call Jeffery Henderson at (310) 448-4684.

## Infinity Practices What PVJOBS Preaches

When Infinity Plumbing & Mechanical won a contract with Playa Vista almost three years ago, company owner Steve Hartshorn wasn't readily excited about their required participation in the PVJOBS program. But after hiring nearly a dozen PVJOBS candidates, Infinity has become one of the job program's strongest supporters.

"I had mixed emotions when I first learned about PVJOBS because we're used to working with very skilled individuals," admits Hartshorn. "But today, the PVJOBS workers are a part of our team, and I'm happy with their work." Infinity managers became so impressed by their job performance that PVJOBS workers now comprise nearly 20% of the company's Playa Vista laborer team.

Hartshorn points out that Infinity strives to hire individuals who are not just looking for a job, but also a career. The Santa Ana-based company boasts that some employees have stayed as long as 20 years, most of whom are union members. Infinity has practiced that same philosophy while participating in the job program, as the company has already helped two PVJOBS workers enroll in plumbing apprenticeships. "As long as workers demonstrate consistent show-up and drive, we give them the same opportunities to learn the trade," says Hartshorn.

What has been critical to Infinity's success with the job program is their equity practices. The company offers PVJOBS workers practically the same pay as first-year apprentices, a practice that makes the company a model business partner.

When asked if Infinity adopted a strategy to succeed with PVJOBS, Hartshorn explains that their approach is simple. "We don't care about someone's past," he says. "As long as workers demonstrate a commitment to their job and show a willingness to learn, that's what matters to us most."

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### Message from the Executive Director

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but it requires effort. We can and should examine each individual for the positive character traits we expect and encourage, to benefit the ex-offender, their families, our community and, most importantly, ourselves.

## INSPIRATIONAL CORNER

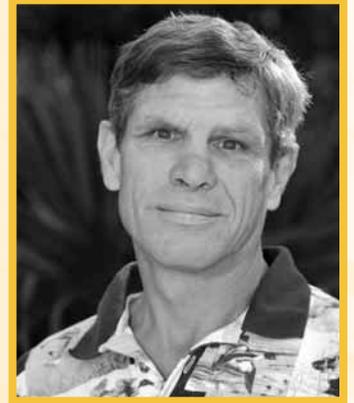
**Success is not to be measured by  
the position someone has reached in life,  
but the obstacles he has overcome  
while trying to succeed.**

**~ Booker T. Washington ~**

# PVJOBS At Work

## PAUL PRUDEN: Power Of Believing

Forty-seven-year-old laborer Paul Pruden can't think of a better job than the one he already has. Not only does he enjoy the outdoors, but he feels like his work is authentically meaningful. "I get to see everything built from the ground up," he says. "And that makes me feel special, knowing that I was a part of it."



*Paul Pruden*

Given how far he's come in life, feeling special has been a well-earned experience. Raised

throughout the Los Angeles area, Pruden and his three brothers grew up in a close-knit household where "we didn't have everything we wanted, but we had everything we needed," he remembers. Although his dad, a 27-year construction career veteran, encouraged his sons to earn their diplomas, Pruden dropped out of high school to strike out on his own.

When he faced difficulty securing steady work, Pruden found solace in the world of drugs. "I thought drugs were my best friend, but they were my worst enemy," he says. Drug possession and a series of other crimes resulted in Pruden serving several prison terms over the next two decades. Yet, after his last prison release, he became fed up with sabotaging his life through drug and alcohol addiction. "I knew I had another good drunk in me," he confesses. "But I wasn't sure if I had another recovery in me."

Determined to live clean, he managed to find a recycling job at Loyola Marymount University, which overlooked the nearby Playa Vista construction site. Drawn to the idea of working at Playa Vista, Pruden eventually learned about and enrolled in the PVJOBS program. The PVJOBS staff was so taken by his resolve to turn around his life that they referred him to a Playa Vista construction job just several weeks later.

Now newly married, Pruden recently received his first promotion as lead laborer for Elliott/Drinkward, a Playa Vista framing contractor. Pruden feels like his newfound construction career has brought him a sense of accomplishment that he never before experienced. What's more, he hasn't forgotten the people who helped him get there. "I couldn't have gotten here without the PVJOBS staff, especially Gayle Avant and Ernest Roberts," he says. "They believed in me, which helped me to believe in myself."

# PVJOBS Community Partners

## APPRENTICE PREPARATION PROGRAMS

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

## WORKSOURCE CENTERS

Career Planning Center Marina Worksource (Nick Gonzalez/261) (310) 309-6000  
Career Transition Worksource Center (George Fernandez) (562) 570-3700  
Community Career Dev.Cntr Wilsh/Metro Worksource (Justina Munoz) (213) 365-9829  
Community Centers Workforce Development Center (Gail Gilliam) (323) 752-2115  
Compton Career Link Worksource California Center (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 Wrksrce Cntr (Myrna Anguiano) (323) 732-7867  
WLCAC Souteast/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) 766-8337  
California Rehabilitation Employment Program (David Glover) (213) 251-1432  
California Rehabilitation Employment Program (Inglewood) (Jaimie 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  
ChrysalisSanta Monica (Adelai Whitman) (310) 392-4117  
Communities in Schools (Roy LaVoise) (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  
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 Pontential Consultants, LLC (Deidre Norville) (310) 756-1560  
Jobs for the Future/Homeboy Industries (Ft. Greg Boyle SJ) (323) 526-1254  
Joint Efforts Inc. (Matt Davison) (310) 831-2358  
Korean Churches For Community Development (Hyepin Im) (213) 984-4243  
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 Valenciana) (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  
New Directions (Brigitte Slayton) (310) 914-4045  
NO GUNS (Hector Marroquin) (310) 901-6570  
PATH (Jonathan Bennett) (323) 644-2272  
Public Allies of Los Angeles (Ernesto Saldaña) (213) 741-2202  
Rose Vista (Jane Bright) (310) 915-1179  
Save Our Future (Ken Jordan) (323) 234-0846  
SCHARP (Denise Shook) (323) 751-3026  
St. Vincent's Cardinal Manning Center (Chuck Happold) (213) 229-9963  
Strategic Actions for a Just Economy (SAJE) (Nancy Y. Lopez) (213) 745-9961  
Success in Challenges (Leon Mosely) (562) 423-8111  
Transitions Network (Eimon M. Raoof) (323) 751-1366  
Union Rescue Mission (Julius Dowell) (213) 347-6300  
Unity One (Bo Taylor) (213) 963-5843  
Unity T.H.R.E.E (Shontze Williams Sr.) (323) 732-0230  
US VETS (Katherine Gibbs) (310) 348-7600  
US VETS (Long Beach) (Fernando Godinez) (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) (310) 412-3702  
Walden House SASCA Region 111 (Sal Wilson) (213) 741-3720  
Weingart Center Association (Ronnie Price) (213) 267-9000  
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 (Noemi G. Soto) (323) 887-2501  
LA Youth At Work (Sean Jernigan) (213) 580-7505  
Los Angeles Youth Opportunity Movement (Ryan Tyiska) (323) 971-7640  
United Friends of the Children (Mindy Raphael) (213) 580-1850  
Venice Community Housing Corporation Youth Build (Kruti Parehk) (310) 399-4100  
Youth Oppurtunities Unlimited Inc. (James L. Watson) (323) 789-4977

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



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