



# JVS At Work

Spring 2015

Building Better Lives. One Job At A Time.

## 2015 STRICTLY BUSINESS HONOREES HELP ACHIEVE THE JVS MULTIPLIER EFFECT

The second generation CEO of one of the city's most successful residential brokerage firms and a human resources company with a 30-year history of helping small businesses achieve success will be recognized on May 7th at the 2015 Strictly Business L.A. Awards Luncheon and Networking Event.

With award-winning NBC4 weatherman Fritz Coleman returning as event host, JVS will present Nourmand & Associates with its Corporate Leadership Award. Michael Nourmand, the son of company founders Saeed and

Myra Nourmand, will receive the inaugural Young Leader Award and CPEhr will receive the Corporate Partnership Award.

Now in its 18th year, the annual event at The Beverly Hilton highlights the efforts of JVS and its partners in the business community to provide Angelenos with the skills, training, support and resources they need to get back to work.



**"I was exposed to the concept of philanthropy and community involvement at a young age, and to the idea that it's not really an optional thing."**

– Michael Nourmand

This year's Inspiration Award honorees - all outstanding JVS clients - will be featured in a video telling their individual stories. Wilton Forester received life-changing support and guidance from the JVS Youth Services department, while Christian Castillo turned to the Veterans First program after a 20-year career in the Air Force. Alexander Grynevich, Jesse Nacar and Shirley Tang were among the inaugural graduating class of the new JVS ApartmentWorks training program, each overcoming significant barriers to launch new careers.

Corporate Leadership Award recipient Nourmand & Associates is a highly successful residential brokerage firm with a simple philosophy: Service, Loyalty and Experience.

### IMPROVING LIVES AND COMMUNITIES IS IN THE WORKS

The slate of JVS Works training programs is making its impact felt not only in the lives of our clients but in the larger community as well.



JVS ApartmentWorks graduates and 2015 Inspiration Award Honorees Alex Grynevich, Shirley Tang and Jesse Nacar

This past winter saw BankWork\$™, JVS' award-winning bank career training program graduate its milestone 50th class, an event that was recognized both in the *Los Angeles Business Journal* and in a feature segment by Julio Cesar Ortiz that aired on Univision Channel 34.

HealthWorks™, our Certified Nurse Assistant (CNA) training program, is now in its 13th year, running multiple

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# FETING THE FELSENTHALS

## — A FAMILY THAT MAKES A DIFFERENCE

More than 300 people were in attendance at the Beverly Wilshire Hotel as JVS recognized the contributions of one of its most generous long term donors. Jerry and Judy Felsenthal received the Lifetime Achievement Award, while their son Leland and daughter-in-law Erica received the JVS Champion Award at the agency's annual Fall Gala "Two Generations Making a Difference."



*The Felsenthal family.*

The family's commitment to JVS spans more than a decade

with both Judy and Leland serving on the Board and as Chairs of the Scholarship Committee. "JVS has a very long history of doing the right thing in the community," said Jerry Felsenthal. "When you engage in what JVS does, you recognize what it means to participate in the things that matter. Not only do we take pride in the achievements of JVS, we grow and

enrich our lives by the association with the very people here tonight." The event raised over \$750,000 including a gift of \$250,000 to the JVS Scholarship Program from the Simms-Mann Family Foundation.

## STRICTLY BUSINESS L.A. Continued from page 1

Saeed Nourmand founded the company in 1976 and successfully ran the firm for over thirty years before transferring the reins to his youngest son, Michael, in late 2007.

Highly respected business leaders, Nourmand & Associates comprise longtime contributors to local charities, with commitments ranging from assisting the homeless to supporting schools and funding medical research.

"I was exposed to the concept of philanthropy and community involvement at a young age, and to the idea that it's not really an optional thing. It's like paying rent, something that you should be doing on a regular basis," said Michael Nourmand, who was introduced to the work of JVS by longtime friend, JVS Board member and Strictly Business Honorary Chair Steve Seigel.

"For a lot of people, the economy has not recovered and they are still having a very difficult time," said Nourmand.

"I can see the look on people's faces and the amount of pride and happiness that they experience when they find employment. How could you not want to get involved with an agency like JVS that makes that happen?"

One of the oldest Human Resources and Professional Employer Outsourcing firms in California, CPEhr has a division dedicated specifically to helping nonprofits achieve their goals.



*Event Host Fritz Coleman*

"We know of all the incredible work that JVS does for the community," said Wendy Elgin-Silva, Nonprofit Specialist and Business Relations Manager at CPEhr. "The ways in which JVS open doors to so many people, enabling them to live more normal and productive lives is truly commendable and we are excited to join JVS at Strictly Business."

"A nonprofit like JVS is greatly strengthened by our strategic partnerships within the corporate community," added JVS President Jim Hausberg, who chairs Strictly Business. "We are honored that the Nourmands and our friends from CPEhr

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# DOCTORS TO CO-CHAIR SCHOLARSHIP PROGRAM'S ALUMNI LEGACY SOCIETY



Dr. Brian Gantwerker

Through the recently established JVS Alumni Legacy Society, past recipients of JVS Scholarships are helping to “pay it forward” to the next generation of undergraduate and graduate students who need assistance with their education.

The JVS Alumni Legacy Society enables participants to contribute to the JVS Scholarship Program at a series of tiered levels from the \$499 Mentor level all the way up to the Trustee’s Club members who donate \$2,000 and above. Establishing a named scholarship can be an especially meaningful way to remember a loved one or to honor a relative, friend or associate.

The Alumni Society is co-chaired by a pair of doctors who are also donors: Dr. Brian Gantwerker and Dr. Kevin Hayavi. Both received JVS Scholarships when they were students and both have endowed scholarships. Dr. Hayavi even doubled his most recent pledge to \$4,000 to sponsor a second student after learning that his wife was also a JVS Scholarship recipient.

“The JVS Scholarship provided peace of mind and allowed me to concentrate on my education,” said Dr. Hayavi. “It had such a significant role in my education that I promised myself not only to pay it back, but to also contribute to the program for future recipients.”

Recent Trustee’s Club donor Mark DiPaola understood the concept as well. Upon recalling that he had received a JVS Scholarship in 1995, DiPaola sent in \$2,000 “to return the favor.”

“Thanks for supporting me when I needed it,” DiPaola wrote.



**“The JVS Scholarship provided peace of mind and allowed me to concentrate on my education.”**

– Dr. Kevin Hayavi



Scholarship Program Manager Pat Sills (fourth from left) with 2014-15 recipients.

## STRICTLY BUSINESS L.A. Continued from page 2

will be sharing the stage with us at Strictly Business in support of our efforts on behalf of Angelenos in need. Together we are not only putting people back to work, we are enabling them to contribute to their own communities and thereby strengthen our local economy.”

“We call this the JVS Multiplier Effect,” continued Hausberg, “and organizations such as Nourmand & Associates, CPEhr and all of our Strictly Business partners past and present help make it possible.”

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# IMPROVING LIVES AND COMMUNITIES

## IS IN THE WORKS



The inaugural graduating class of JVS ApartmentWorks™.

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sessions annually, significantly increasing the number of graduates each year. At a recent orientation for the upcoming session, more than 200 people showed up to learn more about this outstanding career opportunity and find out if they were eligible to apply.

In December, another industry-specific training program joined the lineup: JVS ApartmentWorks™, which prepares individuals for careers as Apartment Maintenance Technicians. The program, created in partnership with the National Apartment Association, proudly graduated its

inaugural class of 12 students in November. At the job fair held immediately after the ceremony, ten of the graduates received full time jobs with benefits from partnering property management companies.

### THE JVS MULTIPLIER EFFECT

The success of the JVS Works programs is a shining example of how donor support creates a quantifiable social return on investment.

It takes an average of \$3,946 to recruit, train, coach and place a JVS Works student - training which is offered at no cost to our participants, thanks to the generosity of our donors. In 2014, we enrolled 327 students

across our three programs and placed 186 of them in jobs that earned an average of \$33,157 per year. Collectively those 186 newly employed workers will earn more than \$6 million annually. Bringing home a regular paycheck not only strengthens the health and stability of these individuals and their families, it enables them to participate more fully in the local economy.

We call this the JVS Multiplier Effect.



## JVS YOUTH PROGRAMS ARE THRIVING

When he joined JVS, new Youth Programs Supervisor Julio Cesar Ybarra arrived to find a full plate and quickly hit the ground running. "The program was already very accomplished," said Ybarra "We are working to expand the number of companies that will hire our youth. I am building relationships and asking a lot of questions."

Youth Services currently serves approximately 275 clients spread out across five programs. The department is in the process of starting a new program in partnership with the Los Angeles County Probation Department that will assist young men and women, ages 14 to 18, who have recently come out of probation camps. The goal of the program is to get these young people employed, trained or back in school.



2015 Inspiration Award Honoree Wilton Forester had dropped out of school and had no direction before completing the JVS Youth Services program.

JVS has worked successfully with the the Los Angeles County Probation Department in the past. In fact, the County and JVS Youth Services are set to launch a new round of the gender-specific program A Girl's Place at two schools in Pacoima. The program provides customized services to high school girls identified as high risk.

"JVS' A Girl's Place is teaching the young ladies to live a positive, successful and productive lifestyle," said Deborah Dominguez-Lares of the Los Angeles County Probation Department. "JVS continues to make a positive impact on our kids. We are impressed and appreciative of their dedication and very much value our partnership."

# OUT AND ABOUT WITH JVS VETERANS FIRST



L to R JVS Veterans First Program Manager Anthony Rodriguez, former Captain in the U.S. Marine Corps with 2015 Inspiration Award Honoree Christian Castillo, who recently retired following a 20-year career in the U.S. Air Force.

Los Angeles County is home to more veterans than any other county in the nation, which may help explain why so many high ranking political figures come to Los Angeles to raise the visibility of veterans' issues.

General Martin Dempsey, Chairman of the Joint Chiefs of Staff, visited USC in March for a conversation sponsored by the University's Center for Innovation and Research on Veterans and Military Families. 2014 saw First Lady Michelle Obama headline a United Way conference in partnership with L.A. Mayor Eric Garcetti, focused on an initiative to end veteran homelessness.

Representatives of JVS Veterans First were present at both events as well as at the launch of Mayor Garcetti's 10,000

Strong Hiring Initiative. "We are looking for better ways to work with businesses and partner with veteran service providers so that we can attain the goal the Mayor set of hiring 10,000 veterans by the year 2017," said Veterans First Program Manager Anthony Rodriguez. "When they separate from the military, many veterans come to Los Angeles County, particularly to the Antelope Valley and the Pomona Valley. We are working to meet the needs of many of the younger, post-9/11 vets."

Staffed by veterans, the program delivers services from the West L.A. WorkSource Center in Marina del Rey; the West Hollywood WorkSource Center located in the Public Library and downtown at Patriotic Hall, with new offices recently opening in Lancaster.



General Dempsey

Veterans First client Christian Castillo spoke at the January installation of the 2015 JVS Board of Directors and at a recent meeting of the USC Veteran's Collaborative. He caught the attention of documentary producers Steve Dorst and Doug Gritzmacher of Z Channel Films. The filmmakers were so impressed that they decided to include Castillo in their upcoming film "GI Jobs" which follows post-9/11 veterans who are on the hunt for jobs in Los Angeles. The documentary will air on DIRECTV around Veterans Day 2015.

## NATIONAL INSTITUTE OF HEALTH TO FUND JVS/UCLA STUDY TO HELP JOB SEEKERS WITH SOCIAL ANXIETY

The JVS team at the West L.A. WorkSource Center is partnering with UCLA to study the effects of long term unemployment on individuals with Social Anxiety Disorder and to see whether certain types of treatment can help in their job seeking.

Over a series of months, a group of WorkSource Center clients who have been identified as having social anxiety will receive cognitive behavioral therapy. The effects of this treatment

will be measured against a group of job seekers who have not received any such therapy. JVS staff will help provide the testing and training which will begin in the fall.

**"People who experience social anxiety often avoid most social interaction, and a situation like a job interview would be something that would be difficult. Initial results of giving these individuals cognitive behavioral therapy have been positive and promising in terms of helping them to increase job seeking behavior."**

-Dr. Raphael Rose  
UCLA Department of Psychology

Social anxiety disorder is a very common condition which can cause job seekers to turn down job offers and promotions, and can also reduce on-the-job performance, lower educational attainment and increase unemployment and financial dependence.

# 3RD ANNUAL WOMAN TO WOMAN CONFERENCE IS SHAPING UP FOR SEPTEMBER



L to R Featured speakers confirmed to date for 2015 include Dr. Kristi Funk, Anita Mann, Chief Ethel McGuire.

For its 2nd Annual Woman to Woman Conference in 2014, the JVS Women's Leadership Network (WLN) doubled both the number of stellar speakers and the size of the audience to nearly 400 guests.

Never content to rest on their laurels, the dedicated donor group that supports all JVS programs benefiting women in crisis and transition is hard at work on the 3rd Annual Woman to Woman Conference which returns to the Skirball Cultural Center on September 17.

Featured speakers at that event will include multiple Emmy Award-winning choreographer Anita Mann,

Co-Founder of the Pink Lotus Breast Center Dr. Kristi Funk and Los Angeles World Airports Assistant Police Chief Ethel McGuire.

In December, the WLN partnered for the second time with Bloomingdale's Century City for a special event featuring artist Michael Aram. Shoppers enjoyed savings throughout the store with a portion of the proceeds going directly to support JVS programs for women. A third event in April 2015 focused on spring fashion with another scheduled to coincide with the conference in September.



Capacity crowd enjoyed the 2014 event.

## STRICTLY BUSINESS L.A HONORS SUCCESS OF BUSINESS DEVELOPMENT PARTNERSHIPS

Local businesses that have worked with the JVS Business Development Division to access valuable training funds will be recognized at the 18th Annual JVS Strictly Business L.A.

JVS Business Development helps a company identify its specific training needs and work through the process of obtaining job training funds from the State of California's Employment Training Panel (ETP) to meet its training objectives.

JJVS Business Development secured 10 companies access to just under \$1 million dollars in state training funds in 2014 and early 2015 including Alpine, Brighton Collectibles,



Dearden's, Douglas Steel, Ellis Paint Company, Hollywood Bed and Spring Manufacturing, QBC, Republic Services and Sprouts Farmers Market. Representatives of several of these companies will attend Strictly Business and receive the JVS ETP Partnership Award.

"Our Business Development Division helps companies of all sizes secure state ETP training funds," said Division Director Judith Kriegsman. "By accessing these training funds, these businesses are helping to improve both their own organizations and the local economy. As JVS is a nonprofit, all fees generated support the charitable mission of the organization."

# INSTALLATION OF 2015 BOARD OFFICERS

# IN OUR OPINION



L to R Matthew Winnick, Jason Kravitz, Thomas Schiff, Jim Hausberg, Vivian Seigel and Tom Flesh.

JVS installed this year's officers and directors on February 12 and welcomed three new members to the 2015 Board of Directors - one a long time donor and volunteer and two who have established successful careers while still in their thirties.

Robert (Tom) Flesh, President of Safety Investment Company and a longtime JVS supporter, was the honorary installing officer. Flesh is also the Vice Chairman of the Los Angeles County Sheriff's Youth Foundation, an organization dedicated to the creation and implementation of effective programs for at-risk children.

Thomas Schiff, Managing Partner of SCI Investments has not only been a generous supporter of the agency for many years, he has volunteered extensively with the BankWork\$ program and at the WorkSource Center, assisting students and job seekers to prepare for the interview process.

Jason Kravitz, Director of National Sales at Mortgage Capital Associates and Matthew Winnick, Co-Founder and Managing Partner of Endgame Partners, were encouraged by their longtime friend and JVS Board member Steve Seigel to become more engaged in the work of the agency.

"It is an honor to be a part of an organization such as this," said Kravitz. "I really appreciate what JVS does in giving people an opportunity to make something of themselves."

Returning JVS Board President Jim Hausberg welcomed the 2015 Officers: Honorary Vice President Steven Hirsh; Vice Presidents Leland Felsenthal, Eileen Coskey Fracchia, Nan Kalish Goodman, Jonathan Karp; Secretary David Nikayin and Treasurer Harris Smith.

The much-anticipated arrival of our annual Strictly Business L.A. Awards Luncheon each spring is always cause for celebration and reflection. It's an opportunity for JVS to spotlight outstanding corporate leaders and partners in addition to noting the ongoing work of our agency. The event also allows us to recognize the JVS Inspiration Award honorees, clients who have graduated from our job training programs or successfully utilized other agency services to find a job or reach a personal or professional milestone.

As we look around the always-packed reception area and ballroom of The Beverly Hilton, we also take note of the range of donors, partners and supporters who take the time to join us each year. The diversity of our guests is a true reflection of the wide-ranging background of our clients.

The audience includes individual donors, many of whom have generously supported our agency's efforts for decades, as well as representatives from city and county agencies. Like so many others, they provide critical resources and funding for JVS' life-changing programs and services.

Strictly Business also attracts corporate leaders and executives who are learning for the first time about the work of JVS, and who frequently leave the event so impressed that they become directly involved themselves and help spread the word to members of their own social and business networks.

The well-worn adage "it takes a village" can apply to many situations. In the case of JVS, to change a life - one job at a time - we can say that it takes a ballroom: specifically a ballroom full of individuals from the public, private, nonprofit and philanthropic sectors, all of whom work together toward a common goal on behalf of Angelenos in need.

The responsibility is considerable and none of us can carry it alone. Together - and only together - can we continue to make a difference.



Vivian Seigel  
CEO

Jim Hausberg  
Board President



# JVS At Work

Spring Newsletter 2015

**Thursday, May 7th**  
The Beverly Hilton



Hosted by  
**Fritz Coleman**  
of NBC4

[www.jvsla.org](http://www.jvsla.org)

**18<sup>th</sup> JVS Strictly Business L.A.**  
Meet, Mingle & Make a Difference Awards Luncheon 2015

Strictly Business L.A.  
Young Leader Award

*Honoree*

**Michael Nourmand**  
CEO  
Nourmand & Associates

