

JVS At Work

Spring 2017

Building better lives. One job at a time.

20TH ANNUAL JVS STRICTLY BUSINESS L.A. HONORS CORPORATE GIVING AND COMMUNITY ENGAGEMENT



“Over the next ten years the seniors housing industry will need to fill more than one million jobs.”

– CEO Patricia G. Will
Belmont Village

Celebrating 20 years as one of the premiere networking events in the city, Strictly Business L.A. will bring together over 500 business and community leaders to honor corporate partners Belmont Village Senior Living and AvalonBay Communities for their exemplary support of the JVSWorks[®] Career Training programs and the overall mission of JVS. Both companies are being recognized for their significant and impactful contributions

in lifting people from poverty to employment.

The luncheon takes place on Wednesday, June 7, 2017 at The Beverly Hilton. Award winning NBC4 weatherman Fritz Coleman returns for his 5th year as event host.

With these committed partnerships from the private sector, JVS is able to leverage the funding received from the city, county and state to offer these successful training programs at no cost to participants. “JVS has been an extraordinary partner not only in making sure that we have training in the heart of the city but also looking at how we can improve workforce development,” affirms L.A. Mayor Eric Garcetti.

JVS will honor Patricia G. Will, Founder and CEO of Belmont Village Senior Living with the Corporate Leadership Award and AvalonBay Communities with the Corporate Partnership Award. Belmont Village will be recognized for its contributions to JVS HealthWorks[®], an innovative program that trains people with substantial barriers to employment for entry-level careers as Certified Nurse Assistants in the rapidly growing healthcare industry.

AvalonBay Communities, involved with ApartmentWorks[®] since its inception, will receive the JVS Corporate Partnership Award. Senior Portfolio Maintenance Director John Smith, who will accept on behalf of the company, said “The caliber of ApartmentWorks students continues to increase with every graduating class. This is the only training initiative of its kind and a real benefit to our industry.”



John Smith of AvalonBay

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EMPOWERING PEOPLE

The JVSWorks Career Training Programs create miracles every day by empowering people with the industry-specific skills, support and access they need to create meaningful change in their lives. Last year alone, these three award-winning programs – BankWorks[®], HealthWorks[®] and ApartmentWorks[®] – averaged an 89% placement rate for their graduates.



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FORMER JVS CEO VIVIAN SEIGEL HONORED AT 85TH ANNIVERSARY GALA

Recently retired JVS CEO Vivian B. Seigel received a rousing tribute at the Beverly Wilshire Hotel in September as JVS leadership and supporters and city dignitaries gathered in a packed ballroom for the annual Gala to celebrate the agency's 85th anniversary.



Vivian Seigel with Gala Co-Chairs Matthew Winnick, Steve Seigel, and Rick Powell

Themed "Celebrating a Legacy," the evening was hosted by actor and comedian Larry Miller and chaired by JVS Past President Rick Powell and board members Steve Seigel and Matthew Winnick. Guests included LA City Controller Ron Galperin; LA City Councilmember Paul Koretz and his wife Gail, who serves as Government Liaison in the Mayor's Office; Eran Hazary representing Congressman Brad Sherman and Robert Sainz, Assistant General Manager for Operations in the L.A. City Economic and Workforce Development Department.

Seigel received the agency's Lifetime of Service Award for her nearly 40 years of leadership, presented to her by JVS CEO Alan Levy, who surprised her with the announcement of the Vivian B. Seigel Legacy Fund, amounting to over \$600,000 raised in her honor.

"The Legacy Fund represents an invaluable opportunity to invest in a series of core strategic initiatives, in addition to expanding the impact of the JVSWorks career training programs," said Levy, who took over for Seigel in 2016.

The Fund includes the naming of the Vivian B. Seigel Education Center at the JVS Career Training site, located on La Cienega Boulevard.

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"Over the next 10 years the seniors housing industry will need to fill more than one million jobs. The JVS LA HealthWorks program is a model for how to get that done. We are proud to be a participant in its success, both as a sponsor and an employer," said Belmont Village Senior Living CEO Patricia Will.

Ms. Will founded the company in 1997 as a fully integrated developer and operator of first-rate senior living communities with a focus on assisted living and memory care. Today, the company operates 24 communities in seven states.

AvalonBay develops, acquires and manages apartment homes in some of the best markets across the United States and is committed to giving back and contributing to the vitality of local communities. At the end of the

day, this is what JVS is all about. Changing lives. One person. One family. One job at a time.

For ticket and sponsorship information: visit www.jvsla.org or contact Mary Koenig at (323) 761-8888 x8891 or mkoenig@jvsla.org

INAUGURAL FOUNDER'S AWARD TO BE PRESENTED THIS YEAR



JVS Honorary Vice President Steven Hirsh will receive the inaugural Founder's Award in recognition of his visionary leadership as the first chair of Strictly Business L.A. and his commitment to engage the business community as partners in the critical work of JVS.

GRATITUDE SHARED AND EXPRESSED AT 4TH ANNUAL WOMAN TO WOMAN CONFERENCE

Real moments of gratitude were shared among the more than 500 women attending the WLN Woman to Woman Conference November 17 at the Skirball Cultural Center: keynote speakers expressed gratitude for mentors who guided their early careers; WoMentoring and JVS clients from a range of training programs were deeply appreciative that so many women had stepped up to support women in career crisis and transition.

The fourth annual conference, raised close to \$300,000 to support the WLN signature career mentoring program WoMentoring as well as the JVSWorks Programs, Veterans First and A Girl's Place, an initiative serving at-risk girls.

During a lively breakfast networking reception, a diverse crowd of women from a variety of businesses and industries mingled. The formal program featured keynote speakers Nancy Spielberg, an award-winning documentary filmmaker and Margareta Pisarska, MD, an OB/GYN and reproductive endocrinologist leading cutting edge research on fertility at Cedars-Sinai Medical Center.

Spielberg's personal story of overcoming obstacles on her



L to R: WLN Conference Co-Chair Barbara Leanse, featured speakers Dr. Margareta Pisarska and Nancy Spielberg and Conference Co-Chair Nancy Paul.



Celebrity fashion critic, author and red carpet guru Steven Cojocar, known as Cojo, turned up the dial on fun and irreverence when he hosted the first-ever WLN fashion show, presented by longtime supporter Bloomingdale's Century City.

road to success struck a universal chord within this celebration of women's unity and purpose. She told the story of the making of her first film, *Above and Beyond*. "I knew it was my calling and my cloak of fear and trepidation had to fall away," said Spielberg, who was in her fifties when she began making films.

In an insightful talk that covered the science and politics of fertility and reproductive medicine, Dr. Pisarska lauded her parents, both concentration camp survivors, and her early mentors who gave her strength and direction

in navigating her career. Dr. Pisarska also shared her deep knowledge and expertise concerning women's health and family planning during an informative Q&A session.

Plans are well underway to make this year's conference an even greater success.

To learn more, please contact Mary Koenig at (323) 761-8888 x8891 mkoenig@jvsla.org



EMPOWERING PEOPLE JVSWORKS® CAREER TRAINING PROGRAMS

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There are countless success stories that put a human face on the statistics. Sometimes, they are also family stories.

Caleb Lang was referred to ApartmentWorks by his uncle, Russell Moore, who had graduated from the program the previous year and been hired immediately by AvalonBay. "He knew I love to work with my hands," Caleb says. Separated from his parents between the ages of 7 and 13, Caleb grew up in the foster care system. He had provided volunteer maintenance at his church and at his pastor's home but he needed steady work to provide for his six-year old son. Cheering him on at the graduation was the mother of his son, Stephanie Giron, a 2012 graduate of the BankWorks program who is currently working as a senior teller at Bank of America, where her supervisor is encouraging her to become an assistant bank manager.

The training programs also see a high percentage of students struggling to begin new lives in the United States. Leah Salvador, a single mother with a 12-year old daughter, immigrated from the Philippines a year before she discovered HealthWorks and the chance to become



*Above center: Healthworks graduate Leah Salvador
Below Center: ApartmentWorks graduate Caleb Lang, flanked by instructor Jonathan Quo and AvalonBay Supervisor Kyle Smith.*



a Certified Nurse Assistant. She was the top performer in her class, passing the theory exam with a score of 100%. "Coming from the Philippines, it was really hard for me to find a job, even though I have a degree in computer engineering," she says. "I had already sent out over one hundred job applications when my cousin told me about JVS. I didn't think people just gave out this kind of free training. I am going to work hard to maximize this opportunity because I am really grateful."

All of the JVSWorks programs are offered at no cost to participants thanks to the generosity of our industry partners, foundation grants, individual donors and support from the public sector.

The JVSWorks programs offer a tremendous charitable return on investment to our donors. It costs an average of \$5,200 to recruit, train and place each student. Last year, the nearly 200 graduates of these three training programs earned an aggregate \$6 million in salaries and benefits - a 7 to 1 return on investment - with the added advantage of changing lives and improving the economic health of our communities.

We are proud to announce a new partnership serving youth in South Los Angeles, the brainchild of longtime JVS supporter Howard Sherwood, who serves on the board of sister nonprofit, A Place Called Home, and brought the two organizations together.

Founded 24 years ago in the wake of the violence ignited by the Rodney King verdict, A Place Called Home began with 12 teens in a church basement and



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JVS VETERANS FIRST[®] USING TECHNOLOGY TO JUMPSTART CAREERS

Tammy Wilson's ink-and-paper resume, with its details about her education in biochemistry and her stint as a sonar technician with the United States Navy, might have prompted a potential employer to want to meet her in person. Now, with the click of a mouse, employers can do just that - meeting Wilson and other job-seeking veterans instantly, in the virtual world.

To assist its highly skilled and motivated veteran clients, the JVS Veterans First program recently introduced an online video gallery that includes a brief presentation from each client as well as a link to their resume. These 2-minute videos allow Veterans First clients to

express their career goals and share past work experience in their own words. Since its launch, hiring rates have risen substantially, thanks to this valuable new resource.

The project is made possible, at no cost to our veterans, thanks to the generous support of the California Employment Development Department - Workforce Accelerator Fund. Video production is provided by the team at 926Ventures.

Visit www.jvsla.org/vets to meet our remarkable Veterans First clients and consider them for your open positions.



Veterans First video gallery on the JVS website

TRADING PLACES YOUTH AS MENTORS

In a win-win solution for tech-savvy youth in need of leadership development and adults in need of hands on technical training, the new JVS Youth as Mentors (YAMS) program offers an intergenerational learning environment.

The program enables JVS youth participants to assist adult job seekers by increasing their comfort level with computers and the use of social media platforms. They provide assistance in building and posting resumes, setting up LinkedIn accounts, conducting online job searches, completing job applications through online portals and participating in virtual interviews via web-based

communication tools. In turn, these young mentors gain confidence, job readiness and leadership skills.

18-year old Matthew Gonzalez, joined the YAMS program to get more hands on customer service experience working with clients at the JVS WorkSource Center.

“What attracted me to the YAMS program was finding out that I would be helping people find jobs. I was really happy, and even surprised, to experience some personal growth myself. I gained more experience being a leader and taking on more responsibility. The most valuable thing I learned from this experience was

to make sure that I was prepared to teach someone, so when a client came in I would have the answers and could guide them on their way.”

Following completion of the YAMS program, Matthew landed a job at Big 5, where his newly developed customer service skills are being put to great use by his new employer.



SHARON NAZARIAN

A FAMILY TRADITION OF GIVING



As president of the Y&S Nazarian Family Foundation, Sharon Nazarian has a simple philosophy. "The Foundation is interested in planting seeds, building bridges and opening doors," she says. "Once the door is open, people don't need us anymore."

For that reason, the Foundation's generous donation to the JVS Scholarship Program was structured as a matching

grant, designed to attract and expand donor engagement. The gift funded 11 scholarships for the 2016-17 academic year and resulted in three brand new donors from the Iranian community becoming members of the JVS Scholarship Committee.

"The Nazarian family is deeply respected throughout our entire community for their commitment to bettering the world in which we live," said former JVS Board President Rick Powell. "I've had the privilege of working with them on many projects and deeply appreciate their support of the JVS mission."

Sharon's parents created the Foundation in 2000 and from the very beginning, the family agreed that education and the arts should be the primary focus of their charitable giving. Her father Younes is a philanthropist, industrialist, businessman and leader in the Persian Jewish community in Los Angeles as well as Tel Aviv. Her mother Soraya is a renowned artist and a master of the medium of direct carving in stone. Her work is held in numerous private collections and large scale sculptures have been commissioned by cultural institutions across the globe.

Sharon Nazarian is the founder of the Younes & Soraya Nazarian Center for Israel Studies at UCLA and chair of its advisory board. She also teaches as an adjunct professor in UCLA's Department of Political Science. She is a vice chair of the West Coast Board of the American

Society of the University of Haifa, sits on the Board of Governors of Haifa University, and is a member of the Chairman's Circle of the National Democratic Institute, among many other distinctions.

"I brought in the public policy focus," says Nazarian, who travels the world conducting extensive work in this realm and had just returned from Saudi Arabia and Jordan.

The Y&S Foundation, with Nazarian's guidance, is now focused on cultivating young leaders who can help build bridges of their own and engage broader communities. "You need a younger generation to come in and take a leadership role," she said, "to have ownership and skin in the game."

Since its founding in 1972, the JVS Scholarship Program has awarded \$7,833,750 to 4,440 deserving students from Los Angeles County, who are attending colleges and universities across the country.



SAVE THE DATE

THE 45TH ANNUAL JVS SCHOLARSHIP AWARDS RECEPTION

will celebrate our donors and student recipients on Thursday, July 27 at Sinai Temple.

If you would like to join us for the Awards Reception or learn more, please contact Program Manager Patricia Sills at psills@jvsla.org or (323) 761-8888 x8868.

SCHOLARSHIP GETS A RUN FOR ITS MONEY

IN OUR OPINION



L to R: Former and current Scholarship Chairs Nan Goodman and Leland Felsenthal with long-time committee member and supporter Seth Silverman.

The JVS Scholarship Endowment Fund grew stronger by \$88,000 when 11 Scholarship Committee members and their families joined JVS staff at Dodger Stadium for the LA Big 5K run on Saturday, March 18. The walk/run that wound through Elysian Park was such a big success, and provided so much fun, Team JVS already has plans to return next year.

TOGETHER WE MAKE A DIFFERENCE

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a simple mission: to keep kids off the streets and out of gangs, nurtured, loved and focused on a positive future. Today, APCH serves hundreds every year, from 8 year olds to young adults. And that's where JVS comes in.

With the support and generosity of Howard and Stephanie Sherwood and their family foundation, JVS and APCH are collaborating to create meaningful employment opportunities for APCH youth aged 16-21 by offering intensive one on one career counseling, resume development, interview skills coaching and guidance through the placement process. There is also access to vocational training and the option of 100 paid internship hours with our network of local businesses. The goal is a stable, living wage job and a path to career growth.

The program has been launched with the first 19 participants receiving one on one coaching. Four youth were placed directly into full-time employment and another seven are enjoying their 100 hours of paid internship experience, receiving valuable on the job training. The balance are attending workshops, preparing their resumes and interview skills. We look forward to sharing their success stories in the coming months.

When we assumed leadership for JVS just over a year ago, we embarked on a collective journey of discovery, including a road trip to visit each of our 18 sites and meet every member of the staff. We wanted to understand the organization and every element that contributes to its viability – the programs and services we offer, the infrastructure that supports us and the revenue streams that enable us to pursue our challenging mission.

A critical part of that process is a comprehensive strategic planning initiative that we began earlier this year to thoroughly review and evaluate the direction we are moving to ensure the alignment of our mission, vision and values and to find efficiencies and make improvements in our operations. We invited representatives from across the agency and from our board, funders and employer partners to participate in this intensive planning process.

As an organization, we renewed our passionate commitment to help people lift themselves out of poverty by providing training, guidance and the opportunity for sustainable employment. Those who turn to us - the unemployed, the underemployed and the working poor – are struggling to survive and get ahead in a rapidly changing workforce environment. We will do everything we can to give them the tools and resources they need to achieve their goals and to become an effective voice of advocacy on their behalf.

Our team will keep you updated on our progress as we begin the exciting implementation phase for our strategic vision.



Alan S. Levey
CEO

Harris Smith
Board President

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JVS At Work

Spring Newsletter 2017

20th ANNIVERSARY
JVS Strictly Business L.A.
AWARDS LUNCHEON

Wednesday, June 7th
The Beverly Hilton
Hosted by
Fritz Coleman of NBC4

www.jvsla.org



This Year Join Us For Something
Completely Different!

An Evening at
Madame Tussauds
A Party in the Heart of Hollywood

Saturday, September 16th @ 7pm to Midnight

Come As You Are or In Costume
DJ and Dancing
Catering by Wolfgang Puck