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**JVS' WOMENTORING PROGRAM GIVES WOMEN AN ADVANTAGE
IN TODAY'S VOLATILE JOB MARKET**

(LOS ANGELES) Although the job market has begun to show signs of recovery, the competition for open positions at every level is intense. Employers have the luxury of choosing from a multitude of well-qualified candidates while job seekers must look for every possible advantage to give them a leg up. JVS' WoMentoring program helps women who have faced crisis or are seeking a career transition through a unique mentoring program. A non-profit, non-sectarian agency assisting people with job and employment issues, JVS will honor the participants in the program with a special luncheon on June 9th at The Mark, beginning at 11:30am.

Media entrepreneur Michelle Ruiz is the keynote speaker. A top broadcast journalist for over 17 years, she founded Saberhacer.com, an informative website for Latinos with expert advice on everything from personal finance, health, careers and education to citizenship and starting your own business.

Participants in the WoMentoring program span all ages and demographics, from Charity J., who was unable to afford to finish college; to 39 year-old single mother Lisa W., who, after being laid off found herself fighting for jobs she didn't want, to 76-year-old Sandy M., who wanted to "move into the 21st century."

At age 76, after retiring from a successful career in health club franchising to care for her ailing mother and husband, Sandy needed to return to the workplace just to make ends meet. With a keen understanding and empathy for the problems facing seniors who want to remain at home, Sandy decided to pursue a new career in senior services. She was paired with Sue Pomerantz, Executive Director of Concepts for Living, a residential placement service, who helped her develop a plan of action, and more importantly, gave her the confidence she needed to enter the workforce. Says Sandy, "WoMentoring has brightened the world for me. It eased my fear of failure, gave me a reality check, and the courage to adapt to a new workplace." Sandy is now well on her way to becoming a Household Coach and Advocate for seniors.

Another mentee who made a complete career switch is Robyn H., who grew up in South Africa and immigrated to the United States, hoping for a better life. She eventually landed in the real estate industry, but lost her job when the economy collapsed. Paired with Jill Black Zalben of Black Equities, Robyn discovered her talents in the marketing field, and ultimately landed a job at a major Beverly Hills department store as Director of Marketing

and Special Events. To illustrate the age-old cliché that it truly is a small world, Robyn met Teryn F., a fellow South African and mentee in the WoMentoring program and discovered they'd grown up just a few miles apart.

Adriana V. was also in need of support. A single mother with a 10-year-old daughter, she left an abusive marriage six years ago. Unable to complete her education because she needed to support her daughter, she took low-level administrative jobs. Wanting a more stable career and future, Adriana became interested in the nursing field. Matched with Marie Fagan, Director of Nursing at the Annenberg School and Karol Stein, an RN at The Jewish Home, Adriana was guided through the necessary steps to pursue her dream, and is now taking pre-requisite classes at a local college before applying for a nursing program.

Said program founder and JVS COO Claudia Finkel, "In today's ultra-competitive job market, we want to give women support and encouragement in their careers. A lot of women in the program would not otherwise have these opportunities, given their financial resources, lack of experience, or familiarity with the new workplace."

Funded in part by Terri and Jerry Kohl, Union Bank, Wells Fargo, the WoMentoring Leadership Network and Debbie and Rick Powell, WoMentoring helps participants achieve tangible progression towards their career objectives -- such as a promotion, completion of a training program, effective networking, obtaining a key interview or landing a job in their field of choice. The WoMentoring Leadership Network, founded by Debbie Powell, Eileen Coskey Fracchia and Judy Flesh Rosenberg, is a donor group of professional and entrepreneurial women dedicated to supporting women in the workplace.

If you are interested in becoming a mentor or mentee in the 2010-2011 program, please contact Bobbi Yanke at byanke@jvsla.org or 818-464-3222 or Rachelle Cohn-Schneider rcohn@jvsla.org or 323-761-8888 x8876. To learn more about the WoMentoring Leadership Network, contact Pat Sills at psills@jvsla.org or (323) 761-8888 x8594.

JVS has helped hundreds of thousands of people overcome barriers to employment. Working with city, state and county agencies to ensure everyone has access to the help they need, JVS' clients include career professionals, at-risk, foster and probation youth, people with disabilities and newly arrived refugees and immigrants. Last year, JVS assisted nearly 30,000 individuals from 18 different locations across Southern California. For more information visit www.jvsla.org.

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