

JVS At Work

SPRING 2006

Building Better Lives. One Job At A Time.

JVS' 9th Annual Strictly Business Luncheon Honors Stanley Black

JVS' 2006 Strictly Business Luncheon on May 11 promises to be bigger and better than ever.

Renowned philanthropist and real estate investor Stanley Black is the recipient of this year's Business Leadership & Philanthropy Award. His motto "If you have much, give of your wealth; if you have little, give of your heart" is certainly reflective of the man himself, who has given his time and financial support to such organizations as City of Hope, the Anti-Defamation League, Jewish Big Brothers, Vista Del Mar, Boy Scouts of America and Union Rescue Mission. The American ORT Stanley and Joyce Black Family Building assists immigrants with vocational training, a mission that closely aligns with JVS.

"JVS is delighted to honor Stanley Black, whose generosity and personal commitment to improving the lives of others has helped set the standard of giving for the community. Strictly Business has become one of

with businesses, and we understand what companies are looking for today," said JVS' CEO Vivian Seigel.

Wells Fargo has returned as a Corporate Sponsor, along with such companies as City National Bank, Zenith, Brotman Medical Center, CPK, Graciela Burbank, Peninsula Beverly Hills, Prospect Medical, City of Hope, Milken Family Foundation, Starving Students, Bloomingdale's and Vintage Capital Group.

Black made his mark on the real estate world with KB Management, started in 1957 with his father's friend Arthur Kaplan. Together, they built and developed over \$375m in real estate holdings. In 1987, Black and his son formed Black Equities. Since that time, they have continued to acquire properties throughout the U.S. and to manage and develop this successful commercial real estate portfolio.

Another highlight of the luncheon, the Strictly Business video, showcasing the moving stories of JVS clients who have overcome substantial odds to success, features three outstanding stories this year: Trevon Smith, a student in JVS' Foster Youth Program, Fortuna Ippoliti, a



Stanley Black, recipient of JVS' 2006 Award for Business Leadership & Philanthropy.
Photo by Marvin Steindler



JVS' 2006 Employees of the Year: Ellen Blythe Rundle, Trevon Smith and Fortuna Ippoliti.
Photo by JB Letchinger.

Los Angeles' premiere business events and we wanted the 9th Annual Strictly Business Luncheon to reflect the value that JVS can provide. JVS has a long history of working

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TRIBUTES • July Through December 2005

In Memory of:

Bernard Axelrad

Dona Mary Dirlam
Bertha Ficaro
Lindy & Richard Levin
Shirley & Edgar Phillips, Jr.
Virginia & Joe Silverman

Selwyn Bleifer's Son

Arnold L. Gilberg, M.D. Ph.D.

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Belle Landa's Mother

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Mel Levine's Father

Rick Powell & JVS Board

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& Debra's engagement to Cedric

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Jerry Felsenthal

Clara Browda

Ellyn Gelson's son Jordan

Dr. & Mrs. James Mertz

Shelley Freeman's Appointment to the Police Commission

Rick Powell
Vivian Seigel

Ellyn Gelson

Sylvia Ward

Monique & Brad Gibbons' Birthdays

Gerry & Michael Polan
Vivian & Jeff Seigel
Polly & Herb Weinberg

Irene Graff's Birthday

Harry Labinger

William Hellman's 85th Birthday

Betty & Charles Wilson

Millie Hersch's 80th Birthday

Jacqueline & Julian Galperson

Lolly & Don Hochman's 50th Anniversary

Shirley & Edgar Phillips, Jr.

Adrienne Horwitch's Birthday

Betty & Jeffrey Nagin

Irv Karp's 88th Birthday

Beverly & Chester Firestein

Clara & Louis Kennedy's 60th Anniversary

Nancy & Jeffrey Paul

Mike Klapper

Judith & David Klapper

Katherine Klapper

Lianne, Chris, Ian & Elijah Klapper

Mr. & Mrs. Ron Leibow's son Jeff's Wedding

Vivian Seigel & JVS Board

Jim Maslon & Henry Kasiske's Bar Mitzvah

Rina & Lawrence Cowan

Steve Curran

Cheryl Diamond

Betty Engelman

Judy & Jerry Felsenthal

Claudia & Gary Finkel

Jacqueline & Julian Galperson

Jane & Robert Gerstein

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Salli & Bernie Harris

Diane & Murray Kaplan

Ruth & Irving Karp

Joanne & Ira Kirshbaum

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William Coleman

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Alex Meshekow's 90th Birthday

Beverly & Justin Goldner

Mr. & Mrs. Moritz's

50th Anniversary

Joyce & Tommy Berger

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50th Anniversary

Marilyn Garber

Jackie Stern's Birthday

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Carol & Donald Krasne

Julie Tabach's 85th Birthday

Jacqueline & Julian Galperson

Carla & Mike Terner's New Baby,

Annabelle

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Sylvia Weiss's 94th Birthday

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Wishing a Speedy Recovery to:

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Shirley Goldenberg

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Vivian & Jeff Seigel

JVS... Did You Know?

Just one person can make a difference.

JVS' Endowment Fund allows you to do just that, ensuring the future of the agency and your legacy of commitment to the community. For more information, contact JVS' Director of Development David Moses at 323-761-8888 x8895 or dmoses@jvsla.org.

Japanese based specialty store **Famima!** has opened two new locations in Westwood and Santa Monica, employing six JVS clients. JVS also assisted Famima! with the Grand Opening of their first U.S. store in West Hollywood in June 2005.

JVS' **CoffeeWorks** program has moved! You can enjoy specialty coffee, treats and other beverages at the Jewish Home for the Aging. A win-win for both the residents and trainees, the cart is open for business and will host an official grand opening on May 24.

JVS welcomed new board member **Nan Goodman**, who is actively involved in the community and several non-profits.

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Historic Partnership: JVS And Maximus Band Together For GAIN Program

It's the largest grant in JVS history. And it represents a historic partnership between two agencies—JVS, our sister agency Career Planning Center (CPC), and for-profit Maximus.

MAXIMUS and JVS/CPC are working together to help participants of Los Angeles County's GAIN program. Often dependent on welfare, clients have economic, educational, social, and cultural, and linguistic barriers to finding and keeping a job. Both agencies will provide full-service, case management, under the supervision of the County. The bottom line and real measure of success

for participants however, is freedom. Freedom from welfare. Freedom to help their families. Freedom to build not just a career, but their self-confidence as well.

More than 9,000 people in the greater Los Angeles area will benefit, with offices in Chatsworth,

Palmdale and Santa Clarita.

The partnership also offers Los Angeles County a solid model built on the strengths of different but complementary organizations, combining the MAXIMUS performance-driven business model with JVS and CPC's profound understanding of the local community and the refugee and immigrant population, with whom JVS has a long history. JVS' past programs for refugees have won awards from the county and

state, and their success speaks for itself.

"We believe our partnership with MAXIMUS is a great start to 'maximizing' each of our organizations ability to help our community. This is

definitely the way of the future—non-profits and for-profits working together," said JVS CEO Vivian Seigel. "And of course, the real beneficiary are the people we help—people who have been in the system without hope of ever getting out and getting back on their feet."

"We believe our partnership with MAXIMUS is a great start to 'maximizing' each of our organizations ability to help our community."

Stridly Business Continued from Pg 1

former client of JVS' WoMentoring Program who is now the West Valley Area Director for Mayor Antonio Villaraigosa, and Ellen Rundle, a gifted artist and client of JVS' Disability and Assessment department. These three individuals will also be honored with JVS' Employee of the Year Award.

The Company Showcase booths have made way for a new, expanded networking reception, which features JVS' 411 Directory, a listing of all attendees

and their company information. This invaluable resource can be used to network, and as a tool for companies looking to find the best Los Angeles has to offer.

Don't miss out on this event. Tickets and sponsorships are still available. For more information, contact David Moses, JVS' Director of Development at 323-761-8888 x8895 or dmoses@jvsla.org or register online at www.jvsla.org.

College Dreams and Grad JVS Scholarship Fund Delivers

For many students, college is just a dream. And skyrocketing tuition costs can make that dream nearly impossible to fulfill. That's where JVS' Scholarship Fund comes in, helping Jewish students in need realize their academic goals. Because JVS has been in the dream business since 1972.



Recipients of the Federation's CEO Leadership Forum scholarships with JVS 2005 committee chair Joy Kravitz and Leadership Forum co-chairs Steve Nichols and Les Bider, along with CEO Forum mentors. Photo by Bill Aron.

Scholarship Reception

To kick off the school year, JVS held its annual Scholarship Awards Reception on September 7, 2005. Jewish Vocational Service's Scholarship Committee announced it was awarding \$223,150 in educational grants to 140 underprivileged Jewish students from Los Angeles, helping them attend colleges, graduate schools and vocational schools around the country.

Joy Kravitz, 2005 Scholarship Committee Chair, and Judy Felsenthal, Co-Chair, presented each student with the first installment of his or her award, ranging from \$500 to \$5,000. Other presenters included Lisa Axelrad, who introduced the 14 JVS Scholarship recipients sponsored this year by the Casper Mills Scholarship Foundation; and Steve Nichols and Les Bider, co-chairs of Federation's CEO Leadership Forum, who presented awards to the 22 students sponsored by their group, half of whom attend community colleges. Prior to their presentation, Mr. Nichols and Mr. Bider were expressly thanked and acknowledged by JVS COO Claudia Finkel for their work in leading their group of peers, all of whom are leaders in the business community, to

support the JVS Scholarship program for the first time this year. Following the Awards Ceremony, the CEO Leadership Forum announced that it had selected the JVS Scholarship Fund as its philanthropic project for the second year in a row.

Sabrina Vinterfeld, a third year student at UCLA, spoke on behalf of the recipient class of 2005-2006. Towards the end of Sabrina's first year in college, her mother fell gravely ill. After learning from a family friend about the financial assistance available for needy Jewish students through Jewish Vocational Service, Sabrina applied for a JVS Scholarship. In addition to receiving financial assistance for her studies, Sabrina found that JVS also provided her with invaluable networking opportunities. As a participant in the newly launched Mentor program instituted this year by JVS and the CEO Leadership Forum, Sabrina was paired with CEO Forum member Scott Diamond, with whom she has fostered an important and beneficial relationship.

Following Sabrina, former JVS Scholarship recipient Julie Kutasov spoke about overcoming a different set of personal challenges, having arrived in Los Angeles from the former Soviet Union without a penny to her name. Thanks to the encouragement of the late Bernie Axelrad, trustee of the Casper Mills Scholarship Foundation, and with the financial support of the Casper Mills Foundation and the JVS Scholarship Fund, Julie earned a B.A. in business economics from UCLA, where she graduated summa cum laude, and an M.B.A. from Harvard Business School. Julie is now a research analyst for Kayne Anderson Rudnick Investment Management.

Beyond receiving educational grants, JVS scholars benefit from their association with one of the foremost career and employment service organizations in L.A. A large percentage of recipients are from single parent households, or have family members who are unable to work or provide financial assistance for college. Whether students are seeking guidance from a mentor through the JVS Scholarship Fund Mentor Program; exploring career paths through JVS' SAGE (Skills, Aptitude, Guidance, and Employment) program; or, when they complete their studies, need free assistance finding a job through the Scholarship Family Career Assistance Program, JVS helps its scholarship recipients during their transition from school into the workforce.

uation Goals

Thanks to assistance from the JVS Scholarship Fund and its ancillary programs, these aspiring Jewish scholars are able to overcome hardships to reach their educational goals, continue on the path to career success and hopefully along the way, help others in need.

The JVS Scholarship Fund – Then and Now

JVS Scholarships help fill the gap between the ever-increasing cost of college attendance and the shrinking financial aid available to low-income students. While the JVS Scholarship Fund has increased tremendously in scope over recent years, the program sprang from much smaller beginnings.

The Scholarship Fund got its start in 1972, thanks to attorney Fred Simmons and businessman Bill Schwartz. Their efforts led to the Schwartz Memorial Fund, which provides a large amount of funding to the JVS Scholarship Fund. Simmons also helps direct the annual contribution from the Leopold and Clara M. Fellner Foundation.

Simmons says he has always seen the annual gifts he directs to the JVS Scholarship Fund as “motivators or exemplars” for other donors, as they are conditioned on the agency obtaining matching grants to be applied to the JVS Scholarship Endowment Fund.

Building the Endowment/The Circle of Honor

The need for an endowment to ensure the longevity of the Scholarship Fund has been clear since the beginning. In 2000, led by Scholarship Committee leader Irving Karp, JVS established the Circle of Honor giving program to encourage donations of \$25,000 and above to the JVS Scholarship Endowment. With their gifts, Circle of Honor donors create their own permanently named fund generating annual

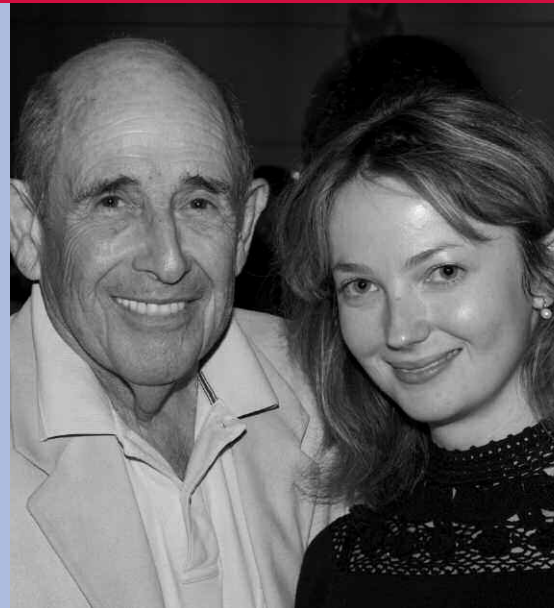
scholarship awards in perpetuity.

These donors have the opportunity to connect on a personal basis with the recipients of their scholarship each year.

One student

whose life was impacted greatly by the JVS Scholarship Fund is Lisa Luboff, who spoke at JVS’ Donor Wall presentation. A graduate of UCLA with a Masters in Urban Planning, today Lisa works as a project manager for the Los Angeles Community Design Center. Talking about her work, Lisa said, “This is work I can be very proud of, and work I hope you can be proud of too. And I wouldn’t have been able to get here without your scholarship support.” She also reflected on her experience speaking at JVS’ Scholarship Reception three years ago, “To prepare for today, I looked at the speech I delivered at the scholarship event. And one thing I said in that speech was that while I was not in a position to give back at the time, I would be proud to stand among the ranks of JVS’ generous and openhearted donors one day. Well, today is that day. Here is my donation, the first of many.”

For information on ways to support the JVS Scholarship Fund, or to learn more about including the JVS Scholarship Endowment in your planned giving, please contact Fund Manager Hilary Mandel at (323) 761-8888 x8868.



Long-time JVS Scholarship supporter Fred Simmons with scholarship recipient. Photo by Bill Aron.



DONOR APPRECIATION: JVS PRESENTS NEW WALL OF HONOR

JVS celebrated its new Donor Wall Of Honor at a special reception in March. From left to right: JVS COO Claudia Finkel, former JVS Scholarship Fund recipient Lisa Luboff, Debbie and JVS Board President Rick Powell, former JVS WoMentoring client and representative of Mayor Antonio Villaraigosa Fortuna Ippoliti, and JVS CEO Vivian Seigel. Both Fortuna and Lisa shared their experiences as agency clients and the tremendous impact JVS had on their lives with the 50+ people gathered for the event. Photo by Marvin Steindler.

Community Care At Home: Meet our new director



New Community Care At Home Director Cindy Fair spoke with JVS at Work about CCH's mission, her background, and what it takes to become a CCH caregiver.

Why have you gravitated toward home care?

There is a national nursing shortage – a lack of skilled care – that's being felt most acutely on the West Coast. Hospitals, nursing homes and assisted-living facilities are feeling it. There have to be other choices, options in which personal care is stressed, and I believe home care is one of the most vital. Personally, I really enjoy the non-medical model, the collaboration among homemakers, home-health aides and personal-care attendants committed to helping the patient maintain his quality of life in the environment he feels most comfortable.

What attracted you to Community Care At Home?

CCH appealed to me because I love to teach, and since we're a young organization, I'll be able to further develop the core-training curriculum. I really enjoy helping the caregivers learn. I also love going into the home to talk one-on-one with the client, explaining how the agency works and helping them, along with their family, understand how they most effectively participate in their care. We're teaching the community about the home-care options available and how they can be woven together.

What are CCH's core services?

CCH is dedicated to helping people stay at home while managing a condition that requires continuous care, an exacerbation of a chronic illness or a short-term situation, which frequently means surgery. Though many of our clients are seniors, younger people often come to us because they have a procedure scheduled that will require significant recovery time. They don't want to burden their family or friends, or they're just more comfortable in the hands of a professional caregiver. So our chief mission is to provide care that allows you to be comfortable in your own home. When the caregiver comes to you, you maintain a level of comfort and control that is virtually impossible to achieve when you must go to the caregiver.

Every client, every situation is different, so we make sure to tailor our services to the individual client's needs. I also believe

that addressing a client's religious or cultural traditions should be part of the larger care we provide for them, and at CCH, it is. If I talk with a family and find out they need something we can't provide, we'll find someone who can.

What do you look for in a caregiver?

It sounds obvious, but someone who provides care has to be a naturally caring person. When clients praise caregivers, they mention not only a willingness to consider the entire spectrum of their needs, but also a general level of thoughtfulness. This is how most of our clients assess the level of value they are getting. To hit these marks, the caregiver must be not only responsive to the client's stated needs but also sensitive to nonverbal communication. You have to learn when your client needs help, but you also have to learn when he doesn't want help. You have to learn if or when your client could use a hand to hold or a hug. The ideal caregiver understands you must view him as a person and not just a patient.

How do you find caregivers of this calibre?

We're very fortunate that we can draw from the JVS talent pool. CCH was started because JVS had received funding to establish a CNA [Certified Nursing Assistant] training program. Once JVS started placing these trained caregivers in the workforce, the natural next step was establishing an agency that could provide them with employment while also offering an important resource to the community that would have a similar mission and the same quality of service as JVS.

Any closing thoughts?

I'm just very excited to be at CCH. I think the program has enormous potential and I'm honored to be here to shepherd its growth in a direction that will bring maximum benefit to our clients.

Cindy Fair, who has logged more than 15 years of experience in home health care, with specialties in geriatric and hospice care, holds a Masters in Healthcare Management and a Bachelor of Science in Management. She is also a Registered Nurse and the recipient of a Director of Staff Development Certificate from the State of California. Among her previous posts was that of General Manager for Heartland Home Healthcare & Hospice of Toledo, Ohio, which saw her presiding over the management of four regions – 20 branches in five states – of one of the largest home health agencies in the U.S.

Annette Shapiro: A Client's Story

Annette Shapiro, a leading light of the Los Angeles Jewish community, recently found herself in need of at-home care while recuperating from surgery. "I'd been out on a walk, and I was struck by a car. The accident broke a bone in my leg," says the former Women's Campaign Chair of the Jewish Federation of Greater Los Angeles.

After realizing that the arrangements she'd made for residential care were unacceptable, Shapiro reached out to **Community Care At Home**. "I'm very close to [JVS President] Rick Powell, so I knew a bit about CCH, but I had no idea the extent to which they provide nursing care," she explains. "Rick suggested I call them."

Shapiro contacted CCH's call center at 6:30 on a Friday evening, and by Saturday morning, she was in the extremely capable hands of Certified Nursing Assistant Olga Reynoso. "Olga is a star," Shapiro declares. "She was absolutely incredible, and she became my regular daytime nurse." Asked what duties Reynoso customarily performed, Shapiro says: "She helped me get around so I could do what I needed to do. She also helped me with personal correspondence and all the little things you need to do around the house."

When it became clear to Shapiro that she required nighttime help as well, she once again sought assistance from CCH. This time her call came in at 9:30 p.m. The lateness of the hour was not a concern for the CCH supervisor on duty, however, and a caregiver was immediately dispatched to Shapiro's home. She arrived within the hour.

Though Shapiro was extremely pleased with this lightning response, her experience with CCH is perhaps best defined by her relationship with Reynoso. Noting her comprehensive understanding of nursing fundamentals, Shapiro affirms, "Olga really knows what she's doing, and she frequently anticipated my needs."

Moreover, Shapiro found Reynoso a comfort on an emotional level. "She's just a very caring, patient, sweet person, and she's very calm," she points out. "I really enjoyed having her around. She was here for four weeks. I actually kept her beyond what I needed her for – I hated to see her go." Reynoso even accompanied Shapiro to a Federation dinner at the Four Seasons, where she was thrilled to meet former Secretary of State Colin Powell.

Shapiro says she would certainly recommend Community Care At Home to anyone in need. "It's a very good agency," she declares, "They offer a wonderful service to the community."

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Service to the community is something Annette Shapiro knows well. In addition to being a longtime supporter of The Jewish Federation, The Los Angeles Jewish Community Foundation and Beit T'Shuvah, Shapiro is currently Co-Chair of the Cedars-Sinai Hospital Board of Governors Cancer Research Center, a member of the board of the Foundation for Transplant Research and the Zimmer Children's Museum. The Los Angeles Chapter of the American Diabetes Association bestows an Annette Shapiro Volunteer of the Year Award, and if all this weren't evidence enough of her indefatigable civic spirit,

the Jewish Journal of Greater Los Angeles called Shapiro an "overachieving Jewish community volunteer" in 2003 upon her official designation as a "Woman of Power" by State of Israel Bonds.

In Our Opinion

What does it take for a client to achieve success at JVS?

Take a typical client for JVS' Career Services department. They might not have looked for a job in a while. They might have an outdated resume. They might be facing financial pressures. How do we begin? How do we help this person?

The first thing they need to do is ask—pick up the phone and call one of our locations. The next step is an orientation with one of our certified career counselors, who will find out what their situation is, where they want to be, and how prepared they are for what lies ahead. The counselor may determine they need one-on-one coaching as well as resume and interviewing workshops. They can also utilize JVS' Career Resource Library, which offers access to exclusive job postings, computers, faxes, and

Hoover's Pro Database.

At the workshops, they'll learn how to format their resume, which they can later go over with their counselor. They'll meet others in the same situation as themselves, and learn how to answer those difficult interview questions. And one of the most important things a client will learn is the importance of networking.

They'll meet with their counselor to report on their progress and strategize next steps. They'll use the Career Resource Library to follow-up on job leads, and ask questions or network with the drop-in volunteer counselors. And behind the scenes, their JVS counselor is meeting with the rest of the department, including the head of Career Services, to see who else might have a lead, who might be able to conduct an informational interview, or where else we can direct them. In total, at least eight people will be

directly involved in helping them succeed.

The most important thing to remember though, is that this is a long-term commitment. We aren't an agency that provides a quick fix, because the problems we address don't have simple solutions. We can't just hand someone a voucher for food stamps, or give them a place to stay for the night. JVS is investing in a person's potential—their potential to find a job, climb the next rung on the career ladder, learn a new skill and turn their dreams into reality. That's what it takes to find success.

Thank you,



Vivian Seigel
CEO



Rick Powell
President

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Jewish Vocational Service



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Jewish Vocational Service (JVS) is a non-profit, nonsectarian organization that helps people overcome barriers to employment, expand their professional skills, find work and redirect their careers. We also help businesses hire the best employees, train them for top performance and mentor them for ongoing success. Founded in 1930, JVS helps more than 24,000 people in greater Los Angeles each year. Visit us at www.jvsla.org.

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