

# JVS At Work

FALL 2011

Building Better Lives. One Job At A Time.

## JVS LA SUCCESSFULLY PUSHES FOR MORE JOB TRAINING FUNDS IN SACRAMENTO

Workers in California face the toughest jobs crisis since the Great Depression with over 2 million unemployed workers in the state and a staggering one in three remaining jobless for over a year. These job seekers need the right resources to get back on their feet, become productive and have the opportunity to support their families.

as early as 1944 when the JVS Board wrote to President Franklin D. Roosevelt requesting "Fair Employment Discrimination laws in war industries" to enable the hiring of African-Americans for work on the railroad. This is only one example of JVS' leadership in the legislative arena and the recent passage of California Senate Bill 734 (DeSaulnier), of which JVS is a co-sponsor, clearly demonstrates what can be accomplished through meaningful negotiation, compromise and partnership.

***Said Mayor Antonio Villaraigosa, "This new bill will appropriately refocus the public workforce development system in California on upgrading the skills of workers to qualify them for jobs that will materialize when the economy recovers from its current morass."***

*Continued on page 3*



JVS Los Angeles has a long history of government advocacy, beginning

### AN URGENT APPEAL

#### JVS Faces Critical Challenges in Economic Downturn

As a result of the ongoing national recession, JVS is facing a looming year-end deficit which may lead to program cutbacks. The continued support of our donors and funding partners is essential in maintaining a continuity of service and ensuring that we never have to turn anyone away who needs our help. Please visit us at [www.jvsla.org](http://www.jvsla.org) and click on *How You Can Help* to make an immediate and direct impact. Thank you!

### HELPING VETERANS GET BACK TO WORK

JVS' Veterans First helps recently returned veterans from Iraq and Afghanistan transition to the civilian workplace through counseling, job training and a vast support network.

Recently awarded a \$435,000 grant from the Governor's 15% Discretionary Fund, JVS was one of only 13 agencies statewide selected by Governor Brown to assist thousands of California veterans in need.

JVS' Veterans First program recently participated in the ServiceNation: Mission Serve "Hiring Our Heroes" Job Fair in Culver City. Nearly 2,000 veterans and their families were in attendance. It was also the last stop of Prince William and Princess Catherine's June tour of Southern California.

Said Prince William, "Mission Serve is about something more than just men and women in uniform. It is about our other halves. The half that makes the loved one's duty and sacrifices possible and worthwhile. It is about you: families, partners and friends."

# 14<sup>th</sup> JVS Strictly Business L.A.

## Raises Funds for Vital Job Services

# MAKING A DIFFERENCE IN SACRAMENTO

Continued from page 1

# WoMentoring Celebrates Summer Empower Hour



Inspiration Award honorees Ricardo Jose Amaya, Steven Walker and Elizabeth Medina, with L.A. City Council Member Paul Koretz, City Council President Eric Garcetti and City Controller Wendy Greuel with event host Rolonda Watts.



Julie Su, Labor Commissioner for the State of California, California Secretary of Labor Marty Morgenstern, JVS CEO Vivian Seigel, JVS COO Claudia Finkel and JVS Board President Jeffrey Paul.

**JVS' 14th Annual Strictly Business L.A. Luncheon** on May 19 raised more than \$300,000 to support JVS programs. California Secretary of Labor Marty Morgenstern was the keynote speaker; stressing the importance of JVS' work and the need for expanded job training and employment services in California to improve the economy.

The agency honored Larry Miller, President and CEO of Sit 'n Sleep, with the *Corporate Leadership Award* and Carl Terzian, Chairman of Carl

Terzian Associates, with the *Corporate Partnership Award*.

L.A. City Council President Eric Garcetti, City Council Member Paul Koretz, and L.A. City Controller Wendy Greuel were on hand to present the annual *Inspiration Awards* to three JVS clients who had overcome substantial barriers to find success in the workplace. The 2011 recipients were: Ricardo Amaya, who did not allow his disabilities to slow him down in finding productive employment; Elizabeth Medina, who participated in JVS' Summer Employment program for low income, at-risk youth, and Steven Walker, a U.S. Army veteran who retrained and launched a new career with the help of JVS' Veteran's First program.

Their stories were told in a video, *Overcoming The Odds*, which was screened at the event. Honoree Larry Miller was so moved by the tales of the client honorees, that he offered a



Honorary Event Co-Chair Peter Tilden, 790 KABC TalkRadio Host with JVS Corporate Leadership Honoree Larry Miller.

\$25,000 matching gift opportunity. Said Carl Terzian, "Community service should be a high priority of every man and woman. The country's serious economic condition reminds us today of the need to impact individuals to secure - and effectively hold - meaningful employment. JVS is one of the best vehicles to satisfy the fundamental thirst to have real purpose in life."

**To view the video, please visit our homepage at [www.jvsla.org](http://www.jvsla.org).**

Along with JVS, co-sponsors of the bill include Chicana Service Action Center, California Labor Federation, State Building and Construction Trades Council and the California Manufacturers & Technology Association, with an extensive and diverse list of supporters, including non-profits, labor, trade and workforce development organizations.

"The passage of SB 734 is a significant step forward for California job seekers and union members, and a powerful recognition of the critical work being done on the front lines of this economic downturn," said California Labor Federation AFL-CIO Chief Officer Art Pulaski.

Said JVS CEO Vivian Seigel, "We have so many of our legislators to thank for their efforts, starting with Assembly Majority Leader Chuck Calderon, and Assembly members Mike Davis, Isadore Hall, Holly Mitchell, Steve Bradford and Bob Blumenfield, and Senator Mark DeSaulnier, the author of this critically important bill."

Adine Forman, JVS Government Relations Director joins Senate Bill 734 author, Senator Mark DeSaulnier; Sandra Davis, CEO of Community Centers Inc. (CCI); Tom Baiz, VP for Corporate Affairs for the Chicana Service Action Center (CSAC) and California Labor Federation AFL-CIO Chief Officer Art Pulaski.



Publisher: JVS At Work is published by the Communications Department of Jewish Vocational Service to provide news and information about the agency to donors, foundations, businesses and friends.

Supervising Editor: Katherine Moore. Staff Writer: Melissa Jarvis-Prieto. Designed by: Erin Myrick. Photos by: Bill Aron, Ann Bogart, and Christine Haws



Victoria Halsey, PhD, of the Ken Blanchard Companies.

WoMentoring recently celebrated an Empower Hour at the home of WoMentoring Leadership Network (WLN) co-founder Debbie Powell. In addition to honoring the Spring 2011 mentors and mentees who were completing the program, WoMentoring Program Manager Jamie Thompson welcomed the participants for the Fall session to their first event.

Motivational speaker and trainer Victoria Halsey, PhD, of the Ken Blanchard Companies delivered a rousing and inspirational keynote address and generously donated a copy of her latest book, *Brilliance By Design*, to each of the participants.

Mentor Bonnie Nash and her mentee Shiwan Tribbett talked to the group about their partnership experience. When Shiwan came to WoMentoring, she had been unemployed for over a year. Her dream was to provide low income students with the tools they needed to prepare for college. She was matched with Bonnie, whose diverse experience as a business and career consultant was exactly what Shiwan needed to develop a strategic business plan and advance towards her goals.

Empower Hours are part of the newly revamped and enriched program, which expanded this year from one session to three, offering more women the opportunity to benefit from the mentoring experience. Without the amazing financial support and dedication of the WLN members, the program would not be the success it is today.



# JVS AmeriCorps Members Offer Job Literacy Training

**Roughly 27 million Americans lack the ability to fill out a basic job application,** according to a study by the Employment Policies Institute. That's a shocking statistic and one of the reasons for JVS' involvement with the Literacy\*AmeriCorps and Great Cities programs.

Sometimes described as the domestic Peace Corps, AmeriCorps is a national service program that engages adults of all ages and backgrounds to meet the nation's critical education, public safety, health and environmental needs. JVS is part of the Literacy\*AmeriCorps network, which provides literacy and job counseling services to adults and families in communities throughout the United States.

Although literacy training has traditionally been offered through high school and adult education programs, JVS has been concentrating on providing services at sites that primarily offer work-readiness services. The fourteen dedicated JVS Literacy\*AmeriCorps Members of the 2010-2011 program, who had traveled from throughout the U.S., went to work at several L.A.-based non-profits including Chrysalis, St. Margaret's Center, the Bresee Foundation, International Trade Education Programs (ITEP), Wilshire Metro WorkSource

Center and JVS' own Marina del Rey WorkSource Center.

Great Cities brought together adult education leaders from the five largest cities in the United States, through the Office of Vocational and Adult Education. JVS Los Angeles, along with representatives from the L.A. Unified School District, participated in this year-long training and informational program. Other cities included New York, Houston, Chicago and Miami.

Through Great Cities, JVS learned new techniques to teach literacy, including Evidence Based Reading Instruction (EBRI) and contextualized training. What this means for clients is that they learn literacy skills that relate specifically to employment and the job search itself, including reading and filling out job applications.

Said Program Manager Allison Lewis, "With help from Great Cities and another non-profit program Pro Literacy, we are able to offer a better outlook on jobs for those that need help. We can now bridge the gap between low literacy and employment."



2010-2011 Literacy\* AmeriCorps Members

Said Jesse Davis, "My time as an AmeriCorps member at the Marina del Rey WorkSource Center has given me the opportunity to help dislocated and unemployed workers get back into the workforce. Many of them are running out of unemployment insurance benefits. By actively case managing mature workers, I am able to work with the population that I most want to help and provide them with needed individualized attention."

The results from this past year are impressive. JVS' Literacy\*AmeriCorps members helped 1,549 clients in job readiness programs, 189 adults and 456 youth in basic literacy programs.

The 2011-2012 year should bring even more results, using JVS' 80 years of experience in helping people find jobs, job-specific literacy training and another amazing group of deeply committed individuals.

# DONORS STEP UP TO HELP FUND MORE SCHOLARSHIPS FOR JEWISH STUDENTS IN NEED



Student speaker Amos Nadler.

On July 14, the JVS Scholarship Program awarded 160 scholarships to local Jewish students in financial need at a special ceremony held at Sinai Temple in front of families, alumni donors, JVS board members and friends.

Student speaker Amos Nadler nearly dropped out of his PhD program when his funding ran out. Thanks to the JVS Scholarship Program, he will be graduating in 2012 with a degree in Neuroeconomics from Claremont College. "The path has not yet come full circle," said Amos. "Winston Churchill said that we 'make a living by what we get, but we make a life by what we give.' Therefore, only when I am able to give back to the parents who helped raise me, the friends who supported me along the way, and the organizations like JVS that funded me, will I feel that the circle is complete."

Longtime JVS Scholarship donor Gloria Baran fully understands that concept. She wanted to do something to illustrate the meaning of Tikkun Olam (*repairing the world*) and make it possible for the students, alumni and other first time donors to begin giving back, no matter the size of the gift.

So she initiated *The Tzedakah Box Project*, utilizing an old tradition in an innovative way. Tzedakah is translated to mean *righteous and just action* and it was her hope that enough money would be raised in small, first time gifts, to fund one or possibly two \$1800 annual scholarships. A stunning \$18,835 was placed in the Tzedakah Box that night, including checks and pledges, as well as \$135 in small cash gifts.

"When people work together - each doing their own small part to achieve something - truly wonderful things can happen," said JVS CEO Vivian Seigel. "I am also delighted to announce that a deeply committed donor stepped up to offer a match that doubles the impact of these generous and meaningful gifts to \$37,670. We want to express our deepest gratitude to everyone who participated in this mitzvah (*act of kindness*). As a result, we will be able to expand our reach next year and award 20 Tikkun Olam Scholarships to deserving Jewish students in the amount of \$1,800 each."



Scott Diamond with scholarship recipient Abby Hess.

JVS also presented its first annual Innovative Fundraiser Award to JVS Scholarship Committee member Scott Diamond, who conducted an email-

based fundraising campaign among his friends and family last spring that raised \$9,000.

Abby Hess, one of the recipients of the brand new Diamond Family & Friends Scholarship said, "A year ago my father succumbed after a long battle with cancer, six weeks before I entered law school. My dad's final gift to me was to pay for my first year of textbooks. This year, your scholarship will cover my books and transportation and allow me to have more balanced meals. It was very exciting for me to put a donor name to a face and learn about all the people who supported you in putting together this scholarship."

*"I operate on a 'people are basically good and want to help each other' assumption, and to both see it in action and be a recipient of such kindness just means the world to me."*

- Abby Hess

As both public and private tuition rates continue to skyrocket at colleges and universities across the country, student financial need is greater than ever. If you've been inspired by these stories, please consider joining us as a donor or committee member. Scholarship Chair Ellen Weisman Morehead and Co-Chair Marnie Bodek welcome your involvement and invite you to contact Program Manager Cathy Kersh Millstein at [scholarship@jvsla.org](mailto:scholarship@jvsla.org) to find out how you can make a meaningful difference in the life of a Jewish student.

# The Ziering Family: Making A Difference

# THANK YOU

Every Eve of Yom Kippur, Marilyn's mother would bring her into the kitchen and place some change in her hand. She would say, "This is my change, this is my redemption. This money will be given to charity and I will be allowed and permitted to live a long, peaceful and happy life."

A native New Yorker, she moved to Los Angeles in the late 1960s. She married Sigi Ziering, a child survivor of the Shoah, who came to this country without a job. He and Marilyn founded Diagnostic Products Corporation, where Marilyn served as Vice-President for three decades. Marilyn has always been involved with philanthropy. One of her earliest efforts was helping to raise money for Israel on the streets of New York City. Marilyn witnessed an astounding act of charity when Sigi made a major gift without being asked. That gift helped to establish the Holocaust Memorial Museum.



Marilyn and late husband Sigi Ziering, Ph.D.

and family to her children, Michael, Rosanne, Ira and Amy.

She doesn't like the phrase "giving back," because she believes that philanthropy is "a feeling that you want something good to happen when people are in need. It's important to make things better in the world."

That belief was exemplified when Marilyn attended a JVS luncheon. Afterwards, with the JVS event materials still in hand, she stopped at a cell phone store to have her phone repaired. The technician saw the JVS logo and told her, "If it weren't for that organization I wouldn't have a job." This heartfelt comment made an instant connection and led to



L to R: Ira, Rosanne, Amy, Michael and Marilyn, seated with Shayna

her deeper involvement with JVS over the years.

Her son Ira had a similar experience through their company. He noticed that the employees he hired from JVS' programs were extremely hardworking and grateful to have a job to provide for their families.

**Said Ira, "I know the difference a job makes firsthand, as an employer and from my father. It gives you a sense of self-worth."**

The Ziering Family Foundation, which is the umbrella organization for the family's giving, distributes grants to the Los Angeles Opera, the United States Holocaust Museum, Chaim Sheba Medical Center in Israel, American Jewish University and of course, JVS.

The entire family is also concerned with the welfare of certain populations, from veterans and at-risk youth to seniors forced back into the workplace due to the economy.



Ira focuses much of his philanthropy on environmental groups, while Rosanne and Amy are deeply committed to assisting foster youth. Michael serves on the Board of LA Family Housing, The Saban Free Clinic and the American Jewish University.

Added Ira, "We were very lucky growing up. We had a wall behind us that was there to support us if we fell. Many people don't have that."

**Said Marilyn, "Too many organizations are overwhelmed with the demand for services. If we can educate the non-Jewish population about what we are and what we do, I think that could go**

**a long ways towards erasing anti-Semitism and fostering a sense of community. JVS, as a Jewish organization that supports anyone who needs their help, is an example of this principle in action."**



Three years ago, I came to JVS after 13 years at City of Hope, where we raised millions of dollars to save lives through medical research. At first, I wondered if I could have the same kind of impact at an organization that helped people find jobs. Then I visited one of JVS' WorkSource Centers to meet with our clients and our staff - that's when the light went on! The stories I heard - each more compelling than the next - left me feeling invigorated and deeply honored to become part of the ongoing JVS legacy. By providing the tools, resources and training to become self-sufficient, JVS is in a very real sense, saving lives, by giving our clients true hope and opportunity.

Like the Ziering family, many of our extraordinary donors pass on their philanthropic values to the next generation. In fact, we have JVS donors who can trace their family involvement back to the 1940's! I believe what drives this ongoing commitment is the chance to make an immediate impact - to actually see the results of one's giving in very real, human terms.

For 80 years JVS has been an integral part of the Southern California community - through our diverse clients, our donors and corporate partners, and I hope you will join me in helping those roots grow even deeper.

Through the current economic crisis, we have seen the agency expand to serve 30,000 people annually - and the demand keeps growing. You can help by attending one of our events, making a legacy gift as part of an estate plan or volunteering your time and expertise. The work we do is only possible because of individuals like you, who stand by us, year after year.

**Thank you for all that you do!**



JVS donor and honoree Stanley A. Dashew with Randy Lapin

**Randy Lapin,**  
Chief Development Officer

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# In Our Opinion



**Vivian Seigel**  
CEO



**Jeffrey Paul**  
Board President

The effects of long term unemployment are heartbreaking emotionally and devastating financially. The people who turn to JVS for help are the face of the ongoing economic crisis. And JVS staff members are on the frontlines - working diligently and creatively every day to develop new opportunities, leverage existing resources and help our clients put the pieces of their lives back together.

People enduring extended joblessness, especially those who have exhausted their unemployment benefits, can

experience a whole range of negative side effects - from physical health problems to chronic depression. And in the worst cases, unemployment can lead entire families to homelessness. All of these issues complicate the search for employment. And in many cases, employers choose to hire candidates who have been out of work for the least amount of time. The problem is complicated and there is no quick and easy fix.

But there is hope. Our mission, largely unchanged since our founding in 1931, is to offer hope and opportunity to everyone who comes through our door in need. And we know that part of the answer is training. Whether a job seeker is polishing up their skills to become more competitive or moving into an

entirely new field that offers career growth, job training can play a vital role. Our cover story makes the case for increased funding for training opportunities and we know from experience, this can be one of the key factors that sets a job applicant apart.

At the heart of it all is partnership. JVS works hard to meet the needs of employers by collaborating with other non-profits and educational institutions, seeking out diverse training partners and leveraging the support of government agencies, corporations, foundations and individual donors - so we can find solutions together.

We urge you to continue helping JVS do what we do best - providing the bridge of support, expertise and resources that see people through their darkest days and into a new beginning.

## PLAY IT YOUR WAY

Join us for JVS' 5<sup>th</sup> Annual

### Texas Hold 'Em Poker Tournament

*This year, introducing Mah Jongg!*

Thursday, October 27, 2011



Wilshire Ballroom  
The Beverly Hilton



5:30 pm Bar & Dinner Buffet  
6:45pm Play Begins

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& Sponsorship Opportunities

Net proceeds to benefit JVS' life-changing  
programs and services.

For questions, contact Randy H. Lapin at  
(323) 761-8598 or [rlapin@jvsla.org](mailto:rlapin@jvsla.org)



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