



JVS At Work

FALL 2009

Building Better Lives. One Job At A Time.

TWO GENERATIONS MAKING A DIFFERENCE

JVS HONORS JOYCE AND LARRY POWELL & DEBBIE AND RICK POWELL AT 2010 GALA

The philanthropic work of Rick Powell and his wife Debbie are a perfect illustration of this year's gala theme, thanks to the inspiration of Rick's

Honorary Co-Chairs include Sheri and Les Biller, Linda and Larry Blumenfeld, Joyce Brandman, Nancy and Mike Eisenstadt, Linda and Gary Goldfein, Ruth and Irving Karp, Terri and Jerry Kohl, Laurie and Lyn Konheim, Virginia and Frank Maas, Harriet and Steven Nichols, Susan W. and Carl Robertson and Dr. Richard and Sunnye Tuch.



JVS Lifetime of Service Honorees Debbie and Rick Powell (center) with their children Jeremy and Ashley.



JVS Lifetime of Service Honorees Larry and Joyce Powell.

parents, Joyce and Larry Powell. If children and grandchildren are taught by example, then there are no better teachers than the Powells.

JVS is honoring Joyce and Larry Powell & Debbie and Rick Powell at its Lifetime of Service Gala on January 30, 2010 at the Beverly Wilshire. Aptly titled *Two Generations Making a Difference*, this once in a lifetime event is being chaired by the Powells' friend and fellow JVS Board Member John Goldsmith. The prestigious

The Powell story really starts with Joyce, who began volunteering at

Vista Del Mar at only 18. In the 1970's, Joyce helped launch the JFS Freda Mohr Senior Multipurpose Center. She has remained a leader at Jewish Family Service and continues to serve on the JFS Board of Directors. Along with Larry, she was honored with the JFS FAMMY Award in 2003 for their dedicated


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L-R Host and Fox Broadcaster Mark Thompson, Inspiration Awardee Bobby Townsend, Leadership Award recipient Shelley Freeman, Inspiration Awardees Todd Hill and Robert Feinberg. Photo by Bill Aron.

STRICTLY BUSINESS L.A.

This year's Strictly Business Luncheon, although not business as usual, showcased the successful partnership between business and philanthropy. Leadership Award recipient Shelley Freeman, Regional President of Wells Fargo, reconfirmed her commitment to innovative workforce development and training. JVS' Inspiration Award recipients were prime examples of how JVS is putting people back to work. During the Luncheon, JVS also asked for support for a matching grant of \$25,000, and the more than 500 attendees responded, raising over \$50,000, bringing the event total to \$300,000.



Two GENERATIONS

Making a Difference

Continued from Page 1

service to the agency and the community.

In 1968, the concept of “giving back” was not high in the public consciousness. That was the year Joyce and Larry Powell established the Concern Foundation, along with 13 other couples, to help support cutting edge cancer research. To date, the organization has raised more than \$41 million. Both have remained involved with Concern Foundation and continue to serve on the Board. Joyce also serves on the Committee for the Chai/Emerald/Zahav, the Cedars-Sinai Board of Governors and the Koreh LA Literacy Program.

Larry Powell turned his entrepreneurial talents to the furniture import business when he founded the L. Powell Company in 1968. After the company was sold in 1999, Larry became Chairman of the Cedars-Sinai Board of Governors. Like his wife, he continues to be active on that board as well as on the boards of Jewish Family Service, Jewish Vocational Service and the SOVA Community Food and Resource Program.

Rick learned the value of philanthropy early on. In 1982, he co-founded Concern II for

Cancer Research with his sister, Nancy Eisenstadt and their friend, Derek Alpert. Concern II pioneered fundraising among young people 18 – 40. Today the group has merged with Concern Foundation and is one of the most successful charities in the country. Rick also inherited his father’s business acumen, joining the family business when he was still in college. He became President in 1985 and led the company until it was sold to a private investment group.

Now President of Ashjer, LLC, Rick devotes his time to assisting non-profit organizations raise money, serving on numerous boards and committees, including City of Hope, Concern Foundation, SOVA Community Food and Resource Program, Cedars-Sinai Board of Governors, Mitchell E. Gordon Fund for California Special Olympics and, of course, Jewish Vocational Service.

In 1989, Rick joined the Board of Directors for JVS, serving as First Vice President prior to his election as Board President in 2003. He spearheaded an aggressive development and outreach campaign to the business community and supported the agency’s expansion into new and innovative arenas,

including JVS’ Strictly Business Luncheon, Community Care at Home, and the acquisition of Career Planning Center, now the JVS Marina Del Rey WorkSource. Under his guidance, the agency grew from helping 12,000 people annually to helping close to 25,000.

JVS Enters The World of Social Media

It’s everywhere. In job postings, on corporate websites, in homes, schools, workplaces, and even synagogues and churches. Social Media has clearly arrived as a staple in our everyday communication practices, and according to most, it’s here to stay. So just how useful has it been for JVS? The results aren’t in yet, but the process is gradually adding exciting spice to a seasoned agency.



JVS may be one of Los Angeles’ oldest and most experienced non-profits, but our entry into the world of social media reflects the agency’s ability to adapt to the changing needs of the community we serve. In this unstable economic climate, JVS is more relevant and valuable than ever. Because of this, it is critical that we become a fixture in the world of Social Media as an organization that is not only accessible, but uniquely qualified to offer meaningful resources and support in these challenging times.

In 1990, he was awarded a Certificate of Appreciation for Humanitarian Service by President George H. W. Bush.

Debbie Powell has established her own philanthropic priorities, with a special focus on women's issues.

Co-owner of the successful event planning business, Hold The Date, Debbie also co-founded the WoMentoring Leadership Network to support and expand JVS' WoMentoring program, helping women in crisis or transition. Debbie is also deeply

involved with the SOVA Basket of Hope Project, Lion of Judah, Loew Vision Institute and serves with Rick on the board of non-profit arts organization Piece by Piece.

Rick and Debbie Powell have passed on the lessons taught by Rick's parents Joyce and Larry to their children, Ashley and Jeremy. Both are involved with Concern Foundation and United in Harmony. Ashley is also part of the Occidental College Hillel Board, and Jeremy supports his Alma Mater Wesleyan University, assisting with the campus radio station, WESU FM. With such large shoulders to stand on from both their grandparents and parents, the next generation of Powells is set to make an even bigger difference!

People today are looking for work online often in isolation and with minimal feedback from employers. The large online job databanks are cutting ties with traditional forms of job searching which allowed applicants to have personal contact with employers at every step of the search process. Social Media helps JVS bridge the gap and connects us with people who need our help.

If you do not currently have a Facebook or Twitter page, it's easy to get into the loop. Simply log on to www.facebook.com or www.twitter.com and click Sign Up. Registration is completely free and each site will guide you step by step through the process. Once your account is set up or if you are already connected to the digital world, please be sure to join us on our Facebook group page by searching **JVS Los Angeles** and follow us on Twitter **@JVSlosangeles**. Already we have hundreds of friends and followers, and our numbers are growing daily. The information is accurate, eclectic, relevant and most of all, it is helping build better lives, one job at a time!

*Written by Erin Myrick,
JVS New Media Coordinator*



Clients, donors, and community partners can easily access information about our programs and upcoming events, donate, and even correspond with JVS employees all in one place. JVS Los Angeles is now featuring a plethora of useful information on Social Networking powerhouses including Facebook and Twitter. Programs like JVS' free online job bank, www.parnossahworksla.org have proven to be of tremendous interest to our New Media supporters, who might otherwise never have been exposed to everything JVS has to offer.

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Pass It On!
Join us on January 30th for a night to remember as we honor the remarkable Powell Family. You can register online at www.jvsla.org or call Randy Lapin at (323) 761-8598 for information on tickets and sponsorship opportunities.

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PROGRAMS THAT WO



Youth participant Jose Sosa shares his experiences in the Summer Youth Employment Program. Photo by Christine Haws.

◀ Summer Youth Employment Program

JVS has always believed in the power of young people. This summer, the agency partnered with The County of Los Angeles to help disadvantaged youth prepare for the working world. Through the Summer Youth Employment Program, nearly a hundred students received on-the-job training and experience in summer internships.

Jose Sosa, a participant in JVS' First Chance program for at risk youth, applied for a spot and was thrilled to be given an opportunity to work at JVS' West Hollywood WorkSource Center. He rose to meet every challenge, including the day of the ceremony, when his JVS Case Manager was so impressed by Jose's efforts to help set-up and organize the event that she asked him to speak at the ceremony. And he didn't disappoint!

In the words of our clients...

A letter to Dennis Umali, Job Developer at JVS' Marina Del Rey WorkSource Center

Dear Dennis,

I want to thank you for the knowledge and experience that you shared with people who are desperately looking for work. You're not only giving me/us your valuable inside experience, but equally important, you gave us all hope. I needed that hope. We all needed it. What you offer is hard to find anywhere. In my case, I will see that your words do not go to waste.

Thank you for the extra time you gave me with my resume, and your personal thoughts. I will get a job because of your help and the hard work that has to be done. I believe many others in that class will do the same.

Sincerely,
Steve S.



BankWorks™ founder Les Biller of the Sheri and Les Biller Family Foundation and JVS CEO Vivian Seigel receive the BankWorks™ donation from Citibank Executive VP Lisa Deloney. Photo by Christine Haws.

▲ **Bankworks™** celebrated its continued success with a series of graduation and hiring fairs at the Expo Center in Los Angeles. This innovative training program prepares students for entry level positions in the banking and financial services industries. Citibank Executive VP Lisa Deloney, one of our banking partners, was on hand in June to present a \$50,000 check to help support the program. At the August graduation, 10 people were hired virtually on the spot at the job fair following the graduation, while one graduate had secured a position with partner Bank of America before the ceremony even began! To date, the program has a placement and retention rate of over 75% for all classes.

JVS Los Angeles, which has been helping people with career and job challenges since the Great Depression, is on the frontlines of today's employment picture, with real solutions.



L-R: JVS training partners and Red Cross Instructors May Antoun and Nelly Azizi, CNA student Kimberly Ladzekpo with her daughter, and JVS HealthWorks™ Program Coordinator Jamie Thompson. Photo by Christine Haws.

◀ **JVS' HealthWorks™** showcased an outstanding group of graduates at a special ceremony in June. Underwritten by the S. Mark Taper Foundation and United Way, the program is free to participants, who are trained as Certified Nurse Assistants. The June class had a 100% pass rate on California's State Certification exam and have taken their first step on a career path that has nothing but growth potential.

JVS' WoMentoring program has been helping women from all walks of life find success with the help of professional mentors for over a decade. On June 10, the program honored the 2008-2009 mentors and mentees. Jackie Kallen, dubbed the First Lady of Boxing and the subject of the Meg Ryan film *Against the Ropes*, was the inspiring keynote speaker. Also on hand were members of the **WoMentoring Leadership Network (WLN)**, co-chaired by Debbie Powell, Judy Flesh Rosenberg and Eileen Coskey Fracchia to help raise funds to support the program and women in need. The WLN also hosted **An Evening of Cappuccino & Conversation** at the home of Debbie and Rick Powell in September, to reach out to prospective new members.



L-R JVS COO Claudia Finkel, WLN Co-Chairs Judy Flesh Rosenberg, Eileen Coskey Fracchia and Debbie Powell, Speaker Jackie Kallen, WLN Member Jill Black and JVS CEO Vivian Seigel. Photo by Christine Haws.



L-R: JVS Board member Liz Gans, Stanley Dashew, who sponsored student Niv Ashkenazi through JVS' Adopt a Student program, and Niv's parents, Dan and Ronit (top row). Photo by Christine Haws.

JVS Scholarship Fund

With the belief that education is the first step to a career and financial independence, the JVS Scholarship Fund awarded nearly \$340,000 to 166 local Jewish students on July 9 at Sinai Temple. The program helps people of all ages, as demonstrated by alumni speaker Charles Winter, who returned to school in his late fifties, and Niv Ashkenazi, who is starting his second year at the Juilliard School. Confined to a wheelchair, Niv has never let anything deter him from pursuing his dream of becoming a concert violinist. In 2007, Niv received the VSA Arts International Young Soloists Award and performed at the John F. Kennedy Center for the Performing Arts. He also played for a delighted crowd at the JVS Scholarship Ceremony.

2009 Tributes January through June

In Honor of:

Tommy Berger's 80th Birthday

Rochelle and Steve Loeb

Alfred Einstein's 80th Birthday

Joyce and Tommy Berger

Jerry Felsenthal's Birthday

Cari and Martin Kavinoky

Claudia Finkel's Birthday

Sunny Caine

Salli and Bernie Harris

Mary and Allan Cutrow

Linda and Jim Hausberg

Dr. and Mrs. Richard Tuch

Patty Rosenberg Heumann

Mary Ann and Mike Klapper

Adrienne and Elliott Horwitch

Julie Spira

Mike Klapper's Birthday

Lianne Klapper

Carol Krasne's Birthday

Jacqueline Stern

Rini and Art Kraus's New Years

Celebration

Polly and Herb Weinberg

Mark Levey's Special Birthday

Vivian Seigel and the Board
of JVS

Dana Maltz's Birthday

Marilyn Garber

Robert Hannah Moritz

Linda and James Hausberg

Jeff Paul Installed as Board

President of JVS

Ann and Phil Colburn

Marcia and Howard Pflug's 60th

Wedding Anniversary

Andrea Pflug Forman and
Barry Forman

Shirley and Edgar Phillips

Birthday's

Ruth and Irving Karp

Debbie and Rick Powell

Linda Gach Ray

Joyce and Larry Powell's 60th

Wedding Anniversary

Vivian and Jeff Seigel
The Board and Staff of JVS

Larry Powell's 85th Birthday

Ruth and Irving Karp
Vivian Seigel

Rick Powell

Steve Solton

Susan and Carl Robertson

Joanne and Stephen Abel

Josefina Santiago on the birth of your daughter

Sunny Caine

Vivian Seigel

Claudia and Gary Finkel
Joyce and Ralph Grunauer

Randy and Margaret Lapin

Linda Gach Ray

Sid Senter's 95th Birthday

Laura and James Maslon

Lorraine and Bob Sinskey

Susan and Carl Robertson

Maxine Stern and Gene

Froelich's Marriage

Bonnie and Barry Bearson

Sunny Caine

Susie Giger

Shila Hazan

Milton Howard

Ellen and Michael Opell

Francine Sanders

Nancy and Allen Satenberg

Vivian and Jeff Seigel

The Board and Staff of JVS

Ruth Zeigler's 90th Birthday

Vivian Seigel and the Board
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In Memory of:

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Marjorie Carne

David Band

Nan and Allan Goodman
Judith and Morton Margolis
Cathy Kersh and the JVS
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Emma Dagan

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Edwin Stanton

Walter Stone

Ruth and Irving Karp

Ruth Weiner

Sunny Caine

Betty Wilson

Annette Ades

Barbara and Ben Alhadeff

Wendy and Steve Antonville

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Denise and Samuel Arsh

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Toni Sherman

Estelle and Sanford Silberman

Pat Sobel

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Inez and Ernest Wilson
Rochelle Wislon
Shari and Michael Wilson
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Rabbi Gerald Wolpe

Arnold Gilberg, M.D. Ph.D.

Bob Zeller

Laura and James Maslon

Wishing a Speedy Recovery to:

Stephen Berg

Marilyn Garber

John Chiang

Vivian, Claudia, Adine and
your friends at JVS

Nancy Dean

Vivian Seigel and the Board
of JVS

Jean Friedman

Ruth and Irving Karp

Lynn Lapin

Gracie and Itzhak Freedman

Gertrude Leviloff

Vivian Seigel

Mervin Mandelbaum

Vivian Seigel, Cathy Kersh and
the JVS Scholarship Committee

Leo Miller

Marilyn Garber

Edgar M. Phillips, Jr.

Judy and Jerry Felsenthal
Shirley and Hubert Friedman
Mary Ann and Mike Klapper

When Marina Akhten left Russia sixteen years ago, she sought a better life for herself and her young daughter, Daria. She found all of that and more in America, with the help of JVS.

Beloved by all who worked with her, Marina started out as a JVS client in the agency's Refugee and Immigrant Services Department. But her positive outlook and desire to help others led to volunteer work, and then a position as a Case Aid Translator. As a single mother and refugee herself, Marina



Marina Akhten and her daughter Daria

understood the struggles of many of her clients as they tried to adapt to the American workplace. One of her greatest joys was being able to find job opportunities for those who came to her and coaching them on how to present themselves to potential employers. She knew a job meant more than a paycheck, it meant dignity and a new beginning, which is truly at the heart of JVS' mission.

Marina's dedication to her daughter was the central focus of her life, as she sought to give Daria a solid foundation through education. Said friend and colleague Tatyana Kodner, who is also the director of JVS' refugee and immigrant services and programs, "She was one of those rare people who did what she said she would do, without fail. I never worried about the outcome of any task that I gave her." That included their partnership in launching JVS' Community Care at Home, which provides Certified Nurse Assistants to those in need of in-home elder and post-surgical care. After the launch of this entrepreneurial venture, Marina moved to a position in JVS' highly successful GAIN program. There, she assisted people

transitioning from welfare to the workplace. Like the refugees she helped when she began her career, the participants in JVS' GAIN program were looking for a better life for themselves and their families.

As a trusted friend and colleague and as someone who made an incalculable difference in the lives of so many people, Marina's diagnosis of lymphoma in February of 2008 was devastating for the agency's staff and clients. As someone who was never afraid to face a new challenge, she rose to meet the disease with tremendous grace and courage. One of the gifts that sustained her was the generosity of JVS staff who donated vacation days to enable her to remain on the payroll and continue receiving acute medical care. Marina lost her battle in August and the JVS staff again rallied, raising an additional \$11,000 to assist the family with her funeral expenses. An anonymous JVS donor contributed another \$6,000 to cover the balance. Marina's extraordinary courage, the countless individuals whose lives she touched and her dedication to her beautiful daughter will never be forgotten.

From Randy H. Lapin, JVS' Chief Development Officer

"Our life-changing programs and services are made possible by the generosity of individuals, foundations and corporations, and enhanced by our community partners and dedicated volunteers. Whether by attending one of our events, making a contribution, providing a legacy gift as part of an estate plan or volunteering time and experience – our compassionate donors help our entire community - one client, one family, one job at a time!"

If you have an interest in learning how you can make a difference in the lives of those JVS serves, please contact Randy H. Lapin at (323) 761-8598 or rlapin@jvsla.org

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In Our Opinion

We are living in confusing times. One minute the unemployment news is dire, the next day we see hopeful signs in the latest numbers. The truth is somewhere in between. It is clear that our nation is on a long and difficult road to recovery. How do we make sure that we get JVS' message of hope out there? How do we deliver needed services to those most deeply affected? How do we keep our clients' spirits up?

Since January, JVS has experienced a huge increase in the number of people coming in for help, people who have been unemployed for over a year, who have run out of benefits, and are often frustrated and discouraged by the entire process. We have seen how the recession can render a 'comfortable' family into a vulnerable family in a very short period of time. And in this economy, there are millions

more like them. It is our job to give our clients a reason to look to the future, to not only help them with their job search, but to give them back their self-esteem and dignity. That has been our mission since the Great Depression, and it is even more critical now.

With help from the American Recovery and Reinvestment Act and our generous funders, we have been able to respond quickly to our clients' needs, expanding our training programs, offering job support groups, resume help, and an effective online job database. Sometimes the best thing we can do, however, is give people a place to go everyday, a support system, and the certainty that they are making progress. A job search is a job.

In addition to our ongoing programs, we've also expanded

our presence on the web with Facebook and Twitter. In addition to disseminating information on JVS services, Social Media gives us a way to reach job seekers who are struggling in isolation, offering job postings, interview and job search tips, and the simple reminder that they are not alone.

JVS stands on the frontlines of the job market, and we are ready and willing to give our clients the tools and resources they need to survive, and thrive. As demand increases, we continue to need your support as donors, volunteers and advocates for this life changing mission.



Vivian Seigel
CEO



Jeffrey Paul
President

The Stars' the Limit.

JVS' 4th Annual Texas Hold Em' Poker Tournament is coming up fast on October 28. Luck is in the stars, or in the cards, with a \$250 Player Buy-In, a rooftop Texas BBQ, and the exciting Stardust Room at the Beverly Hilton. Proceeds benefit JVS Los Angeles' programs, helping Angelenos get back to work. For more information, contact Randy Lapin at (323)761-8598 or email rlapin@jvsla.org.