



JVS

At Work

SPRING 2010

Building Better Lives. One Job At A Time.

Reinventing The Way We Work: 13th Annual Strictly Business L.A. To Honor Loeb & Loeb And Citi

The economic shifts of the past two years have caused many things to change: how we work, how we look for work, how employers view their workforce, how businesses hire people, even how companies view philanthropic giving. In short, success in the changing job market requires some reinvention, something many JVS clients are discovering.

This year's Strictly Business L.A., to be held May 5 at the Beverly Hilton, not only marks the 13th year of this prestigious networking luncheon, but reflects the trends we are seeing in the marketplace. It is especially fitting that JVS will honor two extremely dynamic companies this year -- Loeb & Loeb will receive the *Corporate Leadership Award* for their longstanding commitment to philanthropy and Citi will receive the *Corporate Partnership Award*

in recognition of their tremendous support for JVS' BankWorks™ program.

The 2010 Honorary Chairs are John Frankenheimer, Partner and Co-Chairman of Loeb & Loeb LLP and Lisa Deloney, Executive Vice President for Citibank's Metro Southern California Division. Hosted by Fox 11 broadcaster Mark Thompson, the Event Chair is Jim Hausberg of Presidio Financial Partners LLC, current Treasurer and long time member of the JVS Board of Directors.

"Loeb & Loeb has a century-long history in Los Angeles and has maintained a deep commitment to the city's development throughout. JVS has similarly deep roots and we are proud to support the organization's efforts to help L.A. residents find jobs and



develop career skills that will enrich lives and benefit the entire community," said Mr. Frankenheimer.

Lisa Deloney from Citibank agrees. "Citi is proud to support JVS and BankWorks™," said Ms. Deloney. "This innovative program provides crucial support for the community, helping individuals obtain the job skills and training they need to improve their lives." *Continued on page 1*

Reinventing Themselves: JVS 2010 Inspiration Award Honorees



Juliet Forson is a political asylee from Sierra Leone, who came to JVS through L.A. County's Refugee Employment Program. An established journalist in her country, she was an outspoken advocate for women's rights in a highly traditional society and paid an unspeakable price for her courage. With the friendship, guidance and support she received from her JVS counselors, Juliet is on her way to a new career and a restored sense of hope.



Mariana Jimenez worked for years in a series of jobs with no future, until she discovered JVS' BankWorks™ program. During the eight weeks of training, she rose to the top of the class, exceeding even her own expectations. When she graduated, she received multiple offers from the banking partners who support the program. Today, she is a proud employee of Citibank, and is determined to move up the career ladder.



Dr. Randall M. Schaffer had a successful medical practice in New Orleans before selling it to launch a non-profit serving the poor with mobile healthcare. He lost everything in Hurricane Katrina, which sent him across the country with his children. When he turned to the SOVA Food Pantry and Resource Center for help, he was referred to the JVS career counselor on site who worked with him until he landed a job that gave him stability and the chance to dream again.

13th Annual Strictly Business L.A.

Continued from page 1



Honorary Event Chairs John Frankenheimer of Loeb & Loeb and Lisa Deloney of Citi.

Since opening their doors over a century ago, Loeb & Loeb attorneys have been actively involved in the communities in which they do business, maintaining the firm's strong philanthropic commitment, particularly on behalf of families and children in need.

Locally, the firm supports a diverse range of charities, many of them community partners of JVS, including the Santa Monica Boys & Girls Club, Los Angeles Regional Food Bank, Jewish Free Loan Association, Lambda Legal Defense and Education Fund, The Saban Free Clinic, City of Hope, A Place Called Home, Bet Tzedek, Girls Incorporated and many other organizations. Firm partner Christopher Kelley,

an active supporter and advocate of JVS' mission, is a member of the agency's Board of Directors.

Loeb & Loeb represents multi-national, Fortune 100 companies in their mid-market transactions and litigation matters and is recognized as a leading law firm in the areas of advanced media, intellectual property and entertainment; finance and securities; corporate law and business litigation; energy, real estate, and tax and wealth services.

Citi has played an instrumental role in the success of JVS' innovative BankWorks™ program, not only as a generous donor but as a hands-on partner. This eight week program trains people, primarily from low income and underserved communities, for entry level positions as bank tellers, as a first step on the career ladder in the financial services industry. In one of the few areas where there is job growth, BankWorks™ recently graduated its 15th class and boasts close to an 80% placement rate.

Citi, considered the leading global financial

services company with approximately 200 million customer accounts and a presence in more than 140 countries, is committed to enhancing economic opportunities for individuals and families in the communities where they have a presence. Their network of 350,000 employees enables them to make a positive difference around the world.

Annually, JVS' Strictly Business attracts nearly 700 of Los Angeles' top business professionals, executives and government representatives. Major sponsors for this year's event include Black Equities Group, Citi, Cooper Design Space, Loeb & Loeb LLP, Wells Fargo, Ashjer LLC, City National Bank, Corporate Realty Associates, The Zenith, Cedars-Sinai Medical Center, Pacific Western Bank, Capital Group Companies and the Sheri and Les Biller Family Foundation.

The business networking reception begins at 11:00 a.m., followed by the luncheon at noon. For information about sponsorship opportunities or tickets, please contact Randy H. Lapin at rlapin@jvsla.org or (323) 761-8598. To learn more, visit www.jvsla.org.

WoMentoring Celebrates Women Year Round

Throughout the month of March, women across the globe were celebrated for their accomplishments in honor of National Women's Month. JVS' WoMentoring program has been doing the same for women in Southern California for the past twelve years.

Started to help women in transition navigate the workforce with the assistance of professional mentors, the program has grown in leaps and bounds, thanks in large part to the support of program donors Debbie and Rick Powell, Union Bank, Wells Fargo and the WoMentoring Leadership Network (WLN) and its founders Debbie Powell, Judy Flesh Rosenberg and Eileen Coskey Fracchia. The WLN recently hosted an exclusive breakfast networking event: *After the Fall: Forecast for Recovery*, featuring Wells Fargo economist Gary Schlossberg, who provided an insider's view on the 2010 economic climate.

The success of WoMentoring, which has

aided hundreds of women, has inspired a pilot program at the USC School of Social Work. Designed to assist returning female veterans, this program will pair each veteran with a

“Empowering women is not a common practice in business, which makes this program unique.”

mentor in her field of interest. While a JVS career counselor will oversee the mentoring partnerships, the day-to-day operations will be handled by a graduate student from the School of Social Work.

On the calendar for WoMentoring is the upcoming screening of *Sex and the City 2*

for WLN members at the Arclight on June 7 followed by the highlight of the annual program, the WoMentoring Graduation ceremony and luncheon, which will take place on June 9 at The Mark on Pico Boulevard. Emmy winning Broadcast journalist Michele Ruiz, President/CEO and founder of saberhacer.com, will be the guest speaker. She is truly an inspiring role model whose personal drive and courage exemplify the program's goals.

Said mentor Deborah Geer of her experience, “I believe my mentee and I had a great bond as women who both want more from their lives. My ambition was to be honest about the possibilities of moving forward in marketing and give her a safe place to express herself. Empowering women is not a common practice in business, which makes this program unique.”

To learn more about the program and to inquire about upcoming WLN events, please contact Pat Sills at psills@jvsla.org.

Two Generations Made a Difference



Front Row: JVS Lifetime of Service Honorees Larry and Joyce Powell and Debbie and Rick Powell. Back Row: JVS Board President Jeffrey Paul, JVS CEO Vivian Seigel and Gala Event Chair and JVS Board 1st VP John Goldsmith. Photo by Bill Aron.



JVS Inspiration Award Honoree Ramon Rios, JVS Scholarship Fund Recipient Karen Kragen, Rachel Samson, a participant in JVS' WoMentoring program, Inspiration Award Honorees Todd Hill, Bobby Townsend and Robert Feinberg. Joyce and Larry Powell sponsor Karen through JVS' Adopt a Student program, and Debbie Powell is one of the founders of JVS' WoMentoring Leadership Network. The men are all former recipients of JVS' Inspiration Award, given out each year at Strictly Business. The clients were there to honor the Powells' deep commitment to JVS programs. Photo by Bill Aron.



JVS Lifetime of Service Honorees Joyce and Larry Powell enjoy a spin around the floor to the music of the band, Champagne. Photo by Bill Aron.

JVS' Two Generations Making a Difference Gala, held at The Beverly Wilshire on January 30, proved that where there is great need, people will dig deep to help. The event, honoring two generations of the remarkable Powell family, raised over \$1.2 million dollars for JVS, a record in the 80-year history of the agency.

Credit for this extraordinary accomplishment is due to JVS' Lifetime of Service honorees, Joyce and Larry Powell and Debbie and Rick Powell, along with the 750 people who attended to honor their achievements. Funds raised will enable the agency to keep staff and resources available to everyone who comes to the agency's doors.

Leaving a Legacy

JVS' mission has become more critical than ever, as people continue to turn to us for job and employment assistance. We all want a better life for ourselves, our families and our children.

Started with a generous gift by the Powell Family, the JVS Legacy Society ensures that the agency will be there to provide job and employment services, now and in the future. Rick Powell's motto "Whatever It Takes," which the entire family has taken to heart, has led them to not only give generously of their time and resources to numerous non-profits, but pass down these beliefs to the next generation of children and grandchildren.

We hope that the Powells' commitment to JVS which is reflected by many of our donors, will inspire others to leave behind a legacy that will in turn, help our many struggling clients and their families do the same. We ask you to consider joining our Legacy Society by including JVS in your estate plan.

To learn more, please contact Randy H. Lapin, Chief Development Officer at (323) 761-8598 or rlapin@jvsla.org

From The Frontlines: Report From JVS' Worksource C

The staff of the JVS WorkSource Centers have been on the frontlines of the economic meltdown over the past few years. They have experienced firsthand the frustrations and distress of the thousands of unemployed seeking help, and brought their clients hope for the future through skilled career counseling, innovative training and new hiring initiatives.

With the average job search now taking anywhere from six to eighteen months, our clients' stories can be heart wrenching. Amongst them, mature workers and single, working mothers have been the hardest hit, with technology outpacing experience and flexible scheduling a thing of the past.



*JVS Director of Workforce Development Angie Cooper with Gregory Irish, Executive Director of the WIB.
Photo by Anne Bogart.*

Says JVS Director of Workforce Development Angie Cooper, "The recession is still chasing us but I think we are reaching the tipping point on layoffs. There's only so much cutting back employers can do, before they don't have anyone to run the business. Businesses are going to have to start hiring again. That being said, employees need to learn to be flexible. The focus is no longer on the job seeker."

Unemployment is widespread across all industries. Entry level manufacturing and construction jobs have all but disappeared and government work, once a reliable fallback, is no longer stable. However, sales jobs have increased, but many are based

on commission only, often hiring people as independent contractors. Still going strong are careers in banking and healthcare, where JVS has two successful training programs in place, BankWorks™ and HealthWorks™, with bilingual Certified Nurse Assistants in high demand.

"Many people can transfer their skills to another industry," says Cooper. "The one exception is people downsized from the mortgage industry, who were able to advance very far without necessarily having a degree. They expect to make the same salary in a new position, and trying to explain that a \$70,000 job in today's market is the new \$140,000 job, is not something they want to hear. Or that they may have to start from the beginning and work their way up again."

The JVS WorkSource Centers, which have received federal stimulus funding, are also using those resources to help young people, since many traditional summer youth jobs have been taken by more experienced workers. With subsidized jobs, students are getting the work experience they need and a chance to demonstrate what they can contribute to an employer. JVS' programs for people on public assistance have also benefitted from the additional resources, with more than 600 individuals placed in jobs with salaries starting at \$10 an hour for a 40 hour work week.

One of the other benefits for clients of the JVS WorkSource Centers is the involvement of dedicated volunteers from the private sector, including executives from Fortune 500 companies, experienced corporate recruiters and trainers, and officials from the City of Santa Monica. In addition to working one-on-one with clients, these volunteers are teaching workshops on subjects ranging from resumes and interview skills to the procedure for expunging a criminal record. One of the most popular workshops addresses entrepreneurial skills and how to start a new business.

However, there is no question that the job market is changing and JVS' WorkSource

Centers are at the forefront, helping people adjust to this new reality. Many stigmas once attached to being unemployed or taking a low-level job are going out the window. Says Cooper "People used to look down on blue collar jobs, but no longer, because anything that requires a skill is doing well. I think even the term "blue collar" is outdated and will give way to something else."

To prepare for the future marketplace, JVS counselors are advising clients to become multi-skilled, and to continue their education and training even after they have found a job. Comments Cooper, "The bottom line is, employers are now in the driver's seat, and that isn't going to change. What we can do is help people reinvent themselves, train for new industries, and learn how to adapt, survive - even thrive -- today and into the future."

Vets First: JVS to Help Veterans Back Into the Workplace

JVS has received a \$750,000 grant, funded by the Workforce Investment Act, American Recovery and Reinvestment Act and a grant from the California Governor's Discretionary Fund to help returning veterans transition back to the workforce. Called *Vets First*, JVS will work in collaboration with other community agencies to increase visibility and accessibility of resources to those returning from military service. JVS will offer intensive case management, training opportunities and outreach to over 100 veterans expected to participate in the program.

A critical component in the success of this program will be assessment. JVS' Disability and Assessment Services Department, already highly ranked by CARF (Commission on Accreditation of Rehabilitation Facilities) and one of the only places in the region offering vocational evaluation services to persons who are blind and visually impaired, will be on hand at both

Centers

Above and Beyond

West L.A. FamilySource Opens

Operated by non-profit Community Care at Home, the West LA FamilySource Center celebrated its grand opening in January, presided over by LA City Councilmember Bill Rosendahl. One of 21 such facilities, the Center helps low income families access the resources they need to provide a better life for themselves and their children. The FamilySource Center brings together a network of community and non-profit agencies including Boys and Girls Club of Venice, Mar Vista Family Center, JVS, Latino Resource Organization, Legal Aid Foundation of Los Angeles, St. Joseph Center, Venice Family Clinic and the Westside Center for Independent Living. JVS CEO Vivian Seigel was in attendance at the opening, along with Community Care at Home Director Deborah Levey.



JVS' La Cienega office and the Marina Del Rey WorkSource Center.

"Our initial goal will be to determine where our veterans are lacking skills, perhaps in English or math, perhaps in the area of computer skills or professional work experience. Many veterans join the military straight out of high school, or as an alternative to college or vocational training," says JVS COO Claudia Finkel.

The assessment aspect of Vets First will be in the capable hands of JVS' Jose De La Cruz, who in addition to holding a Masters degree in Rehabilitation Counseling, was on active duty with the U.S. Air Force and Reserves. He can provide the best of both worlds – counseling expertise and a deep understanding of the issues facing returning service men and women. Through a partnership with the USC School of Social Work Veterans Program, JVS will also offer a psychological and mentoring component.

"Additionally, we will be utilizing JVS' new literacy network, as well as existing programs like WoMentoring, which pairs women reentering the workforce with professional mentors," says Finkel. (See story on page 2 for more information)

JVS hopes that this program will serve as a model for other states and communities. "Our veterans have given so much to our country. Now it's our turn to give back, and ensure that they have the resources and individual support they need to build the future they want for themselves and their families," concludes Finkel.



JOHN CORBETT

Part of the original team that launched the Marina Del Rey WorkSource Center, John Corbett has consistently gone above and beyond for both JVS and the thousands of clients served through the JVS WorkSource Centers. His outstanding efforts have also been recognized by the California Team Excellence Awards (CTEA) with its Volunteer of the Year Award. That's a lot of awards!

THE CTEA Council is part of the Western Regional Team Excellence Awards administered by the California Council for Excellence, which also oversees the prestigious CAPE Awards. These honors were established for the purpose of encouraging the formation of work teams, fostering their development and growth, and formally recognizing companies and organizations for their team excellence. JVS' Marina Del Rey WorkSource Center is also a recipient of the CAPE Award this year. Besides being a CAPE Lead Senior Examiner, John is the treasurer for the CTEA Council. But his behind the scenes work at JVS, as the IT and Facilities Manager has made him the person to know, both inside JVS, and by our many community partners. What many don't know about John is that he is a professional musician, whose voice graced the American Radio Network for seven years. He continues to perform on the side and in his job, ensuring that the WorkSource Centers remain certified throughout the City and County.



There's no place like home.

Empower your loved one with personal care.

- Certified Nurse Assistants
- Home Health Aides
- Personal Assistants & Concierge Service



COMMUNITY CARE AT HOME

Licensed / Bonded / Insured
Open 24 hours / 7 days

Contact Deborah Levey (310) 246-1918

www.ccathome.org

2010 Tributes July through December

In Honor of:

Laura Abrams Birthday

Rebecca Williams

Henry Baron's 90th Birthday

Vivian Seigel

Stephen Berg and Niki Horwitch's Marriage

Marilyn Garber

Sheri and Les Biller's 40th Anniversary

Vivian and Jeff Seigel

The Board and Staff of JVS

Muriel Blankfort's Big Birthday

Lucille Epstein

Sunny Caine

Laura Abrams

Dione Fenning's Special Birthday

Marilyn Garber

Claudia Finkel's Birthday

Sunny Caine

Claudia Finkel

Deborah Fellman

Judy and Herb Galperson

Marion and Raymond Laser

Shirley Goldenberg's 80th Birthday

Marc Rosenbach

John Goldsmith in honor of the

kindness you showed to our family

Arthur Kreitenberg

Abner Goldstine "Happy Birthday

Dad (69-79)"

Ethan Goldstine

Salli Harris' Birthday

Dr. and Mrs. Myles Cohen

Shirley and Hubert Friedman

Nan and Allan Goodman

Jacquelyn and Stanley Gottlieb

Mary Ann and Mike Klapper

Laura and James Maslon

Sue and Ed Meltzer

Sally and Robert Shafton

Salli and Bernie Harris' 25th

Anniversary

George Polinger

Pat Rosenberg Heumann

Rini Kraus

Carol Jacobi's Birthday

Susan Weinberg

Betty and Orrin Kabaker Thank You &

Happy New Year 5770

Rini Kraus

Mr. & Mrs. Jack Kaplan

Polly and Herb Weinberg

Mr. & Mrs. Marvin Kaplan

Shirley and Edgar Phillips, Jr.

Ruth Karp's Birthday

Marcia and Henry Baron

Marian and Stanley Brown

Jacklyn and Ben Hoberman

Joyce and Lawrence Powell

Joy and Bruce Rabin

Lila Rauch

Pat Sobel

Ruth Tober

Tatyana Kodner Birth of Grandson

Rhett Kodner Taylor

Sunny Caine

Sharel Krimsky's 80th Birthday

Anita and Marvin Berman

Pearle Rae and Mark Levey

Dorothy Goldstein

Jean Luxenberg

Vicki Schiller, M.D.

Laura and Jim Maslon

Ruth Tober

The Powell Family in Recognition of their Ongoing Commitment to JVS

Nancy Berger

Rick Powell's Birthday

Claudia and Gary Finkel

Rick Powell for being a Great Friend

Shirley and Edgar Phillips, Jr.

Fran and Maury Rice

Fran and Richard Rosman

Carrie and Chip Robertson Birth of Daughter Rose Frances

Vivian Seigel and the Board of JVS

Sue Robertson

Reba Thomas

Sue and Carl Robertson Birth of

Granddaughter Rose Frances

Vivian and Jeff Seigel

Cathy and Jeff Rogers 40th Anniversary

Nancy and Jeffrey Paul

Luana and Don Romanelli & Family

Fran and Richard Rosman

Vivian Seigel's Birthday

Sunny Caine

Vivian Seigel

Cathy and Michael Barry

Deborah Fellman

Sabrina and Myer Shadi

Birth of their Son

Vivian, Claudia, Lisa and the

Board of JVS

Harlean and Joe Silverman & Family

Fran and Richard Rosman

Sylvia Weisz's Birthday

Leslie and Paul Aronzon

Ronna and Josh Berlin

Frieda and Alan Berlin

Mona Brandler

Marilyn and Bernard Brown

Beverly and Alan Byer

Dorothy Factor

Shirley Baskin Familian

Patricia Fox

Shirley and Hubert Friedman

Jacqueline and Julian Galperson

Robert Gluckstein

Jacquelyn and Stanley Gottlieb

Janet Gross

Hold The Date, Inc.

Dr. and Mrs. Harold Holland

Sally Kurtzman

Sue and Zev Lapin

George LeMaire

Morton Leviloff

Lenore and Ronald Lopaty

Marlene and Sandy Louchheim

Gloria Lushing

Lenore Marantz

Miriam Meltzer

Marilyn Meltzer

Victoria Mertes

Tressa Miller

Daniel Mintz

Walter Mirisch

Beverly Mitchell

Murray Palatnick

Jeanette and Dan Pearlman

Marjorie Platt

Conrad Platt

Vicki Reynolds Pepper and Murray

Pepper

Patricia Rosenberg and Bud Heumann

Dr. and Mrs. Paul Rudnick

Jane and Alan Schwab

Annette and Leonard Shapiro

Ruth Singer

Flo and Milton Slotkin

Sandy and Marvin Smalley

Mickey and Joe Wapner

Hope Warner

Arlene Zweben

Jerry Goldberg

Polly and Herb Weinberg

Elynor Grant

Laura and James Maslon

Esther Kahan

Mary and Simon Gilbert

Kathleen and Robert Mallano

Janet and Sun Wong

Irving Karp

Annette Ades

Steven Ades and Laurie Levit

Beth and Van Alexander

Audrey and Martin Appel

Constance Austin and Harold

Berkowitz

Marcia and Henry Baron

Dulce Baron

Harriet and Norman Beck

Susan Bedil

Terry and Lionel Bell

Hilda and Al Bellanca

Marlene and Samuel Bocarsky

Mona Brandler

Marian and Stanley Brown

Sunny Caine

Judy Carroll

Maxine Dunitz

Nancy and Mike Eisenstadt

Sari and Aaron Eshman

Joan and Frank Feder

Mimi Feldman and Leo Pomerantz

Judy and Jerry Felsenthal

Beverly and Chester Firestein

Bernice Fisher

Judith Flores

Patrick Fogarty

Dana Francis

Shirley and Hubert Friedman

Jacqueline and Julian Galperson

Judith and Herbert Galperson

Elizabeth Gans

Donna Garber

Fran Geist

Monique and Bradley Gibbons

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

Morris Glesby

Roslyn and Abner Goldstine

Nan and Allan Goodman

Jacquelyn and Stanley Gottlieb

Susan and Alan Greenberg

Ruth Gumbiner

Barbara Haines

Jacklyn and Ben Hoberman

Dr. and Mrs. Harold Holland

Louise Horvitz

Joan Katz

Cathy Kersh and the JVS Scholarship

In Memory of:

Avraham and Rachel Tarantur

Chelle and Ron Kaminker

Marina Akhten

Deborah Fellman

Dick Berger

Sunny Caine

Vivian Seigel and Claudia Finkel

Gene Cofsky

Barbara and Milton Moritz

Hal Coskey

Noah Manne

Herman Gadon

Rhea Coskey

Debbie Allen Gelfand's Mother

Nancy and Jeffrey Paul

JVS Installs New Board



Back Row: Newly installed board members Joshua Berlin, Adam Press, Jonathan Karp, JVS 1st Vice President John Goldsmith, new board member Christopher Kelly, Executive Director of the WIB Gregory Irish, JVS CEO Vivian Seigel and JVS Board President Jeffrey Paul. Front Row: New JVS board members Deena Nahmias, Janice Geringer and Judy Flesh Rosenberg.* Photo by Anne Bogart.

Committee
 Joanne and Ira Kirshbaum
 Mary Ann and Mike Klapper
 Harry Labinger
 Helene and Arthur Laub
 Mary Lesh
 Pearle Rae and Mark Levey
 Susan and Harvey Levich
 Anita and Burt Levinson
 Bert Maron
 Laura and James Maslon
 Sue and Ed Meltzer
 Muriel and Irving Metz
 Bernice and Leo Miller
 Katherine Moore
 Carol and Jerry Muchin
 Dr. and Mrs. Eugene Osher
 Nancy and Jeffrey Paul
 Jacqueline Pearlson
 Annette Pearson
 Darcy Phelan
 Shirley and Edgar Phillips, Jr.
 George Polinger
 Dr. Leo Pomerantz
 Joyce and Lawrence Powell
 Joy and Bruce Rabin
 Lila Rauch
 Patricia Reiner
 Genise Reiter
 Betty Roach
 Susan and Carl Robertson
 Patricia Rosenberg and Bud Heumann
 Harold Rouse
 Dr. and Mrs. Dennis Saffro
 Maryann and Michael Sanders
 Judy and George Savitsky
 Vivian and Jeff Seigel
 Betty and Sanford Sigoloff
 Linda and Mark Silverman
 Marjorie Silverman
 Pat Sobel
 Marilyn Sonners
 Priscilla and Curtis Tamkin
 Patricia Tobase
 Ruth Tober
 Elyn and Leon Vickman
 Gloria and Howard Wallach
 Polly and Herb Weinberg
 Inez and Ernest Wilson
 Charles Wilson
 Toby and Joseph Wolfe

Florence and Arthur Cohen
 Barbara Goldenberg
 Nan and Allan Goodman
 Debbi and Larry Josephson
 Ralph Kalish
 Mary Lee
 Mindy Nathanson
 Marilyn and Michael Ratner
 Patricia Rosenberg and Bud Heumann
 Barbara and Hugo Rosenstein
 Mary and Herman Sledge, Jr.
 Marcia Solomon
 The Board and Staff of JVS

Marcia Ross

Sunny Caine
 Judith and Herbert Galperson
 Harry Labinger
 Vivian Seigel
 The Board and Staff of JVS
 Elyn and Leon Vickman

Edward Sanders

Shirley Goldenberg
 Nancy and Jeffrey Paul
 Charles Wilson

Elise Schweich

Rini and Arthur Kraus
 Polly and Herb Weinberg

Dr. James Sharp

Arnold L. Gilbert, M.D. Ph.D.
 Sydney and Richard Krelstein

Murray Sommer's Sister

Nancy and Jeffrey Paul

Louis Warschaw

Susan and Allan Stark

Betty Wilson

Michael Feldman
 Monique and Bradley Gibbons
 Nancy and Jeffrey Paul

Wishing a Speedy Recovery to:

Rick Burns

Nancy and Jeffrey Paul

Millie and Mike Hersch

The Board and Staff of JVS

Miriam Prum Hess

Sunny Caine

Charles Wilson

Jacqueline and Julian Galperson
 Joyce and Lawrence Powell

Dr. David Korchek

Laura and James Maslon

Julian Pergulman

Elizabeth Burns & Associates
 Vicki Cathcart

JVS installed its 2010 Officers and Directors, adding new board members with expertise in law, entertainment, healthcare and other industries. The installation ceremony was presided over by Executive Director Gregory Irish of the L.A. Workforce Investment Board.

New board members include:

- **JOSHUA BERLIN** is an insurance broker at the Jules Berlin Agency and follows in the footsteps of his father, longtime JVS board member Alan Berlin. He is a past Co-Chair of Fund Raising for Hillcrest Country Club's Federation Campaign.
- **NEISHA COHEN** is an award winning TV producer and founder of Prime Time Media. She is active in community affairs in Los Angeles and organizes fundraising events and philanthropic endeavors throughout the United States, Europe and Israel.
- **LELAND FELSENTHAL** is the owner of Public Identity, Inc., a promotional marketing company, and is a member of the Cedars Sinai Board of Governors. He is actively involved with JVS' Scholarship Committee.
- **JANICE GERINGER** is a Senior VP at City National Bank, one of the funding partners of JVS' BankWorks™ program, and volunteers with the Jewish Community Centers. She is also a board member for Grand Performances.
- Attorney **JONATHAN KARP**, son of late board member Irving Karp, has been involved with Jewish Family Service of Santa Monica and Brentwood School Association.

- **CHRISTOPHER KELLY** is one of the managing partners of Loeb and Loeb LLP, this year's Corporate Leadership Award Honoree for Strictly Business. True to the firm's longstanding philanthropic commitment, he volunteers for several non-profits.
- **DEENA NAHMIA**s volunteers with numerous organizations, including ALPAC, The Jewish Home, Milken Community High School, Center Theatre Group and the Board of Overseers for the Los Angeles Philharmonic.
- Chairman of the St. John Companies, **ADAM PRESS** was on the Board of Trustees for Colorado College and is a dedicated supporter of JVS' HealthWorks™ program.
- One of the founding members of JVS' WoMentoring Leadership Network, **JUDY FLESH ROSENBERG** brings extensive non profit volunteer and management experience to the JVS Board.

* Not pictured: Neisha Cohen and Leland Felsenthal.

ABOUT JVS LOS ANGELES:

JVS is L.A.'s first and most experienced non-profit, non-sectarian organization dealing exclusively with workforce development and career services. Our goal is to help our clients overcome barriers to employment and achieve economic independence. In these incredibly challenging times, our life-changing programs are more critical than ever. To learn more, visit us at www.jvsla.org

In Our Opinion

Reinvention. It's a term that aptly describes many of our clients, who come to JVS after being laid off from one industry and leave with a job in a new one. They are the pioneers in today's changing workforce.

It is reflected in the job market as well. The economic recession has forced a shift in how people look for jobs, and how employers view their workforce. At JVS, we help our clients understand the new challenges of the job search and the new realities of hiring. The truth is that focus is no longer on the employee, but the employer. They hold the cards across most industries, where there is no shortage of qualified, able candidates. We see this in our youth programs, as young people are finding that the traditional summer jobs and internships requiring no experience are

being taken by people with extensive work histories.

Where we have seen great success is in training programs that give people the skills to enter fields ranging from health care and finance to technology and construction. The job seeker today has to be flexible, willing to transfer to a different industry and able to acquire new skills for the workplace. We have said before that the days of a long career in one industry with one specialty are over; yet there are still some who feel that when this recession is behind us, those good old days will be back.

Change is here to stay, and there is no going back. But we can teach ourselves how to move forward. If you find a job, take it, adapt it, and

make it yours. Don't think about how much you used to make, or feel that now you've found something you can stop looking. Always keep your eye out as to how to improve your skills to become more valuable to your employer, and to help you land your next job.

Always remember, JVS is here to help. If we partner together, within our community, with businesses, with clients, with donors and government, we can make this change a positive one.



Vivian Seigel
JVS CEO



Jeffrey Paul
JVS Board President

JVS Board Officers

JEFFREY PAUL
Board President

JOHN GOLDSMITH
1st Vice President

STEVEN HIRSH
Honorary Vice President

EILEEN COSKEY FRACCHIA
BRADLEY GIBBONS
JARED WOLFF
Vice Presidents

JUDITH GALPERSON
Secretary

JIM HAUSBERG
Treasurer

VIVIAN B. SEIGEL
Chief Executive Officer

CLAUDIA FINKEL
Chief Operating Officer

OLWEN BROWN
Chief Financial Officer

RANDY H. LAPIN
Chief Development Officer

Publisher: JVS At Work is published by the marketing 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: Green Street Ads, Inc., www.greenstreetads.com



MAIN OFFICES:

6505 Wilshire Boulevard, Suite 200 L.A. 90048 (323) 761-8888
22622 Vanowen Street, West Hills 91307 (818) 464-3222

WORKSOURCE CENTERS:

5757 Wilshire Blvd. Promenade 3 L.A. 90036 (323) 904-4900
13160 Mindanao Way, Suite 240 Marina Del Rey 90292 (310) 309-6000
1420 West Avenue 1 Lancaster 93534 (661) 726-4151

www.jvsla.org

Non-Profit Org.
U.S. POSTAGE
PAID
Los Angeles, CA
Permit No. 32533