

JVS

At Work

FALL 2008

Building Better Lives. One Job At A Time.

JVS' 2009 Gala The Art of Giving



Picasso. Monet. Renoir. Warhol. Their works have left a lasting impression on the world, just as the work of JVS' 2009 Gala honorees have left a lasting impact on their communities.

Adrienne and Elliott Horwitch

On Thursday, January 22, 2009, JVS will honor Adrienne and Elliott Horwitch with the *Lifetime of Service Award* and Linda and Jim Hausberg with the *Tzedakah Award*.

Aptly titled "The Art of Giving," the gala will be chaired by Terri Smooke and Marshall Geller. It will take place at the Montage Beverly Hills, with a cocktail reception starting at 6 pm, followed by dinner at 7 pm.



Jim, Maddie, Linda and Danielle Hausberg

Lifetime of Service recipients Adrienne and Elliott Horwitch are heavily involved in their community, having co-chaired several events together, including a gala for the American Cancer Society and the Sinai Temple's Centennial Family Concert. Adrienne first became involved with JVS over 25 years ago, while serving on The Jewish Federation's Women's Campaign. Interested in JVS' services for people with disabilities, she became only the second woman on JVS' Board of Directors and was elected President in 1998, the first woman to hold that position in the agency's history. She currently serves as Chair of the Contemporary and Modern Art Council at the Los Angeles County Museum of Art, is a member of the L.A. Library Associates, MOCA Projects Council and Costume Council, and Lion of Judah. A real estate broker, Elliott also previously headed his family's successful lingerie manufacturing business and currently serves on the

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Strictly Business L.A. to Honor Shelley Freeman



JVS' 12th Annual Strictly Business, to be held at the Beverly Hilton on May 20, will honor longtime advocate and community leader Shelley Freeman, Regional President of Wells Fargo's Los Angeles Metro Community Bank, with its 2009 Leadership Award. Wells Fargo and JVS have enjoyed a unique and beneficial partnership, spearheaded in large part by Freeman. In addition to the company's generous support of innovative JVS programs such as BankWorks™ and CoffeeWorks™, Wells Fargo has also underwritten the Strictly Business event for several years.

Responsible for 260 banking stores and nearly 5,000 team members, Shelley Freeman also serves as the national co-leader for Wells Fargo's affluent customer support strategy. Freeman assumed her current role as Regional President in 2002. Previously, she was head of Investment Internet Services for Wells Fargo's Internet Services Group. She joined Wells Fargo in 1996 as director of Private Banking and Brokerage Administration.

Remarkably, Freeman also makes time for numerous charitable organizations. She is a member of the board of directors of the Jewish Home for the Aging, the Los Angeles Center Theatre Group, and the L.A. Gay and Lesbian Center. She also serves on the AIDS Project L.A. Ambassador Council and on the Advisory Councils for the Los Angeles Alzheimer's Association, the Trevor Project and the Los Angeles Library. Freeman was named Executive of the Year by the Los Angeles Business Journal at its "Women Making a Difference" awards program in 2005. In 2006, she received the Deborah Award from the Anti-Defamation League. In 2007, Freeman received the "Excellence in Civic

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Strictly Business

Continued from Pg. 1

Leadership" award from the Southern California Leadership Network.

JVS' 11th Annual Strictly Business Luncheon held this past May was one for the record books, with more than 700 professionals and community partners turning out to pay tribute to 2008 Leadership Award honoree C. Frederick Wehba of BentleyForbes and Corporate Award recipients Richard Foos, Garson Foos and Bob Emmer of Shout! Factory. Proceeds from the event, which also recognized three JVS clients, Inspiration Award honorees Danitra Turner, Joseph Workman and Melissa Hebrard, will support a range of agency programs.



L-R: Joseph Workman, C. Frederick Wehba, Melissa Hebrard, Richard Foos and Danitra Turner (seated). Photo by Bill Aron.

The Strictly Business Luncheon is an annual celebration of Los Angeles businesses with employment practices that have enhanced workplace opportunities in the L.A. area. Past honorees have included Bradley Luster of Major Properties, Stanley Black of Black Equities, and Wells Fargo Chairman Richard M. Kovacevich, among others.

The Art of Giving

Continued from Page 1

board of the Beverly Hills Tennis Club and has chaired the Homeowners Association in both Beverly Hills and the Malibu Colony. The Horwitch's have two children, Cece and Jason, and five grandchildren.

JVS board member Jim Hausberg is Managing Director of Presidio Wealth Management and has co-chaired the annual Strictly Business networking event for the past three years, raising the profile of the agency and expanding its reach within the corporate community. Under his leadership, the luncheon had its highest ever attendance in 2008. Jim has also served on the board of Concern Foundation for the past eight years and is actively involved in The Friends of Disabled Veterans of Israel, chairing their 2002 dinner to raise funds for the Beit Halochem Hospitals. He is a founding board member of Archer Dads, a support group for the Archer School for Girls and has been a leader in local youth sports, coaching and managing soccer, basketball and softball for over 20 teams. Linda Hausberg is an entrepreneur whose rapidly growing frozen food business, Linda's Gourmet Latkes, was hailed by the New York Times as offering the best frozen latkes to be found. A past PTA President, Linda is also active in the Archer School for Girls. Says Jim, "As the parents of two daughters, we believe it is important to instill the value of community service in the next generation, which is why we hope our involvement with organizations like JVS will be a lesson to our children."

Q & A with Randy H. Lapin JVS' New Chief Development Officer

With nearly 30 years experience in fundraising, Randy Lapin, JVS' new Chief Development Officer, has been involved with such charitable organizations as Jewish Big Brothers Big Sisters, The United Liver Association, Concern II, The San Fernando Valley Child Guidance Clinic and most recently City of Hope. He is currently a member of the Planned Giving Round Table of Southern California and has been awarded the Mayor's Certificate of Appreciation for "outstanding efforts and accomplishments which have been of great benefit to the City of Los Angeles." A great addition to the JVS team, Randy recently sat down to answer a few questions about his ideals and vision for the agency.

What inspired you to make the move from City of Hope to JVS?

City of Hope is a marvelous institution where I feel I made a lasting impact. After 13 years of major gift and donor development, I am proud of the footprint I left there. Still, I had a yearning to challenge myself further and apply my development experience to help advance the mission of an organization with an urgent need to increase and expand its fundraising efforts.

Can you describe your primary goals for JVS from a development standpoint?

Thanks to the leadership of the Board, strong staff management and critical donor support, JVS has recently enjoyed an unparalleled period of growth and community prominence. My initial task will be to become completely familiar with the full range of JVS' programs and community services. Fully understanding these services – from the program leadership level all the way to the client/end user level – is key to my ability to present partnership opportunities to donors. Ultimately, my goal is to help the agency craft a multi-year strategic development plan designed to meet the many challenges and opportunities ahead with the aid and support of every member of our outstanding staff and funding partners.

What do you think the most significant challenges will be?

Los Angeles has many very worthwhile causes and non-profit organizations that enjoy generous philanthropic support. The challenge all non-profits face, not just JVS, is to be able to tell the right story to the right person at the right time. To meet that challenge, we must look at those who currently support us, those who have been longtime and ardent believers and stakeholders and whether it's a corporation, foundation or an individual - recognize, thank and continue to develop those relationships in order to fulfill our common desires and mutual objectives.

From the donor perspective, what are JVS' strengths?

Gone are the days when donors would hear about a worthwhile cause and simply write a check, hoping it would do some good. Today, those precious support dollars are scarce, the number of worthy causes is ever increasing and donors do and should care about where their hard earned savings go. As a charitable donor myself, I look at an agency's mission, the strength and commitment of its leadership and I monitor their services to the community. I try and measure the impact they are making. I also look at the overall efficiencies of the organization in terms of the amount of funds raised that actually reach the programs vs. overhead and operational expenses. The organizations I choose to support connect with me personally in some way and in turn, communicate with me and let me know the difference I'm helping to make. I believe JVS measures up to these criteria in every way.

In what ways has the state of the economy affected donors and your approach to fundraising?

Our government continues to reduce its funding for vital and necessary social service programs. From the organization's perspective, it's difficult to build long-range plans not knowing if your funding will be there from year to year. In order to sustain and grow the programs JVS offers and meet the needs of our community, we need to



build a safety net of support, an endowment. Such a fund would allow a more reliable stream of income so that our programs can continue without disruption. I have found that in times of great need, great things can happen. People can become inspired and passionate about an organization's work if they have a chance to learn about it and see it in action. In fact, that's the story of JVS from its inception. During the Great Depression, brother reached out to brother; neighbor helped neighbor. JVS was formed as a result of those challenging times to help those less fortunate who needed a hand up and an opportunity to better themselves and their families. We plan to continue in that spirit.

Describe your interest in JVS' work with at-risk youth and students.

I feel very connected and passionate about JVS' programs for young people. Over 30 years ago, I began my non-profit career volunteering for a youth organization. Today, the challenges facing young people can be far more treacherous. With the influence of drugs and gangs, the pressures of the economy or a combination of these elements, the youth of today can quickly become overwhelmed and trapped in despair and hopelessness. JVS provides a way out, a ladder of hope for those seeking to better themselves and their situation.

The JVS Scholarship Fund is another great program, investing in tomorrow's leaders by

assisting Jewish students in financial need to pursue their academic dreams. What better way to build the future of our community than by supporting a student's efforts to become a skilled, productive and contributing member of our society, with a chance to give back to others.

Describe your affinity for working within the Jewish community. How does this connect with the broad, non-sectarian nature of JVS' work?

Although non-sectarian, JVS has deep Jewish roots and a proud heritage of Jewish support. There is no question that the spirit of tzedakah (giving back) is alive and well in our community. The truth is that the issues facing our clients affect people of all faiths and backgrounds. Likewise, our services and our philanthropic partners should reflect that diversity.

How does your background in marketing and advertising assist you in the development field?

In a sense, those of us in the development field are promoting a product, a service, or a solution to an important need that is unmet in the community. How we deliver that message and to whom we direct it, is the "art" of what we do. We don't make widgets, we're not churning out a one-size-fits-all product; we're in this to help change people's lives! When it comes down to it, no matter how good a marketing campaign or informational materials might be, I believe that people give to people, not to programs or to buildings. I look forward to meeting and establishing long term relationships with our donor community, hearing about their philanthropic passions and creating a win-win for everyone involved.

Outside of career, what is important to you?

No question, first and foremost my family, my beautiful wife, Margaret, and our two gorgeous girls, Rachel 16 and Katie 13. I enjoy hiking, tennis, traveling, movies and keeping an eye on the constant line of boys at our door!

Working Together: Heading in New Directions

A career is all about change—from that first high school job at minimum wage to the struggle for a hard fought promotion. It can mean starting out in the career you studied for in college to leaving it all behind and making a move to something you love. At JVS, we understand the many changes a person experiences throughout their working life, and our programs and services are geared towards just that—from student to adult, from first time job seeker to mature professional. We're always looking to meet the needs of the current job market and to prepare for tomorrow's growth industries.

ParnossahWorks

With thousands of resumes flooding job boards like Monster and Career Builder, how can you make yours stand out? Or, if you're an employer, how do you sort through hundreds of applicants to find the right candidate? With JVS' ParnossahWorksLA.org™, a new high tech service with a human touch, JVS will be launching a win-win solution for both the job seeker and employer.

JVS' ParnossahWorksLA.org™ aims to place the right person in the right job. Employers will be able to post job openings at no cost, and be presented with pre-screened, qualified job candidates. Job seekers can search posted positions and apply for jobs of interest as well as access resources from the JVS Career Services department. In addition, counselors will work with potential job applicants on their resume and other job search

skills in order to ensure that the person meets the employer's needs. Set to launch in late Fall, this innovative online resource is expected to attract hundreds of employers and job seekers in the Los Angeles area.

One of many programs at JVS that helps those in need in the Jewish community, JVS' ParnossahWorksLA.org™ is generously supported by the Jewish Community Foundation of Los Angeles and the Chevra Chai Charitable Foundation of California.

Santa Monica Connect

Sponsored by the City of Santa Monica, Santa Monica Connect is a unique, web-based project that matches young student bloggers with local non-profit organizations.



With its track record of success working with at-risk youth, JVS partnered with the City of Santa Monica and 18th Street

Arts Center to recruit, train and case manage students in the program. JVS is also providing the computer lab for the project and developed the innovative curriculum, which will introduce students to journalism and writing, with hands on help from working reporters in the field. For the student participants, it provides a unique stepping stone into a career in journalism, communications or a related field.

"Santa Monica Connect will tell the City's residents and visitors of the wide spectrum of services and programs available to them," says Jessica Cusick, Cultural Affairs Manager for the City of Santa Monica, "and in the process we will be able to provide important job training and employment to local youth."

First Chance: Cultivating Cine

JVS' First Chance program, launched two years ago in partnership with the Los Angeles City Attorney's office, recently expanded its reach, thanks to Mayor Villaraigosa. Hoping to revitalize the Northeast area of Los Angeles, the Mayor's Office of Gang Reduction and Youth Development started the Summer Night Lights program.

First Chance, which aims to provide education and employment to youth at-risk of gang involvement, was instrumental in orchestrating a series of outdoor film screenings called Cultivating Cine. The events attracted more than 200 participants, and JVS, along with other community



organizations, provided more than 100 backpacks filled with school supplies to local area youth. The event featured a screening of "Mario's Story," a documentary based on the life of Mario Rocha, who was convicted of murder on circumstantial evidence. Only sixteen at the time of his arrest, he was tried as an adult, and served time in one of California's toughest prisons. But instead



Youth participants at the Cultivating Cine event.

of giving up hope, Mario discovered a talent for writing, and today his poems and plays are performed in prisons across the country. He was later acquitted. Says JVS Youth Services Director Josefina Santiago, "The film highlights the work of individuals and organizations on Mario's behalf and made a powerful impact on the audience about community advocacy and involvement."

JVS Scholarship Fund

Believing that education is the first step to career and financial independence, JVS established the JVS Scholarship Fund in 1972. To date, the program has awarded more than \$4 million in grants to Jewish students in financial need. But students and their families today face more than just financial hardship, which is why JVS implemented several supplemental programs, including the Jewish Community Career Assistance Program, which provides job help to parents; New Linkages, an internship program where students who are interested in Jewish community service are paired with a mentor in that field, and SAGE, which provides job search and career placement.

The success of this multi-faceted approach was demonstrated at the July Scholarship Reception

at UCLA Hillel, where students such as Tatiana Khanina, a multi-year scholarship recipient, a SAGE and New Linkages participant, and a mentee in WoMentoring and Rena Dinin, who,

inspired by her father's struggle with MS, is pursuing a Masters Degree in Occupational Therapy, were awarded scholarships. "This year, we were pleased to award 182 scholarships, a total of \$370,000 in grants," says Scholarship Committee Chair Nan Goodman. "Many of our students provide the sole support for their families, or come from impoverished or abusive households. These students are driven to succeed. Our recipients have been finalists for the Rhodes



(L-R) Student Speaker Shayna Kay, Scholarship Co-Chair Ellen Morehead, Chair Nan Goodman, Co-Chair Nancy Paul and Student Speaker Rosette Abayahoudian. Photo by Christine Haws.

Scholarship, have had articles published in prestigious medical and legal journals, and one was included in a recent exhibition of female figurative artists in New York."

In Honor of:

- Laurie Abrams**
Rebecca Williams
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Richard Lewis
- Helen & Gene Berman's 50th Anniversary**
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- Eileen Fracchia**
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- Maryanne and Ellis Horowitz's Anniversary**
Vivian and Jeff Seigel
- Jim Horwich**
Judy and Jerry Felsenthal
- Lori Johnson**
Richard Lewis
- Murray Kaplan's Bar Mitzvah**
Laura and James Maslon
- Maxine Kardell's Birthday**
Lynn Barancik
Patti Jacobs
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- Rashel and David Michan's Marriage**
Jason Ghassemi
- Maddy Miller's Bat Mitzvah**
Dr. and Mrs. Stanley Block
- Dr. & Mrs. Harold Mills' Special Anniversary**
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- Debbie & Rick Powell Congratulations on Jeremy's Graduation**
Claudia and Gary Finkel
- Debbie & Rick Powell Thank You for the Board Retreat**
Nan Goodman
- Debbie & Rick Powell's 25th Anniversary**
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Ben Bellet
Samantha and Scott Greenfield
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- Collette Rocha**
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- Mike & Ellen Rosenberg**
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- Karla Yale's Father**
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Wishing a Speedy Recovery to:

- Joyce Berger**
Sunny Caine
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- Irv Karp**
Joyce and Lawrence Powell
- Mel Spitz**
JVS Board of Directors
- Becki Williams**
Sunny Caine

Northeast L.A. Youth Job Fair



JVS' First Chance program, along with Council Districts 1, 4, 13, and 14 and the City Attorney's office, hosted a job fair at Glassell Park for youth ages 16-24. More than 35 youth-friendly employers and 225 students attended, with L.A. City Council President Eric Garcetti handing out raffle prizes. Students received raffle tickets for every contact they made with an employer. High schools and community organizations, including Homeboy Industries and Children's Alliance, participated in the event. First Chance hosted job-readiness workshops prior to the job fair.

Community Care At Home

Community Care At Home enters its fifth year of service with an expanded range of home care and concierge services, from post-surgical and respite care to personal assistance and companionship. Hospital discharge assistance is also available at no extra charge to provide maximum peace of mind for the patient and the family. Call today for a personal consultation or immediate home care service.

There's no place like home.

JVS' Community Care At Home is the provider of choice when you need a helping hand.

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Did You Know?

The WoMentoring program is spreading its wings with the creation of a new WoMentoring Advisory Board. Founded by Debbie Powell and Judy Rosenberg, the Board will assist girls and women in need through WoMentoring and other JVS programs. The first event, a private screening of "Sex and the City," was extremely successful and the WoMentoring Advisory Board now boasts 21 members as a result. Next up: a private reception and screening of the highly anticipated film, "The Secret Life of Bees," starring Queen Latifah, Dakota Fanning, Jennifer Hudson, Alicia Keys and Sophie Okonedo. Call Jacqui Arblaster at (323) 761-8888 x8894 for ticket information and to learn more about becoming an Advisory Board Member.

Los Angeles County highlighted JVS' WorkSource Centers

with a feature in a special supplement called *WorkSource California*. A recent letter from client Ron Hart illustrates why the County chose to highlight JVS' outstanding work and staff at the WorkSource Centers. Says Hart, "I just wanted to take a moment to give a special thanks to my counselor, Meredith, who was a supporting force in my finding employment. I was at a very low period in my life. Meredith's professional advice helped me to stay on track as well as get the support I needed to move forward. A special thanks to all of the staff for the help I received. I have an excellent job as a Construction Manager at the 99¢ Only Stores and am a grateful employee."

JVS has been in the news. Local station KVMD's program *Southern California Life* featured an interview with Jay Soloway, JVS' Director of Career and Business Services. Jay also appeared on *Radio Iran* on 670 am KIRN. Articles on JVS' WoMentoring program appeared in the *Black Voice News* and *Beverly Hills Courier*, and *The Jewish Journal* ran a spread on JVS' Scholarship program and July reception.

ABOUT JVS: Jewish Vocational Service is a non-profit, non-sectarian 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.

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In Our Opinion

How does the current economic climate affect the job market? This is a question many people are asking, from Washington on down to the local gas station attendant. It's a question we want to be able to answer, especially since it has a direct impact on our services, and more importantly, on our clients.

No one can argue that people are struggling financially. And in times like these, a stable and secure career is more important than ever. At JVS, our "job," our responsibility, is to ensure that we have as many opportunities as possible available for anyone who needs help. That's why we're bringing in Randy Lapin, JVS' new Chief Development Officer. We believe his ideas, vision and success in the fundraising arena (he was previously at City of Hope for 13 years) will benefit both JVS and the communities we serve. It's also why we're starting up a new, exclusive job listing and screening web board called Parnossah Works. Already a success in several other cities, it will bring business, job seekers and our community partners together in a way no one has done before in Los Angeles.

What has really become clear is that there is no simple answer to these problems. Over the years, JVS has experienced the highs and lows of the economy, from recessions to industry explosions. The one constant thing we've discovered is that we cannot do this alone. Partnerships with other organizations are key in getting through this difficult period, where we can address the whole problem, whether its financial stability, housing, food, problems at home, or being stuck in a dead-end job that pays the bills for the moment, but doesn't allow someone to plan for the future. What we're doing right now is planning for the future, for JVS and for our clients, no matter what happens today, tomorrow, or next year. We'll be ready.



Vivian Seigel
CEO



Sunny Caine
President



SAVE THE DATE



Texas Hold 'Em Poker Tournament

on
Thursday, November 13, 2008

at
The Beverly Hilton
9876 Wilshire Blvd., Beverly Hills

Buffet Opens at 5:30pm
Play Begins at 6:45pm

Player Buy In: \$250
Prizes for Top Players

All net proceeds to benefit JVS
For more info, (323) 761-8888 x8894

To register online, visit www.jvsla.org



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