

**News for the Week of July 24, 2017**

**LA HOSPITALITY TRAINING ACADEMY LAUNCHES CULINARY APPRENTICESHIP**



*(Left) EWDD General Manager Jan Perry visits the LA HTA Culinary Apprenticeship Program;  
 (Right) Student Jonathan Fritts, 51, credits the program with helping him get back on his feet*

The Los Angeles Hospitality Training Academy (HTA) recently launched its Culinary Apprenticeship Program, an intense five week program where 22 students receive accelerated training on how to become a line cook. The City of Los Angeles Workforce Development Board (WDB) and Economic and Workforce Development Department (EWDD) helps finance HTA programs with grant funding. HTA Executive Director Adine Forman also serves on the WDB Board and is a member of a WDB ad-hoc committee on expanding apprenticeship opportunities. The training is held in the industrial kitchen at the historic Belasco Theater in Downtown LA, where students hone their knife skills while immersed in cooking courses prepare them for life in the kitchen. EWDD General Manager Jan Perry visited the program July 21, as Chef Mitchell Frieder led students through “Vegetable Cookery.” Dressed in white chef coats, the students watched intently with some furiously scribbling notes about Frieder’s technique. One student who has already emerged as a success story from the program is Jonathan Fritts, 51. Originally from the East Coast, Fritts moved to California in 1989 and enjoyed a successful career in real estate before the Great Recession. After several difficult years and financial setbacks

during the economic downturn, Fritts became homeless and was sleeping on park benches when he interviewed for a slot in the program. HTA assisted Fritts in finding transitional housing and has helped him secure a job at a steak house at the Tom Bradley Terminal at LAX once he completes the program. “They got me a place where I feel comfortable and safe,” Fritts said. Soon, “I’ll be able to support myself,” he said. Many students have also started interviewing for jobs following the program. More than a dozen hospitality employers have expressed interest in hiring students from the academy, including Hyatt, Sheraton, HMSHost, the Beverly Hilton and the Westin Bonaventure.

## UPS WORKFORCE LEARNING LAB IS FIRST HIRE LA’S YOUTH WORKSITE FOR AUTISTIC YOUTH

The first HIRE LA’s Youth worksite to offer job training to young people with special needs opened in early July. The Los Angeles Speech and Language Therapy Center recently partnered with the United Parcel Service to open the UPS Workforce Learning Lab in Culver City, where a dozen youth with Autism Spectrum Disorder (ASD) will have the opportunity to practice the social skills needed to succeed in the workplace, said Dr. Pam Wiley. “What I want to do is give them the tools they need so when they get these jobs they’re able to be a viable member of the workplace,” Wiley said. The 440 square foot site is set up to resemble a UPS store and is the first UPS training facility nationwide to be placed in a speech pathology clinic, Wiley said. Participants



*The UPS Workforce Learning Lab is the first HIRE LA’s Youth work site to serve autistic youth. Founder Dr. Pam Wiley learned about HIRE LA’s Youth through EWDD GM Jan Perry.*

will receive four hours of job skills training each week for four months, including customer service, packaging and copying, before moving on to an internship in the fifth month, Wiley said. Social interactions can be challenging for many autistic youth and the lab provides a safe space for them to develop soft skills in a protected space before venturing out to jobs in the real world, she said. Jan Perry, General Manager of the City of Los Angeles Economic and Workforce Development Department, attended the July 12 ribbon cutting ceremony, along with other EWDD staff. Wiley credits Perry with inspiring the idea to create a partnership with HIRE LA’S Youth so that participants could earn \$10.50 an hour during their job training. HIRE LA’S Youth, administered by EWDD, gives youth ages 14-24 in Los Angeles an opportunity to experience their first jobs, leading them to a path of becoming lifelong earners. Receiving the paychecks gives participants a big self-esteem boost, Wiley said. “Thank you Jan Perry for allowing us to be part of this,” Wiley said. “She’s such a big champion for kids with autism and special needs. I know our families greatly appreciate it.”

## WDB RECOGNIZES HIRE LA’S YOUTH DONORS – FUNDS PAVED WAY FOR 435 SLOTS

The Los Angeles Workforce Development Board (WDB) and WDB Youth Council held a special ceremony at its joint meeting July 26 to recognize the generosity of donors that contributed more than \$600,000 to the HIRE LA’s Youth program. WDB Chair Charles Woo, Youth Council Committee Chair David Crippens and EWDD General Manager Jan Perry provided thank you certificates on behalf of

Mayor Eric Garcetti. The WDB exceeded its pledge to the Mayor to provide 108 slots for summer youth or raise \$250,000, with board members pulling together to fill 435 slots.

Donors included:

- Cities for Financial Empowerment Fund
- Bank of America
- Cathy Bank Foundation
- The Green Foundation
- Bureau of Street Services
- Mizrahi Tefahot Bank
- Black & Veach Corporation

### EAST LA BUSINESSSOURCE CENTER HELPS LA TROPICANA MARKET EXPAND



*(Left) La Tropicana Market owner Rana Silyan Redfield. (Right) La Tropicana in Highland Park.*

The East Los Angeles BusinessSource Center provided business consulting services to La Tropicana Market, guiding the Highland Park neighborhood grocery through key issues during its expansion. Founded in 2002 by owner Rana Silyan Redfield, the specialty market offers high quality Latino and Jamaican products that reflect the tastes of local residents. Located at 5200 Monte Vista Street near Ave 52 for 15 years, Redfield initially leased a portion of the building and saw an opportunity to expand when the space next door became available. The East LA BusinessSource Center assisted La Tropicana Market with permit and strategic planning, helping the market navigate local planning and zoning issues to secure parking for the market. Redfield opened the market with family savings. East LA Business Source staff also guided her through reincorporating her business structure to better protect owner interest and allow for greater access to capital. The center also provided referrals to the Boyle Heights/East LA WorkSource Center, one of EWDD's 16 WorkSource Centers, to assist in helping find local and qualified new hires. La Tropicana Market is now currently housed in a 4,000 square foot retail location and employs 20 full time and part-time employees, most from the local community. La Tropicana also offers booths for local entrepreneurs to sell products inside the market. Current services include an espresso bar, a juice bar and Monte 52, a gourmet deli tucked into the rear of the store.

**BUSINESS METRICS:**

<b>LABSCs Reporting:</b> North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
<b>LABSCs Not Reporting:</b> N/A	
Pre-Startups Enrolled	39
Pre-Startups Assisted	32
Start-ups/Operating Businesses Enrolled	11
Start-ups/Operating Businesses Assisted	26
Workshops: Number of Clients Attended	173

**WORKFORCE METRICS:**

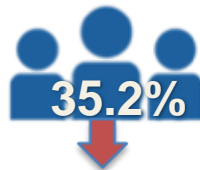
*(Arrows indicate weekly trend)*

JobsLA (online and mobile)



Page Views

(Up 6.1%)



New Visitors

(Down 4%)



New Sessions

(Down 4.7%)



Registrations

(Up 22%)

WorkSource Centers



Enrollments

(Down 54%)

*“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org.*