

MINORITY MANUFACTURER OF THE YEAR



WEST COAST METAL FINISHING
ERNEST F. GARCIA
CEO

Ernest Garcia has come a long way from flipping burgers at a Fast Food Restaurant within the rough neighborhoods of East Los Angeles. Coming from a low-income family, Ernie started working at the age of 9 shining shoes on street corners in the heart of downtown L.A.

In 1977, Ernie, his wife Daisy and baby Ernest purchased their first home in Downey. Ironically at the time, Ernie was working at his birthplace of General Hospital as a custodian. On his days off, he would run errands and perform other miscellaneous tasks at his father-in-law's metal finishing business. As more and more time passed, Ernie became more involved in the business and through hard work became its owner.

In 1994, West Coast Metal Finishing made its first debut, with owners Ernest Garcia and his business partner Robert Trimino standing by his side. The subsequent accomplishments of the passing years astonished Ernest. Each year the revenue of the company would be approximately one million and a half more than the previous year. Less than two years passed, when the company experienced a major setback. An arson fire completely destroyed the shop. West Coast metal had to temporarily turn their customers over to three companies that were eager to accept the offer. They figured that West Coast was out of business. Approximately nine months later, a building next door to their former burned out facility became available. They were able to obtain a \$369,000 loan from the L.A. Community Development Bank and some help from Mayor Richard Riordon's Business Team.

In March 1997 West Coast Metal Finishing was back in business, Robert overseeing the production line, while Earnest, using his sales skills looked for new business.

Today, West Coast Metal Finishing is one of the leading electro-plating corporations in Southern California with sales in excess of \$9,000,000. Ernie has created 52 jobs for people in the surrounding community from a business that originally had just 7 employees. He is actively involved with the City Council of Los Angeles and serves on a sub-committee for Congresswoman Royball-Allard that focuses on low-income housing. Most recently, Mayor Hahn nominated West Coast Metal Finishing for the "Inner City 100" as one of the fastest growing companies in Los Angeles, California.