



# Inner View

The Bi-Monthly Newsletter of California Staffing Professionals

March/April 2005

## From the CSP Boardroom



*Jeff Hindman, CPC  
CSP State President*

It's great to see our members once again taking advantage of all of the valuable programs your chapters are presenting at the local level. With the economy and therefore business coming back with a vengeance, members are making sure that they are sharpening their skills and getting ready for

the "impending crisis" as it's sometimes called.

As many of you know, CSP is having its 1<sup>st</sup> Annual Legislative Day. This is an opportunity for us to be proactive in our efforts to thwart negative legislation and seek out our legislators one on one. Over the years we have spent a lot of time fighting various negative legislation directed at our industry. Unfortunately, most of the time the Legislature votes on these bills without really understanding the impact we as an industry have on positive job creation in the State of California. I know that when I have met with Senators or Assembly people, they really are clueless as to what we do. The strong Union lobby sure gets their side of the story out, and it's imperative that we do the same. For complete information about this important day and to register via credit card, go to our website at [www.cspnet.org/news.htm](http://www.cspnet.org/news.htm). I look forward to seeing you in Sacramento on the March 8<sup>th</sup>.

Our annual conference is April 28-30<sup>th</sup> at the Burlingame Marriott. Todd Witkin and Melissa Taub have put together a terrific group of speakers and panels. One of our FOUR keynoters is Jack Canfield, author of the very popular *Chicken Soup for the Soul*. Many of you will remember what a great conference we had in 1999 in Burlingame. The cost structure has been kept low enough to make it affordable for all staffing and recruiting companies to bring their staff — or for staffing professionals who want to sharpen their skills to pick up the tab themselves.

CSP is unquestionably the most successful state staffing association in the country. We are very fortunate to have very strong leadership at both the state and at our chapter levels. CSP members enjoy local educational programs, legislative alerts from our Lobbyists in Sacramento, numerous benefits, great conferences, owners only retreats and, of course, our CAC accreditation. In order to provide continued excellence, we look for strong leaders to step up at the chapter level helping CSP in areas of membership, programs and legislative affairs. Please contact your local chapter officers and ask what you can do to volunteer. It's important that we all give back to the industry that does so much for each of us.

As always, it's a privilege to serve as President of CSP. If you have any questions or if I can be of service, please feel free to contact me your convenience...

*Jeff J. Hindman, CPC*

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Executive Committee**



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**Save the Date!**

**CSP Staffing & Recruiting Conference  
April 28-30, 2005**



**San Francisco Airport Marriott**

**2004-2005 CHAPTER PRESIDENTS**

Golden Gate .....	Dawn Kirkland, CAC .....	415-732-1270
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Los Angeles .....	Melissa Taub, CAC .....	818-700-8282
Orange County .....	Rose Mary Bordwell, CAC .....	949-724-1466
Sacramento .....	Rita Lund, CAC .....	916-565-7642
San Diego .....	Julie Brown, CAC .....	619-528-8434
South Bay .....	Deborah Banks, CAC .....	310-373-2343
Santa Clara Valley .....	Jeff Hindman, CPC (Acting) .....	925-831-0588
Technical/Scientific .....	Chris Hoff .....	714-901-3804

**2004-2005 COMMITTEE CHAIRS**

Awards .....	Jill Caron
Benefits .....	Deborah Banks
Bylaws .....	Kathryn Shepherd
Conference .....	Todd Witkin/Melissa Taub
CSP University .....	Dawn Kirkland
Education .....	Iris Brody Lopez
Ethics .....	Kathryn Shepherd
Finance .....	Mike Binder
Government Affairs .....	Iris Brody Lopez
Membership .....	Melissa Taub
Newsletter .....	Paul Lenaburg
Owners Only Retreat .....	Iris Brody Lopez/Joan Boragine
PAC .....	Joe Mackey
Programs .....	Charlie Fountain
Public Relations .....	Joan Boragine
Strategic Planning .....	Todd Witkin
Vendor Relations/Associate Membership .....	Heather Leemon-Raboff
Website .....	Scott Kuethen/Chris Hoff
Workers Compensation .....	Joe Mackey

## Credit Line Management 101

The biggest mistake my clients make is not setting and managing their credit lines. Here is what typically happens if our clients check credit (and most do not):

They call three trade references and a bank and they get wonderful reviews and then they send out their Temp. They do not set a credit limit at all. They allow their clients needs to dictate their credit line. Let me ask you a question. Have you ever called the bank and asked for a loan? They say, "Yes, we can lend you X but we cannot lend you XX." They loan you money based on their perception of your ability to pay them back — not on your needs. The fact is, if you REALLY needed the loan, it would insure that they reject the application.

So here is Credit Line Management 101. Call the three trade references and ask them these following questions:

1. How long have they done business with you?
2. What is their highest credit with you?
3. What are your terms?
4. Do they pay within the terms?
5. Have they ever bounced a check and, if so, how long did it take them to fix the problem?
6. If they have bounced a check, how long ago was the incident?

Then you call the bank and ask:

1. When was the account opened?
2. What is their average balance? (Mid four means a

mid four figures in the account, mid five means mid five figures, etc.)

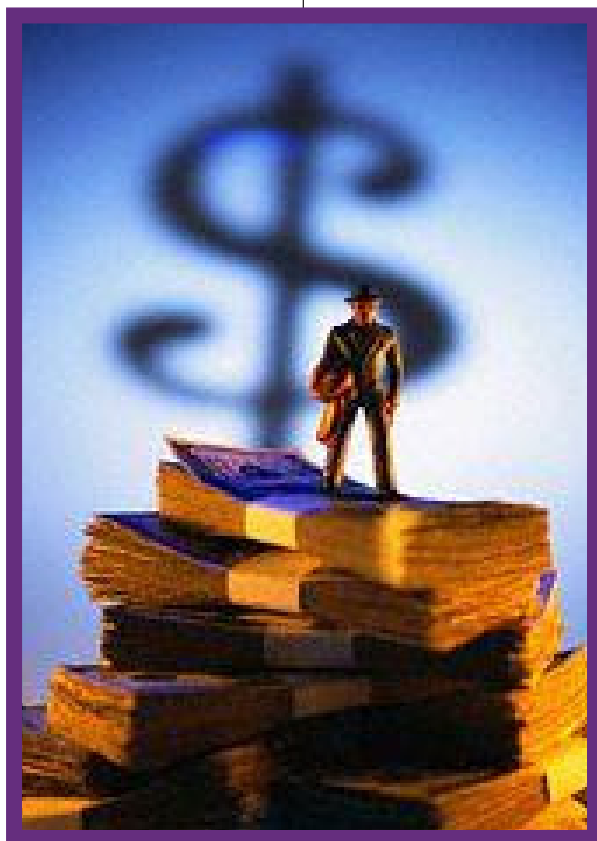
3. Have they had any NSF's?

Then you take an average of the credit limits from the three trade references and go about 80% of average. (Keep in mind if you do not keep their doors open with your product you will get paid slower than those

who do.) Then you balance the average against their checking account average. If they have an average of \$10,000 in credit limit and only an average of \$2,000 in the bank DO NOT GIVE THEM \$10,000. Never extend more credit than they have in the bank. You want them to be able to cut a check and pay off the balance at any time. Let's assume they have an average credit line of \$10,000 and they are paying within term. Assuming they also have an average balance in the bank of \$30,000 then I would set a credit line of \$5,000 to \$7,500.

If you would like to learn more about Credit Department Management, call 866-

452-5288 for a free recorded message on what you can do to manage your credit department more effectively.



CSP Associate Member Wilson Cole is President and founder of Adams, Evens & Ross. Serving over 450 staffing firms and recruiters, Adams, Evens & Ross has grown to become the nation's largest credit and collection firm exclusively for the employment industry. Wilson has authored *"The Complete Credit and Collection System for the Staffing Industry"* and has taught Credit Risk classes to thousands of recruiters and staffing firms. Over the past decade he has personally collected millions of dollars for hundreds of clients in the employment industry. Wilson also holds a Black Belt in Ho Shin Do Karate and a B.S. in Business Law. His phone number is 800-452-5287.

Damian Services Corporation, your **one-stop-shop** for unlimited payroll funding and back office solutions. Damian has been serving independent staffing firms, both start-up and existing, for over 23 years. At Damian, we allow staffing firms the freedom to do what they do best — sell, recruit and make money.



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**Back on Track**

**2005 Staffing & Recruiting Conference**



Yes, it's almost time to gather for **CSP's Annual Staffing and Recruiting Conference**. We are excited to have what we believe to be our most impressive slate of speakers in years. Jack Canfield (of "Chicken Soup for the Soul" fame) Eric Wahl, John Alston and John Irvin will all have center stage with gripping Keynote addresses that are sure to leave all who attend with a message towards more profit.

We will have experts available throughout the conference with information about Workers Comp, Risk Management, Legal, Legislative and more. Specific topics for Temporary and Direct Hire will be addressed – Jeff Skrentny will be here from Chicago, Kathy Maixner from Oregon, and Rick Nelson from Sacramento — just to name a few of our expert workshop speakers.

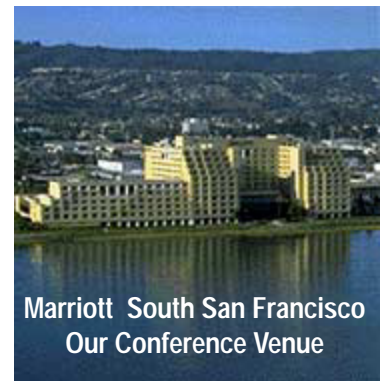
Our committee has assembled a Panel of Client experts that include representatives from Levi Strauss, Franklin

Templeton and Cadence for advice and insight from Top Employers. The Pinnacle Society has agreed to gather Top Performing Recruiters to answer question on the fly. Pinnacle members are some of the country's Top Recruiters who consistently "get it done."

We will have Exhibitors from all over the US providing information on cutting edge technology – Marketing – Insurance – Funding – M&A Experts – Risk Management – and more...

The networking alone makes it worth attending. Our expectation is that more than 100 unique staffing and recruiting firms will be in attendance with staff numbers reaching 250-400. Don't miss this opportunity to learn from the experts, share ideas with your competitors, mingle with the Top Performers in our industry and gain valuable information that immediately translates into profit.

See you at the Conference, **April 28-30** at the Marriott in South San Francisco.



Marriott South San Francisco  
Our Conference Venue

# 10 Ways to **WOW!** Your Clients

By Gary Stauble

**W**e are living in the service age. Every buyer wants services to be delivered better, faster and at the lowest possible cost. Our clients are not looking for “adequate” service or even “good” service—they are looking for firms that can surprise them with exceptional service. Clients want to feel as though they are getting an experience from your firm and that you are pro-actively thinking of beneficial things for them that they may not have even known to ask for.

You’ve heard the phrase “little things mean a lot.” In the service age little things don’t mean a lot—they mean everything. Failure is built by consistently neglecting to do the little things. Success is built the opposite way—by consistently doing the little things correctly. I’d recommend that you come up with a “Wow” system of small steps that you will take to impress your clients. The list below should help you to get started.

1. Conduct a relevant survey: Your clients are interested in numbers, statistics and information. A survey provides value for them by allowing them to hear what is going on in their industry in a relatively unbiased way. It also allows you at least two points of contact with them; an initial call to conduct the survey and a follow up call or email to report on the results. Survey topics could include hiring trends, salary trends, industry hot topics, etc.

2. Take extra time to get to know them as a person: No matter how high tech our communication may become, nothing can take the place of a face to face meeting. How much do you know about your clients? Their background? Family life? Hobbies? If your competitor knows your client on a deeper level than you, he will have a major advantage over you when it comes time to review their vendor list.

3. Provide a newsletter that’s worth reading: If you produce a newsletter, make sure that it is focused on content that is of interest to your client. Avoid the brag, brag and more bragging garbage that some firms produce, and you will make a better impression.

4. Offer to conduct a complimentary salary comparison for a prospect: Clients love this! I have several clients who call me annually and give me the names, titles and salaries for everyone in their group and ask me for my thoughts. I spend a short amount of time comparing their numbers to past assignments I’ve worked on, my candidate salaries and their competitors’ job postings. This extra care builds tremendous loyalty.

5. Give a fun or personalized gift during the holidays:

The more personal you can make this the better. I have a coaching client who is a recruiting firm owner who purchased a bunch of zip zap cars last Christmas, personalized them with his clients’ logos, and then sent them as gifts. Department heads were racing these little cars down the halls and telling their co-workers about the recruiting firm that had sent these fun toys. Not a bad return for a \$14 gift.

6. Provide street level information on their competitors and trends: You know more than you may realize and this information is more valuable than you may think. For instance, do you know which of your client’s competitors are the most attractive to job seekers? Do you know the reasons for this? Which firms are getting ready to reduce their staff? Which firms are keeping staff happy and through what incentives? Offer to be your clients “eyes and ears” in the marketplace.

7. Follow up regularly: Sounds simple, but this is usually overlooked. It takes about 7 exposures to a new service before someone will purchase. Set up a follow up system to make it easy for your prospects to buy from you when the time is right for them.

8. Provide an automated way for your clients to access your resources: From job order submissions to a searchable candidate database to search status tools—what extra value can you provide here?

9. Professional training: What can you train clients on? Interview techniques? “The top 10 interview questions they must ask,” “The top 10 things they should never do on an interview,” “7 ways to improve team cohesion,” etc. They will be inclined to see you as a close advisor if you have provided value-added training for them in the past. This also allows you to display your expertise in a non-sales environment.

10. Send a birthday card with lottery tickets: Corporations can be stale and de-humanizing. Put some life into your client’s day with a simple card and a chance to get rich.

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Gary Stauble is the principal consultant for The Recruiting Lab, a coaching company that assists Firm Owners and Solo Recruiters in generating more profit in less time. His free monthly e-zine, “Creative Recruiting” will help you to attract premium clients, generate more profit, and still be home in time for dinner.

## Chapter News

### It's Been A Great Six Months Orange County Chapter

By Sharon Berg Hannah, CAC, CSP  
OC Chapter Secretary/Publicity Chair

The Orange County Chapter dedicated its 2004-05 year to community service by teaming with the Veterans of Foreign Wars (VFW) and adopting local units who are currently serving in Iraq. Community Chair Ruthie Ross organized an extensive and well-received program. Chapter members enthusiastically supported this project by contributing health and comfort items and monetary donations at each of our monthly meetings.

Educational, inspirational and entertaining programs energized O.C. members at monthly meetings. Sixty recruiters participated in the July Roundtables, which were lead by dynamic industry professionals offering tips and techniques to close more deals, increase earnings and enhance the hiring process. In August, the chapter welcomed CSP State President, Jeff Hindman, along with Joe Pelayo and Lina Savage, all members of the exclusive Pinnacle Society. These million dollar billers shared their incredible success stories with the group.

Scott Love from the Academy of Recruiting Mastery addressed the group in September for "Red Hot Candidate Marketing." This "standing room only" dinner meeting energized over 60 staffing professionals! Dynamic Staffing's Rick Nelson presented "Marketing Strategies for Winners" at the October meeting. Rick captivated members by demonstrating how to connect with decision makers to multiply sales.

Over 75 recruiters attended the "Get Motivated Seminar" at the Arrowhead Pond on November 10. Zig Ziglar, General Tommy Franks, Rudolph Giuliani, Jerry Lewis and other notable speakers fired up the audience at this all day event!

Orange County welcomed ten new members to the organization. McDermott & Bull, Express Personnel Services, Jenny Morgenstern (MRI), Focus on Temps, Savvy Employment, Synergy Solutions, Davidson Staffing, HR Team One, European Nurses Recruiting and Textron Financial Corporation are CSP's (Orange County) newest members.

The chapter closed 2004 with a festive, fun-filled Holiday Luncheon. Chapter President Rose Mary Bordwell acknowledged the new Certified Accredited Consultants

(CAC) from Orange County and Inland Empire. The chapter was honored to have as its guests, G. Douglas Willey, Sr. Vice Commander of the VFW Post I0694, and his wife, Stephanie Rundquist. Doug, on behalf of the VFW, thanked the chapter members for their generous contributions to the troops and recognized Ruthie Ross and Lee Dorman for their coordination of this project.

Exciting educational programs and events are being planned for 2005! Join us. The Orange County Chapter always welcomes all CSP members and future members to our spirited meetings.

### Santa Clara Valley Chapter

Members of the Santa Clara Valley Chapter enjoyed another great presentation from Adam Cipriano and learned how to build that perfect business relationship!

The seminar was fast-paced, interactive and provided everyone with tools and techniques they could use immediately.

Thank you, Adam!

Adam Cipriano of BSGC, Inc.  
(right). Below, President Jeff  
Hindman wishes a Happy  
Birthday to Verna File,  
Chapter Treasurer.



## Member News



### New CSP Members December 2004 & January/February 2005

Excel Personnel Services .....	Lompoc, CA
Recruiter Support Services .....	San Diego, CA
Star H-R, Inc .....	Petaluma, CA
Davidson Staffing .....	Irvine, CA
Textron Financial Corporation .....	Dallas, TX
European Nurses Recruiting .....	Santa Ana, CA
SEEDS Consulting .....	Sacramento, CA
Smart Business Resource Center .....	Redding, CA
Comprehensive Career Services .....	Merced, CA
Heaven's Gate Employment .....	Sacramento, CA
Artizen, Inc. ....	San Carlos, CA
Brain Gain Recruiting .....	El Cerrito, CA
NSM - Staffing Lines .....	Conshohocken, PA
American Bio Medica .....	Scottsdale, AZ
Bond International Software, Inc. ....	Richmond, VA
Bullhorn, Inc. ....	Boston, MA
Adept Resources, Inc. ....	Sherman Oaks, CA
Coast Personnel Services .....	Santa Clara, CA
Inetgen, Inc. ....	Irvine, CA
The Employment Guide .....	Woodland Hills, CA
Nelson Staffing Solutions .....	San Rafael, CA

## Thank you

A special "thank you" goes out to the members of the LA Chapter who supported **Toys 4 Tots** in December by bringing a new toy to our holiday program. The objectives of the U.S. Marine Corps Reserve's **Toys 4 Tots** program is to help needy children experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable natural resources— our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection campaign; and to contribute to better communities in the future.

The LA Chapter truly believes in the spirit of giving back to our community. We also raised over \$2,000 for the National Disaster Search Dog Foundation. We hope to contribute what we can within the LA Chapter.

Again, thank you for your kind donations in December. The kids really made out!

## We'd Like to Meet You

Bill Petersen, Owner  
**Express Personnel Services**  
 825 N. Tustin Street • Orange, CA 92867  
 Phone: 714-639-9850 • Fax: 714-639-3107  
[bill.petersen@e1777.expresspersonnel.com](mailto:bill.petersen@e1777.expresspersonnel.com) •  
[www.expresspersonnel.com](http://www.expresspersonnel.com)

Express Personnel Services is serving businesses in Central Orange County by assisting local job seekers in finding the job they want and recruiting qualified employees for local businesses. Express offers full-time recruiting and staffing as well as traditional supplemental staffing in a variety of fields including office services, customer service and light industrial. The office is open from 7:30 am - 5:00 pm weekdays and by appointment on Saturday. Interested candidates can call for an appointment or visit their website to view available positions and apply on line.

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American Bio Medica Corporation (NASDAQ: ABMC) is a biotechnology company that develops, manufactures and markets accurate, cost-effective immunoassay diagnostic test kits, including some of the world's most effective point of collection drugs of abuse tests. The company and its worldwide distribution network target the workplace, government, corrections, clinical and educational markets. ABMC's Rapid Drug Screen<sup>®</sup>, Rapid One<sup>®</sup>, and Rapid TEC<sup>®</sup> test for the presence or absence of drugs of abuse in urine, while OralStat<sup>®</sup> tests for the presence or absence of drugs of abuse in saliva.

Mitchell Welch, Chief Executive Officer  
**Heaven's Gate Employment**  
 5044 Bailey Loop • McClellan, CA 95652  
 Phone: 916-492-2465 • Fax: 916-923-2783  
[hgemployment@mcihispeed.net](mailto:hgemployment@mcihispeed.net)

Heaven's Gate Employment was founded in 1998 to provide employment opportunities to economically disadvantaged individuals, families and businesses. It is a minority and spiritually-based employment agency and consulting company. Mitchell Welch has over 28 years of successful business and corporate training experience who is a "people" person, strongly motivated and has a desire to serve the community. His specialties are focused on employment placement, consulting and corporate training.

# Member News

## Accredited Consultants

Congratulations to the 28 recruiters who passed the California Accredited Consultants (CAC) exam last Fall:

- Aryana Mercado ..... XL Staffing, Inc.
- Bruce Haapala ..... P&C Professional Staffing
- Bruce Bastoky ..... Scott-Thaler Associates
- Carol Turley ..... FAMIS Career Group
- Catina Mount ..... Riverside Personnel Services
- Cherish Cazares ..... The Plus Group, Inc.
- Christina Mason ..... Renoir Staffing Services
- Christina Scott ..... Dynamic Office & Accounting Solutions
- Cindy Haapala ..... P&C Professional Staffing
- Denise Levine ..... ASG, Inc
- Earl Castillo ..... Tech-Finders Co., LLC
- Gina Hansel ..... ABA Staffing, Inc.
- Karen Carroll ..... KC Staffing
- Kendall Calver ..... Volt Services Group
- Kristie Steinbach ..... San Diego Insurance Staffing
- Leeann Abbott ..... Advanced Employment Services, Inc.
- Linnea Zeiner ..... Pro Tem Legal Services
- Mary Trafton ..... Plumas Bank
- Michel Dubes ..... The Private Club Search, Inc.
- Michele Tassinari ..... Synergy Solutions
- Pat Schmidt ..... Pro Tem Legal Services
- Paula Frontroy ..... Sage Employment Consultants, Inc.
- Robin Burnett ..... XL Staffing, Inc.
- Shawna Cuellar ..... San Diego Insurance Staffing
- Staci Morrow ..... Sage Employment Consultants, Inc.
- Stephanie Rodriguez ..... Technical Works, Inc.
- Teresa Canales ..... Sage Employment Consultants, Inc.
- Tina Van Houtte ..... Sage Employment Consultants, Inc.



*Karen Carroll • KC Staffing • Highest Score in the State*

## Say "Hello" to Your State Board Executive Committee



*Executive Committee members at the December 2004 Board meeting (from left to right): President Jeff Hindman, Immediate Past President Iris Brody Lopez, First Vice President/President Elect Joe Mackey, Second Vice President Todd Witkin, Chapter Directors Deborah Banks & Paul Lenaburg. Missing: Third Vice President Joan Boragine, Secretary Melissa Taub, Treasurer Mike Binder.*



*President Jeff Hindman presents the ASA Legislative Award to Iris Brody Lopez, Legislative Chair for CSP*

*CSP's Benefits Chair, Deborah Banks*



**The next CAC exam is**  
**April 16, 2005**  
 Register online at [www.cspnet.org/acce.htm](http://www.cspnet.org/acce.htm)  
 or call 800-799-9725 for more information.

# SFUSD School-to-Career Summer Internship Program



The **School-to-Career Office**, within the **San Francisco Unified School District (SFUSD)** believes all young people should emerge from public high school invested in their future and prepared to take the next step in their life, whether that is college, the world of work, or post-secondary training. Working together with community partners and educators, School-to-Career (STC) strives to provide career knowledge that is connected to classroom learning, to help students succeed in life and to expand career opportunities for young people in San Francisco.

The **Summer Internship Program** provides a professional learning experience for high school students between their junior and senior year. Participating students are part of established career pathway programs in the high schools. These are two-year academic programs organized around a career theme – finance, information technology, law, health, biotech, education – and incorporate the development of professional skills into the coursework.

## KEY ELEMENTS OF THE SUMMER INTERNSHIP PROGRAM:

- Internships are in a range of professional settings and provide students an opportunity to gain a broad understanding of a career field.
- Incorporates learning goals agreed upon by the student, the worksite supervisor, and a SFUSD teacher. The teacher also supervises the student throughout the summer.
- An internship is a powerful hands-on experience for a student and can have a profound personal impact.

## BENEFITS OF PARTICIPATING AS AN EMPLOYER PARTNER:

- Productive contribution by students in the workplace.
- Positive publicity as a partner supporting San Francisco public schools (in STC publications and website, the local newspaper, annual Career Summit materials and event) and improved community relations for the organization.
- Heightened workplace pride and morale, a chance for employees to develop and practice leadership and mentoring skills.

## HOW DOES IT WORK?

- Students complete a program application and submit it to their teacher, who forwards the application to the School-to-Career Office with their recommendation.
- Employers submit a description of the internship to the STC Office.
- The STC Office matches students with our employer partners, based on student interest, skills, schedules, teacher recommendation, and employer internship description.
- The Summer Internship Program starts June 21 and generally runs 6 weeks. Teacher supervision is part of the program; the intern also participates in a weekly career development seminar.
- The STC Office is available throughout the summer to address any questions or concerns that may exist.

## HOW TO GET INVOLVED:

To support the School-to-Career Summer Internship Program:

- Sponsor a student intern in your organization this summer.
- Or, if your organization is unable to accept a student intern, provide a stipend to support an intern in an alternative setting (suggested student stipend is \$1,000).

**For complete information about the Internship Program, contact CSP member Joan Boragine  
415-433-1143 or email [joan@jboragine.com](mailto:joan@jboragine.com)**