

**I don't like work.
No one does.
But what I like is,
In the work,
The chance to find
Myself, and my own reality...
...and so I like work**

Anonymous

I am a firm believer that hard work is good for the soul, and agree with the author's views on the front page. It provides me with, "the chance to find myself, my own reality..." My education and my internships have taught me the following affirmations:

1. ***I cannot prepare for everything.*** Life is full of surprises. However, hard work will equip me to successfully confront all of life's challenges.
2. ***I must be innovative to be successful.*** I must use my imagination and always be innovative in the workplace and in my personal life.
3. ***Things are not always as simple as they appear.*** All situations are not black and white. Gray is a color. One concrete solution does not always exist. I must remember to consider the bigger picture.
4. ***It is important to meet people, and exchange knowledge with them.*** I will take every opportunity afforded to me to meet new people. I must always be cognizant that first impression does count. And, I will make sure that my later impressions are as favorable as the first one.
5. ***My work is a reflection of who I am.*** People will judge me on the basis of my work and rightfully so. Therefore, I will always do everything to the best of my ability.
6. ***Patience is a virtue.*** Nothing is instantaneous. If I am patient, life will teach me the lessons I need to learn. Silence always precedes the most important answers.
7. ***Take the road less traveled.*** I will not let fear affect my destiny. I will possess an open mind and never be afraid to take a position that is not mainstream.
8. ***Always be true to myself.*** Nothing is worth selling myself out for. I will always hold onto my values and beliefs and use them to guide all my decisions.
9. ***Learn something new everyday.*** Knowledge is power. I will never stop learning and will voluntarily share my knowledge with others.
10. ***Take time to smell the roses.*** I promise to lead a balanced life. I recognize that sometimes I need to slow down and appreciate my surroundings. I will make time for my family, friends, and the community.

Hard work and my life experiences have definitely allowed me to find myself, and for that I am thankful.

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Advertising Management Project
Executive Summary
for
Honda Motors of America

Honda Motors of America is a leader in the automobile industry. Honda consumers recognize the brand name because it symbolizes quality, attention to detail, and superior customer service. Its brand recognition can be attributed in part to Honda's aggressive advertising campaign. Advertising agency, Rubin Postaer, Inc. is responsible for Honda's CR-V campaign. Currently, Honda CR-V is one of the best-selling Mini-SUV's. However, it is experiencing difficulty differentiating itself from its major competitors. Therefore, the agency approached the Marketing Department at CSUF to create an innovative and integrated marketing communications (IMC) plan for the Honda CR-V.

Secondary research was conducted to obtain information on CR-V's current campaign and the Mini-SUV market. The theme for the CR-V campaign was a female researcher studying primitive men in the woods. We felt that the print advertisements and commercials were targeted at women, insulted men, and neglected the vehicle's important attributes. For example, Honda's commercials highlighted CR-V's power outlets and folding picnic table, but neglected to mention its important attributes, such as power and comfort. In addition, the current campaign drew attention away from the vehicle and placed it onto the actors in the commercial and the theme of the research environment. We felt that in order to emphasize CR-V and differentiate it from its competitors, it was essential for the new IMC to emphasize CR-V's attributes. Next, we looked at the Mini-SUV market. CR-V's major competitors were the RAV-4, Forester, Wrangler, Tracker, and Xterra. Our research revealed that the market had an influx of competitors, suggesting that there was a potential for the market to become saturated. This is evidenced by the introduction of hybrid vehicles, such as sports recreation vehicles (SRV). Again, this information served to highlight the importance of focusing on CR-V's attributes as differentiating factors.

Our primary research began by interviewing the account executive for CR-V account at Rubin Postaer, Inc. He provided information about CR-V's target market. He revealed that the typical CR-V consumers were single or newly married, between the ages of 20-35, educated, middle income, identified with an active lifestyle, and were split 60/40 men to women. Identification with an active lifestyle was a key attribute for our target market. For example, although the consumers may not physically engage in activities such as rock climbing, camping, surfing, golfing, or snowboarding, they identify with the lifestyle. Therefore, it was important to remember that the purchase of a Mini-SUV was somewhat driven by consumers' emotions. The next phase was a survey of 92 consumers in our target market. The questionnaire focused on first impressions about Mini-SUV's, important attributes in an automobile, where the respondents looked for

information about motor vehicles, and the best way for an automobile manufacturer to reach them. Classification questions on sex, age, marital status, ethnic background, and annual income were also asked to develop a profile of our target market.

Information from our surveys was used to create a consumer profile. A brief summary of CR-V's target market is below:

- Safety, price, and comfort were the most important attributes that consumers looked for when purchasing a new vehicle.
- Power, gas efficiency, maneuverability, and image were moderately important attributes in a vehicle.
- The three main descriptors for the mini-SUV's were small (71%), trendy (41%), and affordable (35%).
- The top four mini-SUV's in order of preference were the 1) Jeep Wrangler, 2) Nissan Xterra, 3) Toyota RAV4, and 4) Honda CR-V.
- The top three ways suggested to reach our target market were television (51%), Internet (46%), and auto magazines (29%).
- The top four activities that respondents engaged in were camping (49%), bicycling (41%), rollerblading (32%), and golfing (29%).
- A majority of the respondents were either married or single; 53% were males and 46% were females.
- Income categories were fairly evenly split, 26% had incomes between 20K-30K, 24% had incomes between \$30K-\$40K, 26% had incomes between \$40-\$50K, and 24% had incomes either below \$20K or over \$50K.

Our findings revealed that the most common descriptor associated with a Mini-SUV was "small," but it was not a preferred attribute. Therefore, it is important to combat this stereotype in CR-V's new campaign. In addition, safety, price, and comfort were important to consumers. Therefore, it is important that the new campaign for CR-V be attribute-focused and emphasize the vehicle's roominess.

Based on our findings, we developed an IMC, which focused on print, newspaper, television, Internet, sales promotions, and public relations. We emphasized four main objectives throughout our campaign. We wanted to emphasize CR-V's versatility and take advantage of the emotional connection consumers felt towards Mini-SUV's. Therefore, we created the tagline "For Life's Everyday Adventures." This tagline was easy to remember and conveyed the message that regardless of whether you're going to work or to the beach, this vehicle will make everywhere you go feel like an adventure. We did not want the campaign to be biased towards either sex. Therefore, a male and a female character were used in commercials and print advertisements. Next, we wanted to highlight CR-V's attributes. We chose to highlight its safety, price, comfort, and power throughout the various types of media. Finally, we wanted to promote loyalty for CR-V, since the market has the potential of becoming saturated and repeat purchase would be critical to combat the introduction of new hybrid vehicles. Therefore, we

developed a CR-V club that was benchmarked off of the popular VW club. This club was designed to create camaraderie between owners and CR-V enthusiasts. Members did not have to own a CR-V; they simply had to identify with the active lifestyle associated with a Mini-SUV. The purpose of the CR-V club was to promote loyalty for Honda and CR-V. Based on our primary and secondary research, we believe our campaign will be successful because the tagline was easy to remember, the campaign captured CR-V's versatility, was not gender specific, and it adequately addressed the consumers' informational needs, taking into account their purchase.

Consumer Behavior Project
Executive Summary
for
Dr. Diane Hall Acupuncture Services

Diane A. Hall L.Ac., is a licensed acupuncturist operating in Monarch Beach. She has practiced acupuncture in Southern California for four years. Over this time, she developed a client base of approximately 500 patients. However, when Hall moved her practice just one block away to a new location, her client base immediately dwindled to about 40 patients. This decline prompted her to seek the help of the Marketing Department at CSUF to identify ways to reverse this trend caused by the move and otherwise, and increase her client base to the original level.

Secondary research was conducted to gather information on acupuncture and alternative forms of medicine. This research was broad and focused on the industry. It revealed that clients used acupuncture for a variety of reasons, such as stress, headaches, cancer, menstrual cramps, and arthritis. Therefore, the service could be easily marketed to potential customers with various ailments. In addition, because of the nature of the service, clients are generally obtained through referrals. Therefore, satisfactory in-clinic experience and ongoing contact with clients are essential for an acupuncturist's business to prosper.

In the first phase of primary research, Hall's local competitors were interviewed in-depth using the telephone. These interviews revealed that her four major competitors in her vicinity had many similarities. For example, all of her competitors were from Asian descent, possessed more years of experience, charge less for the acupuncture treatment and slightly more for herbs, and possessed better signage. These factors along with the findings from our surveys played a major role in our recommendations.

Another major component of our primary research was a survey of 18 of Hall's current clients. A structured questionnaire was used for this process. The questionnaire focused on three main topics, 1) attitude towards acupuncture, 2) important characteristics in an acupuncturist, and 3) the best way for an acupuncturist to market to them. Some of the specific questions included were, "What attributes do you look for in an acupuncturist?", "How did you hear about Dr. Hall?", and "Which of the following areas do you feel Dr. Hall could improve in?" Additional questions regarding age, gender, educational levels, income, and activities they enjoyed were also asked to develop a profile of Hall's current patients.

Information from our surveys was used to create customer profile and preferences. A brief summary of Dr. Hall's target market follows.

- Experience, a good reputation, license, and flexible hours were highly important attributes for an acupuncturist to possess.
- The three main reasons her patients turned to acupuncture were because they viewed it as a natural treatment, a last resort, and a stress reliever.
- Family and friends referred over 50% of the respondents to Dr. Hall.
- Over 28% of her patients visited other acupuncturists before coming to Hall.
- Customer service issues were the main reason clients left their previous acupuncturist.
- Over 56% of her patients live or work within a ten-mile radius of her office.
- Over 60% of her patients are female and over half of her patients have children.
- Fifty-six percent of Hall’s clients fell in the 46+ age bracket.
- The modal level of education among her patients is a Bachelors degree.
- The most common income brackets were \$60,000-\$70,000 and \$120,000+.

Our findings reveal that a good customer experience is of utmost importance, because 50% of customers were developed through referrals and 28% had turned to Hall because they were unsatisfied with their previous acupuncturist. Therefore, it can be deduced that if clients have a good experience they will be repeat customers and engage in word-of-mouth advertising. For the same reason, maintaining a good client database to keep an ongoing contact with customers is critical.

Based on the key findings above we make the following recommendations. Our suggestions adequately address this target market and are broken up into three categories, 1) office environment, 2) relationship marketing, and 3) promotional efforts.

These recommendations are as follows:

Category	Recommendations
1) Office Environment	Change locations before implementing recommendations Phase out toll-free number Hire a secretary
2) Relationship Marketing	Contact previous clients Create a client database
3) Promotional Campaign	Keep existing Yellow Pages ad Send reminder postcards Better signage Reward clients for referrals Create a new flyer Redesign website

If Hall implements our recommendations we project that she will gain an additional 100 clients within a year. These new clients would come in a minimum of four times a year for periodic check-ups. Therefore, if Hall charges \$125 for the first visit she will make \$12,500. The other three visits would cost \$75 each, therefore grossing an additional \$22,500. Her total revenues for the year from new clients alone would total at least \$35,000, and since incremental (variable) costs are minimal, this will have a significant impact on the profits.

Marketing Research Project

Executive Summary

for

RJS

RJS is a world leader in the bar-code verifier market. RJS approached the Marketing Department at CSUF to develop an end user profile. The Company wanted information about how bar-code verifiers were used in different industries, what attributes were important in verifiers, RJS' competitors that were in the end users' evoked set, and the best way to advertise to them. Our portion of the research focused strictly on the end users, and not the resellers. Another student group concentrated its research on the resellers.

Secondary research was conducted to gather information on the industry, bar-code verifiers, and RJS' competitors. This type of research was limited because few competitors exist. Information was limited because the industry has a narrow focus and this data is of little interest to anyone outside of the bar-code verifier industry. However, our research revealed the differences between bar-code verifiers and scanners, the importance of bar-code quality control, and important trade associations within the industry. Information on RJS competitors, such as PSC and Stratix provided insight on its end users. For example, PSC products are used in government, retail, manufacturing, transportation, distribution, and health care industries. Stratix' clients included American Greetings, Star-Kist, and Ellis Hosiery.

Primary research included in-depth telephone interviews and administration of questionnaires to end users of bar-code verifiers. In-depth interviews served as exploratory research and supplemented our secondary research. The findings laid the foundation for designing our questionnaires. The in-depth interviews revealed that the end users came from a variety of different industries. End users reported that bar-code verifiers were important for quality control purposes and to avoid penalties. Accordingly, speed, ease-of-use, and accuracy were the most important attributes for bar-code verifiers. End users noted that direct mail, catalogs, and trade journals were the most effective marketing techniques. Most of the end users were unfamiliar with the model of their verifier and some did not understand what "symbology type" was. Therefore, it can be inferred by contact persons' unfamiliarity with their verifier that they considered the bar-code verifiers a necessary, but mundane item. Furthermore, end users were not familiar with the longevity of a verifier and only expected to repurchase a verifier if quality standards changed or if it malfunctioned.

Results from the in-depth telephone interviews were used to formulate the questionnaire. Sixty questionnaires were completed by end users. Many assumptions were made regarding end users' purchase of bar-code verifiers. Eight-five percent of end users owned hand held verifiers. Respondents felt that internal quality control,

ensuring scanability, and increased costs from errors needing rework were common reasons for having a verifier. Accuracy was the most important attribute in a verifier. Other attributes, such as durability, type of verification, and ease of use were “very important” in the purchase of a verifier. Thirty-eight percent of end users were most likely to purchase another verifier within three-to-four years. Our findings further revealed that the two most important things to consider when marketing to end users are how to contact end users and which medium is the most effective. Direct mail and trade magazines, such as *Packaging Digest* were found to be “semi-effective” in comparison to e-mail, which was “not at all effective.” On average, end users attend one-and-a-half trade shows a year. The most popular trade shows were Scan Tech and West Pack.

Several recommendations were given based on our extensive research and data analysis. The three main recommendations were to 1) focus on brand identity, 2) create a comprehensive database of end users, and 3) educate end users on film masters and online verifiers. RJS should focus on its brand identity. If end users view its product as distinctive it would allow RJS to command a premium price. Fifty-three percent of end users had purchased RJS verifiers, but only 35% were aware that RJS sold verifiers. Therefore, although RJS verifiers were being used, end users were not familiar with the name. Next, a comprehensive database is necessary to maintain good customer relations and for repeat purchases. Our findings showed that 41% of end users anticipate purchasing another verifier within the next four years. If resellers recorded information about end users’ purchases, direct mailings could be used to solicit sales at the appropriate time. Finally, end users should be educated on the various types of verifiers. Eight-five percent of end users had purchased a hand held model, yet estimated that they would be willing to spend more for a film master or online verifier. This indicates that end users were probably unfamiliar with different products or felt that one type of verifier was sufficient. Resellers should focus on multiple sales and explain how different models of verifiers could complement each other. Other recommendations included exploration of the World Wide Web, an increase in prices, continued focus on quality, attendance at the Scan Tech trade show, and advertisement in *Packaging Digest*.

Marketing Internship
Summary
for
Verizon (formerly GTE)

Verizon (formerly GTE) is one of the world's premier telecommunications companies. In July of 2000, the merger of GTE and Bell Atlantic was formally approved, resulting in the formation of Verizon. This new company now possesses the largest directory in the world. Before the merger, directories were the largest source of revenue for GTE. Verizon also offers a full range of services such as voice, data, high-speed Internet access, and wireless services. I was selected from approximately 25 interns throughout the United States to participate in the West Region's prestigious Summer internship program. I began the program on June 12, 2000 and will complete my internship in the Marketing Communications department in the middle of December 2000. My job responsibilities entail promoting Verizon at community events in high priority markets, organizing barter for unsold advertising space, preparing business proposals, performing competitive research, and developing a marketing plan for the introduction of a direct mail product.

One of my main responsibilities is promoting Verizon at community events in high priority markets. I organize events and distribute directories to consumers in different markets. In September, I will have already managed over 11 events, including YPPA (Yellow Pages Publishing Association) kick-off, Fashion Island Concert Series, and Route 66 Rendezvous with a reach of over 500,000 people. Before these events occur, I discuss with each market manager the directory product that should be highlighted. For example, new sections of the yellow pages may only be present in select markets, such as the restaurant guide in South Orange County. Therefore, we focus consumers' attention to this section of the yellow pages at these events. Higher usage of these sections is critical for positively impacting our usage studies, making advertisers profitable, and increasing the value of our product. In addition, these events are vital to our business because they supplement our integrated marketing campaign by educating consumers and businesses about the merger and the new entity, Verizon. Besides assisting with the branding of the new Company, the events also allow us to answer consumers' questions about our products, and show our strong presence in the marketplace.

In addition to promoting community events, I am also responsible for organizing barter and composing business proposals. If sales representatives finish a canvas and have unsold advertising space in our directories, I identify prospects to barter with, such as community performing arts centers. I then contact the appropriate representative and try to solicit a barter. For example, I will offer the front inside cover or back outside cover if it has not been sold, in exchange for such things as, signage on all of its marketing collateral, website presence, VIP tickets to events, and recognition as

sponsors in print, radio, and press releases. I then send the prospective barter an official business proposal outlining the details of the bartering agreement.

Another responsibility I have is creating a competitive file. I monitor current news regarding our print and online directory competitors, as well as industry trends. I sat down with all of the market managers individually in our high priority markets and had them identify their largest competitors. I then compiled a list of competitors to conduct research on and analyze their position in the marketplace, their introduction of new products, and their financial performance. This information assists managers in their business proposals and is used to prepare the sales force when they enter a new market.

In addition to creating a competitive file, I am also working on a marketing plan for a direct mail product. Currently, Verizon offers advertising in the print directory and online at SuperPages.com. However, no direct mail product exists. I came up with the idea that a coupon pack, such as Money Mailer's would be beneficial in creating a complete, advertising program for small and mid-size businesses. I have already interviewed a representative from Money Mailer and toured his facilities to learn more about the coupon industry and gather information on pricing and distribution. Currently, I am in the process of performing secondary research to better understand the direct mail industry, its opportunities, and its challenges. After I will compose a business proposal, include my recommendations on this new endeavor, and present it to the marketing staff.

My proficient handling of the various responsibilities has prompted Verizon to request me to stay till the end of December 2000. From my perspective, the challenges and the learning opportunities I have been offered here made it easy for me to accept this offer. I look forward to the rest of my tenure here.

Marketing Internship

Summary

for

Experian

Experian (formerly TRW) is a privately held, \$1.5 billion company in the credit industry. Its headquarters are located in Nottingham, UK and Orange, California. Experian is an information solutions company and provides its clients with products that identify potential customers. These solutions are used to target potential consumers with an appealing offer, set appropriate financial terms, and process applications efficiently. These solutions are valuable because they effectively manage customer accounts and facilitate the delivery of outstanding customer service. As a Project Coordinator Intern for Experian's Marketing Department from December 1999 through June 2000, my task was to perform market research and analysis, create a competitive database, and compose white papers for the sales force. This internship gave me with the opportunity to learn about the credit industry and provided me with valuable practical marketing experience.

One of my responsibilities was to perform market research on industry trends, gather information on competitors, and analyze the effect of these trends on Experian's business. This information was used for two main purposes. First, if Experian was bidding on a job, I would conduct comprehensive research on the competitors vying for the same contract, on issues such as the depth of their databases, scores and solutions, international reach, involvement with Customer Relationship Management (CRM), partnerships, opportunities in the marketplace, and challenges each of them faced. This industry research was also used to compose industry white papers. These white papers were targeted at the sales force and addressed industry trends and Experian's solutions. I chose to focus on topics such as attrition, cross selling, decreasing response rates, increasing response rates by use of e-mail, and pending and current legislation affecting the credit industry. These white papers were very well received by the sales force and were even shared with existing clients.

In addition, to performing market research and analysis, I also was given the responsibility of creating a competitive intelligence database using internal information. The purpose of this project was to better understand the company's competitors, determine Experian's core competencies, and identify potential reasons for lost business. This information would be critical in educating the workforce and justifying funds spent on related projects, such as reducing turnaround time.

Prior to my internship, primary research was conducted through surveys of the sales force in the Southern, Eastern, and Central regions. However, the results from the surveys had not yet been coded, tabulated, or analyzed. Therefore, I coded the surveys

and entered the data into an Excel spreadsheet. Sales representatives were contacted for this survey because they had extensive information about Experian's competitors because of their daily interaction with the clients. Examples of specific questions were, "How do your customers perceive Experian batch products with regard to freshness of data, quality and accuracy of data, and providing leading edge products and comparison tools?", "Have you heard of any products being developed by either bureau that could pose a competitive challenge to the batch suite?", and "What poses the greatest challenge from non-bureau competition, and what can Experian do to combat this threat?" Other questions asked about the company's advantages and challenges in the batch area, product development suggestions, and reasons for lost business.

The results of this survey were broken up into the Eastern, Southern, and Central regions. In addition, a national profile of the results was also created. A brief summary of this survey for the entire nation is as follows:

- Over 40% of the respondents felt that Experian's customer service approach was its main overall advantage. Data (25%) and Experian's products and solutions (15%) were also competitive advantages.
- In general, respondents either felt that Experian was "slower than" its competitors an average of three-to-four days or that Experian was "comparable to" its competitors. The Company's products were rarely "faster than" its competitors.
- On a scale of 1-3 with 1 being "better than the competition and 3 being "inferior to the competition" the average score for freshness of data was 1.68, quality and accuracy of data was 1.60, and 1.82 for "leading edge products."
- Sales representatives felt that the two main challenges in a batch environment were turnaround time (39%) and pricing (17%).
- The three main reasons for lost business were pricing (40%), turnaround time (20%) and ease of doing business (15%).
- Sales respondents felt that the greatest challenges from non-bureau competition were related to Acxiom. For example, representatives felt threatened by Acxiom's relationship with Trans Union, its reputation for its data and marketing knowledge, less expensive products, and its dedicated, customer teams.

Our findings showed that Experian's solutions were not differentiated in the marketplace in terms of accuracy, freshness of data, and providing leading edge products. Also, competitors had developed a better reputation in the marketplace and Acxiom showed its commitment to customer service by using dedicated customer teams. Therefore, Experian was having difficulty commanding a premium price in the marketplace for its products. In addition, pricing and turnaround time were viewed as two of Experian's major problems.

Four major recommendations were made, based on the results from the surveys. First, Experian should address its ongoing problem of turnaround time. Approximately, 40% of sales representatives felt that turnaround time was the main challenge in the batch environment and it was the second main reason why sales representatives have lost business. In addition, approximately 30% of the respondents felt that Prescreen, Easy Prescreen, and Quest products were slower by about three to four days. Second, Experian should focus on branding and establishing a reputation in the marketplace. Many sales representative expressed their frustration with Acxiom's reputation in the industry and its cooperative relationship with Trans Union. Over 40% of the representatives believed that matters relating to Acxiom were the greatest non-bureau challenge. Therefore, more attention should be given to brand Experian and make the Company more visible in the industry. Furthermore, if clients felt Experian's products were more valuable and its data was more accurate than it could command a premium price. Third, if Experian does not focus on branding then its prices should be reduced to be competitive in the marketplace. Again, respondents reported that pricing was the main reason why business was lost. Fourth, Experian should create customer-oriented teams. The sales force indicated that this was one of Acxiom's main competitive advantages. Therefore, special consideration should be given to creating customer-oriented teams because this will provide clients with superior customer service because they will have a known point-of-contact.

This was my first full-scale project outside school. It gave me a chance to apply my skills, and at the same time was a tremendous learning opportunity. It was also very gratifying to complete the task with a very favorable evaluation from the company.

Human Resources Internship

Summary

for

Ingram Micro

Ingram Micro is a publicly held company that holds the prestigious ranking of number 41 on *Fortune's* 500 list and is one of *Business Week's* 100 best-performing information technology companies in the world. Ingram Micro is the world's largest wholesale provider of technology products and services. The Company distributes products and services from manufacturers to resellers across numerous markets throughout the United States, Europe, Latin America, and the Asia-Pacific region. Ingram Micro is headquartered in Santa Ana, California. It has a reputation for its highly selective, summer intern program called the Pathfinders. In the summer of 1999, 24 students were chosen from various universities, such as UCLA, USC, Texas A&M, and Michigan State. Interns were provided with competitive salaries, partially subsidized housing, corporate training, information technology classes, and community service activities. I was given the honor of representing CSUF as a Work/Life intern in the Human Resources department. My responsibilities for the summer were to create an alternative work options brochure, promote family friendly programs, establish a wellness calendar, and prescreen applicants for information technology positions. One of the interesting aspects of this internship was that it allowed me to experience the work atmosphere of a Fortune 500 Company undergoing restructuring.

One of my main responsibilities was to create a yearly, wellness calendar for employees. The purpose of these wellness events was to reduce the harmful effects of restructuring, and to promote mental, physical, and emotional well being of the employees. According to the research in this area, a good wellness program results in healthier, happier employees and reduced insurance costs. Prior to establishing the program, I performed research to discover what months were designated for specific causes, such as National Breast Cancer Awareness Month for October and organized my calendar accordingly. Second, I gathered feedback from associates about what topics they would like addressed in the proposed workshops and seminars. Then, I picked 12 themes that would appeal to a majority of employees and to members of both sexes. Examples of these themes were, National Cholesterol Month, National Nutrition Month, the Great American Smokeout, and flu vaccinations. After that, I created an annual calendar, I scheduled workshops with appropriate organizations and negotiated pricing of flu vaccinations. Next, I designed electronic flyers that promoted each monthly event. These workshops were extremely well received. Associates at other branches called to see how they could establish a similar program. This was also evidenced by the overwhelming popularity for the stress workshop in August. Although, this workshop was offered at two different times, a waiting list was created. In addition, both of these classes exceeded room capacity. This program left such a lasting impression on the management that it was continued throughout the fiscal year.

In addition to organizing and promoting wellness events, I was also responsible for creating an alternative work options brochure. The purpose of this brochure was to create a structured employee guide regarding various work options, such as job sharing, flexible work hours, and telework. I researched existing programs that Fortune 500 companies had in place and interviewed a representative from Bank of America to gather additional information. Using this information, I created a standard program and brochure that was submitted for management's approval.

I was also responsible for managing Ingram Micro's maternity program. The average Ingram Micro associate is in his/her early 30's. Therefore, a larger than usual percentage of employees were expecting children. At the time, Ingram Micro had established a maternity program, but many expectant mothers and fathers were unaware of the program. Therefore, I developed brochures that highlighted benefits that the company offered, created a database of moms on maternity leave, and served as the representative of human resources for new mothers returning to work.

Although, these were my three main responsibilities at Ingram Micro, I also volunteered to assist with information technology recruitment. I was entrusted with prescreening potential applicants and providing feedback to recruiters regarding their potential employability. In addition, I performed background checks and assisted with college recruitment at a CSUF career fair. On the whole, this was an extremely fruitful and enjoyable experience.