

1992 SUMMER COLLEGE INTERN PROGRAM

by Robert Di Pietro

In August, Doubleday Book & Music Clubs, Inc. completed its second successful Summer College Intern Program, the purpose of which is to establish "pipeline" relationships between local universities, the Direct Marketing Association and DBMCI, and to provide a reliable source for future recruitment of junior staff professionals. Marni Lewis, Michael Iacona and Catherine Ferrara were the participants in this year's program.

We were also pleased to have Michael Kosfeld, a student majoring in mathematics at Friedrich-Wilhelm University, Bonn, spend 5 weeks working with our Financial Analysts in Garden City.

Sponsoring departments were Business Development, LGA/DBC Marketing, Specialty Clubs Marketing, Finance and for the first time, Editorial.

The students felt that they had a better understanding of how business, especially a direct marketing company, operates. They all felt that the projects assigned to them were interesting and challenging and that their experience with DBMCI would assist them in furthering their careers.

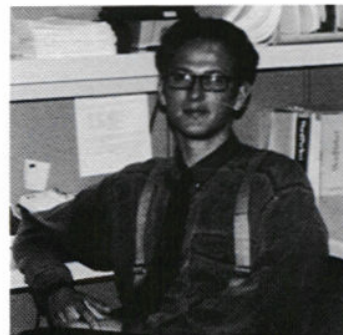
Sponsoring departments felt that the interns performed in an enthusiastic, professional manner and made significant contributions. All in all, they proved themselves to be productive members of their staffs.

We look forward to another successful program next year.

Bob Di Pietro is Employment Manager



Marni Lewis and Michael Iacona



Michael Kosfeld

SMOKE STOPPERS

Congratulations to the six Garden City employees—Lamice Denton, Karen Ives, Nancy Ouelette, Anita Pumilia, Michael Smith and Renee Sprissler—who have remained smoke-free six months after completion of the Smoke Stoppers Program. These men and women have attained a very difficult goal and have every right to be proud of their accomplishment!

