

## LModelz Intern

Leslie Turner started her model management business, LModelz, several years ago with the concept of providing training, guidance, and expertise to aspiring models. This was different she felt than what most traditional modeling agencies provided. She has counseled with SCORE Counselor George Clinton about her marketing plans for the past two years. Although her small business has been challenged by the current economy, she has expanded her guidance role to include student interns. The result has been beneficial to both her business and to the interns.

Intern programs are generally thought of as valuable only to large companies that use them as a means of evaluating potential employees. However, several local high schools and colleges require their students to have an unpaid internship program as part of their course requirements. The interns get real world experience in a field in which they are interested while Leslie gets valuable help without having to hire employees.

Currently, Leslie has two interns, Jayne Eckerson, a sophomore at Indianapolis Metropolitan High School with an interest in fashion design, and Securittee Brown, in her final year at Harrison College majoring in Fashion and Retail Management. Both were selected by Leslie after interviewing a number of students. "My goal was to find someone to help with the every-day duties," says Leslie. "The office work - filing, organizing, helping out at open casting calls, helping models fill out applications, all of that is part of this industry." However, as they quickly learned those skills they took on being able to start the open casting calls on their own - setting up potential models with their applications, answering any questions they have, and taking their measurements. They also assist at photo shoots and other modeling events. For several weeks at first Leslie spends up to 30% of her time training an intern, but that drops off to less than 10% fairly quickly.

The interns have learned lessons that are hard to acquire in a classroom. "I really like my LModelz experience because I've learned that I can do a lot more than I thought I could," said Jayna. "I've also learned that pretty isn't everything - you have to have personality." For Securittee the internship has reinforced her ideas, learned how things are done, and most importantly "I have learned how to better present myself and interact in a professional manner".

So Leslie gets valuable help with tasks that allows her to focus on her priorities, while she gives others mentoring and experiences that could be key to their future success. If that sounds like a good idea to you, contact the above schools or one in your area to participate in their intern program.

