



# GREAT BEGINNINGS

## **Young Entrepreneurs at Haas (YEAH) Summer Internship Program**

founded by UC Berkeley's [Haas School of Business](#) in conjunction  
with international commercial tenant advisory firm [Studley](#)

Young  
Entrepreneurs  
at Haas

**Studley**

In 2006, the Young Entrepreneurs at Haas (YEAH), a mentor-based youth education and development program founded by UC Berkeley's Haas School of Business, joined forces with international commercial tenant advisory firm Studley, to launch the YEAH Summer Internship Program—an opportunity for underserved youth in the Bay Area to gain hands-on business experience.

Kevin Brennan, co-branch manager of Studley's San Francisco office and a long-time YEAH supporter, introduced the two organizations and worked with YEAH leadership to translate the nonprofit's vision into reality.

Together, the organizations developed the program's framework, and Studley committed to hiring two summer interns as part of the pilot effort.



## PROGRAM PARAMETERS AND PROCESS

### Internship Objective

*To introduce underserved youth in the Bay Area to career opportunities through internships with leading San Francisco businesses. And, to expose students to the skills and practices of various professions, appropriate business behavior and office etiquette.*

High school juniors and seniors currently enrolled in the YEAH program were eligible to apply for the internship. Studley and YEAH jointly developed the job description, including the intern's responsibilities, hours, duration and pay. An excerpt of the Internship position description is below.

### Job Description

Interns at Studley in San Francisco will assist real estate brokers in the research, development and analysis of market information. Additionally, interns will assist with office activities such as database data entry and organization of relevant information.

### Qualifications

Applicant must demonstrate and/or possess the following qualifications:

- Must be a current YEAH Springboard Junior or Senior
- Must be 16 years of age and able to obtain valid work permit
- Ability to carry out the responsibilities listed above
- Ability to work with program staff
- Strong written and oral communication skills
- Must be able work for the entire length of the Summer Academy sessions, which is M–F from July 10–28, 2006.

### Salary

Selected interns will be paid \$9.00 per hour for successful completion of assigned duties.

Eight students applied for the two available positions. The initial application review was conducted by YEAH staff. Studley executives then conducted phone interviews with a narrowed applicant pool, prior to selecting the final two.

YEAH assumed overall responsibility for the students' activities and progress, while Studley executives provided day-to-day supervision. Additionally, in order to minimize administrative issues, YEAH paid the students' salaries directly, assuming responsibility for workman's compensation and income tax considerations. Studley received a bill from YEAH at the conclusion of the project.

“Every day was a new day that brought new opportunities. I learned so much from Studley and this experience has trained me to work harder for my dreams and aspirations. I can only hope that others like me at my age can go through a similar internship.”

### KARINA SANDIQUE

YEAH Participant and Summer Intern, Age 16

## ASSIGNED PROJECT

As a commercial real estate services firm specializing in tenant representation, Studley takes a comprehensive approach to understanding how clients' real estate assets can be optimized to support corporate objectives. Critical to that analysis is the development of detailed market and financial analyses.

The interns' assigned project involved gathering information and office-building data for a specific San Francisco market segment. This included database entry and management; communication with property owners through phone calls, letters and e-mails; and analysis and report generation.

Additionally, in order to enhance the students' understanding of the commercial real estate industry, the internship included two other key components: Studley executives provided students with short tutorials on different aspects of the commercial real estate business, such as architecture and design; project management; and strategy and negotiations. And, the students were given a theoretical client scenario and asked to prepare recommendations and present the proposed solution to the entire office.

## KEY BENEFITS TO STUDLEY

Planning for the interns' arrival as well as interacting with them on a daily basis further energized the Studley San Francisco office, resulting in the establishment of critical administrative processes and contributing to some key strategic and financial successes.

### Training Guidelines

For example, in preparing for the launch of the internship program, Studley managers and staff jointly developed a detailed training curriculum—a first for the office. This will be used as a model for educating all new employees. Furthermore, the managers saw how critical the staff was to the success of the training program and will incorporate them more fully into the process moving forward.

### Project Preview

Additionally, as the students delved into the data development and collection portion of their assignment—what was to be the initial stage of a much more comprehensive and costly undertaking by the office—it became clear that some significant adjustments to the comprehensive project would be required, resulting in a savings of \$20,000 to the office.

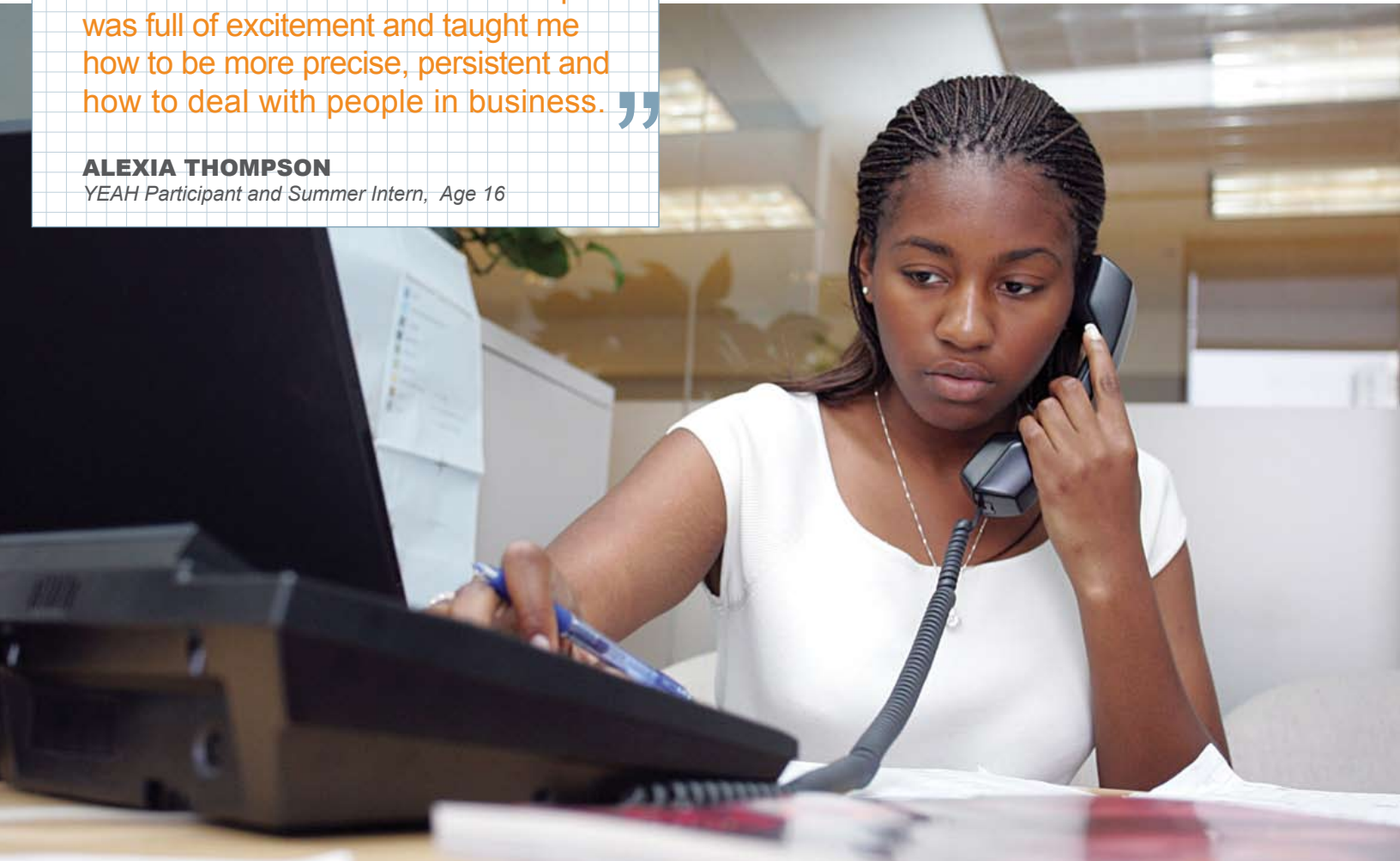
### Recruitment Incentive

Studley's partnership with YEAH resulted in another quantifiable benefit—the recruitment of a top-producing industry veteran (resulting in an additional one million dollars of revenue for the office) who cited the office's community involvement platform as one of his key reasons for joining the firm.

“Going into the internship, I was a little nervous not knowing what to expect but excited at the same time to perform difficult tasks. The whole internship was full of excitement and taught me how to be more precise, persistent and how to deal with people in business.”

### ALEXIA THOMPSON

YEAH Participant and Summer Intern, Age 16





“ We were so pleased to develop this program with YEAH. It enabled us to share our industry with kids who were so anxious to learn about business, and the young ladies’ enthusiasm, intelligence and professionalism far exceeded our expectations. ”

**PATTY BRESLIN**  
*Director of Analytics*  
*Studley San Francisco*

## MOVING FORWARD

All of the processes and guidelines have been codified into an internship primer, available to companies interested in participating in the YEAH Summer Internship Program. To find out more about YEAH contact:

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**[www.haas.berkeley.edu/yearh](http://www.haas.berkeley.edu/yearh)**



### About YEAH

Since 1989, students from the Haas School of Business have been involved as mentors, teachers and role models for YEAH students. Through challenging and fun hands-on activities, they have inspired, challenged and supported thousands of Bay Area youth as they work their way along the pathway to higher education and success in the world beyond college.

YEAH strives to serve talented young people who possess incredible potential, but due to various circumstances are at risk of not pursuing higher education. Through a dynamic curriculum that develops a wide variety of leadership skills, builds self-confidence, and shows youth how learning is linked to real-life achievement, YEAH has been extremely successful at fulfilling its mission to excite, educate and support under-served youth along the pathway to educational and financial success.

## Studley

### About Studley

Studley is the leading commercial real estate services firm specializing in tenant representation. Founded in 1954, Studley pioneered the conflict-free business model of representing only tenants in their commercial real estate transactions. Today, with 19 offices nationwide and an international presence through its London office and AOS Studley, a partnership with Paris-based AOS, Studley provides strategic real estate solutions to top-tier corporations, not-for-profit organizations and law firms. Information about Studley is available at [www.studley.com](http://www.studley.com).