

March 4, 2013

To Whom It May Concern:

We have had the pleasure of working with Canby High School's internship program for the past year. We have been very pleased with the process—the program not only placed an individual at our company, but it also forced us to design a training program. We were then able to utilize that same training schedule for an office new hire that we had used with our intern.

Having an intern forced us to reevaluate our processes and procedures as well. So often, it is easy to get caught up in doing things the same way we have always done them. Training allows you to step back and see the bigger picture. It allows you to fine tune your results.

The High School should be proud of their students. Our intern was remarkable. His focus was marketing. We allowed him to observe all facets of marketing including social media/television/direct mail/print media. He even wrote a newsletter article for us at the end of his internship. I felt like the internship was really a win/win. He taught us as we were teaching him!

I have been extremely thankful for the Internship program at Canby High on a personal level too. My daughter, Alyssa Gascho, is a junior at Canby High. She has had the opportunity this past year to have an internship at Wilcox Arrendondo, a CPA firm here in town. Alyssa is learning a lot of business skills and earning college credit simultaneously. She enjoys her position and is grateful for the opportunity.

I hope that more students and community businesses will participate in the internship program. It is such a beneficial endeavor for all involved. Our Canby branch currently employs eighteen Canby High School graduates or 30% of the branch staff. We directly benefit from a properly educated Canby High School graduate.

Thank you for your continued support of Canby High School's Internship Program. If you have additional questions please don't hesitate to call me at 503-266-1249 or email me at aliceg@roth-heat.com.

Sincerely,

Alice Gascho
Vice President
Roth Heating and Cooling

