

Dorling Kendersley Makes Learning Fun with Books Videos and CD-Roms

Cindy Juncaj was not looking to start a business. She had a full-time teaching job and enjoyed her work. But sometimes a business just sneaks up on you, catches you, and carries you away.

Two years ago, Juncaj accidentally came across a book by Dorling Kendersley Family Learning that was full of pictures and clear, concise text, a book that was so much fun and so informative that a visiting friend decided she absolutely needed a copy, too.

Juncaj didn't want to give up her copy: it was worn and well used, and her daughter was attached to it. So began hunting for another copy and, in the process, found her business: filling a need for high-quality educational books by distributing Dorling Kendersley Family Learning books to area schools, learning centers, and families.

The series, which was introduced to the United States from the United Kingdom only three years ago, consists of informative, non-fiction books for all ages from pre-school to adult.

The publisher's educational philosophy, said Juncaj, was that images are processed faster than words, and that the optimum mix between text and pictures can greatly facilitate learning.

She said that the response to the books has been so positive that, a year ago, she decided to devote herself to her business full-time, and a sister, Emily Southerland, also decided to follow in her footsteps.

"This is the first time I've had an opportunity to be a leader for my older sister," she said. "In the past, it has always been the other way around."

But the main focus is, of course teach-

ing children. In addition to the non-fiction series of Eyewitness Books covering such subjects as reading, geography, science, and languages, Dorling Kendersley also offers educational video tapes and CD-Roms.

This award-winning company has been in business for 25 years and distributes books to more than 40 countries, in over 80 languages.

Peter Kendersley, the founder, believed that all children were capable of learning and that books should be designed to make the process interesting and enjoyable.

"A lot of parents purchase these books for their children," Juncaj said, "either as supplements to school or to help build their home learning center."

"I also have many public and private schools as clients," she added.

Juncaj distributes the books through book fairs, home-school conventions and seminars, fund-raising events, and home presentations. A lot of business also takes place through catalogs and consultations on coordinating learning centers.

About a year ago, Juncaj also started getting other people involved in the business. She now has 40 people on her team, which is continually growing. Impacting education and building home and school learning centers is what this great company is all about.

For information about buying or distributing Dorling Kendersley Family Learning materials, call Cindy Juncaj at 810-478-3760.



Cindy Juncaj

Alternative Staff Inc. Serves Metro Detroit Area

Alternative Staff Inc. has carved out a niche supplying top-rated temporary or contract employees in office support, technical, and light industrial areas.

It's a good place to be, and Sara Osman, the owner, is already planning for expansion. She currently has four employees in the office and 60 others out on assignment, and plans to open a second location.

ASI provides clients with receptionists, data entry clerks, word processors, inventory clerks, shipping and receiving clerks, electrical technicians, accountants, and other administrative and skilled personnel.

"We're very thorough in our screening process," Osman said.

As a full-service company, ASI screens its employees by drug testing, performs a thorough reference check and verifies employment history and can also do a credit and criminal check. In addition, there is about two hours of skill testing and a thorough interview to determine what the employee wants and needs.

"We work harder with the employee at the beginning to make sure that the placement is mutually beneficial," Osman said. "We don't deal with bodies, we deal with the entire person."

The secret is to make sure that the employee is a good match for the company — and vice versa.

In addition to finding the perfect job for the applicant (and the perfect employee for the job), ASI also provides skills training on all popular software programs. These programs include Windows 95, Word Perfect and Microsoft Word, Lotus, Excel, and many others.

As a result, clients are very satisfied — and employees benefit from a 99 percent placement rate. Turnover is also kept low.

"We have a very high retention rate,"



Alternative Staff Sarah Osman and Jeanne Richards, Director of Administration

Osman said. "And an extremely good referral rate. Our employees usually only leave ASI because they've been hired permanently by the customer."

Not only the employees but the company itself also keeps up with technology. For example, Osman recently automated the screening process.

"I've invested quite a bit this year to improve our productivity," she said. And it was worth it — productivity rose by 60 percent.

"Everything is entered into a software system so when an order comes in it's a matter of only a few seconds to find the right person."

ASI was started in 1989 with \$10,000 in capital and a kitchen table as an office. It was an obvious business for Osman because she had worked in the temporary business for over 15 years — for the first eight years as a temporary employee.

ASI is located at 1000 John R. in Troy. Their office hours are Monday through Friday 8 a.m. to 5:30 p.m. The company can be reached at (810) 589-3830.



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FAMILY LEARNING

YOUR FAMILY - nothing is more important. You want them to have the best of everything, now and in the future.

That's why we exist. Dorling Kendersley Family Learning was founded to offer families like yours the finest books, videos and CD-ROMs available in this Information Age.

We're here to make your job - as a parent and as a learner - easier, more fun, and more rewarding. And we want to help ensure that your family is informed and excited about their world today - and ready for their world tomorrow.



Multimedia CD-ROM
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