

YOUR FUTURE  
IS OUR BUSINESS

Your

Future

Is

Our

Business

Celebrating  
2024-2025

32 Years!!

ANNUAL  
REFLECTIONS





# **YFIOB EXECUTIVE DIRECTORS' NOTE**

## **A YEAR OF GROWTH, TRANSITION, AND COMMUNITY PARTNERSHIP**



**Celebrating 32 Years of  
Providing Work-Based  
Learning Opportunities to  
Santa Cruz County Students**



This year marked a significant milestone in YFIOB's journey as we welcomed new leadership while continuing our unwavering commitment to providing transformative work-based learning opportunities for Santa Cruz County students. Under the visionary guidance of our outgoing Executive Director, Yvette Brooks, and the seamless transition to our new Executive Director, Deborah Lindsay, YFIOB has continued to thrive and expand our impact throughout the community.

We are deeply grateful to our dedicated Board of Directors, whose strategic oversight and passionate commitment have been instrumental in guiding our organization through this important transition. With a special shout-out to David Wright, who has served as the Board Chair for the last 4 years! Thank you for your hard work and dedication to YFIOB, Dave. And welcome to Jack Michael, our new incoming Board Chair. We look forward to your vision for the next few years.

This year, we worked with thousands of students from Santa Cruz County, providing over 160 work-based learning experiences to youth throughout our community. Our success would not have been possible without the exceptional dedication of our interns and radio show host, the unwavering support of our community partners, and the collaborative spirit of our school districts.

We extend our heartfelt gratitude to Yvette Brooks, whose 3-year tenure as Executive Director helped shape YFIOB into the outstanding organization it is today. Her legacy continues to inspire our work as we move forward, and we wish her the best in her new role as CEO of the United Way of Santa Cruz County.

I am thrilled to be the new Executive Director... 5 months in now... and so honored to bring my passion for youth empowerment to YFIOB's mission. Under my leadership, I look forward to expanding our reach and deepening our impact in the years ahead.

Here's to a great 2024-25 school year! We can't wait to see you next year and make it even better! Thank you, everyone!

Deborah Lindsay,  
YFIOB Executive Director



# THE PROGRAMS WE OFFER



**COLLEGE/CAREER  
FAIRS & EXPOS**



**MENTORSHIPS**



**CAREER SPEAKERS**

**VOLUNTEER BY  
CLICKING ON THE  
LINK  
[YFIOB.ORG/JOIN-US/](https://YFIOB.ORG/JOIN-US/)**

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LINK  
[YFIOB.ORG/JOIN-US/](https://YFIOB.ORG/JOIN-US/)**



**INFORMATIONAL  
INTERVIEW/  
MOCK INTERVIEW**



**CAREER PANELS**



**WORKPLACE  
TOUR**





# COLLEGE & CAREER EXPOS

College and Career Expos give students a chance to explore various colleges and careers through interactive activities and direct engagement with exhibitors.

This year, YFIOB hosted 5 College and Career Fairs across five districts: Pajaro Valley Unified School District, Santa Cruz High School, Aptos High School, Scotts Valley High School, and Harbor High School.  
A total of 1,938 students attended these events!

**YFIOB  
HOSTED 5  
COLLEGE &  
CAREER  
EXPOS FOR 5  
SCHOOLS!**



**OVER 1900  
STUDENTS  
ATTENDED  
OUR COLLEGE  
& CAREER  
EXPOS!!!**



**YFIOB offers a multitude of paid internships for High School and College students. This year, YFIOB was able to provide Oasis High School student, Seth Campbell, with an internship at Soquel Creek Water District! Through the internship, Seth learned career readiness skills, preparing him for his successful life after high school.**

# **HIGH SCHOOL INTERNSHIP**



**SOQUEL CREEK  
WATER DISTRICT**



**“I don’t think there was anything else I could have done if I tried. Everything I set out to achieve by taking this internship, I got to do. I would highly, highly, recommend that as many people as humanly possible intern with the water district.”- Seth Campbell, High School Intern**





# MENTORSHIPS

**Mentorship is key to career readiness, providing students with guidance, support, and real-world insight. YFIOB's year-long mentorship program at Diamond Technology Institute welcomed 15 dedicated mentors to support Pajaro Valley students—and we look forward to continuing this meaningful work.**



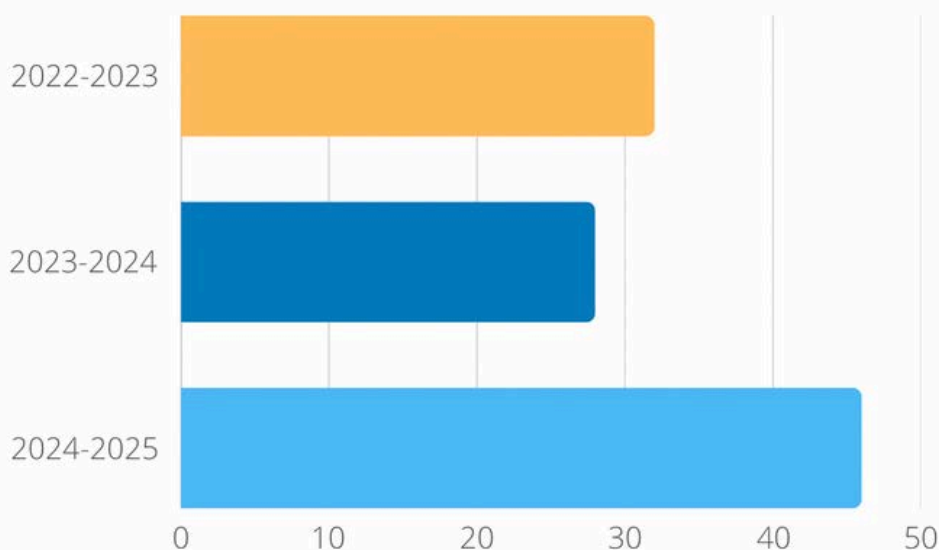
**THIS YEAR,  
DTI HAD 15  
YFIOB  
MENTORS**







## Career Speaker Growth



Career speakers are YFIOB's most popular service, giving students insight into professionals' career paths and challenges. Volunteers receive a speaker guide, and students are encouraged to ask questions. This program thrives thanks to our dedicated volunteers.

## FUN FACT:

**THIS YEAR, WE HAD 46 CAREER SPEAKER EVENTS AT OVER 8 DIFFERENT SCHOOLS!!!!**





## A group of five women are smiling and posing for a photo outdoors in front of a green leafy background. They are all wearing name tags. The woman on the far left is holding a black folder. Overlaid on the bottom half of the image is the text "MOCK | INFORMATIONAL INTERVIEWS" in large, bold, white capital letters.

**Mock Interviews simulate real job interviews to help students build confidence, improve communication skills, and get feedback. This year, YFIOB hosted interviews at Diamond Technology Institute and Scotts Valley High School.**

**Informational Interviews are an opportunity for students to interview career professionals. During this time students can get in-depth career information about training, education, and skills that they may need to enter that career.**



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## STUDENT PARTICIPANTS







# CAREER PANELS

During career panels, students engage in a Q&A with career experts. YFIOB offers teachers career exploration questions to help prepare students. This year, we hosted 86 panels with 240+ panelists. We also ran a career panel series for Santa Cruz City Schools, connecting CTE entrepreneurship students with local business owners and entrepreneurs each month.



"I was very impressed by the outreach and organization of the panelists. The students did a great job asking the questions. It was helpful for them to know the questions in advance, and for the panelists to have these to review prior to the event." -Allie Wilson

**YFIOB  
HOSTED 86  
PANELS FOR  
7 DIFFERENT  
SCHOOL  
DISTRICTS**



"Thank you all for the opportunity to talk with this group of kids. This seems like a really great program."  
-Meg Shepherd



"Thank you so much for having me! It was an honor to be part of the panel... I hope the kids were able to take away something meaningful from our conversation."  
-Shanshan Whittall

"This event made me want to consider being a highway patrol officer. As a kid I always wanted to be an officer." -11<sup>th</sup> grade student, Harbor High School

"It helped me learn more about careers in the film industry and how they are always looking for people to help create there film." -12<sup>th</sup> grade student, Harbor High School





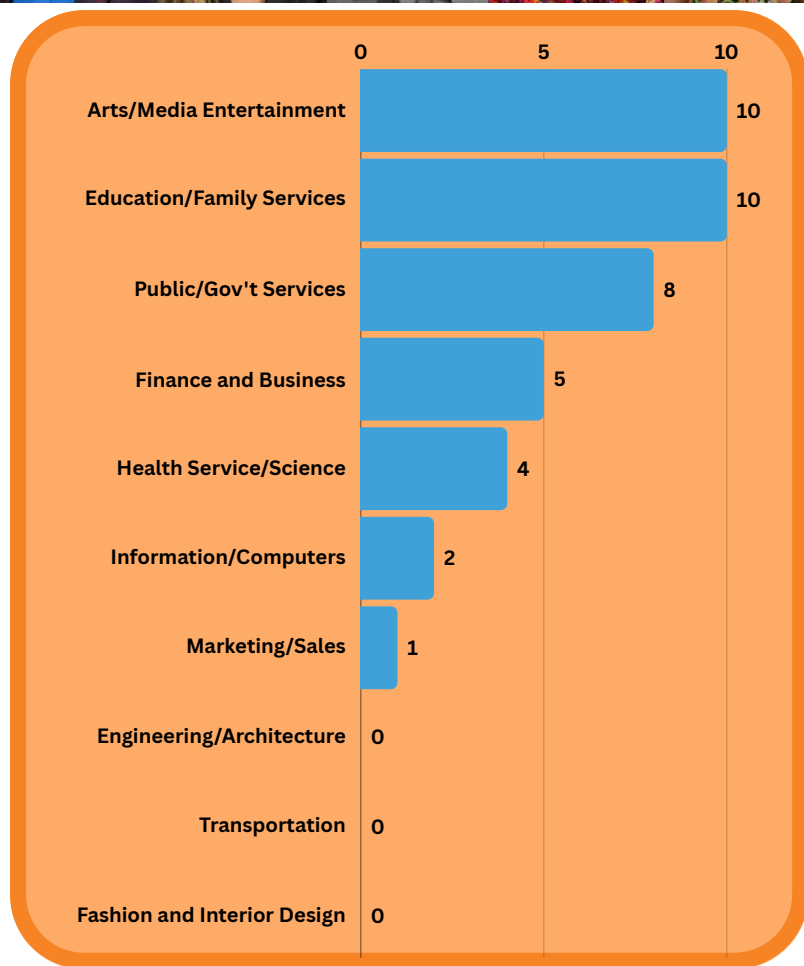


**Students got a behind-the-scenes look at cool careers during our latest workplace tours! From the Santa Cruz Beach Boardwalk to UCSC Biotech Labs, Santa Cruz Main Jail, and more, they explored everything from screen printing to neuroscience.**

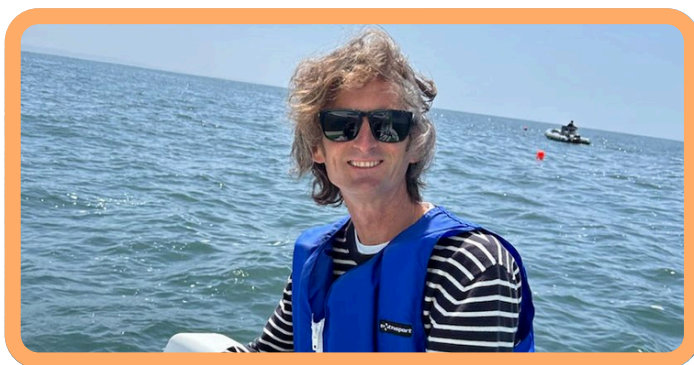
**Big thanks to our hosts for inspiring the next generation!**







**This year, Patrick Harte conducted 29 interviews with more to come over the summer. YFIQB also partnered with LOOKOUT Santa Cruz.**

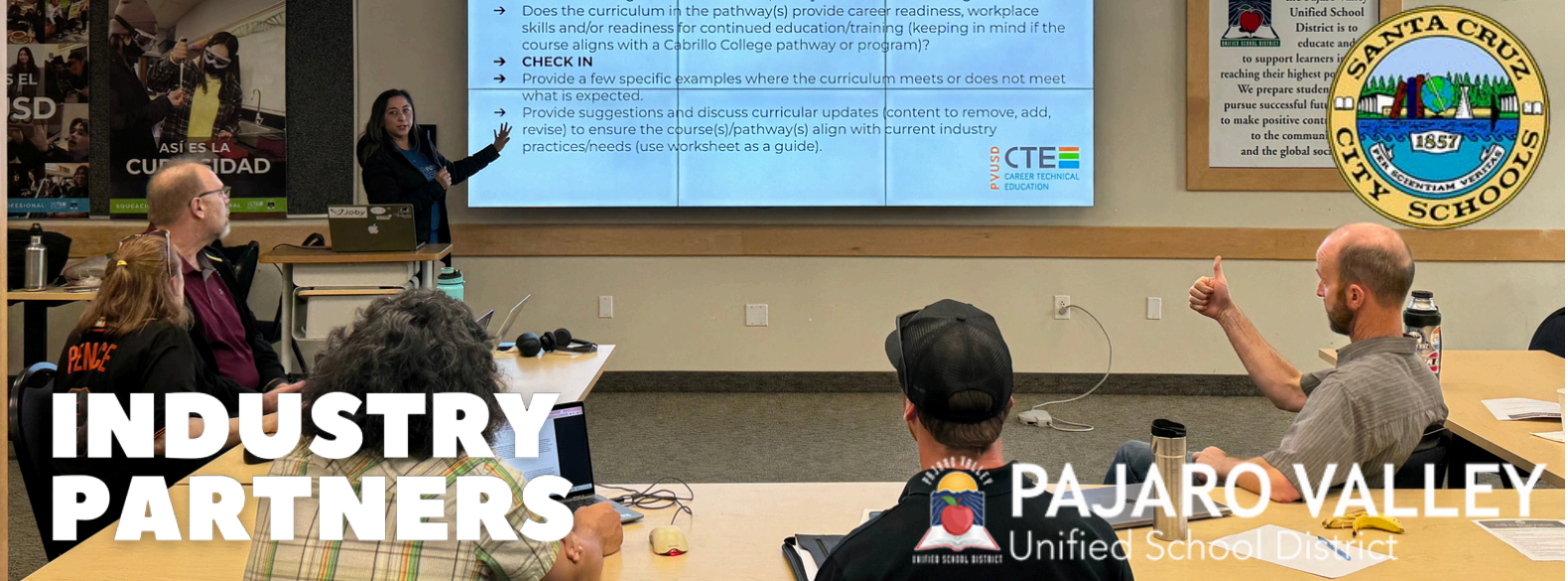


**Patrick Harte**  
WTB Podcast Host

**What To Be (WTB) is a 30-minute radio show podcast, where inspiring professionals are interviewed about their careers and professional journeys.**

**Ever wondered what ethical hackers actually do? What's it like to run your own business? These questions and more are explored on the WTB radio show, which runs at 7 pm on Sundays at 90.7 FM and is available for listening on Soundcloud!**  
**Thank you Patrick!**





**This year, YFIOB partnered with Santa Cruz City Schools and PVUSD to support Career and Technical Education (CTE) teachers by connecting them with local industry professionals. For PVUSD, we matched 20 industry partners with over 30 teachers. Across six sessions, they explored how CTE curriculum prepares students for college and careers laying the foundation for lasting collaboration.**

**📷 Below are just a few of our many amazing partners who helped make this possible!**



**Denise D Stansfield**  
Owner/Freelancer, D.  
Stansfield Design



**Daniel Le**  
Music Professional, Share  
The Gift Music



**Sarah Christensen**  
Engineering and  
Construction Manager



**ROXY LO**  
PRINCIPAL DESIGN  
CONSULTANT



**Jared Brick**  
Director/Owner, Brick  
House Media



**Grant Harzog**  
Professor/Director of  
Molecular, Cell, &  
Development Biology, UCSC



**Donna Meyers**  
General Manager/Principal,  
Salinas Valley Basin Groundwater  
Sustainability Agency



**Tammi Stolzenthaler**  
Sr. Environmental Project  
Analyst , City of  
Watsonville



**Andrew Talmage**  
Sales & Design Manager,  
Talmage Construction



**Daudi London**  
Surgical Lab Technician



**Brooklyn Taylor**  
Creative Director



**Robert Feldman**  
Biotech  
Executive/Advisor/Entrepreneur



**Michael Kilroy**  
Patrol Sergeant, City  
of Capitola



**Irene Ramos**  
Owner of Ramos Farm,  
Entrepreneur



**Sara Dahlen**  
Registered Nurse/District  
Nurse, Santa Cruz County  
Office of Education





# FOSTERED CAREER EXPLORATION PROJECT



YFIQB successfully completed its second year partnership with the Santa Cruz County Office of Education, Career Exploration Project. This project focused on providing individualized career exploration opportunities to high school-age students in foster care. Opportunities included informational interviews, listening to career-related podcasts, and attending YFIQB's Annual luncheon. After the completion of two work-based learning activities, the students received a \$500 stipend.

## **OUR SUCCESSES:**

- 14 students participated in this program!

## **STUDENT TAKEAWAY:**

"I really appreciated the informational interview, it gave me a lot of information about some future jobs I can possibly do in the future!"



## **THANK YOU TO OUR INFORMATIONAL INTERVIEW CAREER**

**SPEAKERS! The contributions you made have been extremely impactful and insightful to our students in this program.**







# TRADES DAY



**YFIOB - in partnership with the Construction Industry Education Foundation and The City of Santa Cruz - hosted the 3rd Annual Trades Day at the Santa Cruz Civic Auditorium. Trades Day introduced 616 students from Santa Cruz County and beyond to career opportunities, hands-on experience, with 79 industry professionals, within the Construction and Building Trades industry. The all-day event was a successful showcase of exploring the local trades industry.**

## **THANK YOU TO OUR PARTICIPANTS!**

Aptos High School, Costanoa, Delta High School, Diamond Technology Institute, Half Moon Bay High School, Harbor High School CTE Bicycle Technology, Highlands Community School, La Manzana School, New School Community Day, Quetzal School, Renaissance High School, San Lorenzo High School, Santa Cruz City School Transition Department, Santa Cruz County Office of Education, Santa Cruz High School, Scotts Valley High School, Soquel High School, South San Francisco High School



## **THANK YOU TO OUR SPONSORS!**

Cabrillo College, City of Santa Cruz, County of Santa Cruz, Bradley Concrete, Graniterock, XL Construction Corporation, Kaiser, Chico State CM Program, and Big Creek Lumber!





# 2024 HEALTH CAREER EXPO



Sponsored by Cabrillo College in partnership with HIPSCC, YFIOB coordinated its 2nd annual Health Career Expo for Santa Cruz County High School students and college students planning on entering the Health Sciences Industry. They had the opportunity to engage with a variety of healthcare workers, learning about career opportunities available. Cabrillo College Classroom tours were a big success, with students seeing firsthand what their career lives could become!



**224 STUDENTS  
AND 27  
EMPLOYERS  
AND TRAINING  
PROGRAMS  
PARTICIPATED!**





# 23RD ANNUAL BUSINESS & EDUCATION LUNCHEON



**Your Future Is Our Business is dedicated to providing career exploration for Santa Cruz County students. This year, we hosted the 24th Annual Education and Business Luncheon, bringing together over 240 community members to celebrate the hard work and creativity of local high school students. They received Career Technical Education scholarships and had a chance to showcase their CTE work.**





# 23RD ANNUAL LUNCHEON AWARD WINNERS

## Harbor High School:

Kikoleiani Horne  
Zable Oatey  
Gillian Laub  
Bianca Barajas  
Aguirre  
Mia Reyes Luna  
Aldy Lugtu

## Aptos High School:

Devin Lauderbach  
Merit Smith  
Miles Levi  
Sylvi Kayser  
Adrianna Richarson  
Aviana  
Marlee Andrews  
Evan Jacques-Maynes

## Santa Cruz High School:

Santiago Toldedo  
**Delta Charter:**  
Sebastian Voisin

## Costanoa Career Prep High School:

Jason Baer

**28  
STUDENTS  
RECEIVED  
AWARDS**

## Watsonville High School:

Karla Medina  
Andrea Puente  
Ricardo Garcia Vega

## Diamond Tech Institute:

Chistopher Collazo  
Maria Aguilar  
Emily Liliana  
Hernandez Delgado  
Adrian Espindola

## New School Community Day School:

Alexa Santiago-Martinez

## Soquel High School:

Yarleli Sosa Martinez

## Pajaro Valley High School:

Eric Rojas Perez  
Ruth Neponuceno



# CONGRATULATIONS EVERYONE!!



# 23RD ANNUAL BUSINESS & EDUCATION LUNCHEON DONORS



Serving the Community | Working for the Future  
**COUNTY OF SANTA CRUZ**



**SANTA CRUZ**  
COUNTY OFFICE OF  
EDUCATION  
DR. FARIS SABRAH - SUPERINTENDENT OF SCHOOLS

IGNITE NEXUS

**Cabrillo College**



**THANK YOU, DONORS!**  
**THIS YEAR'S SCHOLARSHIPS**  
**WERE MADE POSSIBLE**  
**BECAUSE YOU!!**



**SAN LORENZO VALLEY**  
UNIFIED SCHOOL DISTRICT



**F.O.R.G.E.**

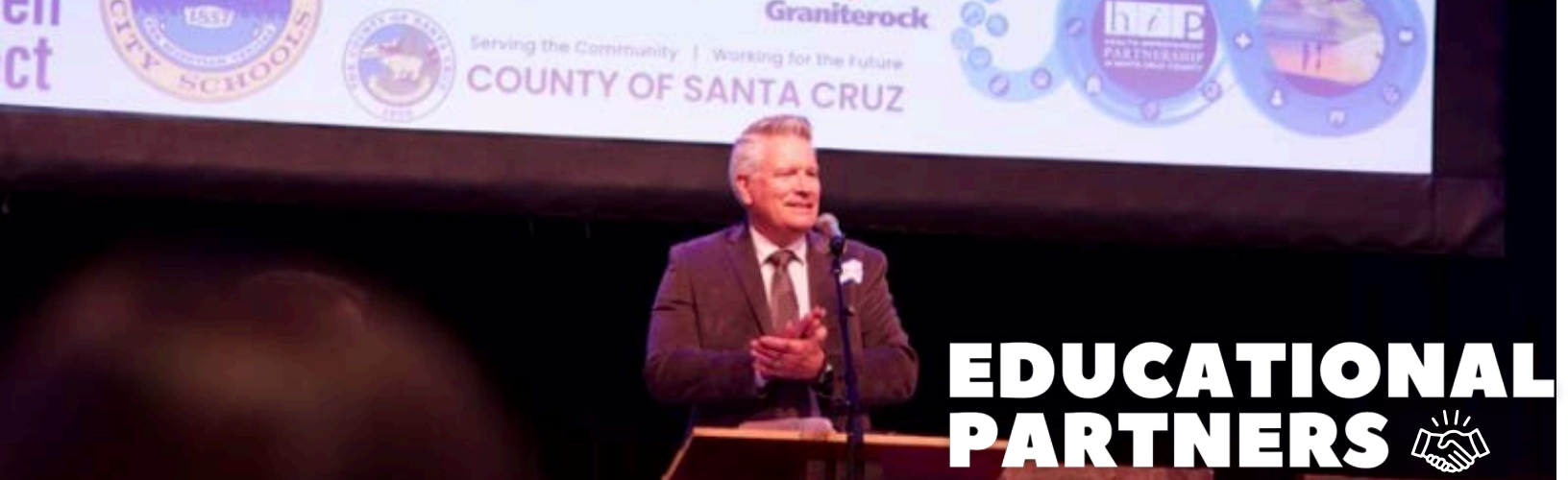
**Fortress & Flourish**  
HR STRATEGY



Central Coast  
**Community Energy**





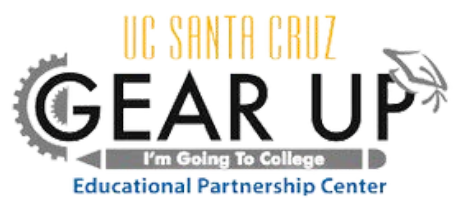


# EDUCATIONAL PARTNERS

## WHAT IS AN EDUCATIONAL PARTNER?

An Educational Partner is an organization that pledges its support to YFIOB's mission of providing Work Based Learning Programs to local K-12 youth within Santa Cruz County. Our educational partners have dedicated financial and organizational support for our programs to be successful this year.

## 2024-2025 EDUCATIONAL PARTNERS





# COMMUNITY SPONSORS

## WHAT IS A COMMUNITY SPONSOR?

A Community Sponsor is an individual, or organization that donates to YFIOB in support of our Work-Based Learning programs, events, yearly scholarships and more! YFIOB provides 3 different Sponsorship packages based on donation amount.

## 2024-2025 YFIOB COMMUNITY SPONSORS

F.O.R.G.E.



Serving the Community | Working for the Future  
COUNTY OF SANTA CRUZ





YOUR FUTURE  
IS OUR BUSINESS

# MEET THE TEAM!



The 2024-2025 YFIOB team consisted of our Executive Director, Office Manager, Project Coordinator, and 4 Project Coordinator Interns. Our team coordinated and planned career speakers, career panels, mock/informational interviews, expos, luncheons, and partnership events. Our interns have learned the value of networking, reaching out and making a difference to our local community, and working as a team to make an impact wider than themselves.



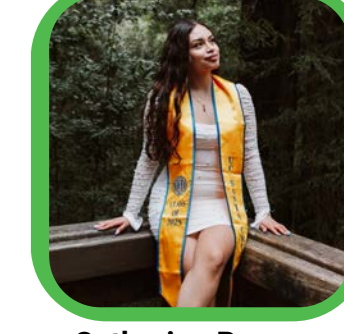
**Deborah Lindsay**  
Executive Director



**Kim Espinosa**  
Office Manager



**Patrick Harte**  
"What To Be" Radio Show Host



**Catherine Romero**  
Project Coordinator

"YFIOB has allowed me to grow and transition from a student to a young adult. My experiences with YFIOB grew my personal and professional network, and opened my mind to opportunities within my hometown." - Catherine Romero



**Sookie Ramos**  
Project Coordinator Intern



**Bella Birkhofer**  
Project Coordinator Intern



**Kyle Johnson**  
Project Coordinator Intern



**Emily Moua**  
Project Coordinator Intern



# 2024-2025 YFIOB BOARD MEMBERS



**Nisha Patel**  
Deputy Director of Personnel,  
County of Santa Cruz



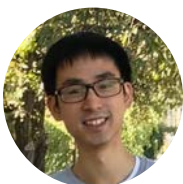
**Jane Lana Kostina**  
Strawberry Phenotyping  
Specialist, Driscoll's



**Julia Greenspan**  
Director of Sales Operations  
at Lazurite



**Carol Siegel**  
Interim Talent Acquisition Manager,  
Santa Cruz Beach Boardwalk



**David Lee**  
Assistant Professor, UC  
Santa Cruz



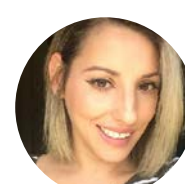
**Dante Searcy**  
People Operations  
Generalist, Joby Aviation



**Amy Nama**  
Environmental Services  
Administrator,  
Graniterock



**Margie Whiting Sisk**  
Part Owner, Whiting's  
Food



**Nicole Beaver**  
Branch Manager Bay  
Federal Credit Union



**Pamela Price**  
Director of Education,  
Watsonville Community  
Hospital



**Tammie Weigl**  
Director of Information  
Services,  
County of Santa Cruz



**Christine Chopra**  
Executive Director, Santa  
Cruz County College and  
Career Collaborative



**Desha Staley-Raatiior**  
Director Career  
Development, Cabrillo  
College



**David Wright**  
Chief Facilities Operating  
Officer, Housing Matters



**Executive Director**  
Deborah Lindsay,



**Board President**  
Jack Michael

YFIOB is committed to helping every Santa Cruz County student explore and pursue a successful career. To stay aligned with student interests, a board of professionals from all 15 California Career Sectors—representing major local organizations like Joby Aviation, UCSC, Cabrillo College, and the Santa Cruz Beach Boardwalk—guides our work.





# The California 15 Industry Sectors Careers



Agriculture &  
Natural Resources



Building Trades and  
Construction



Arts, Media, and  
Entertainment



Education, Child  
Development,  
and Family Services



Transportation



Fashion & Interior Design



Finance and Business



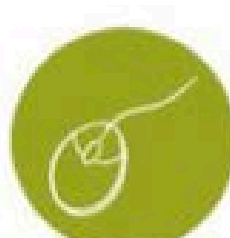
Energy and Utilities



Health Science &  
Medical Technology



Public Services



Information Technology



Manufacturing &  
Product Development



Hospitality, Tourism, &  
Recreation



Engineering & Design  
Industry

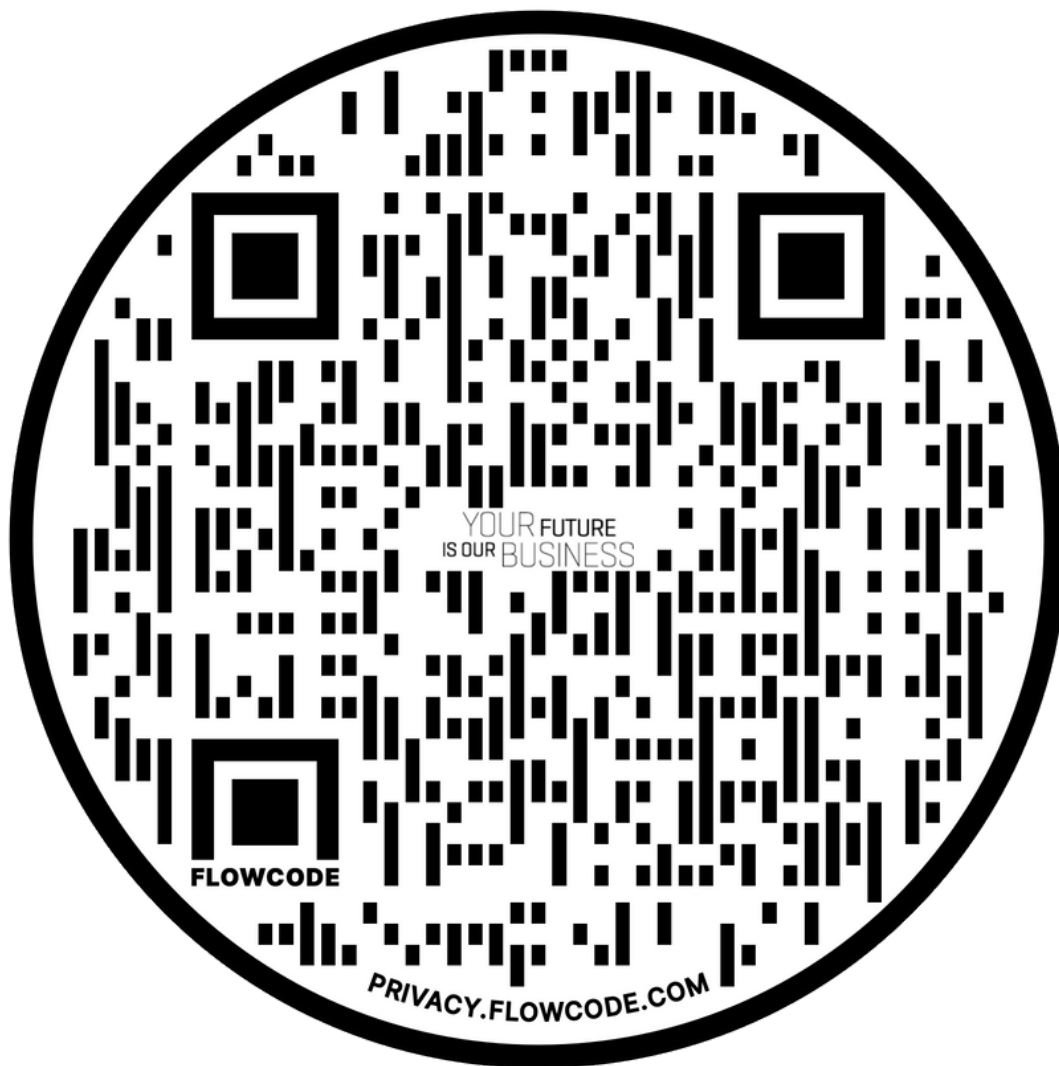


Marketing, Sales, &  
Service





**Thank you for a great  
2024-2025 year! We look  
forward to the 2025-  
2026 season.**



**YFIOB IS DEDICATED TO PROVIDING EVERY SANTA CRUZ COUNTY  
STUDENT WITH CAREER OPPORTUNITIES AND RESOURCES TO  
BECOME A FUTURE LEADER.**

**PLEASE SCAN THE QR CODE TO DONATE TO OUR ORGANIZATION.**

**YOUR DONATION WILL ENABLE US TO CONTINUE FUNDING  
PROGRAMS THAT ENCOURAGE STUDENTS TO FORGE THEIR PATHS  
AND EXPLORE THEIR FUTURES. CONTRIBUTIONS TO YOUR FUTURE  
IS OUR BUSINESS, A 501(C)3 NONPROFIT, ARE TAX-DEDUCTIBLE TO  
THE EXTENT ALLOWED BY LAW.**

**(TAX ID #77-0563559)**