
freshdirect - Delivering Success to LaGuardia Students

By Paula Zimmerman, Program Assistant, Cooperative Education Department



Yannil Estrella, a LaGuardia intern at freshdirect, left, with Paicy Veras, human resources associate at freshdirect; Anthony Onesto, human resources director; and Kilsy Herrera and Adriana Cotes, both LaGuardia graduates.

Perhaps you have seen the many freshdirect trucks driving throughout the City of New York. Or perhaps you have seen their commercials with Cynthia Nixon, Spike Lee or former New York City Mayor Ed Koch. freshdirect is located in Long Island City and has begun an exciting partnership with LaGuardia, specifically the Cooperative Education Department. LaGuardia students with a business administration major have been gaining valuable experience.

Recently, Marie Sacino, associate professor of Cooperative Education, and I visited freshdirect. At this meeting, we met with Anthony Onesto, director, human resources; Paicy Versa, human resource associate; and LaGuardia students working there. During this meeting, Mr. Onesto mentioned the value of "real world" experience. In addition, Mr. Onesto said, "The quality of students provided by LaGuardia to the Human Resources Department has been great. The department is able to hire folks

obtaining an associate's degree and provide them with both experience and exposure they may not be able to gain in other organizations."

Yannil Estrella is one of the interns placed through the Cooperative Education Department. Yannil stated, "When I began my internship at freshdirect, I thought I would be only filing and answering calls but I found I was completely wrong. My position, customer support for human resources, has been a great opportunity and learning experience. I have covered a lot of different fields in HR including: garnishments, deductions, payroll adjustments, enrollment of medical benefits, customer grievances, orientation for new hires and completing terminations. This has been a great opportunity because my major is business administration. In addition to graduating in one more semester, I would like to continue at Baruch College majoring in human resource management. What has encouraged me to accomplish my goals is the opportunity

to become a senior associate of the Human Resources Department."

Kilsy Herrera, a LaGuardia graduate is also working in human resources at freshdirect. Kilsy came to New York from the Dominican Republic when she was 10 years old. Kilsy began her college education at BMCC, then transferred to LaGuardia graduating with an associate's degree in business administration.

Kilsy said, "During my Fundamentals of Professional Advancement class, Professor Sacino referred me to this opportunity at freshdirect. I am learning and getting hands on knowledge of what is done in human resources. I am hoping by the beginning of the summer that I will have learned the specific tasks of a human resource associate. Now my next step will be to obtain both a bachelor's degree in business administration a master's degree in human resource management."

Internships through Cooperative Education benefit students in many ways. Internships allow students to explore and develop skills in a variety of career options. They enable students to apply classroom theory and learn in real world situations.

LAGUARDIA **Live** WIRE

IS PRODUCED BY THE OFFICE OF MARKETING & COMMUNICATIONS. QUESTIONS MAY BE DIRECTED TO RANDY FADER-SMITH AT x5060; EMAIL ARTICLES: RANDYFS@LAGCC.CUNY.EDU

Our next issue will be in October. Look for an email announcing a mid-September deadline for submissions. In the meantime, Have a nice summer!