



The Urban Sheep

899 W. Roseburg Ave. • Modesto, CA 95350

www.theurbansheep.com

Member of The National NeedleArts Association

Description of company's products and services:

Retail. We sell yarn, knitting and crochet supplies, and provide a variety of classes for all skill levels, as well as in-store tutoring for those who need help. There are four areas in the store where individuals or groups can sit and stitch. We are the only full-service yarn store for 50 miles in any direction, and work hard to be a "destination" for stitchers by consistently exceeding customer expectations.

Type of Applicant you will accept: PiPN Summer Scholar, Student Intern

Time and duration of placement: Summer 2011

Specific dates:

July 1st through August 26th, but we are somewhat flexible on the timing.

Are you providing housing?

Yes, either the guest room in host's house or in local knitter's home.

Is transportation available? If so, what type?

Modesto has a city bus system. You can also take the bus to the BART and Amtrak stations to travel throughout the SF bay area and California.

Please note if a car is required and, if so, if parking is available.

A car is not required, but may be more convenient for getting around.

Description of city and any features or attractions of interest.

Modesto is the 13th largest city in California, but is a city that still retains a small town self-image. From here, you can travel easily to the bay area and to the mountain attractions such as Yosemite, and wine-producing areas. Sacramento is also easily within driving distance. The surrounding area is known for farming. There is an Alpaca farm near Modesto, and other opportunities to see yarn-producing animals.

Intern's/apprentice's roles, responsibilities and activities.

We would like someone who can help us continue to increase the revenue in our store through marketing and merchandising, while maintaining our level of customer service. Specific areas of emphasis may include developing web presence, and special events to draw people from the community. There is some flexibility based on the intern's skills and interests.

Pay: Stipend of \$400 for summer

Hours and days required.

40 Hours per week, flexible schedule, some evening and weekend hours required.

Special preferences as to classes or experience:

Accounting, Web design, Social media, Marketing, Merchandising, Publishing

Do you require a portfolio?

Not necessary, but it would be nice to see examples of: Web Design, Merchandising Displays, Marketing plans

Other special preferences, skills, talents, experience preferred

Non-smoker, open-minded, self-motivated and willing to learn