



Socially outgoing – sometimes loud – flamboyant – enthusiastic – somewhat fashion obsessed – friendly, are but a few descriptive terms that lend themselves to this young lady. Daniela participated throughout high school in a transitional employment service. When Daniela was referred to CATCH’s Employment Service she arrived on our doorstep with some limited work experience and a very definite idea about the type of job she wanted! The job development specialist need only seek out positions in the retail clothing or fashion related industry!

Attempts during CATCH’s Job Club designed to help Daniela “tone down” her enthusiastic personality had limited, if any success – Daniela will be Daniela – and thank God we failed! It was Daniela’s, “cheerleader like” job interview that sealed the deal with A. J. Wright retail discount outlet. They liked her enthusiasm, as much as we feared the inappropriateness of it in the workplace!

Daniela began training as a “fitting room attendant” this was a great job match...everything but the responsibility of confronting and deterring shoplifters! The employer trained both Daniela and US on how to approach suspected shoplifters! This was more of a problem for the CATCH Staff than for Daniela! Daniela had no problem saying – “I’m only do’n my job” to a suspected shoplifter! Look ma’am my boss says if you “don’t let me look in your bag I have to call security” - a problem for the job coach yet not for Daniela, the future – award winning (A. J. Wright gift Certificate) Loss Prevention Employee of the Month. Infrequently a customer left upset yet never without paying for the item in question! The store management truly appreciated this fitting room attendant/detective’s intervention style!

If you were to ask Daniela – what do you like best about your job – loss prevention award, restocking the clothing racks, matching the hangers and the clothes by size, Daniela would stop you mid sentence and say “I like all those things but it’s all the friends I’ve made here at work” and “you know I was a bridesmaid at my friend’s (coworker’s) wedding.”