

PRESS RELEASE



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TOMS and LA Chamber of Commerce Host Tech Career Day at West Los Angeles College

By Destine Gibson, Student Intern



Figure 2: Students and TOMS reps take a group photo at the Giving Tuesday event



Figure 3: TOMS CEO Jim Alling participates in mock interviews



Figure 1: Students network while enjoying scenic views of Marina del Rey and Century City business district

TOMS Shoes extended their tradition of giving by hosting Tech Career Day, a mock interview and networking event for students at West Los Angeles College on Giving Tuesday. The program was a in partnership with the Los Angeles Area Chamber of Commerce/Bixel Exchange and served 60 students.

TOMS Shoes' mission is to use business to improve lives. It's trademark and business model "One For One" has helped improve the lives of millions around the world by donating shoes, eyewear and more.

Giving is so important to the company that even CEO Jim Alling personally lent a helping hand. He met with students individually and role-played as an employer during the mock interviews.

"Giving Tuesday is a special day, obviously we're at a company that was founded with giving at its core," Alling said. In his greeting to students he remarked, "This is about helping you try to share those special things about yourself."

West President James Limbaugh greeted the gathering of 40 TOMS staff, students and faculty and thanked TOMS for bringing the event to campus.

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TOMS AT WEST LOS ANGELES COLLEGE...continued

“The value today is the corporate/college relationship.” He said. “What you’re doing is such a complement to what we’re trying to do and we hope this is the first of many opportunities that we’ll be able to partner with a company of the caliber of TOMS.”

The mock interviews were held in multiple adjacent rooms of the college library where students received coaching and learned how to handle a variety of questions thrown at them.

On the building’s expansive balcony, a sweeping view from Marina del Rey to the Century City business district were the backdrop as students learned how to “work the room,” moving from table to table during a speed networking activity.

Reflecting on the event, West student Johnathon said, “[The TOMS reps] interviewed me and threw me a lot of unexpected questions and I learned I needed to practice thinking on my feet. It opened my mind to IT and how where I am can open doors to so many other opportunities.”

West student Sam said “I’m very grateful for this opportunity to see where the workforce is going and really excited that I was able to connect with the people from TOMS. I learned that my approach in professional conversation needs to be more concise.”

West Los Angeles College is located at 9000 Overland Avenue, Culver City, CA 90230. The college is an ACCJC-accredited community college providing full-time, part-time and online paths to university transfer and career preparation.

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