

STRATEGIES

Alissa Shanley turns gardening hobby into landscape design business.
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Interns: Treat 'em right, or wind up in The Onion

There are places that treat interns like indentured servants, not only relegating them to duties such as fetching coffee but also wasting their time by teaching them little of what they hoped to learn.

And then there are places that are serious about training interns and actually treat them like human beings.

There also are ... *uh, give us a minute ... Hey, Brian, the dry cleaner won't be open all day. Get moving! ... OK, where were we?*

Check out "Real World Schenkein," produced by three summer interns at the Denver public relations firm. It's a tongue-in-cheek look at their alleged treatment by Schenkein employees. It's at <http://www.youtube.com/schenkein>.

Also ... *Yo! I chipped a nail. Bring the emory board to me at once!* Then there was a recent piece in The Onion, with the headline of "Summer Intern Already Forgotten." It had such endearing lines about fictitious intern Dan Klein as:

- "... Klein, who, according to staff members, was either an Asian male who

Street Talk



Bruce Goldberg

A PIECE OF HISTORY: Let's say you went to Las Vegas in April and bet on the Rockies — no doubt at long odds — to win the National League pennant.

If so, then you can easily afford to buy a Romaine-Jerome Titanic-DNA Watch at Oster Jewelers; they start at \$8,700 each and go up to \$140,000.

What makes these so special — and expensive?

They've got pieces of rusted metal recovered from the sunken Titanic ocean liner, that's what.

"We have pre-sold more than anyone

else in America — about 20," says **Jeremy Oster**, owner of the boutique jewelry and watch shop at 251 Steele St. in Cherry Creek North.

But isn't this just a bit macabre?

"Yes, I was worried," Oster says. "Would the reaction be negative to some people? [But] the response has been amazing."

In fact, one customer who had a relative who died on the ship is buying two watches as commemorative pieces, and giving one to his brother.

"Anything that offers a degree of controversy, first of all, has true value," Oster says. ... "It was a natural disaster when man was pushing the boundaries of what could be achieved. ... This one incorporates an authentic piece of history; it truly carries the DNA."

"This will be a very sought-after item; many retailers throughout the world are seeking it. With only 2,012 of each model being made, they're going to run out very quickly."

The "2012" refers to the 100th anniversary of the sinking of the Titanic, not to the year when Leonardo DiCaprio's 15 minutes of fame run out.

Oster also commissioned a limited series of 11 watches for the store, and has donated a watch to the Titanic exhibition of the Museum of Nature and Science.

The store holds its annual Watch Event from 11 a.m.-8 p.m. Friday, Oct. 19, and 11 a.m.-5 p.m. Saturday, Oct. 20.

