

**Entrepreneur.com, 3<sup>rd</sup> Annual 10 under 30 (2001)**

**Deborah Wainstein, 27**

**Company: Priority Staffing Solutions, Inc., a New York City employment agency**

**2000 Sales: \$2 million-plus**

**2001 Projections: \$4 million**

Wainstein sums up her life in two words: "It's crazy." Since starting Priority Staffing Solutions, she's seen many late nights as president and CEO. "I work probably 70 hours a week," she says. "I'm here at 8 o'clock in the morning and I don't leave until...well, let's just say 9 p.m. is an early night."

But Wainstein's not complaining. Employing more than 600 last year, the entrepreneur is proud of her efforts. Since launching Priority Staffing in 1999, Wainstein, fluent in Spanish, has implemented a bilingual program to meet the needs of companies seeking a diverse employee roster. And besides flexible hours, she also offers benefits to her employees, something that's been a great retention factor.

Even with all her success, Wainstein admits there's a new obstacle to overcome every day. But it's just par for the course. "I think it's different for everyone," she says. "But if you want to do something and have it be a success, whether it's to be a \$60 million company or a \$1 million company, you need to realize it's not something you walk away from. It's like a child you need to nurture."

**– P. Kelly Smith**