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## Deborah Wainstein

*Staffing entrepreneur, Colombian and Russian American, 31, New York City*

How she did it: With her fashion design degree from New York City's Fashion Institute of Technology, Deborah took a job in the garment industry only to discover, she says, "I wasn't really Versace or Donna Karan." Unsure of her next move, she went to work for a family friend who owned a staffing agency, helping to place temps—a process she enjoyed so much that she decided to strike out on her own and specialize in placing bilingual temps. "It was just me, a cardboard box and a fold-up chair working from the file room in my brother's office," Deborah says. "I had only five temps out in the field working for me, but it was like, 'Yes, believe in me! I know I handwrote your check, but please come back next week.'" About two years later, companies were discovering the need for Spanish-speaking workers—and Deborah's business exploded. "Once I showed how I could provide Spanish-speaking temps 24 hours a day, seven days a week, it made me different from the competition," she says. Today her company, Priority Staffing Solutions, pulls in \$7 million in annual sales and has offices in Florida, Illinois, Indiana and Oregon. And still "it's not enough!" Deborah says. "I definitely want to be in every state, and then maybe even international."

*-Karen Grimaldos*

