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## **CHRISTINE TEMPLE-WOLFE ELECTED TO NO. CALIFORNIA OTHERS FIRST BOARD OF DIRECTORS**

Orinda, CA – Christine Temple-Wolfe, founder and senior partner of the Orinda-based firm Excel in Marketing, has been elected to the Board of Directors for a Northern California Community Service Program called "Others First."

As Publicity Chair, Christine will work with program leadership in the Orinda Community to help promote programs that connect middle school students at the Orinda Intermediate School with more than 60 non profits throughout the Bay Area.

"This is a fantastic program that helps students develop the perspective that a complete education includes a sense of community," said Temple-Wolfe. "I look forward to working with all the community leaders to highlight and promote the vital work that these students complete for the underprivileged, disabled, elderly and others in our community."

The Others First program works to encourage altruism, kindness, leadership and humanity by promoting community outreach and student leadership. Students support charitable humanitarian activities through monthly programs that are non-partisan and non-secular in nature. Program tracks include: Parents Club-sponsored activities through arranged monthly meetings with the student body. They also promote independent student activities, which are all tracked monthly and count as volunteer hours for the program.

"For the 2005-2006 year, 419 students participated out of the school total of about 900; for a volunteer organization, that is a pretty good percentage participating," said April Johanson, co-director of the Others First Program. "Our goal though is to have every student try at least one activity. The range of activities is great. It is not only beneficial to our immediate community, such as helping out at book fairs and pumpkin patches at the local elementary schools. It also helps the environment, with programs such as Save the Bay, Heather Farms Park, Wagner Ranch Nature Area;

animal programs, such as SPCA, Lindsay Wildlife Museum, Smiley Dog Rescue; and the less fortunate individuals, with agencies such as the Shelter, Inc, Glide Memorial Soup Kitchen, Contra Costa Food Bank and many more.”

Students who participate in the Others First program are treated to an end-of-the-year party and receive a certificate listing their activities throughout the year “It is our hope that students learn, through their own experiences the invaluable rewards associated with being a volunteer,” added Temple-Wolfe. “Not only are these community hours beneficial in helping students to complete required hours for college entrance, but more importantly help the students build pride in their accomplishments and learn how meaningful community volunteerism can be. It can be a springboard to other major accomplishments in their lives.”

Temple-Wolfe owns and operates Excel in Marketing LLC, a team of marketing professionals with more than a century of combined experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. The consultants seamlessly operate as an extension of their client’s staff and help to keep overhead low by coming in only when needed.

Many small companies can’t afford the high cost of agencies, which can have fees that range from \$10,000 to \$80,000 a month. Nor can they afford to hire an experienced marketing executive, which in the Bay Area can cost from \$150,000 to \$200,000 a year plus benefit package. Excel in Marketing meets the needs of small companies that need high-value talent to build their business, at prices they can afford.

For more information, please contact Christine Temple-Wolfe at (888) 273-3384 to schedule a free consultation, or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com)

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