



Lorraine Rinker

Rinker and Associates

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Briefly describe your business.

Rinker and Associates (R & A) is a real-world performance improvement company focused on helping people realize their business or career dreams and goals. R & A advises people who are re-entering the workforce after an extended absence, considering a career transition, or small business owners who want to advance their business.

What makes your business unique?

Rinker and Associates specializes in "reality-based" results-oriented strategies. Having first hand experience with the challenges involved in a career transition of my own, I know how to "navigate rough waters" and to remain a step ahead of the competition.

How long have you been in business and how did you get started?

In 2003, I took a break from my successful 22-year information technology career. With a passion to help others and my dream to "remain free from the corporate environment," I immediately began to provide pro-bono consulting services to other professionals who had recently lost their corporate jobs. I then founded Rinker and Associates in January 2005.

How are you involved with the community?

I serve on the Board of Directors for the Sacramento Advocates of Girls' Empowerment (SAGE) a non-profit organization devoted to the encouragement of middle school and high school girls in pursuit of careers in computer related technology, life sciences, engineering, science, math and law. I also serve as a Career Mentor through the SAGE partnership mentor programs with local area school districts. We support child advocacy organizations (such as CASA), Breast Cancer Awareness Programs, and provide pro-bono career development services to those in need. R & A also supports the American Nurses Association (ANA) as an advocate to help raise awareness of health-care quality issues.

How long have you been in this area and what drew you here?

I grew up and was educated in Hawaii. I moved to Sacramento in 1980 to marry the love of my life, Bob. Bob and I moved from Sacramento to El Dorado Hills in 1992 to enjoy its rural atmosphere.