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Internship Overview Paper

This semester, I spent 3 credit hours interning for the Livingston County office of Tourism. At the beginning, I set a list of goals and objectives for myself to achieve by the end of the semester. These goals and objectives included gaining knowledge of the social media and marketing world, improving my phone skills, improving my interpersonal communication skills, and to grasp what it is like to work in a professional setting.

Throughout the semester, I researched and studied the importance of social media in the business world. I learned through my research how different social media are being used, the benefits of using them, and the impact they have on a business.

I was pushed to make hundreds of phone calls during the internship. One of my very first tasks was to contact every business listed on the tourism website, which consisted of a large number of different businesses. Following that, my next project was to contact all of the businesses in the Livingston County Tourism guide. This list of businesses was much longer and had very different types of businesses. From all of these phone calls, I learned how to carry myself over the phone. I had to be forward and confident. By the end of the two projects, I had much more confidence in terms of making phone calls and I no longer have anxiety when I do. This is a huge thing for me, and I am so happy I had this experience to push me to achieve that goal.

The tourism office and the Chamber of Commerce invited me to many different events throughout the semester. I attended luncheons, tours, grand openings, ribbon cutting ceremonies, etc. The most exciting event I attended was definitely the Livingston County and SUNYGeneseo luncheon. I was a guest of the Chamber of Commerce, I met the President of the

school, and I was introduced to several highly regarded business people throughout the day. Other events, including the tours of the Mount Morris Dam and the new correctional facility were great opportunities for me to be a part of.

One skill I did not list that I wanted to work on is my conversational skills. While I am personable and talkative, sometimes I have difficulty keeping conversations going. I have met several local business people and other highly regarded individuals within the county and they have all provided me with excellent networking opportunities.

One important assignment I was given was to write a rebuttal article to the Livingston County News Paper. The day this was assigned was a difficult day for me personally, after just finding out some health news that was less than comforting (don't worry, everything is cleared up now). When I got into the office and was given this assignment, I remember sitting down and just thinking about everything going on. Suddenly I realized that my personal life needed to be put on hold until I was out of the office, and put it in the back of my mind. I began writing and after only a short period of time, had written this really powerful article. When I handed it to my supervisor to read, I was so proud of myself to see her positive reaction to it.

Some skills I used during this assignment were researching and writing. The article was about Livingston County and what it has to offer tourists as well as community members. I had to research different companies and attractions in the county that I thought would be relevant to the article as well as find creative and powerful ways to describe them. It was challenging writing about places I had never been nor even heard of before the research, but I found a way to use the correct words to describe everything.

A new skill I needed to develop was simply putting my personal life behind me for the 4 hours I was interning that day. To think back now and re read the article I had written and

knowing the news I received earlier that day, I cannot believe I wrote such an impressive article for the county. That day taught me that I am able to achieve whatever I want to achieve, as long as I put my priorities in the right order and do things properly. This is one project I do not think I would do anything differently for. My focus and determination that day really proved that I am capable of accomplishing whatever I desire.

Overall, I think I contributed significantly to the tourism office. I have given the women at the office a lot of information and guidance in terms of social media, especially Facebook. I made a blog on Tumblr and have been blogging almost every day. Recently at an event, my blog was spoken of in front of the Chamber of Commerce and is becoming very popular within the community. This is an incredible achievement of mine, to become a person highly regarded by significant individuals within Livingston County. I gave this internship much more in comparison to past internships. I think that in the future I should really just reflect my achievements during this internship and perhaps just try to achieve more.

Being introduced to the tourism industry, I have been considering it as a future career. I never realized all the exciting perks to working in this industry, but also the awareness and knowledge you gain by being involved in the county. I don't think I would have ever learned as much about Livingston County that I've learned if I had not participated in the events, researched the businesses, and wrote the articles and blogs I have. Although I know there is a side of tourism that is less than glamorous, I love the fact that the industry is such a happy one. You always have to be speaking highly of your county, which leaves no room for negative people which I really like. Going into my internship every day I never had to worry about someone being in a bad mood or angry or mean, which rubbed off on me to be happy and positive!

I spoke to my supervisor about my interest in tourism and she was so pleased. I have been researching outside of the internship about possible employment opportunities. The more I thought about it, the more I realize how much I'd love to be doing tourism for Saratoga Springs. This is a City I love and am so passionate about; I think I would be able to integrate my marketing and public relations skills into a professional atmosphere there.

Throughout the internship, there were specific instances where I could relate what I was doing there to what I was doing in different classes. For starters, I knew that the rebuilding of Mount Morris was a big deal, but interning for the county made me realize how truly remarkable the restoration is. I was lucky enough to get insider news on different things happening before they were released to the public, which I thought was pretty cool. For Dr. Mohan's 349, I had to develop a business plan. This internship was a great opportunity for me to develop a business that I thought would be really beneficial to the community. I not only had the opinion of students, but I also had opinions of professionals who know what this county is lacking. I thought that was a huge benefit for me in terms of this project. I also received helpful advice from my supervisor in terms of this particular project. I also wrote a newsletter which was sent out for the month of December, which allowed me to use the media writing skills I learned in Comm 107.

In conclusion, this internship was absolutely beneficial to me as a student, but also as an individual. It provided me with so many opportunities to meet other professionals, to create strong relationships, to improve my skills (phone, writing, communication), and to use creativity in my work. I learned a great deal through this internship that I will take with me and reflect on for years to come. It was a great experience to be a part of and I hope my supervisor and those I helped in the process enjoyed working with me as much as I enjoyed working with them.