

Events Intern

Ellie Rogalinski

Supervisor: Rebecca Lee

Location: UWL Academic Advising & Career Services Center

Responsibilities

- Develop, plan, and implement virtual career-related events through Handshake
- Design marketing materials for campus events including social media graphics, digital signs, and posters
- Coordinate logistics of virtual events such as registration
- Schedule and monitor posts to Facebook and Instagram accounts

Goals

- Learn how to effectively plan and facilitate online career-related events
- Develop my marketing design skills

Favorite Aspects

- Collaborating with colleagues on social media campaigns and event planning
- Learning all of Handshake's capabilities from a Career Services standpoint

Projects I've Worked On

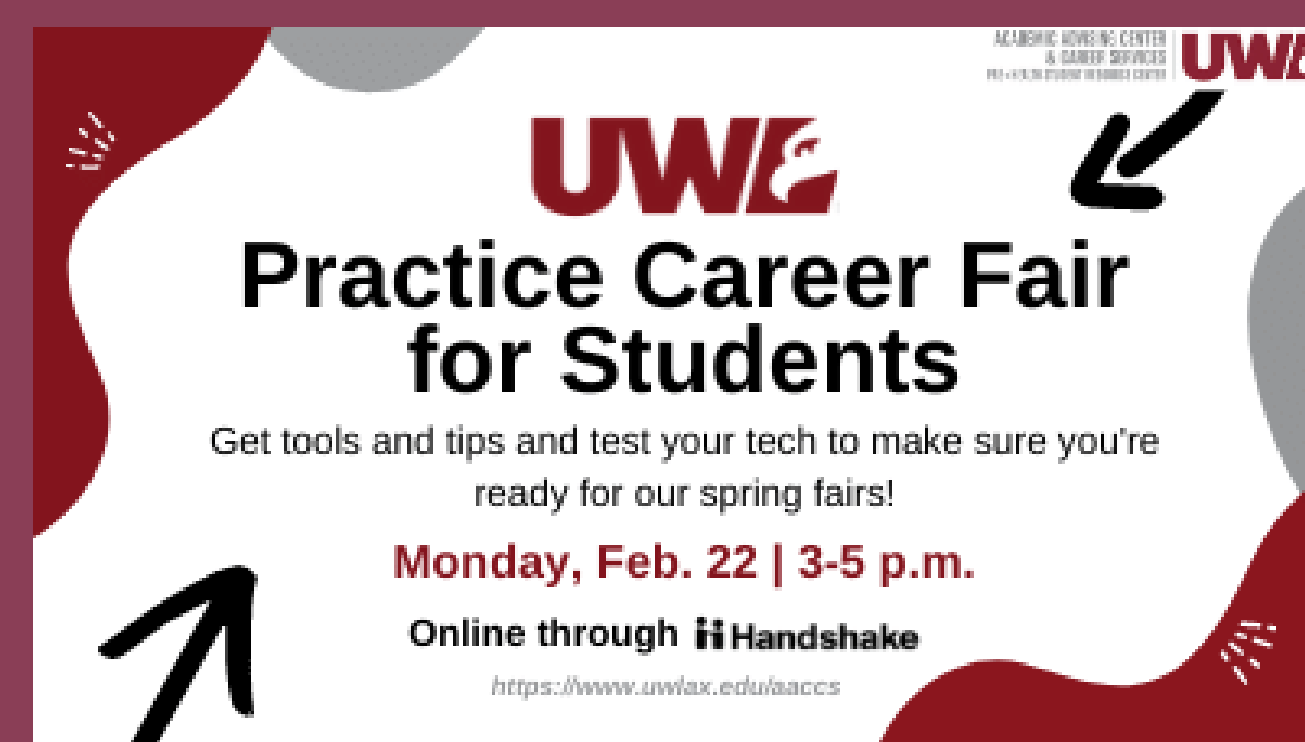
- Fall & Spring Part-Time Job Fairs
- Fall & Spring Full-Time Career & Internship Fairs
- Social Media Campaigns

What I Have Learned

- How to utilize all features of Microsoft Teams, SharePoint, and Handshake
- How to efficiently collaborate amongst a team while working virtually
- How to market and execute virtual events to undergraduate students

Challenges

- Learning the responsibilities of an Events Intern in a virtual setting
- Ensuring event participation during the transition to virtual events



INTERNING WITH



HJGT

CIANNA PIEPER – FLORDIA OPERATIONS TEAM

AUGUST – NOVEMBER 2020

JOB DESCRIPTION

Executed set up through tear down for the world's largest Junior golf tour's tournaments throughout the state of Florida.



Right before driving back to Winter Haven, Florida, from Chatanooga, Tennessee. Our only out of state tournament



FAVORITE SNACKS WHEN TRAVELING

- Gushers
- Nerd Rope bites
- Chick-fil-a
- Diet Coke

FUN FACTS

- One of my roommates was from Canada
- We sat through a 4-hour rain delay the first day of our first tournament
- We played through a Tropical Depression

WEEKLY SCHEDULE

Wednesday
10 am – 6 pm office day, producing sales calls and sponsorship deals.

Thursday
10 am – 6 pm office day. Continuing previous day's work & preparing for travel to next tournament location.

Friday
5:30 am – 1:00 pm Setting up golf course.

Saturday
6 am Double checking previous day's work for the first tee time at 7:30 am

Sunday
6 am Preparing for the first tee time

Monday & Tuesday
Off day's which usually consisted of naps by the pool or a day trip to Universal



I honestly only golfed once my entire time on tour



OPERATIONS SKILLS LEARNED

- Measuring and finding hole locations
- Locating and setting tee markers
 - Regulating pace-of-play
 - Starting at the first tee
- Efficiently setting up/tearing down an 18-hole, double tee tournament
- Communicating rulings with players

LIFE LESSONS LEARNED

- Move away from your home state once in your career
- Always take a lot of pictures! (Trust me)
- Smile through the suck and bet on yourself
- Having a positive attitude will always make a negative situation survivable
- The art of having patience
- An iced coffee (caffeine in general) can solve most of your problems



This photo was taken at 5:46 am right before our final day of golf at the PGA National course



MOST VALUABLE SKILLS

- Attention to detail
- Communication
- Willingness to learn
- Ability to be adaptable and flexible

HARDEST PARTS

- Being away from family and friends during holidays/birthdays
 - 4 am alarms
 - Weather delays
- Navigating COVID-19 while traveling



Goals of the Internship

- ❖ Learn more about the supply side of a business.
- ❖ Learn new skills.
- ❖ Observe what leaders do well.
- ❖ Verify that I wanted to work on the supply side of a business in the future.

Responsibilities

- ❖ Expedite with suppliers.
- ❖ Use Oracle to check inventory levels to ensure accurate lead times.
- ❖ Lead MDI meetings.
- ❖ Pull data to see if we are meeting daily goals.
- ❖ Make order changes per customer requests.

Favorite things

- ❖ The people I got to meet.
- ❖ Learning new things every day.
- ❖ Getting out of my comfort zone.
- ❖ Working with different departments to problem solve on orders.



PARTS ORDER MANAGEMENT INTERN

GENEVIEVE LANSER

What I learned

- ❖ How to use new systems including Oracle, P21, Zendesk, Windchill, etc.
- ❖ How to lead meetings.
- ❖ Take on new tasks to learn more skills.

Assessment Intern

UWL Academic Advising and Career Services Center

Supervisor: Josh Bench

SUMMARY

- Paid Internship from Sept. 2020 to May 2021
- Worked with AAC/CS to assess events
- Ad-Hoc Projects

ABOUT AAC/CS

- UWL Academic Advising and Career Services
- Advises students on academic and career-related topics
- <https://www.uwlax.edu/aaccs/>

CHALLENGES

- Unfamiliar Tools (Qualtrics, Handshake Analytics)
- Working virtually

FAVORITE THINGS

- Office has welcoming, relaxed culture
- Ad-Hoc Projects
 - Equity Audit
 - Equity Liaison Team suggested conducting an audit to assess diversity and inclusion efforts within the office
 - Helped design survey, compiled results
 - EL Team used results to create equity-related goals
- Pre-Health Modules Survey Analysis
 - First-Year students who plan to go to medical school enrolled in Pre-Health Modules Canvas course
 - Since survey responses involve text, additional analysis involved R

Fish Scales Like Tree Rings

Mississippi Valley Archaeology Center Internship

Intern: Mikayla S. Hed

Supervisor: Constance Arzigian

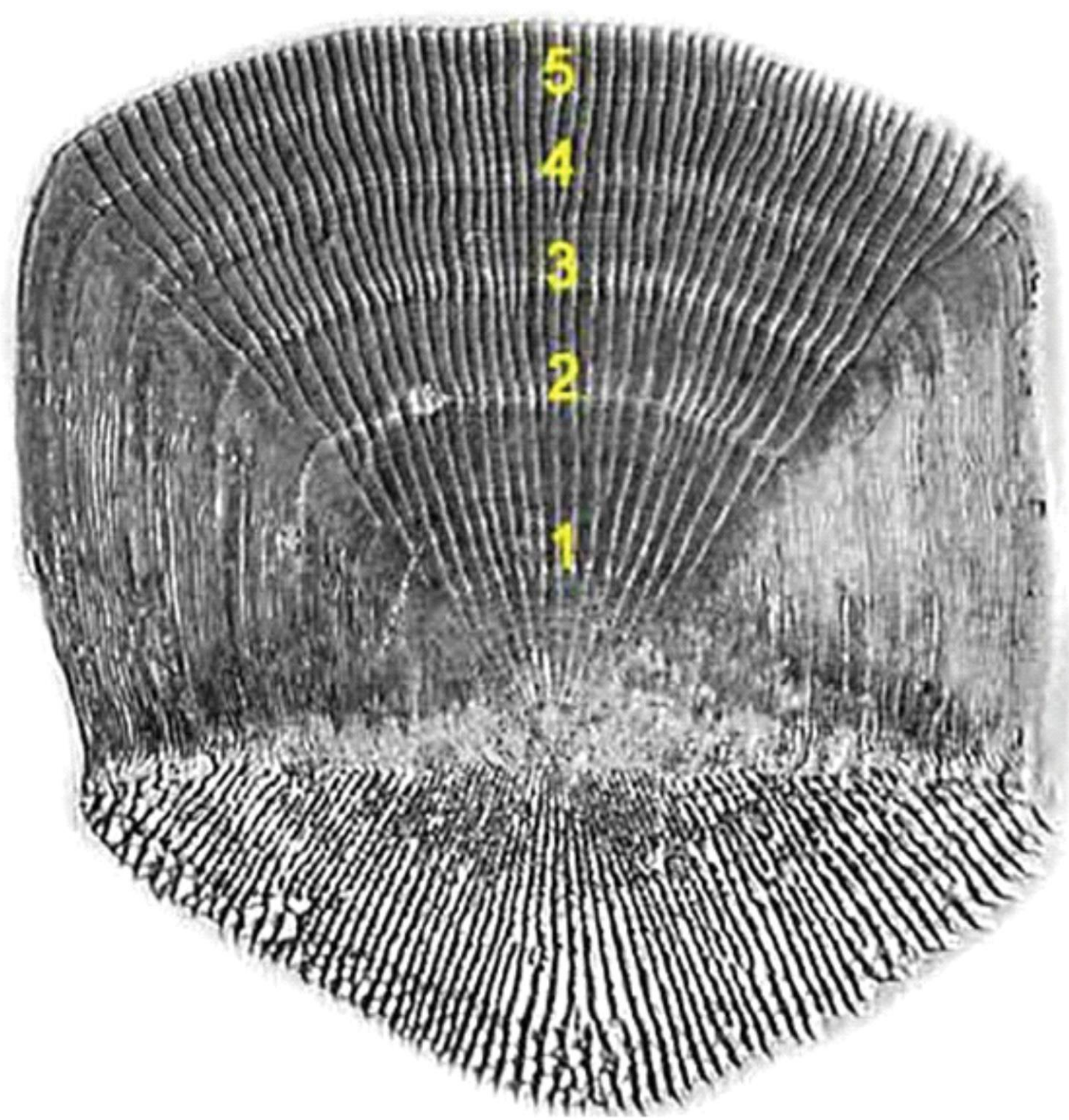


Goals:

- Build Microscope slides with fish scales
- Create a data base with the information collected from the fish scales
- Create a reference number system that enables easy access
- Create a large reference collection for future researchers

Background:

Fish scales have rings that indicate a passing of time, much like tree rings. You can count these rings to determine how old a fish was, as well as the approximate time of year that it died. This can help archaeologists answer many questions concerning the eating habits or subsistence patterns, and seasonal habits of ancient peoples. By creating a reference collection, archaeologists can compare archaeological fish scales to complete modern ones to make accurate observations of the archaeological specimens.

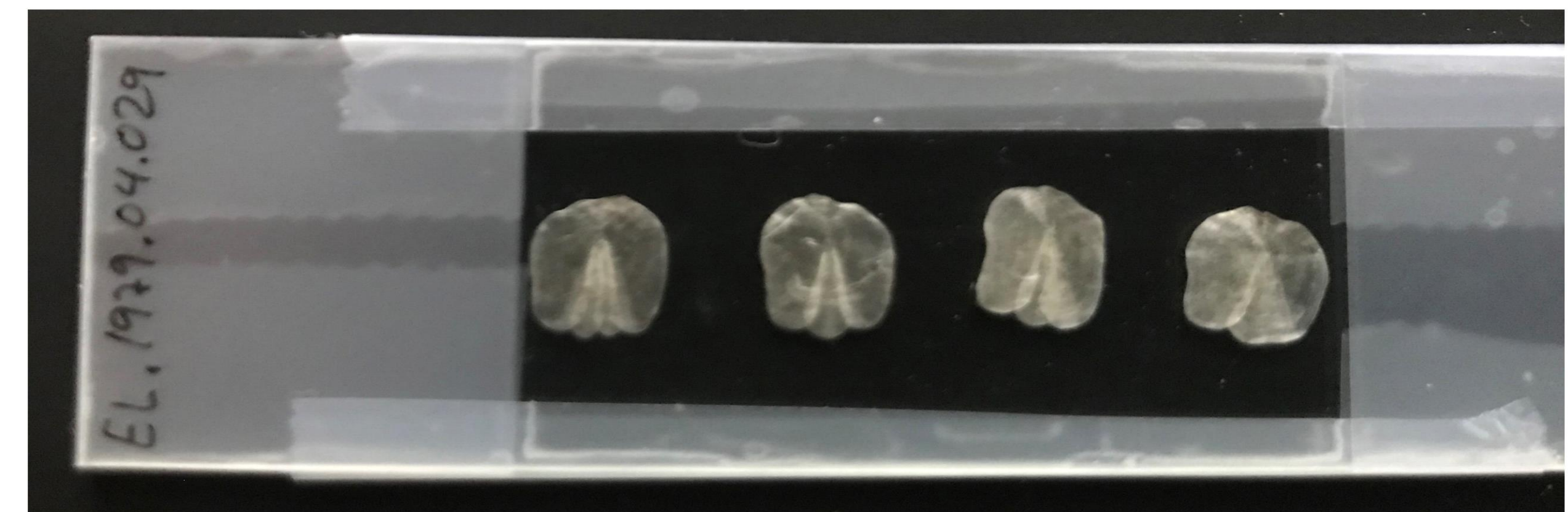


Large dark rings indicate a summer period when food is plentiful and the growth rate increase. Smaller lighter rings indicate winter when the opposite is true, and the growth rate decreases causing a smaller ring. The image to the right is an example of annuli or growth rings found on fish scales. (Ferguson 2014)

Sources: www.texasaltwaterfishingmagazine.com/fishing/education/texas-parks-wildlife-field-notes/how-old-is-that-fish (Above image), All other images are my own.

Process and Challenges:

Modern fish scales need to be softened so that they can be pressed between microscope slides. Then, once soft they are pressed, the slide is taped shut around the edges so that the scales do not shift or fall out.. Which can happen easily once the scales are dry. Then each slide is labeled with a reference number that goes into a database that has all the information an archaeologist needs to compare.



An example of a microscope slide with modern reference scales. Note the reference number on the side, this is the identifying number that correlates to data within the database.



The image to the left is a "close up" of a modern scale, the right image is an archaeological specimen. Note the rings visible on both.

What I learned:

I learned how to make a reference collection. I learned how to count annuli on a fish scale to determine its age and season of death. I learned how to create and organize a database as well. These skills are very helpful for me when I start to work as an archaeologist but also for other researchers when doing comparative studies or learning how to age scales too.



Flintknapping Intern

Shane Howe

UWL Archeology department

Supervisor - Dr. Constance Arzigian



Challenges

COVID19 brought an end to all in-person instruction. As the main focus of my internship, I had to figure out a way to translate this online.

To do so, I created an online database of flintknapping resources: the first of which contains the most useful resources targeted at beginning knappers, while the second is more comprehensive. Students can refer to them with specific questions and find the applicable videos (and parts within the videos) for what they need help with - in addition to watching what interests them and improving their skills in general.

<https://tinyurl.com/UWLFlintknappingResources>

<https://tinyurl.com/UWLKnappingVideos>

Goals and Responsibilities

Providing regular one-on-one and group instruction; creating online and in-person instructional materials; leading weekly flintknapping groups; knapping specific teaching examples as requested by the department; and leading public demonstrations on campus and in the community.

Flintknapping is the art of shaping stone into arrowheads, scrapers, knives, and other edged stone tools

As a descendant of the Ojibwe people, I'm so honored to continue this tradition of all of our ancestors. After nine years of study, sharing this knowledge is such an important part of my life - this internship was an incredible opportunity and experience in doing so.

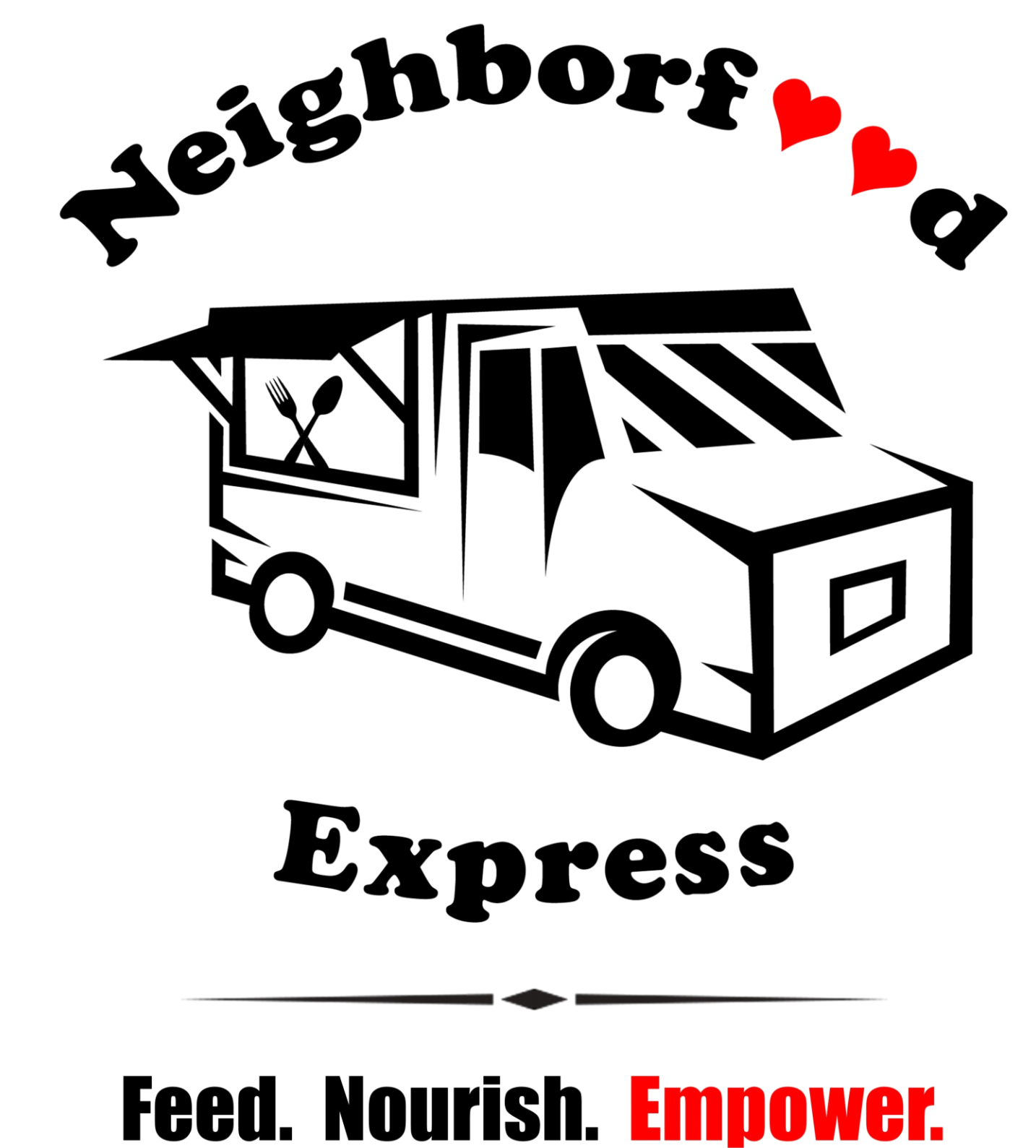
Flintknapping tools made of copper, antler, and stone





Grant Writing Intern

Kira Nerat
Marcus Harris Foundation



What I Learned

- Professional communication
- Leadership skills
- Writing and communication skills
- Non-profit and grant writing skills

Projects

- Grant proposals
 - Directed at foundations
 - Directed at companies

Responsibilities

- Grant writing for specific program within organization
- Neighborfood Express
- Researching possible grants
- Applying for grants on behalf of MHF
- Record grant application progress and updates

Goals of Internship

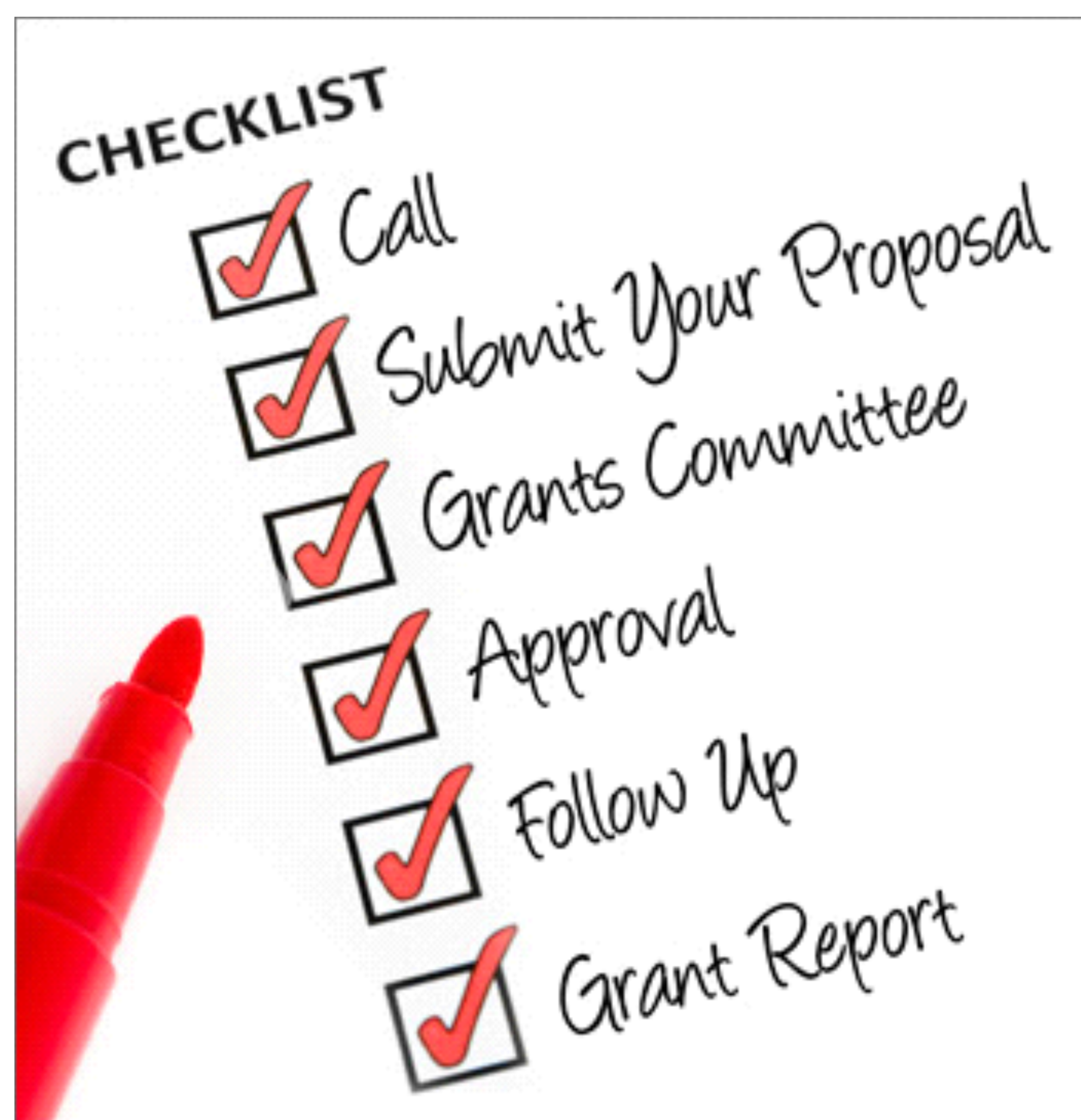
- Participate in a professional environment
- Learn about grant writing
- Gain experience with non-profits
- Discover grant writing as a potential career

Challenges

- Working remotely
- Communicating with multiple departments
- Learning about the grant writing process while on the job

Favorite Things

- Making a positive impact through writing
- Learning about non-profits and their work
- Learning new writing skills



Program Mission Statement: Through this new free food distribution program, we deliver healthy meals and groceries weekly to residents living in various food insecure neighborhoods, as well as connect them with partner agencies who can assist them with such issues as employment, housing, addiction recovery, and mental health advocacy - all in an effort to tackle the root causes of food insecurity. (<https://marcusharrisfoundation.org/neighborfood-express>)



GIS Intern

Sara Groetsch



Supervisor: Tim Acklin

Location: Planning Dept. - City Hall, La Crosse, WI

Responsibilities

- Assist with updating the City's Official Zoning Map
- Compile data from official records and revise and redraft maps
- Keep maps, plats, and data files in order
- Perform digital data conversion and gather map feature attributes
- Prepare reports and maps as requested
- Provide user and technical support under the direction of the Senior Planner
- Assist other departments with GIS projects
- Work in team environment with department personnel

Goals

- To increase my knowledge of ArcMap and ArcCatalog and the functions of both
- To learn to apply the knowledge I learned through coursework to real world applications
- To learn how to think outside the box to find creative solutions to various problems

Favorite Things

- Getting to work on projects that I know will positively impact my community
- Getting to travel to historic buildings in downtown La Crosse and see how important historic preservation is to the community
- Getting to apply the GIS skills I learned in class to real world applications
- Getting to create maps that can be directly accessed by members of the community

What I Learned

- How to complete complex tasks in a timely manner
- How to create features (parcels) in ArcMap and geocode corresponding data
- To not be afraid to ask for help or suggestions in order to produce the highest quality work

Projects I Worked On

- Generating sets of parcel maps to be used during planning and board meetings
- Helping to update a map of historical sites in La Crosse
- Began work on mapping and creating a geodatabase of underground fuel tanks in La Crosse and surrounding cities for the fire department
- Created an updated map of the HWY 53 corridor in north La Crosse
- Created mailing lists for informing residents of meetings about changes in their neighborhood

Challenges

- Trying to obtain data from outdated and hard to read paper sources
- Attempting to learn new processes in order to provide results in a timely manner
- Learning how to think outside the box to find solutions when certain toolsets within the software were unavailable to me

Marcus Baldwin

*Business
Intern
2020*

CHALLENGES

Due to COVID, many of our camps had to be cancelled causing mass refunds and credits.

Responsibilities

- Managed inventory, payroll, invoicing, and recruiting for school year coaches.
- Managed the Skyhawks email and phone line, as well as create marketing flyers and campaigns.

PROJECTS

Analyzed price-points and identified new target demographics for future camps in new cities



Treasury Intern

Josh Sennes

Responsibilities

- Match invoices to purchase orders
- Investigate old open purchase orders
- Audit certain vendors' invoice entries everyday
- Audit snow and lawn logs every week
- Verify accuracy of expense reimbursements

KWIKTRIP

Internship Supervisor:
Lynn Stampka, Accounts Payable Manager

Projects

- Audited an entire year's worth of snow logs to identify duplicates.
- Sent out communication regarding the credits we took from duplicates found in the snow log audit.
- Checked that the payment terms on a vendor matched to their invoices. Changing some terms that we had incorrectly helped improve cash flow.
- Sent out IRS B notices which is when the tax ID does not match up exactly with a vendor's legal name.

What I Learned

- I learned how to work with many different types of people ranging from small business owners, to coworkers in other departments, and to representatives of large corporations.
- I learned how to use Microsoft Excel efficiently and effectively with real world problems.

Challenges

- It was difficult translating Microsoft Excel skills learned in school to real world problems. After working with it nearly everyday, I feel confident using it.
- Telling people, inside and outside of your organization, what they don't want to hear is not easy. I am not great with confrontation, but it was extremely valuable to improve my communication skills.

Favorite Things

- I loved working with other departments on problems. Talking with them gave me a wider understanding of processes and how they see the problem which in turn helps me determine how to fix it.
- After growing comfortable with Excel, I enjoyed the satisfaction of solving a problem I hadn't worked out in Excel before.
- I loved seeing how the whole process worked from start to finish. It helped me understand my part in it and gave me confidence in doing my task.

COLLEEN EGSTAD

PROCUREMENT INTERN- HYDRITE CHEMICAL CO.



About Me

- May 2021 Graduate
- Chemistry Major with Business Concentration
- Student Union Building Manager (2018-2020)
- Study Abroad Program: Copenhagen, Denmark (2020)
- Enjoy Running & Trying New Restaurants
- Hometown: Germantown, WI

Internship Experience

- 2019- Present
- Coordinated Purchase and Sales History Reports for Products & Customers
- Collaborated with Senior Colleagues across Plant Locations to Reduce Caustic Soda Levels in AS400 Program
- Contributed to Meetings with Vendors from Six Business Units
- Currently Provides QC Lab Analysis to La Crosse Manufacturing Facility

Takeaways

- Learned to Communicate Effectively Cross Functionally
- Built Connections with Internal Leaders and External Customers/Vendors
- Systems Skills (Internal Technology & Microsoft Suite Programs)
- Interned Full-Time over Breaks & Part-Time during School
- Accepted a Full-Time Position in Hydrite's Development Program Post-Graduation



Brianna Graw

Marketing Major, Art Minor (Photography/Graphic Design Emphasis)
Communications Intern: June 2019 - Present
Internship Supervisor: Jane Comeau

Responsibilities

- **Write, proofread and edit feature stories for print and online publications**
- **Design internal magazine shared with all staff and sisters**
- **Create and distribute various flyers, banners and monthly newsletter emails**
- **Report monthly analytics (open rate, click rate, etc.) and maintain e-newsletter contact information**
- **Develop social media campaigns and release plans (Facebook, Instagram and Twitter)**
- **Update online content for public, private and staff websites**
- **Manage and share current news media coverage both internally and externally**
- **Distribute celebration announcements to various news outlets and publications**
- **Assist with local event coordination and digital media support**
- **Photograph events and share images via websites and social media accounts**
- **Work collaboratively with other departments on additional marketing and design projects**
- **Utilize remote collaboration tools to communicate with others on the team**
- **Conduct weekly check-ins to accomplish organization goals while working off-site**

Technology Used

- **Adobe Creative Suite – Illustrator, InDesign**
- **Constant Contact – Email Marketing**
- **Digital Photography – Lightroom, Photoshop**
- **Freedcamp – Project Management**
- **Google Suite – Docs, Drive, Gmail, Calendar**
- **Hootsuite – Social Media Marketing**
- **Microsoft Office – Excel, PowerPoint, Word**
- **Video Conferencing – Google Meet, Zoom**



Certificates Earned

101 Digital Marketing Best Practices for Nonprofits, Nonprofit Tech for Good

- **Website & Email Marketing Best Practices for Nonprofits**
- **Online Fundraising Best Practices for Nonprofits**
- **Social Media Best Practices for Nonprofits**



Andrew Osterhues

Provider Reimbursement Specialist Intern

@ LHI (Logistics Health Incorporated)

Supervisor: Tessa Wall

Responsibilities:

- Part of the Accounts Payable side
- Ensure service providers are billing correct quantity and paid their contracted amount
- Assist providers and patients over phone in answering billing questions

Favorite Aspects:

- Very rewarding job
- Company truly cares about employees
- Great co-workers
- Allowance of balancing course studies and job responsibilities

Challenges:

- Learning multiple contracts (each contract leads to a new way to process)
- Learning business standards
- Building confidence in abilities while asking for guidance

Goal:

- Gain applicable experience in a business setting
- Learn how accounts payable works in practice
- Build network connections
- Perfect interpersonal skills



OPTUM Serve™



Inorganic Wet Chemistry Intern & Organic Chemistry Intern

Alyssa Sullivan

Supervisor: Jennifer Buchholz

Location: Davy Laboratories, La Crosse, WI

Goals and Responsibilities:

- Gain experience working in an environmental laboratory
- Develop understanding of quality control procedures and proper documentation of data
- Ensure the maintenance and cleanliness of all equipment and glassware
- Preparation of samples and dilutions to be tested
- Preparation of reagents, standards, and standard curves

Projects/Tests:

- Inorganic biochemical oxygen demand (BOD) analysis of groundwater, wastewater, and drinking water (Top right photo)
- Hexane extractable gravimetric analyses for oils and greases in wastewater (Top left photo)
- Quantitative determination of acrylamides in water samples
- 505 analysis for pesticides and 515 analysis for herbicides in water samples

Things I learned:

- Willingness to learn/try new things can open up great opportunities! (That's how I got started in organics)
- Understanding why you are performing a test is just as important as how to do a test!
- Increased my awareness of water-related environmental issues we face



Outreach & Communications Intern

Upper Midwest Environmental Sciences Center

Supervisors: Randy Hines & JC Nelson Faculty Supervisor: Lindsay Steiner

SUMMARY

- Completed for Professional & Technical writing minor
- Paid internship from Jan 2020-July 2020
- Started in person 3 days per week
- Moved to virtual flexible schedule
- Worked on writing content for the UMESC website

ABOUT UMESC

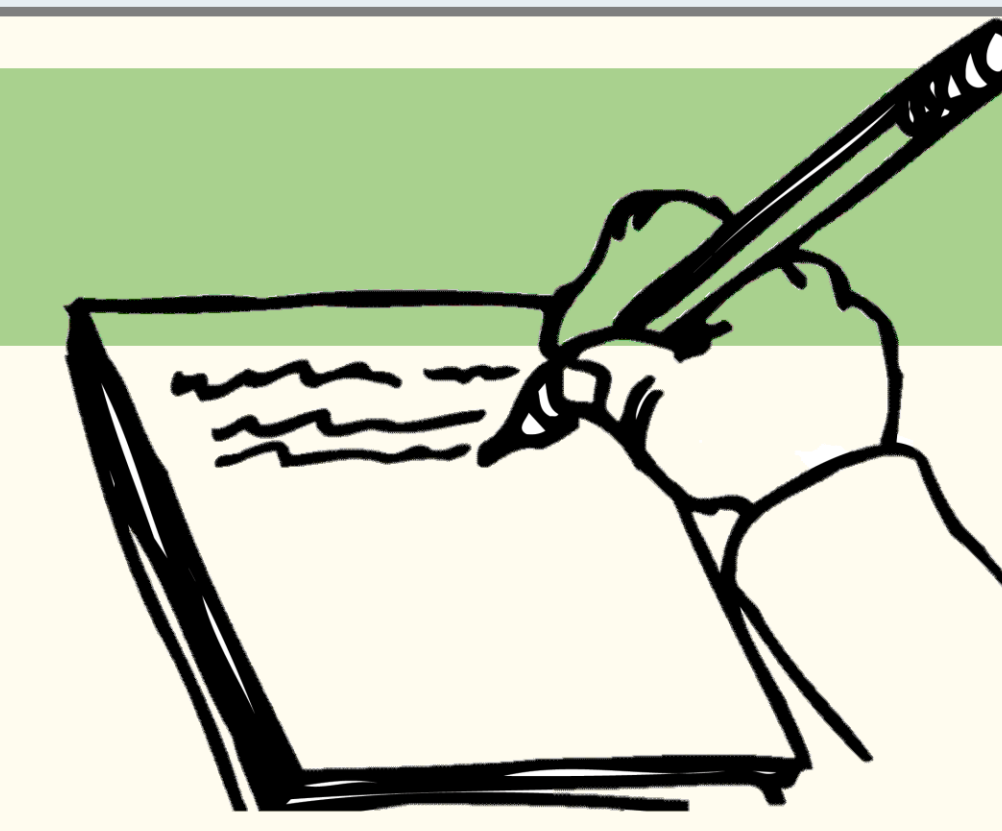
- U.S. Geological Survey (USGS) Science Center
- Conducts ecological research in the Upper Midwest
- Research focuses on river ecology, wildlife ecology, and geospatial technology
- <https://www.usgs.gov/centers/umesc>

PRODUCT PRODUCED

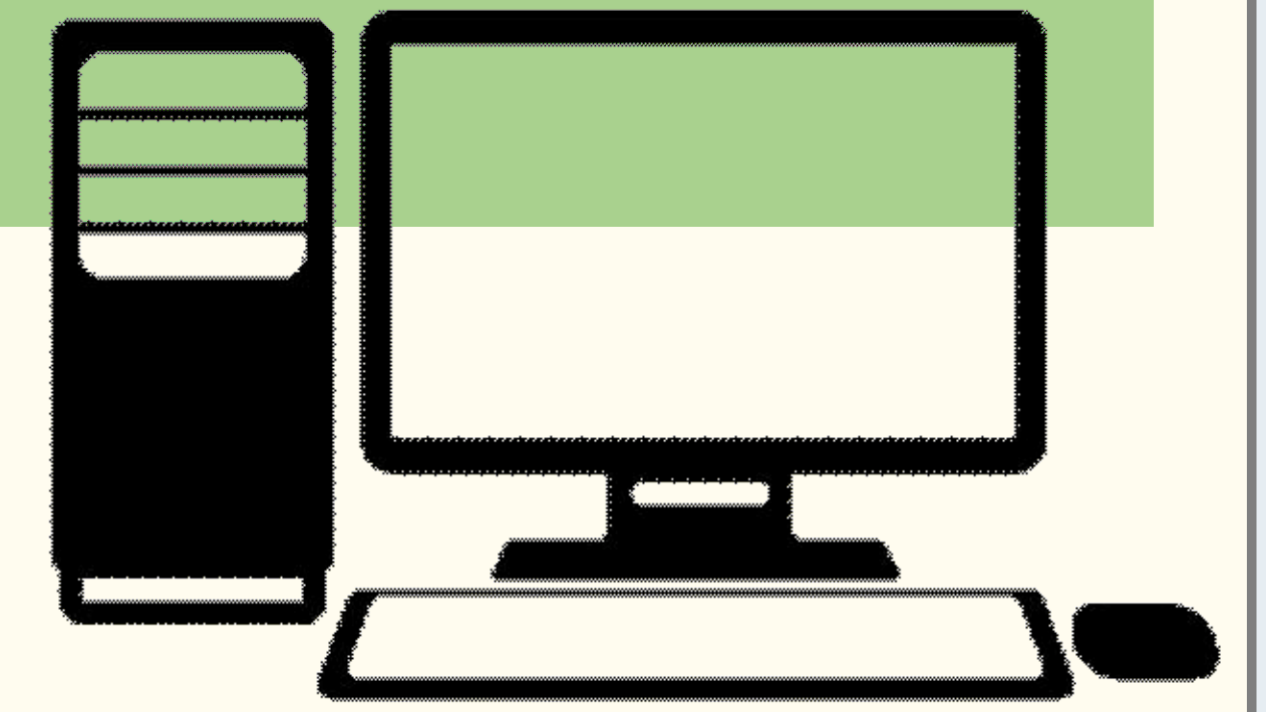
- Website updates!
 - The UMESC website was very outdated
 - UMESC social media posts can't be made without connecting to a website link
 - The outdated info meant no posts could be made on the new projects
 - My main task was to try to get the new projects to have their own web pages
 - I created web pages for around 10 research projects



1. Met with scientists



2. Wrote and revised project drafts



3. New projects pages were published on the UMESC website

CHALLENGES

- Learning about the requirements needed for a USGS website to be published
 - Ex: photo details, how to refer to different agencies
- COVID
 - I had never done virtual work before
 - Scientists had to stop or reconfigure their projects
 - Made meeting with scientists more difficult to navigate

FAVORITE THINGS

- Getting to talk to so many different scientists
 - As a scientist myself, I loved getting to learn about all of the other areas of science
- The flexible hours
 - After switching to virtual, I was able to make my own schedule that worked well with my switch to online classes.
- Combining my major and minor!
 - I wanted a writing centered internship that would mesh well with my biology minor. This was the perfect mix.

PR/Marketing Intern

Ally Steele

Supervisor: Dr. Dena Huisman

The Borgen Project

Responsibilities

- Creating & implementing a branding campaign
- Contacting congress weekly
- Mobilizing & educating others about poverty
- Fundraising
- Managing a focus group session

Favorites

- Writing & publishing articles
- Creating infographics & videos
- Being able to learn more about poverty and show how others can reduce poverty
- Making connections with others

THE BORGEN PROJECT



The Borgen Project

- Fights extreme poverty
- Headquarters is in Seattle but offer internships worldwide
- Focuses on food starvation, access to clean water, & food aid reform

UW&
UW-LA CROSSE

Projects

- Writing, emailing, calling congress
- Creating infographics to be published online
- Reaching out to influencers to help mobilize others
- Presented at a Rotary Club
- 1-mile campaign (in a 1-mile radius put up posters about poverty / The Borgen Project)
- Create a fundraising campaign and raise \$500

Challenges

- Balancing school and my internship along with COVID-19
- Struggled with fundraising at first, but then I tried multiple different strategies

EXPLORE LA CROSSE FALL 2020 INTERNSHIP

DUTIES AND RESPONSIBILITIES

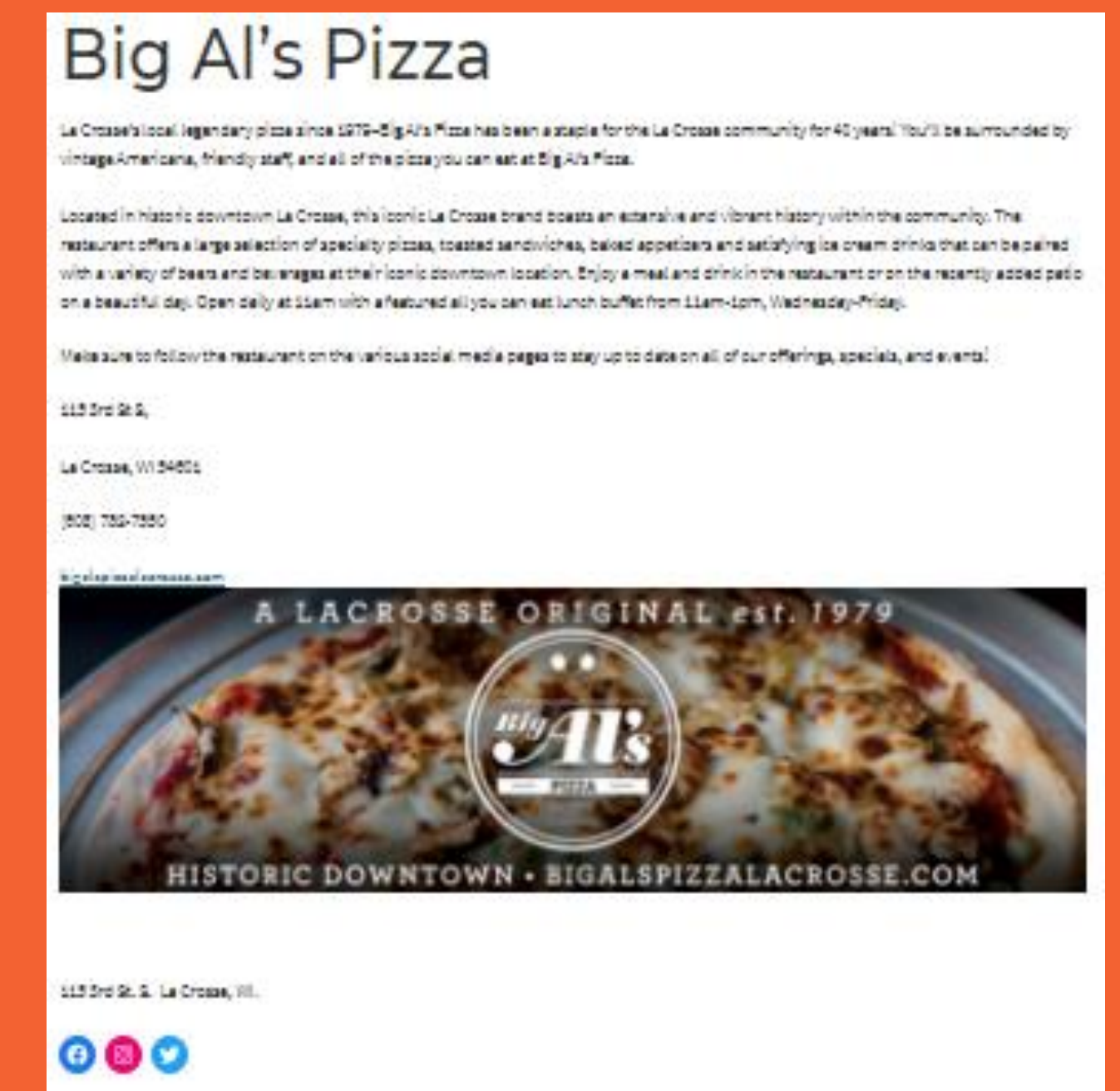
- Attend weekly staff meetings
- Monitor Convention & Visitor Center industry trends and competitor insights
- Maintain and update Explore La Crosse webpages
- Assist in development of blog post and social media posts
- Participate in Google Analytics and social media analysis and reporting

EXPERIENCE GAINED

- Project development, execution, and analysis
- Public relation experience
- Working with community leaders and business owners
- Market platform experience
- Time management
- Networking

explore
LA CROSSE

EXAMPLE OF PROJECTS COMPLETED



Kaitlyn Bieberdorf
Marketing Intern with
Management Focus
Under Director Haleigh Doyle



Roman Kryshak

Consumer Relations Intern

Cardboard Cutout Standees

Supervisors: Jason Frank and Jay McNamara



Responsibilities:

- Interact with customers via phone and email to answer inquiries and resolve conflicts
- Prepare and edit customer photos to be printed into BigHeads and Standees

Goals:

- Improve ability to effectively interact with customers and discover needs
- Improve Adobe Photoshop Skills
- Learn how an online business operates

Projects:

- Edited and facilitated sales of various personal projects and marketing campaigns
- Helped the company successfully achieve their most successful holiday season to date

Challenges:

- Learning how to handle and remedy customer conflicts
- Learning to perform effectively in a heavily time-sensitive business model

Favorite Aspect:

I really enjoyed being able to utilize both my major and minor simultaneously, as this internship put my marketing and digital media design skills to use daily.

Career Services Undergraduate Intern

Malee Thao

Supervisor: Brenda Leahy

Faculty Supervisor: Ronda Leahy

Internship Site: AACCS and OMSS

Responsibilities

- Manage, organize, and plan event sponsored by Career Services
- Create marketing material
- Collaborate in a diverse office
- Assist students with resumes, cover letters, and interviews

Challenges

- Getting in contact and promoting to targeted populations for events and workshops
- providing accurate material and advice to students

What I've Learned

- How to improve my communication
- how to plan and market events
- hone my interpersonal skills such as leadership, teamwork, etx

Favorite Things

- Working in a diverse environment
- creating promotional material
- collaborating with colleagues
- learning what is going on on campus
- working independently

Goals

- Learn how to properly create, market, and promote events to students
- Assist as many students as possible get the help needed for professional development

Projects I've Done

- Navigating the Workforce as a Person of Color
- One and Done Workshop
- Why Teaching is a Great Career
- Standing out to Employers

