

Intern WALL OF FAME



Michael Santoli
(Business Administration, Sophomore)
Marketing/Promotion Coordinator
Snack Shack, Thompson Hall, SUNY Fredonia

Interning at the Snack Shack has been and will be looked upon as the bright spot in my college academic career. Having an opportunity to network through the Business Club at Fredonia State is something that all students should look into. It is truly an efficient learning process, in which you work directly with students and faculty to accomplish shared goals. I would recommend any student to pursue any type of internship and gain real business experience firsthand. It can not only be used as a resume builder but also places students into assignments that requires the development of a new set of skills which are transferrable and will help me in the business world.

Some of the things that I have learned over my time at the Snack Shack are the components to how a small business operates. Over the past several months at the Snack Shack, I have developed skills like taking inventory, stocking shelves and managing the books along with developing an appreciation for “the customer”. These are all vital when running a business. Being a marketing/promotion coordinator, I am currently in the process of analyzing graphs and tables of past sales dating back to the fall of 2008, to find out demand for our most popular sales items. Based on the findings of this investigation, I am going to design several promotions around these ‘best sellers’ in an attempt to attract new customers and ultimately boost overall profits for the Snack Shack. In my opinion, this is the best part about this job. Having the opportunity to get out of my comfort zone, be creative and come up with new ideas and measuring the results of my labor is an experience you can’t get in a classroom. This part of the job gives me real world experience on how to market a business through learning and experiences and make decisions based on evaluation of the more successful tactics and in general determining the success of what works and what doesn’t.

The most valuable aspect of this internship to me, other than the experience I was gaining, is the relationships I have built with the team. I was introduced to a whole new group of students which I would have never had the pleasure of meeting if I wasn’t granted this great opportunity. The people I have met this semester have made a lasting impression on me and any successes that are shown this semester are a direct tribute to the whole Snack Shack team.

I view the Snack Shack and this internship as an opportunity that I won’t soon forget. I am going to use it as a stepping stone to build a foundation for a long and prosperous career in the business field. I will take the experiences I have learned with me and use them in every step of my progression towards graduation and beyond. This internship is where it all starts for me. I would therefore highly recommend any and

every student to pursue any internship at Fredonia, regardless it's a paid or un-paid assignment since the value you will gain from it will be priceless. The other piece of advice I will offer other students is to leave your comfort zone and take advantage of any opportunities that come your way. Do things you never thought you would because the people you meet along the way and the things you learn will truly be unforgettable.

I would recommend all students to use the Career Development Office Services. The most important aspect about pursuing a possible internship could be your resume. It is vital to have an updated resume, and the CDO will help you achieve this goal. People tend to put off having a resume but the sooner you create one and have it on file, the easier your process of gaining an internship will be.