

SUNY-Canton

Internship Final Report

Name of student: Joe Goliber

Date submitted:

Organization: St. Lawrence County Chamber of Commerce

Period worked - days & times: The times varied, but typically 8am to 4:30, Monday through Friday.

Total hours worked: 488.25+

Based on your total experience during this placement respond thoroughly to each of the following: Number and letter each as it is listed here:

1. Summarize your activities and reactions during your last 40 hours.

I would like to note that the last 40 hours of my internship were included in the week 12 reports. This week was a short week due to the office being closed on the Monday following Easter, and because of a surgical knee procedure that I had on the Thursday of that same week. Most of the week was spent tying up loose ends, and preparing the chamber for my departure.

Tuesday

On Tuesday, I worked on creating spreadsheets and updating them to the chambers shared network folders. This way, after my internship is finished, all of the information on everything that I have been working on over the last twelve weeks will be easily accessible.

I also researched product reviews and obtained prices on some of the other components that we will need for the fishing simulation.

Wednesday

On Wednesday, I continued working on the spreadsheets and updating them on the chambers shared files. I also worked on submitting trade show and travel expenses to both Sparx and the Ogdensburg Bridge and Port Authority for payment and travel expense reimbursement.

Another activity that I was involved in was working with our graphic designer and getting a magazine ad created to promote fishing specifically in St. Lawrence County.

Thursday

Through I was off for a knee procedure, I worked from home with Brooke and Valisha on the fishing ad for St. Lawrence County.

Friday

On Friday, I went into the office a bit late due some pain and swelling in my knee from my procedure. I started my day pricing out TV's at some local electronics and appliance retailers. The TV is needed for my fishing simulator. After arriving to the office around 10am, I also contacted some local fishing tackle shops to see if they stocked the fishing rod and reel that I need for my simulation or the possibility of ordering one. After the office closed at 4pm, I drove to the outfitter that I am patronizing and looked at his supplier catalogs to see the different options available. I am hoping to get this ordered on Monday, and will have it this week.

Another activity that I was involved with was creating a survey in Google Forms and sending it out to the other Tourism Promotion Agencies. Well, it's not so much of a survey, but rather a document to collect specific fishing related information that is needed in order to update my GoFishNY.com website.

2. Summarize activities you engaged in this placement.

Throughout this internship, I have been engaged in the project management and marketing of a \$216,500 campaign to promote fishing tourism in the greater northern New York area. This campaign covers an area that spans from Oswego County and eastern Lake Ontario, north to the St. Lawrence River, east to Lake Champlain, and south to Lake George (and just about everything in between).

Market Research

At the beginning of this campaign, most of my time was focused on conducting market research and determining the geographic locations on where we need to concentrate our marketing efforts. Through my research, I have found that the target market for Oswego County through the 1000 Islands and St. Lawrence

River Valley consists of the Route 81 corridor, southern and western New York, and all of Pennsylvania. For the eastern portion of the state, which includes Lake Champlain, the eastern portion of the Adirondack Park and Lake George, I have determined that their target market includes Montreal, the Route 87 corridor, New York Metro, New Jersey, Connecticut, Pennsylvania and Massachusetts.

Trade Show Display and other Graphic Design

Another activity that I was involved with early on in my internship was securing an exhibitors booth at two trade shows in Ottawa, and designing a professional looking interactive trade show display. Working with graphic designer Valisha Arnold, owner of Clever Toad Designs, we created a brand logo for the GoFishNY.com campaign, an 8'x8' and a 3'x8' geometrix display, two custom fit table covers and two iPad stands. A more recent addition to my trade show display is an interactive fishing simulator. In this simulator, you can choose to battle one of eight different species, which include a simulated 40lbs salmon or a 100lbs sailfish. This simulator is amazingly realistic, and uses real above and underwater footage, rather than animation.

Another project that I have been working on with Valisha is the design of media advertisements. This involved me working with fishing professionals that I have met through this campaign to obtain fishing photo and video assets. Amazingly, if you ask nicely, many of them were willing to release these assets to you. After obtaining these assets, I selected a handful that I thought would make a interesting print advertisement and turned them over to Valisha, along with the my ideas that I had about what the ad should look like. After going back and forth with Valisha, we came up with a great looking ad that is going to be in a national publication. I would also like to ad that Brooke also had me work on creating another ad with Valisha that was for the St. Lawrence County Chamber, rather than the GoFishNY.com campaign.

Complementary Assets

The whole purpose of this campaign is to market New Yorks North Country as a premier freshwater fishing destination and use fishing as an economic driver. Through my market research and the two trade shows I attended in Ottawa, I discovered that there was a large interest in "all-inclusive" fishing packages. People were looking to pay one price for a fishing trip and have it include lodging and meals. Since the whole purpose of this campaign is to promote spending within these seven counties, I thought that it would be a great idea to promote spending through the bundling of complementary assets, which

include fishing charters or guide services, lodging at a hotel/motel/B&B and restaurants. With these fishing bundles, people are now not only paying money for a fishing charter, but now money is also being spend on lodging and at restaurants. The goal of this is to create an experience for the consumer that is going to promote repeat business in the future.

Trade Shows

Over my internship, I attended a total of three trade shows. These shows included the Outdoor + Adventure Travel Show in Ottawa, the Travel and Vacation Show in Ottawa, and the Really Big Show in Potsdam. Overall these shows were a great experience. It was great to physically see all of the time and hard work that I have invested into this campaign come together into an 10'x10' or 10'x20' space. I had a lot of great conversations with people at these shows and a lot of great feedback. It was also amazing to see that the simulator that I recommended was a great addition to my display booth. It was priceless to see the smiles on people's faces, especially when it was a young child sitting on his/her fathers lap and they both were laughing and smiling from ear to ear. After using the simulation, I heard countless times "I haven't fished in many years; this makes me want to start fishing again," or "This makes me excited to teach my son/daughter to fish this summer." I even convinced people who had never fished before or "hates fishing" to use the simulator, and after using it, tell me that it was "It was so much fun, and want to experience it in real life."

On a side note, my simulator even peaked the interest of Senator Joe Griffo, who also used it at the Really Big Show at Cheel Arena in Potsdam. After the Senator landed a simulated 100lbs sailfish, he told me that the simulator is brilliant idea to incorporate this into my booth. He then informed me about an event in Albany that he was putting together for a number of high-ranking state officials to showcase the importance of promoting outdoor recreational activities within the state. He then asked me if I personally would be willing to bring my simulator and display to set up at his event. He then turned to his entourage and told them to "Make it happen."

Presentations

Over the course of my internship, I have had to present three different times. For the first presentation, I gave a 7 to 10 minute presentation about the GoFishNY.com campaign to about 25 chamber board members. The presentation went well and I fielded about a half dozen questions.

The second presentation was in Lake Placid at a meeting with the Adirondack Regional Tourism Council or ARTC. The ARTC consists of the heads of the seven counties chambers/Tourism Promotion Agencies (TPA's) that are a part of this grant. The presentation was probably 10 to 15 minutes, and I probably answered 8 or 9 questions about the campaign. Overall this presentation went really well, and I had a lot of praises as far as my vision and the direction I was taking this campaign.

My third presentation was to Gavin Landry, the Executive Director of New York States Empire State Development or ESD, and Richard Newman, the Executive Vice President of Marketing for I Love NY. This presentation was probably around 7 to 10 minutes and entertained a handful of questions from them. I had great feedback from these two NY State Executives, and I was told that they loved the direction of this campaign and the bundling of complementary assets as a promotional tool.

a) Did your activities and/or responsibilities increase over the time? If so, how? If not, why do you think this was the case?

Yes, my activities and responsibilities definitely increased as the internship went on. On day one of my internship, Brooke told me that she wanted me to run all decisions regarding the MarketNY fishing tourism campaign by her before I was to take action on them. Then as the weeks went by it seemed like I was gaining more responsibilities while my level of supervision was decreasing. Of course Brooke was still involved with decisions in some way, however it was obvious that she was impressed with the quality of work that I was doing, and that she trusted the decisions and suggestions that I was making.

As time went on, I was asked to start sitting in on meetings regarding where marketing decisions that were being made. Then, I went from an observer of these meetings to a contributor. People started asking me for my ideas or my opinion on suggestions that other people were making; and the best thing was, when I spoke, people actually listened to me. The majority of my ideas has been or is going to be put into action. For example, I suggested an overhaul of the Fishcap.net site and to sell advertising space within the site in order to subsidize website maintenance costs. Both of these suggestions are currently being acted on.

Now, it has gotten to the point where Brooke will assign a task for me, such as create and ad for a national publication. I will contact our graphic designer and communicate to her what I would like the ad to include, we will go back and

forth for a day or so on what changes need to be made, and then once I am satisfied with the ad, I submit a final product to Brooke for approval.

I have also created entire trade show booth exhibit on my own, traveled to Ottawa and set up and ran an exhibitor booth on my own, created multiple advertisements, and was in possession of a company credit card for the majority of my internship.

b) Were you supervised during these activities? If yes, what level and type of supervision did you receive? Was it helpful to learning? If no, why were you not supervised and what effect did the lack of supervision have on you and your experience?

Yes, I was supervised throughout my internship. However, as the level of activities and responsibility increased over the course of my internship, the level of supervision that I received decreased. I assume that part of this was due to the fact that I operate transparently. I always informed Brooke of what I was working on, and what direction that I wanted to take this campaign. Before I made any major decisions or expensive purchases, I would always get Brooke's approval before I acted on them. I also think that through the quality of work that I produced, I gained Brooke's trust very quickly.

For me, the level of supervision that I had was very helpful. One of the main things that it taught me was to be confident in myself and to trust my abilities. Since I am self-motivated and hard working, I feel that the level of supervision that I had was very beneficial. I do not think that it would have worked well someone who is less motivated.

3. What did you expect to learn from the placement?

a) related to your organization?

Through this placement, I expected to learn more about the role that a chamber of commerce plays for businesses, and what it does to promote the economic stability of the area.

b) related to "professionals" within your organization with whom you had contact?

Honestly, I really didn't know what to expect. I am not trying to sound sexist, but for as long as I can remember, the county chamber has always been staffed by women who are significantly older than me. I have to admit that I was a

little concerned about how seriously I would be taken, as well as what role I was going to play within their organization.

c) related to other “professionals” and other agencies with whom you had contact?

When I found out that I was going to be working with a total of six different counties on this fishing campaign, I expected to be very frustrated with the level of support that I received from them. I would like to say that they would be eager to work with me, and forthcoming with all of the information that I asked for, but I suspected otherwise.

d) related to organization clients?

This is a tough question for me to answer because I had virtually no interactions or dealings with actual clients of the chamber.

4. What exactly did you learn through these activities?

a) related to your organization?

First, I learned about the financial hardship that the chamber is facing right now. The previous director had really left the chamber in a terrible financial position, which led to cutting two positions in November or December of 2014. I have to say that through the two Board of Directors meetings that I have attended, I have learned of several steps that have been taken to manage the financial situation, and it appears that the chamber is now heading in the right direction. Brooke hopes to be adding two full time positions in the future.

I have also learned more about the role that the chamber plays in promoting economic stability in the county. This includes writing grants, advertising, marketing and other business advice and giving out small business loans

b) related to “professionals” within your organization with whom you had contact?

I have learned that I have been very well received. Since I am a male, and significantly younger than two-thirds of their staff, I have brought a younger and trendier approach to many aspects of the chamber. Fortunately, this was very well received throughout the organization.

c) related to other “professionals” and other agencies with whom you had contact?

Due to the fact that I am a nontraditional student, and have been in the workforce for quite some time, I figured that my interactions with other agencies were going to be frustrating, and I was not wrong. I reached out to the other TPA's and asked for some very specific information regarding fishing in their regions and gave them very reasonable deadlines to get me the information. At the end, four out of the seven responded which is going to result in three regions not being represented on our website. Apparently, the fishing related tourism that they experience in their region is so good that they cannot handle the additional customers that they might receive from “free” advertisement that I am trying to give them.

d) related to organization clients?

Again, I really cannot comment on this, as I really did not have contact with clients related to the chamber.

5. What did you NOT learn through these activities, and why?

a) related to your specific organization?

As far as the organization goes, I would have liked to get a better understanding of the event planning side aspect of the chamber. The chamber holds spotlight events each month, and several trade show style shows throughout the year. I would have found it beneficial to learn about the planning and organization of these events.

The reason that I did not learn about this was because my position at the chamber was a completely different role. I was project management on a tourism campaign, while the chamber has their own events coordinator.

b) related to “professionals” within your organization with whom you had contact?

Everyone in the organization was pretty transparent. If anything, I would have to go back to the event planning. I wish that the events coordinator would have given me more insight as to what goes into planning an event which could have 4,000 plus people in attendance.

c) related to other “professionals” and other agencies with whom you had contact

I really can't think of anything that I did not learn about the professionals that I had contact with. If anything, my interactions solidified my impression that people are lazy and unwilling to participate, even if they are going to receive \$216,500 worth of free advertisement and promotion.

d) related to your clients?

There is a lot that I didn't learn about the chamber clients. This is because this was not a part of my position with the chamber.

6. What were the two (2) BEST points of your placement, and why?

This entire experience was absolutely amazing, and I am going to have a hard time limiting it to just two best points. I would have to say that one of the best parts of this internship was trust and confidence that Brooke had in me to manage this project, as I wanted. This allowed me to choose a style of display and work with a graphic artist to bring my ideas to fruition, and also incorporate an innovative fishing simulator, which was wildly popular and even caught the attention of a New York State senator. Seeing all of my ideas become a reality was honestly one of my proudest moments.

The other area that I felt was the best part of my placement was the networking that I was able to do. I have made a number of business contacts through this internship, which has led to some very interesting job prospects.

There is a third one, because it is something that I cannot leave out. This internship has significantly boosted my confidence, and made me realize what an asset I am to any organization. I am not trying to sound conceded, but it has made me realize the added value that I can bring to any organization that I work for in the future.

7. What were the two (2) WORST points of your placement, and why?

I know that this is really not answering the question, but I really cannot come up with any negative aspects of this internship. I have had so many amazing opportunities at the chamber that I wouldn't have changed if I could.

I guess if I had to pick one thing, it would be that there is not an opportunity at this present time to be hired on full time. I had never considered tourism

promotion before as a career, but after experiencing it, I have developed a passion for it. This is something that I can picture myself doing as a career.

8. What lessons did you learn about leadership and management that you may choose to apply as you further your career?

As a future manager, I really hope to be able to model my management style after Brookes. Prior to the start of my internship, I have always felt that if you wanted something done right, you would just have to do it yourself. I am basing my thoughts off of my experiences at previous job as a lineman, and from group projects that I have been involved with during the last four years of college. Due to these experiences, I have always been quite skeptical about other people's abilities to complete tasks or assignments on a level that I find acceptable. This usually ends up with me either micromanaging, or just doing all of the work myself (which I know is not a good thing to do).

Brooke however had a very different approach than I would have. After observing my work ethic, she allowed me to take the reigns and manage the project as I see fit, which is exactly how I observed her managing all of her employees. In that office, everyone plays a different role, and had an entirely different set of skill sets. Everyone has tasks that needed to be completed, and Brooke allowed everyone to do just that. Brooke always asked questions and wanted to be kept in the loop, but if the task was being handled in a proper way, Brooke did not meddle in it. If there were an issue or concern about the way something was being done, then she would address it then.

9. What lessons have you learned about ethical dilemmas and how have they prepared you to deal with similar situations if you encounter them again?

I thought about this question for quite a long time, and I really struggled to come up with any ethical dilemmas. The only thing that I might consider unethical involves the small store that they have at the front of the office. The previous director purchased a number of items including clothing, post cards and Amish baskets to sell in the store. To me, this is unethical because the chamber is supposed to promote small businesses, not compete with them, which is exactly what they are doing by selling these items. It would be different if these were items that chamber members had put in the store to sell on consignment (which some of them are). However, purchasing these items at whole sale price and then selling them at retail prices directly competes against the businesses that they are trying to promote, not to mention paying money to be a member of their organization.

Brooke shares the same viewpoint as me when it comes to this. Since she has become chamber director, she has attempted to liquidate the inventory that the chamber has purchased and now refuses to compete with the businesses she is trying to promote. Now, she is trying to stock the store with chamber member's products.

I would not say that this ethical issue has prepared me in anyway for future issues I might face. As far as this issue goes, it is common sense to me. As the county chamber and county's Tourism Promotion Agency, do not compete with the businesses that you are trying promote the economic stability of.

10. In general, what have you learned about organizational life and how does it connect to the theories that you have studied in class?

This internship was primarily a marketing internship. I really hate to say it, and you and I have had these conversations before during and after the International Business Strategy Competition that we were involved with, but my marketing class and the theories that we discussed (in my marketing class) really did not fully prepare me for the activities that I was engaged in during this internship.

Of course the marketing mix, or the 4 P's of marketing definitely was factored my tourism campaign. These include:

Product: The product of this campaign would be the "all-inclusive" fishing packages that people have expressed a desire for.

Place: This would be the geographic location of the regions target market, which was determined through market research,

Price: The amount that the target market would be willing to spend on fishing and fishing packages.

Promotion: This is the type of advertisement (geomarketing, websites, print ads, banner/digital ads, trade shows...) will best reach our target market and inform them that New York's north country is a premier fresh water fishery.

11. If you had to do this experience again, what would you change and why?

I would definitely not trade this experience in. In fact, if given the opportunity, I would like to do this type of work as a career. However knowing what I know

now, I would have definitely handled the early stages of the campaign differently.

In the beginning, I think that Brooke and I were a little confused as to exactly what this campaign was supposed to incorporate. This campaign was through a grant that Brooke herself did not right, and to be quite honest, the wording in the grant did not offer much in the way of guidelines. Therefore, there was a huge learning curve for both of us. I would have definitely started the graphic design for both the displays and the advertisements much earlier. I also would have been a bit more aggressive with the other TPA's as far as them giving me the information that I had asked for. Other than that, I would not trade this experience in for anything. This was the perfect internship for me, and it has sparked a passion for me in an area I had never worked in before. I am very grateful for this opportunity.