



The Shumaker Technology Group

Working at the Shumaker Group has been a joy. Everyone was great to work with and the environment was always more friendly than business. However, if you expect this job to be a cakewalk, you are sorely mistaken. This internship isn't about getting your bosses coffee and donuts and running errands; you will be gaining lots of real business experience in doing sales calls, creating mailing lists, designing web mockups, etcetera etcetera. Kyle also gives you the freedom to run the marketing how you feel is best and he really values your input. At the Shumaker Group your voice will be heard.

One thing I specifically liked about this job was being able to go to and work at trade shows like the Michigan Association of Township Supervisors Conference. It was a surprisingly fun time being able to chat and get these leaders of local townships interested in a product that you're selling. It's a good way to get experience talking business with people who have been doing that for longer than you've been alive.

One thing that I disliked at times was how much work there was. A lot of days I came in with a whole list of different things to get done, and I knew that to get those done I would have to be on my game to get them finished. One example of this would be the mailing lists before we went to big conferences. Having the responsibility to send out a couple hundred mailings without mistakes can be a burden. Printing and putting everything that goes into a mailing into the envelopes can be a grind and is far from the most interesting task you will do at the Shumaker Group.

Overall I'd say that I learned a lot from my year here at the Shumaker Technology Group. The marketing experience I gained working here will help me when I transition from college into a full time job. If you are ready to do the work and accept the responsibility that comes with having a job at the Shumaker Group, then I guarantee you will enjoy your time here.

Chris Welster

The Shumaker Technology Group
3721 W. Michigan Ave., Suite 103
Lansing, MI 48917

TEL (517) 388-3120
EMAIL info@shumakergroup.com
WEB www.shumakergroup.com



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