

August 7, 2008

It is with great pride and pleasure that I write this letter to the outstanding program of College Works painting in Utah. I had the experience of being an intern for the 2008 year, and I couldn't be more pleased with everything I learned.

I heard about the internship in a business class that I took in fall of 2007. I signed up for the class hoping to learn more about business, yet it wasn't until I started the internship that I truly learned about business. The internship was of such worth that I can say that I learned ten times more about business than I ever could have in class.

The internship took me to places that I have never been before. Under the mentorship of Gavin Lantzy, the regional VP, and Chris Swenson, my District Manager, and many others, I was taught every aspect of the business that I would need for success. These inspirational leaders equipped us with every bit of knowledge and [training that we would need to run a successful and clean business](#). Under their constant guidance, I was finally able to have the opportunity that I wanted to excel in real world setting.

Not only did I make more money than I ever have in my life, more importantly I learned many things about myself that I could not have learned any other way. I first learned how to grow my business by launching a marketing campaign. Since I had to commute to my area during the spring, I hired many young people to help me market my business when I was away. After learning how to train them, my business started to grow. I also hired flier droppers. I had the opportunity to be the one to make the sales once they had gathered enough leads. I entered the home of over a hundred homeowners to discuss the possibility of painting their homes. I learned many advanced sales techniques, that with practice I developed, and was able to line up a good portion of my business before finishing the school year.

Once the summer started, I continued to grow my business while learning [a whole new skill](#)-how to manage and run various painting crews. At any one time, I had as many as seven employees-some of them as old as 50 who had been painting for years, and some who were only in school trying to earn some summer money and learn a little bit about business. While keeping my employees happy, I also had to attend the needs of all 38 of my clients and their spouses.

I learned a great deal about myself from the experience that I never knew before. I learned how to manage my time, how to delegate responsibilities, resolve conflict, lead from the front, and control profit. I imagine that for the rest of my life, I will still be drawing from the lessons that I learned. I am glad that I was handpicked from my peers, and given this life-changing opportunity. I have never heard of any other internship which provides such a well-rounded and hands-on learning experience.

Ben Toney

Branch Manager,

Centerville and Bountiful Area