

College Works Painting: A Few Things to Consider...

My name is Brian Goulding and I did the College Works internship in the summer of 2006. I would like to begin by saying the time I spent in this program contributed to one of the most beneficial and eye-opening experiences of my life. I would like to touch on just a few points that I felt were most prevalent in building my business sense and a professional attitude.

- Real world business experience
- Management, Sales, and Marketing skills
- Networking, Companionship, and People skills

One of the greatest things about the College Works program is that it gives motivated college students a chance to run their own business. There is nothing more satisfying than starting, running and being successful at your own business. Not only does it give you an opportunity to make a lot of cash in the summertime, but also builds your resume, and confidence. Employers are looking for people that have “real” experience in the business world. As competition for jobs increases, the need to separate yourself from the next person is becoming an absolute necessity. College Works gives you the opportunity to stand out to employers unlike any one of your peers. I would say this is the most important and valuable characteristic of the program.

The business skills that are refined through being a manager in the College Works program will prove to be invaluable throughout life. It gives students a chance to apply the knowledge they learn in the classroom to their own business. You will be required to hire and run a marketing team as well as find every possible way to let the surrounding community know about your cause. You will also be required to talk to your potential clients, set up estimates and improve your sales skill by closing contracts for the summer. After you have booked jobs you will then recruit and manage painters to produce your work. It is important to realize that this is NOT A PAINTING INTERNSHIP! It is a “management” internship designed to improve your sales, marketing and management skills, an opportunity many students will never get.

One of the most practical skills you will gain through the College Works program is your networking, and people skills. No matter what industry you go into there is always a need to “sell yourself.” In other words you must talk to people and get them to like and trust you. This program will build confidence in your people skills and allow you to freely communicate your finer qualities and present them in a manner to which your clients will “buy” them. You will also have the opportunity to network. You never know who you will run into in your surrounding community. The relationships you build will continue to give long after the internship is over. Besides your clients, you will build multiple relationships inside the company. Every two weeks there are organized activities like skydiving and white water rafting that give you a chance to communicate and share ideas with fellow managers from all over the state and country. Apart from the fun times that you will have, the people that you meet are the real assets you will gain from the program.

I hope that I have given you a few things to think about when considering doing an internship with College Works Painting. Although it is hard work and demanding at times, that is what it takes to run your own business and is ultimately satisfying on so many levels. I would defiantly say that this was an extraordinary experience that I will remember for the rest of my life, and I strongly urge you to consider this route.

Best of luck,

Brian Goulding
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