**Journal of My Experience**

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**Company:** CONCOA

**Internship Supervisor**: Giorgio C. Valentini

Day 1: April 3rd, 2012 (4 hours)

I was so nervous. lol. I was so prepared to make an awesome first impression to the person I was interning. I picked out my best outfit to look professional, and early in the morning I printed out and studied about CONCOA. My father has arranged this internship for me and my father said that my intern person will interview me about my project and resume. I was anxious and excited when I drove on my way towards CONCOA straight after third block. I arrived at CONCOA at about 1:40PM. I went into the left entrance where my dad showed me before and called on the black phone to get in contact with the Human Resources employee named Michelle. However, no one picked up the phone and I called six more times. No one picked up again so I called my mother in her office in the hospital to call the main office of CONCOA. In result, I waited in the small, employee white-walled entrance for about eight more minutes. My mother called me back saying that the majority of the workers were on their lunch break and were not in their offices. However, Michelle was still in the building and she would open the door for me in a minute. Michelle looked like a model office women with a long sleeve polo, black dress pants, and black shoes. She looked very friendly, but I was still anxious since I was in a real business. Michelle lead me into the cafeteria and I watched her eat her lunch and we talked about the purpose my interning, my aspirations for college, movies, her children, and why she became a Human Resources head for CONCOA. What was the most interesting thing was that she was very down to earth and not stuffy like I thought a company worker would be. She told me to mess with Giorgio, the marketing supervisor I was interning, and said that he thinks that he's all that and the "Big Cheese" of the company, which made me chuckle. I also found out that Giorgio wasn't even interviewing me and he just wanted me to watch him. All that extra preparation was for nothing, but I was relived. Anyway, Michelle showed me her office since Giorgio was out and about in his lunch break, and I noticed the office area was quite interesting. One huge room was for the office people for communications, marketing, human resources, and etc. The offices towards the wall had walls made of glass making the area appeared more open. Giorgio's office was the second to the left and I noticed he had two huge connecting screens and a big, wide desk that wraps around his whole office. Anyway, after ten minutes in Michelle's office, I was informed that Giorgio here and I went towards his office. I was very nervous and wanted to make a first good impression. Giorgio was massive lol. He wasn't fat, but he was tall compared to my small, short self. He looked very professional with his dress shirt, tie, black pants, and black dress shoes. I shook his hand and I sat down in a chair in the corner. The whole time we introduced ourselves, talked about my dreams for college and suggested major, the purpose for my interning, told me that his son was an awesome guitar player with a band and everything lol, and etc. Giorgio talked about what he did in his job and what CONCOA was. He also taught me some marketing skills, mainly print shop basics since he used to work in Virginian Pilot a while back. The first day was nerve-wracking at first, but I'm glad being an intern at CONCOA since it seemed like a pleasant learning experience from the first day.

Day 2: April 9th, 2012 (8 hours)

I was really eager to go back and intern even though I would waste one whole day of my spring break. I woke up at 7AM to take a shower and drove to CONCOA and arrived at 8AM. As I walked in and walked towards Giorgio's office I was surprised that a number of employees smiled and said good morning to me. Anyway, Giorgio came in at 8:10AM and greeted me warmly. He asked about my day and then went off to do his work. he first emailed attendees in Outlook about what they need for the upcoming training, what to expect in the class, and what did they want to eat in the closing dinner. For this training class that is the whole week after Spring Break, Giorgio had to set and plan all the marketing stuff, like making and sending invitations about the training program across the U.S. and Canada, set up the hotel and food for the attendees, make the training binders and flyers, and adjust the website to have a special link to access special catalogues and links to the attendees who will pay for the training class. My overall reaction for all this work was stress and school. School for me was like Giorgio's work, time consuming and a lot. However, Giorgio said that you will get used to the work after you have done it for a while. Giorgio had worked for CONCOA for over ten years. Next, Giorgio made the template/survey for what the attendees want to eat at the closing dinner. He told me that he makes surveys on Dreamweaver, a beautiful, efficient program, but very expensive. After that we reviewed the over menu for the whole week by checking prices and food/drink variety, and emailing the food venders if the order was okay and ready to go next week on time. Then, we emailed Giorgio's co-workers Richard, Dick, and etc. about the system service take of the list for the training class. Giorgio told me that everyone in the office is like a team and every supports/helps each other. What was funny is that since each worker has a phone and line, Giorgio would call the office right by him just to ask him one thing. They were at least three feet apart lol. Lastly, since finished all the training stuff early on his part, we did a side job of reediting instruction brochures since one work named "Teflon" is now not allowed to be put in these instruction brochures. In result, Giorgio had to take out Teflon in every brochure that has it. Today was interesting to me because I saw how Giorgio worked on a regular day.

Day 3: April 10th, 2012 (8 hours)

I came in 8AM again and some workers said good morning to me again. Giorgio came in and looked kind of tired. He said he should be back and get some coffee. He was gone for some quite time so I felt like organizing and cleaned his desk since it was pretty messed up. (Even though he cleaned his desk because I was coming lol) Giorgio came back with a Styrofoam cup of coffee and told me that on his way there he talked to one of his co-workers about the training class week and just asked about the progress. I just nodded my head and Giorgio went onto his computer. He then went on a rant about Twitter, which I have heard of course in school, but never had one or used it. Since Giorgio is the creative marketing specialist in all of CONCOA (since the headquarters is in Virginia Beach) he has to communicate to the venders and customers of CONCOA and social networks are the best tools for marketers today to get in touch with the consumer. Anyway, he told me about his "Tweetdeck", a feature of twitter, and he cam post multiple Tweets in different tags at the same time. Giorgio said it is very efficient and convenient, and said that he enjoys looking on the daily Tweets every morning. To me, I was like, wow my intern guy is a nerd, but actually I was amazed on how technology savvy he is, since he is quite old and an office man. Next, Giorgio started to talk about programs that he uses and the benefits of them. He uses Dreamweaver, Photoshop, Illustrator, and Google Analytics. He said they are really expensive, but it is worth the money because the programs save a ton of time. Also, he told me that students like me about to go to college can get student discounts and get each program for about $300, a fraction from $600-$1,000. He also told me of keyboard shortcuts for each program. Then being curious and all, I asked him about his two computer screens linked together. He said that you can get any two screens and connect it with a cord. After that, we edited manuals again, which was boring lol, and Giorgio taught me that their main copier and printer connects to all the computers and these instruction manuals can be saved within the copier. The copier was really huge and European. It was really cool because it had a touch screen and was able to fold, staple, and hole-punch all the printed papers. After that, we went to back into his office and then a random office lady gave me and Giorgio small Reese's Cups. I was so happy and surprised. I loved this working environment/office. Then another lady came in and gave Giorgio an order form for 500 instruction manual CDs. In result, he put in blank CD's into this huge printer-like CD burner and this massive machine made a CD every minute, which was really cool to me. Lastly, Giorgio told me about conventions that they frequently do and explained how he plans one. Giorgio has to call and organize electrical, carpeting, delivery, graphics, order the paper, sent people, set up hotels, and pay for everything. Giorgio said one trade show can be up to $3,000. In the end of the day, Giorgio noticed that his desk was organized and straighten up. He asked if it was me and I said yes since I was bored. He told me that I was awesome lol.

Day 4: April 11th, 2012 (8 hours)

As the fourth day in the internship, I feel very comfortable in CONCOA, like how I go to school every day. Every employee in CONCOA has a lax attitude, and were playful with each other. They are calm when under pressure, and they work together to solve a problem. Giorgio is not only my intern, but a great advice giver, teacher, and a friend. This morning Giorgio had a headache, but still talked to me, got coffee, and took meds. Like every morning, we asked about each other's day and had friendly conversations. Today, he told me about the Indonesia Earthquake, which I was surprised about and very pleased to be informed about it. I liked how Giorgio is well informed about the international community like me and he has a great respect for the world. I greatly admire that. Then, he told me about the CDs and that he left the CD burner on overnight and only had about 100 left to burn. After that he checked his email as always, and received an email to check a package for a co-worker since the package hasn't arrived yet. Giorgio immediately went on the UPS website and said that everything was fine. Giorgio made me chuckle by saying that UPS really stands for "Underpaid Postal Service" since the UPS trucks are huge and brown and were paid to speed on the road to deliver a package since they are underpaid and overworked. Anyway, after a good laugh Giorgio told me about the types of marketing in CONOA since Giorgio had no immediate work due at the moment. He said that CONCOA has print, online, editorial(these are huge in CONCOA because the main customers of CONCOA are scientific and medical professionals, and they actually read detailed editorials/articles about CONCOA products), PR, shows, Twitter, Face book, Website, literature, and salespeople. After that, he informed about IT and what it really was, since in my resume I put IT as an objective for a future job. His advice helped me a lot since I know nothing about IT. Then, Giorgio took me into the top balcony, which was above the factory, and showed me the old convention boxes, and told me about CONCOA convections and how they prepare for it. Lastly, we edited and redesigned eight manuals that included Teflon, which was quite boring and I was about to fall asleep. lol.

Day 5: April 19th, 2012 (8 hours)

It's been a week since I was at CONCOA, and I was so excited to see the training class that the whole office and Giorgio had been talking about and stressing about since last week. I came in the main lobby with pure excitement and had my handy camera to take pictures of the training class to put on my senior presentation for the academy. The main door that lead into the building was open and on the side table by the door I saw a sign that said "Installation and Service Training Technical Certification Class for CONCOA Distribution Systems; Attendees Class at end of hall" with a huge blue arrow pointing right. I took a picture of the sign and took pictures of the lobby. After being a tourist, I went straight to Giorgio's office. He then showed me around to the classes, mainly in the main auditorium, and I saw the attendees, who all looked liked middle-aged men. We check the refreshments on the side table on the right of the auditorium. There were a variety of pastries and soft drinks. Giorgio was pleased that there was still a lot of pastries left, and took a donut to eat at his desk. I laughed at this and Giorgio told me that it was fine, and told me that I could get one too. I was so happy and took a donut with chocolate icing and a ton of blue sprinkles. I took a bite of it when we went back into the office, and it was the best donut I have ever eaten in my life! I devoured the donut in two minutes. Anyway, Giorgio then talked to me about the next tradeshow in July, and showed me his preparation that he started. He has to get people who will travel there, book hotels, and get all the materials and electrical planned out. Next, he opened his Dreamweaver Program and we renewed a contract in an Aura (partner, specialized company of CONCOA) area in Illinois and Arizona. While fixing the contract, one of the Giorgio's co-workers, Larry, came to our office and asked Giorgio to print out a PowerPoint presentation for him and the attendees since Larry is teaching a class in 30 minutes. Giorgio stopped what he did for a second, printed out the PowerPoint, I picked them up from the copier, and Giorgio gave it to Larry. Giorgio told me before that he gets surprise assignments, demands, and projects everyday while working on something. He said that it makes the day very exciting every workday. Anyway, after he checked his email after finishing the contracts, he got a customer request from the Philippines. Giorgio forwarded the request to the appropriate people, and talked to me about the history of Mac and PC since he had no work at the moment. lol. He told me that as a freelance graphic designer and a company worker, he always and recommends PC to everyone. Mac looks sleek and stuff but Mac doesn't work on a ton of programs, which is a huge pain. Plus, Mac is expensive, and print shops dislike Mac. After his whole speech, he took me a tour of the factory and explained all the knicks and knacks of the factory. I met the workers there and they were very friendly. Oh, and I saw where my dad worked too, and that was interesting and embarrassing for him with mw surrounded by his co-workers lol.

Day 6: April 23rd, 2012 (4 hours)

I was really eager to go back and intern again. I don't mind wasting four hours after school to intern because I looked forward to learn more marketing tips from Giorgio. When I came in at 2:30PM Giorgio wasn't there and Michelle told me Giorgio was out to drive his son to guitar lessons. In result, I stayed with Michelle in her office. We talked about mainly my prom, and how appalled she was by the price of prom now, and all the expenses of it. After that, I told Michelle that I was planning to go to ODU for international business. Michelle was happy for me, and proud that I was saving a ton of money for my parents. I kind of felt bad for my decision because of all the advice that Giorgio gave me; he wanted me to go to GMU, in which I got accepted, but since I went to the open house, I felt like GMU wasn't the college for me. Anyway, after hearing my interest for international business, Michelle called down Dave, a quite old office guy who took international business back in the day, and Michelle wanted Dave to give advice to me. All he said was to be open and that international business is interesting and beneficial, which didn't help me at all lol. Anyway, I heard Giorgio was back so I said thank you to Dave and said bye to Michelle. I had two hours left, so we edited some more instruction manuals that had Teflon in them. In the last hour, Giorgio asked me about my future plans and what I thought about the experience. After that, he gave me a folder with the CONCOA logo containing the evaluation sheet for Mrs. Lacks and a business card for future references. He told me that he can contact him anytime and that he could cover me if I wanted to skip school and hang with him again. lol. Giorgio is so funny. He also said he had a great time in being my intern person, and said that I had a great future ahead of me. I exchanged the same words for having a wonderful experience and that I was sad that I was leaving since I started to feel like CONCOA was my second home. I asked one of the lady co-workers to take a picture of me and Giorgio, and I left after that and drove home.