

Dear College Advisor,

GENEX, Cooperative Inc. based out of Shawano, WI is seeking students for our 2021 Herd Care Line paid summer internship program. This internship will be primarily focused on representing several of our key herd care line products to dairy producers across the US. We are excited to continue providing the opportunity for real world career experience and valuable networking to our intern class. In order to find the most qualified candidates for our program we are asking for your help in recommending your top students.

There are several objectives of this program that include:

- Identifying future GENEX employees for our sales and consulting positions
- Discovering dairy market information and producer feedback
- Expanding our brand recognition and gaining new business
- Increasing sales of our Herd Care Line portfolio

Our internship program will take place over a 10 week period of time during summer break. The first week of the program will be spent at our headquarters in Shawano, WI where interns will receive training similar to what our full-time employees experience. An industry overview, dairy etiquette, professionalism, sales techniques and product knowledge will be covered.

The middle 8-weeks of our program will be hands on field experience engaging with and offering a special promotion to dairy producers for the key Herd Care Line products.

The final week of the program will be spent again in Shawano, WI at headquarters. Interns will deliver a presentation about their experience to our senior management and key staff. They will also partake in several fun events together as a group to conclude the internship program.

We will be providing the interns with a salary, sales bonus opportunity, company vehicle, corporate credit card and other perks during this experience. However, it is the networking; job experience and learning that we feel are the most valuable to our future interns. It is our aim to provide a well-organized and supportive internship program where they can feel confident about being successful. They will see firsthand what it is like to work on a professional team as well as independently; in a setting as close to real world as is possible.

We prefer that students have aspirations of entering into sales, marketing or consulting careers. Self-starters who are outgoing, self-motivated, have experience handling conflict and resolute work ethics will be most successful in this program. A 4.0 GPA is not required but good interpersonal skills are a must. If you have any juniors or seniors you feel would fit this internship and be appropriate candidates, we would love to visit with them.

Please send cover letters, resumes and contact information to our Program Manager, Briana Schumacher by October 30<sup>th</sup>, 2020. We will begin the interview process in early November 2020.

Thank you for your time and consideration of our internship program for your students. Our 2019 and 2020 programs were very successful for our company and interns. If you have any further questions, please do not hesitate to reach out to us.

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