**Sidney Severson**

**U0687916**

**Form 9a**

**Bi-Weekly Reflective Journal Entry**

***In addition to the bi- weekly reflection based on this form, please reflect on one question per journal entry from the next page. One journal entry every two weeks for a total of six during the semester.***

Student Name: Sid Severson Week: 1&2 Dates: 06/01/15 – 06/10/15

Internship Hours: Two Week Total: 40

Cumulative Total to Date: 40

Supervisor: Becca Gerber

Agency: R&R Sports – Aloha Ski and Snowboard

Brief description of the past two-week’s duties:

The main focus of my internship is the creation of R&R sports social media content. The hustle and bustle of the last couple park city ski season has often left R&R sports feeling like they start strong and finish weak with social media content.

We talked about how we could solve this problem; our best solution was to create all the 2016/17 media content ahead of time. By creating a calendar and corresponding folder with files of both image and text, when the time comes to post something, all we have to do is refer to the file and the content will be ready to go.

The past couple days I started to layout the calendar and highlighted major dates and events that will easily correspond to a social media post. I’m still working out some tweaks to the organization of the files and how the sharing of all the files between different employees will work best.

Once all of this is said and done I will be moving quickly onto the creation of content.

We talked briefly over what exactly each file needed to include and came up with:

* Image
* Text file
* Sort each file by platform of post, i.e. Facebook, twitter, email etc.

I am looking forward to getting going on content next week!

R&R Sports has a standing agreement with 2 local Park City hotels, providing them with disposable Room keys. In return we get to advertise directly to hotel guests on the room keys.

This coming summer and winter will be the first time that they are created in house by R&R (yours truly)! Instead of being outsourced to design companies. One will feature our mountain bike rental fleet, for the summer and fall months. The other will be winter themed and be featured during ski season.

How are you experiencing a relevant and challenging use of your skills?

Over the years I self taught myself Photoshop and with help from Linda’s e-marketing class I have honed in my skills. This week was a big week for Photoshop and tested my skills, not only do these have to be practical and informative, but they also need to be professional. The most challenging part of the past couple weeks was setting up the room key card layout, after much constructive criticism and emailing back and forth, I was able to come up with a layout that suited all the parties involved.

Hundreds of hotel guests will be using these cards in the upcoming months; keeping this in mind I paid very close attention to detail!

What did you learn from the experience?

This was a prime example of the importance that email and communication play when working with different parties. Email communication on the professional level is something that is new to me. I guess the best form of practice is a real world crash course scenario. Its good to dial in these skills, seeing that I will utilize these skills in the near future and for years to come.

What worked well? What would you change next time?

I think that Becca did a good job assigning the task and telling me the requirements of designing the cards. But she kind of took control when it came to presenting it to the hotel and the follow through with production of the cards. Next time Ill mention to her that I want to be able to experience the task from start to finish.

Please describe the supervision you are receiving.

Becca is doing great, she is very on top of here communication especially when it comes to email and texting. It amazes me with how much she has going on, and that she is able to organize and keep track of all her tasks. She is a perfect example to me when it comes to the use of calendars. She has more in her Google account than you can count on one hand!

Reflective Journal #1

R&R Sports actually purchased a company in 2002 called Precision Ski Rentals. After the purchase R&R changed the name to Aloha Ski Rentals, and began operation that winter. Since the purchase Aloha has opened up 4 new locations within Park City and is constantly looking for opportunity to expand.

Each location has a manager that oversees his or hers location, they are in charge of hiring, upkeep and overall well being of their respective location. Pay tends to vary on location and amount of work required by that location. As of right now only 1 manager is paid a salary the rest are paid an hourly rate.

As far as the office goes

* Greg Ottoson: Is the area “owner” he doesn’t actually own Aloha but is the area representative that oversees all the Aloha Locations. He’s refered to as an owner because he doesn’t actually make a salary, but rather a set percentage of how well Aloha does in a given season.
* Marianne Reese: Is the HR/Buyer, she is responsible for all soft goods bought and acts part time assistant for Greg.
* Becca Gerber: Is the Marketing Manager not only for Aloha but for R&R as a whole.

I could definitely see myself working here in the future, I like that Aloha sees itself as a family. Everyone is on very good terms and treats each other with respect. The organization is very flexible and willing to work with you in unforeseen scenarios.

I decided to intern with them because I was part of the Aloha family already, although I was only an entry level employee. I saw this as a good opportunity to advance within the organization and get my foot into the door to a greater job opportunity.

This relates to my major of commercial recreation management very well, I am very interested in owning and running one form or another commercial based business revolving around recreation. I’m excited to see where this internship takes me and what opportunities it has to offer.