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This Week's News

Summer Jobs

Published June 21, 2010 : Page 03

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We asked industry executives to tell us about the most memorable summertime jobs they had during high school and college.

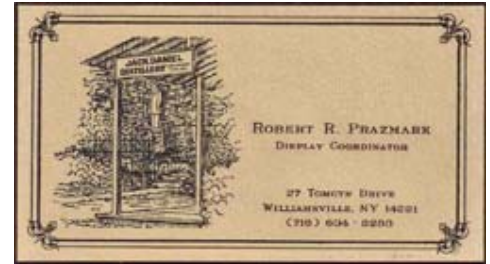
Responses were edited for clarity and brevity.

Rob Prazmark Founder and CEO 21 Marketing



Prazmark

“By senior year in college, I had taken a position as a promotional coordinator for Jack Daniel's through Gardner Advertising out of St. Louis. My job was to take Jack Daniel's antique props (like whiskey barrels, glasses and signs) and convince local retailers to use them in their window displays. A typical example was to convince a local men's clothing shop to use Jack Daniel's props to display their clothing. I was paid per display. Going door to door was tedious work, and I was not making much money, so I soon realized that I could go to chain stores, sign one contract, deliver the merchandise, and they would do all the work and I would get paid multiple times. ... By the end of the year, I was signing deals with banks, grocery chains and car dealerships, which today would be extremely politically incorrect. Can you imagine seeing liquor displayed in a Ford showroom? That year, I made over \$20,000 (about \$90,000 in today's dollars). It was so much money that I was rewarded with an audit by the Internal Revenue Service, which taught me early to take those guys very, very seriously.”



Jeff Ehrenkranz Executive vice president Octagon

“During the summer after my junior year in college, I worked for the U.S. Olympic Committee in Colorado Springs. As part of the USOC internship program, I lived on the Olympic training center and worked for Lynne Cribari in the corporate sponsor group. Highlights of the summer include spending two weeks working at the U.S. Olympic Festival in San Antonio, making \$1.13 per hour (minimum wage minus room and board), eating, living and relaxing with Olympians and Olympic



Ehrenkranz

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hopefuls, and most importantly, meeting dozens of people who have become friends and colleagues.”

Wade Martin
President and CEO
Alli Sports

“Teaching tennis to inner-city youth in Minneapolis, because it showed me what a powerful and positive impact sports can make on people’s lives.”



Martin

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