



Aaron Paschke

Event Services-internship: an unforgettable experience

Aaron Paschke is a student at the University of Wisconsin, Madison where he will get his first graduation still in 2013. His subjects are Biology and German. So he was happy to expand his skillset in a study-related internship

Being just one of two employees for a company comes with no small load of pressure. This past summer I worked for Java Marketing Services, a specialist in event managing services based out of the small village of Mötzingen in Germany's idyllic south.



Small village downtown Mötzingen

As a Biochemist by trade, pursuing an internship in marketing and in a foreign language was truly a learning experience. Already on day one, I felt as if I was in the hot seat and needed to prove myself. This feeling quickly passed, as I buckled up for an exciting summer. Before this experience, I had neither worked for such a small company before, nor been entrusted with such a high degree of responsibility. At the end of the summer, I walked away with the following insights.

Working at a smaller company lends itself to incredible opportunities---you get to see the big picture. One minute you are talking to big name cliental on the phone, the next you are helping lug a half meter cactus up a flight a stairs to put next to the copier. This job diversity was one of the highlights for me. From grunt work to

securing clients, I was able to try my hand at all aspects of running a small business firsthand.

A second insight I made was in the world of contracts. As a small company, every contract is incredibly important not only to the survival and growth of the company, but to the company's identity as well. Our largest client was our partnership with Porsche. This partnership defined our company and determined where I priorities lay. In what was perhaps the climax of the summer, we assisted Porsche in hosting the forty-first Oldtimer Grand Prix at the Nürburgring racetrack in Rheinland-Pfalz from August 9th to the 11th.



View from the crane while being hoisted up 50 m at the Nürburgring

This event took more than a year in planning---a fact which becomes believable after seeing the blueprints for the "tents" firsthand. The tents included thick glass walls, plush carpeting, high vaulted ceilings, chandeliers, and even room next door to fit a 50-m crane, made available to hoist passengers up for a bird's eye view of the surroundings.

All in all, the job presented me with a great challenge every day. Often I was asked to do tasks beyond my capability and a bit outside of my skillset. This would bring me to a fork in the road. I could either rise up to meet the challenge, or cower away in fear. Overcoming these

obstacles made the internship both a success for the company as well as me personally. I expanded my skillset in the face of the challenge, and this was only possible because I was put outside my comfort zone. In fact, I plan to take many of the learned skills with me this winter as I'll be pursuing a career in consulting in California. Wish me luck!



Tübingen, where I lived and from which I commuted an hour from each morning

I'm grateful to my boss **Jutta** for the incredible opportunity and would like to extend additional thanks to the S.S.G. and **Juliane Adameit** for helping make the job a reality. My summer in Germany's verdant south was an unforgettable experience, and I look forward to coming back soon!

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