

CHAMBER*of***COMMERCE**
St. Landry

INTERNSHIP PROGRAM

Design

Connect

Grow

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MAKE BUSINESS CONNECTIONS

The St. Landry Chamber of Commerce is your gateway to meeting the business leaders of our community. This is your chance to make an impression!

GAIN REAL-WORLD EXPERIENCE

With the Chamber you'll gain experience writing press releases, managing social media, and much more in our effort to help better the business community!

LEARN MODERN BUSINESS PRACTICES

Whether you want to start your own business someday or work in an office setting or in event planning, the St. Landry Chamber of Commerce can help!

INTRODUCTION



Congratulations! If you are reading this, then you have been chosen to become an intern here at the St. Landry Chamber of Commerce. Contained in this packet is a wealth of information on what it means to be an intern at the Chamber. In addition, included is a brief overview of what it is the Chamber does for the parish and how it fits into the business community.

Also contained here are some resources that will help you to make the most of your time as an intern.

R E M E M B E R

An internship is only legitimate if it: (1) Benefits the intern, (2) is not a "tryout" for a job, (3) does not replace paid employees, and (4) is genuinely educational.

At the St. Landry Chamber of Commerce, all we want is for you to gain some much needed experience in the field of business while at the same time benefiting your community. You will have a schedule set up and deadlines for certain projects, but your attendance is catered to you. We want you to want to be here.

The main take away from this is to learn new skills and have fun!

WHAT IS A CHAMBER OF COMMERCE?



Our Purpose

The overall objective of the St. Landry Chamber of Commerce is to assure progressive and orderly community development; effective government at all levels; and maintain a high climate for a sound expanding economy.

Chambers of Commerce, not only this one but those across the country, are a voluntary partnership of business and professional people who work together to build a healthy economy and to improve the quality of life in your community. Chambers can be large or small, but each seeks to cater itself to the community it finds itself in, since each community has its own needs.

The St. Landry Chamber of Commerce is a non-profit organization. It is not a department of the city, parish, or state government; a political body, a civic club or professional society; a social service, welfare, or charitable institution; a private advertising, publicity or public relations agency.

Even though the Chamber is not any of these things, we still work closely with the government, political bodies, civic clubs, etc. and use methods employed by advertising and public relations agencies.

History

For 100 years, the St. Landry Chamber of Commerce has been the organization that business executives, professional people, concerned citizens, and community activists have united under to provide leadership and direction for the economic and social development of our community. The Chamber has brought about needed improvements in the community's economy, business and industry inducement, transportation, consumer relations, the arts, education, and many other areas of community life.

Formerly the Opelousas-St. Landry Chamber of Commerce, the Chamber has traditionally focused its efforts on the seat of St. Landry Parish, Opelousas. The Chamber is still rooted in Opelousas, but our reach is now more encompassing, seeking to unite the parish in a similar goal: Bettering the business climate of the parish.

Membership

Chamber members pay a yearly fee for membership based upon what they need most from the Chamber. Through joining the Chamber, members receive benefits that will assist them in making their business, organization, and community thrive. The Chamber provides industry essentials including Marketing, Networking, Continuing Education, and even Government Representation. We also have Monthly Member to Member Deals and Free Business Guidance.

The St. Landry Chamber of Commerce is more than just a list of reliable businesses in the parish, but a collection of individuals, businesses, political leaders, and professionals who care.

The Chamber Family

There are many individuals who make the Chamber what it is, and one facet of the larger Chamber Family is the Board of Directors. They are elected by the Chamber's Members and determine policies and set goals for the Chamber. These individuals are the community leaders who make change in the community happen, and none of what the Chamber does could be possible without them.

The Board itself is made up of an Executive Committee and regular members. The Executive Committee is made up of: the Current Chairperson, the Next Year's Chair Elect, the Previous Year's Chair, the Vice Chairs, and the President/CEO. The Vice Chairs include: Area & Economic Development, Education, Government Affairs, Membership, Medical Affairs, Media & Tourism, and Finances.

The Board of Directors is a big part of what the Chamber is and those that make it up are all volunteers, but the Chamber Family also includes paid staff: the President/CEO and the Administrative Assistant. The President/CEO presides over all Board meetings,

makes public appearances, and ensures the Chamber is running as it should. The Administrative Assistant handles day-to-day operations including accounting, secretarial duties, and event management.

As an intern, you have the opportunity to be the final facet of the Chamber Family! We'll get into your duties as an intern later, but first there is a big part of what the Chamber does that must be discussed first.

OVERVIEW OF EVENTS



One of the major benefits to being a Member of the St. Landry Chamber of Commerce is free participation in certain events put on by the Chamber.

Member events include: Lunch & Learns, where we get different speakers to educate our members and sometimes the public on various subjects that pertain to maintaining businesses and bettering the community; Grand Openings/Ribbon Cuttings, where we help businesses to get media coverage and exposure to the community; and Networking Opportunities/Business After Hours, where members get to meet and greet with other leaders in the community.

The Chamber's Annual Events, by receiving sponsorships and selling tickets, funds all of its normal day-to-day function and Scholarships for High school students in the parish. These Annual Events are on a much larger scale than the normal monthly/daily variety.

Annual Awards Banquet

At our Annual Awards Banquet, which usually takes place early in the year, the St. Landry Chamber of Commerce honors individuals in the community who have contributed the majority of their life to making St. Landry Parish a better place to live.

We give out awards like the Humanitarian, Citizen of the Year, and Woman of Excellence to deserving people. Those in attendance who have bought tickets are treated to a meal and the presentation of these awards.

Horses, Harmony, and Agriculture Awards Banquet

Similar to the Annual Awards Banquet, the Horses, Harmony, and Agriculture Awards Banquet gives out Awards to exemplary people and businesses in the community centered around Horses, Music, and Agriculture, three facets of St. Landry Parish that makes us special here in Louisiana.

Like the Annual Awards Banquet, participants are treated to a meal and presentation of the awards. Usually, live music is also available for entertainment.

Soirée Royale

This event differs from each of the Chamber's other events in that, while awards are given, the focus is not on individuals who bring change and prosperity to the community, but culinary prowess. This culinary competition challenges the best chefs Acadiana has to offer in 7 categories. Each chef makes about 500 tasting portions of their best signature dish in whichever category they choose. People who buy tickets can walk around and taste from each booth, voting for their own favorite to choose the winner of the People's Choice Award.

Soirée is the St. Landry Chamber of Commerce's biggest event and takes a lot of work and preparation to put on, but the result is an event that is a huge draw to the parish.

Through these events, the Chamber is able to make a difference in the community by honoring deserving individuals and making sure their voice is heard. We also use these events to pay for scholarships and the daily function of the Chamber.

It takes a lot of people to make these events go off without a hitch. Special committees are formed by the Board and volunteers in the community to coordinate these events. As an intern, you have the opportunity to attend these events for free, and have a hand in making them happen!

INTERN DUTIES



Making the Chamber Events happen, all of the promotion and planning leading up to them, and helping during the events themselves are all a part of what you will be doing as an intern here at the St. Landry Chamber of Commerce.

Here we will list some of the day-to-day of the Chamber that you can participate in. These are things that are vital to running a business. Your hand in these duties will give you the experience you need to get a head start on your future.

Managing Social Media

Social Media in this day and age is a vital part of getting your business's name out there, and the Chamber is no different when using Social Media to our advantage. But using Social Media for business is a little different than using it for personal life. The Chamber sticks to a regular schedule of posting leading up to our normal events like Grand Openings and Lunch & Learns and for our Special Events. The Chamber schedules these posts ahead of time, and you as an intern may get the chance to write them, if you are interested.

Design

Design is in a way a part of the Social Media management aspect of being an intern here, but it is such a large part of what we do that it deserves to be spoken about separately. In the competitive world of business, it is the eye-catching and the dazzling that captures the interest of people. You could have the best idea in the world, but if it is not presented right people will not give it the time of day.

If the Chamber wants people to attend our events, to come into our office, or to even read an instructional manual on being an intern, we have to present this information in a way that is pleasing and makes that person want to read more. The Chamber has a variety of resources available to make professional looking designs that will be listed later on in the instructional booklet.

Writing Press Releases

One of the benefits we offer to our Members is the option to allow us to write a press release for an event that they are putting on. We give our interns the opportunity to write Press Releases that may appear in the newspaper. This is a great way for those who want to be journalists or a writer of any kind to build up their résumé.

If you decide that you would like to write a Press Release for us, once it has been completed, the Chamber Staff will look it over checking for errors and giving critiques on how to improve your writing. Then, we will send it out to our various Media contacts.

Campaign Management

It is our hope at the St. Landry Chamber of Commerce that you as an intern gain valuable experience you can carry with you into another job environment. One way we seek to do this is by allowing you to manage an event's social media campaign all on your own. The difference between this and the normal day to day of being an intern is that you will be discussing the campaign with the client, working with them to make designs and press releases that they can be happy with.

INTERN CALENDAR



Here at the Chamber of Commerce, we have a lot of events going on all throughout the month and things that we plan for far ahead of time. In order to keep track of when each post, email, or press release goes out we have a Calendar in place that is constantly being updated. We may even ask you to update it from time to time!

The benefit of this Calendar is that when you check on it, you can see all of the events we have in store. If something you see catches your eye and you'd like to participate go ahead and ask to participate! Chances are we need your help and it will be a learning experience.

This Calendar will also be the means by which you can keep track of the deadlines for any projects that you have committed to. We will not impose on you any deadlines against your will. If you feel that you have committed to a project you do not think you can complete in the time allotted, let us know so that we can take it off your hands and it can get done before the assigned deadline.

We ask that you sync your own personal calendar to ours, so that you can keep track of all the things we have going on.

PAYMENT OPPORTUNITIES



The St. Landry Chamber of Commerce is a Non-Profit Organization. Because of this, we have a limited amount of funds available. This means that this internship is an unpaid one. However, the Chamber can give you Chamber Cash.

Chamber Cash is a program put into place by the Chamber of Commerce which ensures that money stays within the parish. Individuals and businesses can purchase Chamber Cash Gift Certificates anytime during the year. The Certificates can only be redeemed at Chamber Member businesses, and must be used for the full value of the certificate. One certificate cannot be used for more than one transaction. Participating Chamber businesses are reimbursed for the full value of the certificates.

At the end of your internship, you will receive Chamber Cash proportional to the amount of hours you've worked.

We also provide unconventional forms of payment. The Chamber is in such a position that we attend and hold events that are catered. You can take advantage of any free food you may find available. We also offer within the year of your internship free attendance to the Chamber Event of your choice. If an event happens during your internship, we expect you to help out. But if your internship is finished and you find that you want to attend a Chamber Event, we will comp your ticket for you! Be sure to stay informed in case something that interests you comes up even after your internship is done!

Perhaps one of the major opportunities for payment is being in contact with the many employers of the parish! Your internship may led to your new job.

The main takeaway for you internship is experience and connections in the community that you would not be able to have otherwise.

WHAT TO DO IF YOU'RE BORED



Even though the St. Landry Chamber of Commerce always has something going on, we may not always have something appropriate for an intern to do even though it is your allotted time in the Chamber Office.

Instead of leaving early ask whether or not we have any extra projects going on for you to work on, or you can stay in the Chamber Office and watch educational videos on subjects ranging from Accounting to Chambers in general.

If that's not your style, we are open to you creating a new page on our website, researching creative advertising for the Chamber and its events, or expanding our social media presence to other platforms!

You can even just create practice flyers and press releases that we can critique for you to hone your skills.

You will only be limited by your imagination, but be sure to check with us to make sure that we don't actually have something for you to do or something you may be missing.

RESOURCES

This is a list of Resources and Username/Passwords that will be essential to your time here as an intern!

Acronyms: PR = Press Release, SM = Social Media, LL = Lunch and Learn, Con Con = Constant Contact, MOM = Member of the Month

Wifi:

Password_____

Gmail:

Username_____

Password_____

Chamber Master:

Username_____

Password_____

Constant Contact:

Username_____

Password_____

Postermyswall:

Username_____

Password_____

Additional Resources:

FINAL REMARKS



Here at the St. Landry Chamber of Commerce our main goal is for you to walk away from this experience with as much knowledge and skills as possible.

We want you to leave here with more than what you came in with.

During your stay, it is possible to make a tangible difference in the community, in a way that is unique from other Non-profits and volunteer opportunities.

Thank you for your participation in our endeavors!