

College Works Painting  
Texas Division

To Whom It May Concern:

College Works Painting is a nation wide internship designed to teach students leadership and management skill by teaching how to run a small painting business in the spring and the summer. Luis Gutierrez was selected among 5000 applicants from University of Texas, Texas A&M University, and University of Texas San Antonio. Students accepted into the program are expected to work part time in the spring, 20 hours a week, while managing grades, family, and extra curricular activities. The main purpose of the spring time is to build a client base who would be interested in the painting of the exterior of their home.

In the spring, students are trained to develop and implement a marketing plan. Luis was able to hire a one-man marketing team to help him build his painting business. The students training includes proficiency testing on the 10 major forms of marketing. Luis was most successful in his door to door marketing. Students are then trained to give estimates for homeowners who are looking to paint. Luis was able to set up seven clients within six weeks of estimates and sales.

The summertime part of the internship includes hiring and firing employees, project management, quality control, cost control, and customer service. Luis hired and managed three crews and produced \$30,074 in revenue.

Overall, Luis was a great employee to have and though he is not able to continue working with our company, he will be an asset to a different company someday.

Lindsay Donsbach  
College Works Painting Texas VP