



TRAGER 
REZNITSKY

Trager Reznitsky
Internship

Trager Reznitsky Internship

The primary objective of this internship is to gain valuable life skills for future job opportunities. Students will apply various business concepts and theories acquired from courses taken and gain in-depth business knowledge by working closely with the Executive Teams. On the basis of the aforementioned objective, students, to the great extent, are expected to learn various aspects of the Trager Reznitsky Insurance as well as the profession/industry and construct an outlined reflection. The reflection includes all essential aspects that would accurately reflect what students have learned and experienced. All students are expected to follow the objectives in the syllabus.

Course Supervisors

Jonathon Cawley

- Partner; VP of Brand Development

Joshua Trager

- CEO, Principal Agent

Eugene Reznitsky

- Partner; President of Commercial Lines Division

Business Location

- 154 State Street, Suite 102
North Haven, CT 06473

— Internship Outline —

This internship is designed for you to think differently and put you on the path for success in whatever it is you desire to achieve. This is a two-part internship for personal development and professional development. This internship is designed for you to learn a lot about yourself and others. Our company is growing rapidly and we are excited to share that with you.

— Personal Development —

- **Learn**
 - Skills that you need to put towards the career that you desire.
 - About yourself as an individual to find out about the traits that you possess.
 - Different applications that can put you one step ahead of the competition.
 - To become more independent and to think entrepreneurially to not only better yourself, but also better the team.

— Professional Development —

- **Grow Your**
 - Written and verbal skills in front of industry professionals
 - Business maturity with a “Can-do” attitude with high initiative
 - Ability to conduct yourself in a professional manor in a professional setting
 - Knowledge on how to present to our clientele
 - Marketability by attending business related functions such as trade shows, client presentations, events and venues
 - Product knowledge
 - Ability to work with both the customer's and executive management staff

Working Calendar

This calendar is a working document and is subject to change during your 12-week internship

Week 1-2

- Get acclimated with the staff and location
- Learn the basics about the business and how the staff works

Week 3-4

- Submit short 1-2 paragraph summary on last week's objectives
- Attend weekly meetings beginning week 2 between owners to educate intern on how the higher level meetings are conducted
- Shadow Jonathon Cawley to learn more about the Marketing aspect of the business
 - Social media management
 - Website maintenance
 - Blogging
 - Image editing

Week 5-6

- Submit short 1-2 paragraph summary on last week's objectives
- Attend your weekly meeting
- Shadow Joshua Trager to learn more about the business as whole
 - Learn personal lines
 - Sit in on personal management meetings
 - Learn ways to better the business as a whole
 - Project numbers and be able to plan accordingly
 - Work on budgeting

Week 6-7

- Submit short 1-2 paragraph summary on last week's objectives
- Attend your weekly meeting
- Shadow Eugene Reznitsky to learn more about the business as whole
 - Learn commercial terminology
 - Sit in on commercial management meetings
 - Bring into scheduled networking meetings
 - Get educated on the entire sales process

Week 7-8

- Submit short 1-2 paragraph summary on last week's objectives.
- Attend your weekly meeting
- Attend trade show or other event with our staff
- Reflection on the last 6-7 weeks as beginning of week 7 will be the half way point of the internship.

————— **Week 8-9** —————

- Submit short 1-2 paragraph summary on last week's objectives.
- Attend your weekly meeting
- Make a presentation and teach the Executive Team what you would like to learn more about
- Shadow Account Executives to get entry level experience
- Watch day to day activities

————— **Week 9-10** —————

- Submit short 1-2 paragraph summary on last week's objectives.
- Attend your weekly meeting
- Teach those skills that the intern presented to us to hone in and perfect their abilities

————— **Week 10-11** —————

- Submit short 1-2 paragraph summary on last week's objectives.
- Attend your weekly meeting
- Industry Analysis
 - Degree of competition
 - Degree of ease in acquiring competitive advantages
 - Degree of sustainability of the advantages.

————— **Week 11-12** —————

- Submit short 1-2 paragraph summary on last week's objectives.
- Attend your weekly meeting.
- Start concluding the internship and work on what the intern likes to better them for the future.
- Take time to reflect on what was taught and learned in 12 weeks.
- Start your final report outlined below to submit for review at the end of your internship.

Internship Final Report

Cover/Title Page

- Student Name / ID / Major / Current Year
- Internship Start-Finish Date
- Company Name

Internship Executive Summary

- Briefly state the objectives of the report.
- Summarize the specific nature of your work assignment.
- Briefly State the challenges you faced in relation to the assigned tasks and the solution implemented to overcome the challenges.
- Point the reader towards the conclusion of the reflection.

Body

- Company Profile
 - Mission Statement
 - Vision for growth in the future
 - Company's short and long term objective
 - Company's products and services' strategies:
 - Distribution method
 - Advertising and marketing methods
 - Positioning of the company's core products, as compared to those of competitive brands in the same industry.
 - Target market(s) and areas of distribution coverage
 - Social Responsibility
- Competitors Analysis
 - Analysis on strengths and weaknesses of direct competitors
- SWOT Analysis
 - Analysis on changing external and internal environments, presenting opportunities or posing threats to the industry.
- Weekly Action Plan for each month
 - Describe assigned goals and weekly responsibilities
- Monthly Report
 - Responsibilities for each month done separately
- Challenges
 - Describe 3 challenges you encountered in your assigned tasks
 - Describe your solutions to those challenges
- Reality of the Internship
 - How has the internship expanded/broadened your business knowledge?
 - How strong is the correlation between this experience and your classroom knowledge?

Conclusion

- Comments on how we, as an organization, can make the next internship better
- Final thoughts about the project

Student Information

_____ **Name** _____

_____ **Primary Phone Number** _____

_____ **Secondary Phone Number** _____

_____ **Email Address** _____

_____ **Emergency Contact Information** _____

_____ **Signature to Note Expectations of Internship** _____
