

## Student gains experience, confidence with internship in California

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Roselyn Anderson took a six-week trip to northern California during the summer. If that wasn't good enough, she returned with something much greater than Golden State memories — a lot of confidence.

Anderson interned from early July to mid-August in Napa, Calif., with Retail Realm, which develops and sells point-of-sale software to small businesses. She was selected for the internship after the company's CEO visited UW-Stout in May.

The company has a new software product, Retail Management Hero, and assigned its seven summer interns to come up with marketing ideas. The interns were told to compete against each other in teams, which consisted of presenting their ideas to the company's staff at week's end.

Having just completed her freshman year at UW-Stout, Anderson, of Eagan, Minn., wasn't sure if she was ready for the competitive work experience with older students from around the U.S. "I learned a lot about myself," Anderson said.

The first couple of weeks, Anderson assessed her performances as average compared to other interns.

By the end of the internship, however, Anderson found her mettle. She and her partner, Alexis Mills of Sonoma State in California, won the company's end-of-summer overall competition by creating a 10-page guide to Retail Management Hero.

"We wanted to win, and our competitive side kicked in," Anderson said. "It was a lot of work, but it was fun to go above and beyond the push the limits."

The company plans to use Anderson's and Mills' product guide as a foundation for its Retail Management Hero marketing materials, Anderson said. The students also created a tri-fold pamphlet for the software.



The language in their pamphlet included: “Retail Management Hero is a new ‘from scratch’ development for small retail businesses that offers numerous enhancements. It operates with familiar functionality to existing (point-of-sale) systems but brings a modern feel.”

The software is sold to distributors around the world, who then sell it to the small businesses. Retail Realm also has offices in Australia, Egypt and England.

The interns were paid for their work and were provided housing, Anderson said.

As a freshman, Anderson planned to major in retail merchandising and management, with an eye on becoming a buyer for a national retail chain. After realizing that she has strong analytical skills, which she hopes to develop further, she has switched majors to applied social science with a concentration in economics. She still hopes to work in the business world.

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Photos

Roselyn Anderson

Roselyn Anderson, center with striped shirt, gathers with other interns and Retail Realm employees at the company headquarters in Napa, Calif.