

# **BALL HORTICULTURAL COMPANY**

## ***2010 SUMMER INTERNSHIP PROGRAM***

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For two decades, Ball Horticultural Company has offered a wide variety of internships to students majoring in Horticulture, Plant Science, Agribusiness, and related fields. Each year, our internship projects are linked to specific business initiatives, which encompass a range of horticulture disciplines including advanced research, breeding and genetics, marketing, business operations, production, and trialing. All internships require a minimum of Junior-level standing at a regionally accredited, four-year university or college. Historically, Ball interns arrive with significant academic and/or related extracurricular accomplishments, although consideration is given to those students demonstrating exceptional promise. When applying for these internship projects, students should consider the following:

- All internships are offered during the summer months for a period of 10-12 weeks.
- Starting and ending dates are relatively flexible, depending upon the schedule of the student and the needs of the department; however, the Trial Gardens internships require start dates of May 17 or May 24, 2010 due to stringent planting schedules.
- Unless otherwise noted, internships are located in West Chicago, Illinois, which is a suburb approximately 35 miles west of Chicago.
- Rate of pay is \$10.00 per hour. Students typically work 40 hours/week, although some internships require overtime during critical periods.
- We provide fully furnished and appointed apartments in a nearby complex and absorb the majority of the rental costs. The student portion of housing costs generally run about \$200.00 per month; food, telephone and transportation costs are not included. Students are required to have their own transportation since housing is not within walking distance from work locations and public transportation is not available.
- A major goal of the program is to expose students to multiple aspects of our business operations; presentations and tours of departments throughout the corporation are provided on a regular basis during the summer. Similarly, interns are expected to participate in relevant company and industry events including the OFA Short Course and Ball Customer Day.
- All internships culminate in early August with a final presentation made to members of Ball's Executive and Senior Management Teams.
- The application deadline is March 1, 2010. Intern selections will be determined by mid-March 2010. All applicants will be notified of our decisions.

Students interested in pursuing one of these internships should forward a cover letter and resume to:

**Ball Horticultural Company**  
Attn: Mike Williams  
622 Town Road  
West Chicago, IL 60185  
630-231-3600, ext. 3308  
Fax: 630-231-3592  
E-mail: [mwilliams@ballhort.com](mailto:mwilliams@ballhort.com)  
Website: [www.ballhort.com](http://www.ballhort.com)

# **TRIAL GARDEN INTERNSHIP (2 OPENINGS)**

*WEST CHICAGO, ILLINOIS*

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## **Description**

The students will supervise and participate in the planting and the maintenance of The Gardens at Ball display and field trials. This involves all aspects of planting and maintaining the Gardens. The interns will work with the Grounds Staff in loading plant material, laying plants out in beds, planting the beds and then maintaining them during the summer by reviewing specific gardens weekly to report on their health and needed improvements.

Summer interns will also help with the garden tour program in giving plant and garden tours to both customers and home gardeners after completing a training course with the Trials & Education Manager. Students will also assist in planting the combination container program by helping locate plant material from the greenhouses and cold frames, fill containers with potting soil, label all plant material and identify container placement in the gardens.

Interns will also have additional responsibilities of watering and maintaining selected gardens on a daily basis and planning for the set up of special garden events. These maintenance responsibilities include deadheading as well as weeding. Garden event preparation includes coordinating the various marketing campaigns within the gardens verifying the plants and marketing materials are in place for the event.

This intern will spend a majority of time working outdoors and may be required to do some local traveling.

## **Requirements**

Junior or senior level student majoring in horticulture, landscape design and maintenance or related field. These internships require intermediate-level proficiency with MS Word, Excel, Outlook and PowerPoint. Selected interns must be self-directed, have the ability to organize and prioritize their work, as well as work a flexible schedule during peak planting periods and in advance of special events. Similarly, these hands-on internships require that students are able to work under a variety of environmental conditions, including heat, humidity and rain for prolonged periods of time, as well as lift 50+ pounds and perform physical labor.

# VEGETABLE TRIALS INTERNSHIP

*ELBURN, ILLINOIS*

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## **Description**

This student's primary focus will involve our vegetable trial analysis. This student will help plant, monitor and execute yield and quality trials in vegetables and herbs in the field. This involves labor coordination and participation in harvesting, counting, weighing and sampling produce from experimental vegetables and comparisons. This student will also prepare samples for nutrition analysis and evaluate sugar content of selected varieties. This student will help design and coordinate organoleptic trials of selected varieties and organize subsequent data for analysis and presentation.

In addition, this intern will support the greenhouse trials of multi-pelleted salad greens and herbs as required.

This internship will require significant work in a field greenhouse environment, hands-on with plant material.

## **Requirements**

Junior or senior level student majoring in horticulture, agronomy or related plant science discipline. A preference will be given to applicants with a demonstrated interest or emphasis in vegetables with some coursework in food science, statistics and/or quality evaluations. Some proficiency with MS Word, Excel, Outlook, and PowerPoint. The selected intern must be self-directed, able to work independently, as well as part of a team, and possess exceptional attention to detail.

# LANDSCAPE MARKETING INTERNSHIP

WEST CHICAGO, ILLINOIS

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## **Description**

This internship will focus on the continued development of Ball's landscape initiative. Major areas of opportunity exist with:

- Landscape Day – Gardens at Ball 2010. This will involve assisting with the development, communication and implementation of all facets of this event at the Gardens at Ball. This will also include assisting with event set-up, Ball literature and collateral for support of the event and assisting with an Ellepot planting demonstration.
- Market Segment Surveys – This involves two separate surveys – one focusing on the Grower customer segment and the other focusing on the landscape growers/contractors. This will involve determining the target audience for each survey, survey objectives, measurement goals, delivery of survey, analysis against goals and presentation of survey results.
- Landscape Strategy Development – This will involve analyzing data to determine sales opportunities and then coordinating with Marketing on program materials to help achieve sales opportunity goals.

Work on these projects will involve both field and office related work. Some local travel may be required.

## **Requirements**

Junior or senior level student majoring in horticulture, biology or related plant science discipline. A preference will be given to applicants with a demonstrated interest in the landscape industry, production or business development. Intermediate-level proficiency with MS Word, Excel, Outlook, and PowerPoint. The selected intern must be self-directed, able to work independently, as well as part of a team, and possess exceptional attention to detail.

# **SALES ANALYSIS INTERNSHIP**

*WEST CHICAGO, ILLINOIS*

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## **Description**

The primary purpose of this internship is to provide sales management support through data analysis and desktop-based sales tools for the Sales Management team. There will be four primary projects involving:

- Profiling geographic sales districts to analyze market share by products and customer segments
- Customer account review to include zero activity accounts to analyze sales potential
- Update and enhance a pricing analysis tool used to create ‘what if’ scenarios
- Refine a profitability tool to promote broader use as a sales tool

The intern will gain exposure to day-to-day operations of the sales management of Ball Seed.

This internship requires a high degree of desktop systems work and data analysis, along with communicating and presenting analyses for sales strategies. The intern will also be invited to participate in customer events and other sales related functions scheduled over the course of the summer.

## **Requirements**

Junior or senior level student majoring in horticulture, agribusiness or related field with an emphasis on marketing, sales or product promotion. Intermediate-level proficiency with MS Word, Excel, Outlook, and PowerPoint coupled with effective interpersonal and written communication skills. The selected intern must be self-directed, organized, capable of working independently, as well as part of a team, and possess a strong attention to detail. Local and regional travel will be required.

# **GENETICS INTERNSHIP**

*WEST CHICAGO, ILLINOIS*

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## **Description**

The internship will be working within our advanced genetics/molecular biology group, Ball Helix. This position will have work responsibilities in the laboratory as well as the greenhouse environment working on projects associated with genetics, molecular biology and genomics. In the lab environment, the student will participate in activities such as plant DNA extraction, PCR, gel electrophoresis and DNA analysis. The work in the greenhouse will be to help manage the plants that are in our genetics program with general activities such as labeling, sampling, transplanting, spacing, etc.

This internship will require both greenhouse and laboratory project work, along with some local travel.

## **Requirements**

Junior or senior undergraduate student majoring in horticulture, genetics, molecular biology or related discipline. A preference will be given to applicants who have completed coursework in genetics and molecular biology, preferably in the plant field. In addition, we would prefer a candidate who has had some experience learning or working in a laboratory environment. Proficiency with MS Word, Excel and Outlook. The selected intern must be self-directed, able to work independently, as well as part of a team, and possess exceptional attention to detail.

# MARKETING INTERNSHIP

*WEST CHICAGO, ILLINOIS*

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## **Description**

This individual will be immersed in the marketing side of the horticulture business. This internship consists of a few key projects. Areas of activity would include the following:

- Assimilation of the marketing materials that are made available to the sales force into an easy-to-access and easy-to-find manner. This project requires that the individual build an understanding of our sales force and how they use materials as well as an understanding of marketing and the role that these materials play in helping support the sales of products to our customers.
- Complete a customer value analysis of a top core crop. This is a customer-facing research project that will be completed to support a PanAmerican Seed core crop initiative. This will require the individual to determine research objectives, target market and methodology for gaining a better understanding of how our customers make decisions on the core crop. This student will work with a Product Marketing Manager to create and field the research as well as be responsible for tallying the results and analyzing the collected data.
- This student will also work throughout the summer to support our summer marketing events. This will include determining a method to quantify the success of our summer events. This includes one off-site summer event and the on-site summer events. Specific events will be discussed with the chosen student.

These projects will require the ability to perform project planning and analysis of information to make recommendations.

Some local travel may be required.

## **Requirements**

Junior or senior level student majoring in horticulture, agribusiness or related field with an emphasis on marketing or product promotion. This position requires a person who has good communication and computer skills, specifically working in MS Excel. In addition, individual should be a self-starter and have strong organizational skills.