



# Ski View, Inc.

TO: Adam Rosenbloom  
FROM: Joseph J. Kohler III  
DATE: August 19, 1983

Dear Adam:

I wish to thank you on behalf of the corporation for your excellent work this summer during your internship at our New York office. I wish you every success in your future endeavors and at anytime please use this letter, my name and our company for any personal or professional reference whatsoever.

Again, on behalf of Ski View, Inc. thank you for a job well done.

Sincerely,

Joseph J. Kohler III  
President

JJK:mp

CC: J. Romano  
L. Demarse

## ADVERTISING INTERNSHIP

**FIRM:** SKI VIEW, INC. - An advertising company specializing in an outdoor display medium used on ski slopes throughout the U.S. and Canada. Headquarters in Rochester, NY operates a one-man sales office in midtown New York City. The company, just three years old, has sold out every year. Also developing a Golf-View program.

**QUALIFICATIONS:** Ability to think creatively and independently. Looking for a strong sense of responsibility, problem-solving skills, business savvy, and salesmanship. Excellent written and verbal skills are a must.

### **JOB DESCRIPTION:**

**Market Research:** Telephone canvassing to ski mountains gathering development data for national advertiser/clients. Preparation of graphics associated with these studies for client presentation.

**Word processing:** Revision and updating of mailing lists, computer processing of bulk mailings, surveys and studies.

**Office Management:** Primary client contact, inter-office communications, purchasing, proof-reading, letter-writing, courier, filing.

**OPPORTUNITIES FOR ADVANCEMENT:** Include more intensive contact with clients and affiliate agencies. Field promotions management and implementation, slide-show presentation, negotiation, and decision-making.

**COMPENSATION:** Competitive.

**CONTACT:** Mr. Joseph W. Romano  
Vice-President  
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