

Brief

Stamping Ideas into Reality

Volume 5 Issue 2

February 2007

Is there Value in a Fresh Perspective?

When PK Dulong, marketing director at Die-Tech, learned of an internship program through the Technology Council of Central Pennsylvania in conjunction with the Ben Franklin Technology Partners, MANTEC, and the Department of Community and Economic Development, she immediately applied.

Since this Manufacturers Technology Internship Program is a competitive opportunity selecting only six companies from the scores that apply, Dulong was delighted to learn that her submission for a marketing intern was a winning proposal. "Interns can offer a fresh outlook, untainted by the tunnel vision that often develops within a corporation," explains Dulong.

In the grant proposal, Dulong had to identify tasks that would be meaningful to both the intern and Die-Tech's goals as a Pennsylvania manufacturer. "This program is not designed to provide an extra pair of hands to do grunt work," says Dulong. "It is expected to be a symbiotic relationship that results in both entities learning and growing through their association. It is imperative to give the interns real challenges and to work closely with them. Of course, interns will do some menial tasks, but they also bring a new approach that comes from their education, their life experience, and in many cases, their superior knowledge of technology," she adds.

While most interns are young students seeking real-life work experience, not all applicants fit this profile. Some are highly trained and seasoned professionals that are back in school preparing for a career change; Die-Tech's intern falls in to

this second category. "There was much talent from which to choose; and our decision was based on the strong desire of this applicant to succeed in a new environment, her knowledge of technology and her highly developed communication skills," Dulong explained.

One of the tasks selected for the intern was an evaluation of the effectiveness of the Die-Tech website, which serves as an informational and educational tool for its customers. Dulong wants to know how helpful the website is to the customers, especially to the engineers who use it most frequently. Is it easy to navigate, could it be more user friendly, and are the contents accurately communicating Die-Tech's capabilities? These are just some of the questions the intern will help to answer.

It is still too early in the process to demonstrate results at Die-Tech, but Dulong is very enthusiastic. "This marketing internship is expected to add huge value to our organization as we work together to better understand our customers' needs. We are confident that her work will yield some insightful – and maybe unexpected-- results."

Would your latest project benefit from a fresh perspective? Perhaps it is time to speak with a Die-Tech Business Development Engineer.

Win a gift certificate! Send your ideas for Die-Tech product improvements and services to ideabox@die-tech.com and you will be entered in our quarterly drawing for a \$50 Amazon gift certificate.

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