



3240 Capital Circle SW
Tallahassee, FL 32310

fly@TLH-heli.com

(850) 841-1111

www.tallahassee-helicopters.com

Marketing / Sales Internship

The Tallahassee Helicopters Internship Program is designed to provide students with experience to apply and evaluate their newly acquired knowledge and skills in a small firm as a potential career consideration. Our goal is to make the internship program most beneficial to the educational goals of intern. We will challenge our interns to work hard and to make real contributions to helping them to experience “the real world.” Interns will work closely with one of Tallahassee Helicopters’ employees who trains them on tasks that this employee is responsible for. Interns completing the program will have practical experience, which will give them the advantage when applying for positions in the real world. A successful internship will help the intern achieve employment after graduation as well as achieve the highest possible starting salary.

For our current intern position, we are looking for an energetic self-starter with a solid foundation in communications, sales, advertising, or marketing, who can apply his/her knowledge and unique ideas to our efforts in that area. The ideal candidate will possess a stellar work ethic, be effective with verbal and written communication, have excellent organizational and presentations skills, and be able to move around the computer with ease. Solid Microsoft Office knowledge and experience – particularly Outlook, Word and some Excel – is required. Proficiency with Adobe’s software suite, particularly Photoshop and Illustrator, as well as video editing software is desirable but not required. No aviation or helicopter knowledge is expected or needed.

Responsibilities will be based on the intern’s interests, knowledge, and experience and may include tasks such as:

- assist with the development of a customer referral program;
- assist with the refinement of our marketing and advertising strategies and best practices;
- review, modify and/or create marketing materials;
- conduct cold and follow-up phone calls and emails with prospective customers under the direct supervision and coaching of an employee;
- assist in promoting Tallahassee Helicopters on our social media sites;
- take photos and/or shoot videos of flight activities and edit those for marketing/advertising purposes;
- participate in planning meetings.

The student’s internship schedule is very flexible and some of the work may even be performed outside the office. The actual responsibilities, workload, and timeline will be determined prior to the student’s engagement as an intern and will be based on the student’s experience, interest, company’s needs and the requirements established by the intern’s collegiate institution for academic credit towards his/her chosen degree.

Even though this is an unpaid internship in compliance with the Department of Labor’s Fair Standards Act, management may reward superior performance with a financial bonus. Additional benefits include opportunities for substantial sales commissions and unforgettable flights in our helicopters.

For questions or additional information or to apply for this internship, please contact our president, Dr. Thomas Diefenbach, either at 850-841-1111 or at thomasd@tlh-heli.com.

Please see some testimonials of prior interns on the following two pages.



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Internship Program Testimonials – Page 1 of 2

My marketing internship with Tallahassee Helicopters was interesting, educational, and provided me with great real-life work experience. One of my favorite parts about the internship was learning not only about a small business and their marketing strategies, but also about the aviation industry. Being able to participate in aviation events was a great addition to the internship because I was able to get an idea of how the business works and was able to experience helicopter flight first hand.

Interning at Tallahassee Helicopters was a good work experience. Working with Thomas and helicopter flight instructors gave me background knowledge on the industry, how the business is run, and the expectations for our marketing efforts. I enjoyed that we were given the opportunity to use classroom knowledge to implement different marketing initiatives through several different marketing mediums.

I can say that my internship was unique and I appreciate the opportunity to learn from this company. I would recommend other business students to seek an internship with Tallahassee Helicopters. My internship helped me gain valuable knowledge about marketing and advertising and I will be able to take what I have learned and use it my career after graduation.

Jordan Garrison

As a senior at Florida State I was offered the opportunity to intern with Tallahassee Helicopters. Interning was one of the best decisions I made while attending school. It gave me an experience others I graduated with did not have. I was able to use what I had been taught in the past four years.

The staff was more than welcoming and beyond friendly; offering helicopter rides whenever there was a free seat. Dr. Diefenbach was more than accommodating and worked with my class schedule. Often, I had the option of working from home or campus. My duties included following up with students and prospective customers, designing advertising materials, and focusing on a new target segment.

This is a great intern position for marketing majors, such as I was. It was a fantastic experience of learning and has greatly benefited me since my graduation in 2010.

Kasey Fuller

Thank you so much for all that you have taught me throughout these past few months. I have learned a lot about different aspects of running a successful business through my work and our many discussions. I really appreciate you giving me the time to gain some valuable experience. I heard our radio ad for the first time on 106.1 the other day and was very proud of what we accomplished. It sounds great, and I have had many friends tell me they have also listened to it.

Good luck with all your future endeavors, especially all with Tallahassee Helicopters. I am very grateful to get the opportunity to contribute to the company, and I believe these are only the beginning stages. Please keep in touch, and let me know when the FAA accreditation process is complete! Thanks again.

Dan Funk



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Internship Program Testimonials – Page 2 of 2

The experience I have gained as an intern at Tallahassee Helicopters is the most valuable asset I have on my résumé to date. I enjoyed the learning process with two other business majors at Florida State in a ten week internship with the mindset of a résumé builder, but came out of Tallahassee Helicopters with business strategies that will stay with me long into my professional career. It was a pleasure working with Dr. Diefenbach and the whole team at Tallahassee Helicopters regarding the lessons I had learned about both marketing a small business and creating new ideas for a more profitable tomorrow.

Between the Friday internship meetings and the prospecting of new clients, I enjoyed the creativity potential of working for an aviation company that will stop at nothing to ensure the success of both the business and its employees. I am 100% confident that everyone at Tallahassee Helicopters will challenge any future interns with projects that have them constantly thinking up new ideas. From my experience firsthand as an intern, I enjoyed our Valentine's Day flight project where the interns had sole priority of marketing, advertising, managing, and of course closing the sale. In this company the interns are not in the back office filing papers, but instead on the front line developing critical business decisions.

If you are an individual that is committed to making a difference and jumps at the thought of creativity in the business world, then I assure you that you will gain a lifetime of experience as an intern at Tallahassee Helicopters.

Best wishes in your future endeavors,

Ryan L. Anderson

Working at Tallahassee Helicopters was a great experience. I got to learn a lot about how helicopters work and what it takes to be a helicopter pilot. The company is small and still growing so there is always stuff to do in any aspect of business that you may be interested in. I personally am interested in marketing and making commercials and that's what I got to do with my internship. I made them instructional and promotional videos.

Dr. Thomas is a great guy to work with as well. He's very intelligent and knows a lot about many different subjects. I had a fun time interning at Tallahassee Helicopters, and nothing quite compares to soaring over Tallahassee in a helicopter.

Michael Schiefer

My internship with Tallahassee Helicopters has been a great experience for me that I believe will help me a lot in the long run. Tallahassee Helicopters is a small business that allows its interns to have a lot of responsibilities. I had the opportunity to create social networking pages for the business and help run them. Social networking is something that I think all people should get themselves very experienced in because it is becoming so important to businesses these days. I also got the opportunity to create my own marketing campaign. The people at Tallahassee Helicopters treat you with the utmost respect and they want to see you succeed because they realize that their interns can help them achieve their goals. They are open to all ideas and suggestions that you have and they help you initiate your ideas.

Tallahassee Helicopters is conveniently located a couple of minutes from FSU's campus. Tallahassee Helicopters also is very accommodating to the schedules of its interns. They allow you to set your own schedule based on what other time commitments you already have and they understand when something comes up. I think the location and timing is a big thing because when you are a student you have a lot of other things going on and if your internship does not give you enough time to do those other things right then you have a problem.

Another great thing about Tallahassee helicopters is that it is a fun place to work. I mean you are working at a helicopter business not an accounting firm. Working with helicopters is a fun thing to do and when you enjoy your product. It is easier to sell because coming up with reasons to buy is easy. Helicopters are awesome and if you intern with Tallahassee Helicopters you will find that out real soon! Come out to Tallahassee Helicopters and meet with Thomas to see if this is the place to start your career. When you have Tallahassee Helicopters on your resume, the sky is your limit!

Weston Poundstone