



Certified Hereford Beef, LLC  
1501 Wyandotte St.  
Kansas City, MO 64108

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www.herefordbeef.net

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## Certified Hereford Beef Internship Program

Kansas City, MO  
*Summer 2009*

Certified Hereford Beef LLC is seeking qualified applicants for its 2009 summer internship program based in Kansas City, Missouri. Candidates must be at least 21 years of age and enrolled in a 2 year or 4 year college. Preference will be given to those candidates that will graduate from college in 2011 or 2012.

The primary responsibility of the Certified Hereford Beef summer intern is to support Account Managers with the sales and marketing of Certified Hereford Beef. Interns will be asked to:

- Complete project assignments that further the mission of Certified Hereford Beef. Projects will be assigned in consideration of each intern's career objectives and skill set with attention given to the quality of the educational experience. Projects may involve one or more of the following activities:
  - Advertising/Marketing
  - Supply Development
  - Quality Control/Value Enhancement
  - Customer Education
  - Retail Meat Case Management & Merchandising
  - Public relations/communications
  - Promotional & Charitable Events
- Visit Certified Hereford Beef retailers, answer questions about the program, and deliver point-of purchase materials.
- Gather, document and distribute news about Certified Hereford Beef program performance and customer successes.
- Conduct product promotions at Certified Hereford Beef retail locations around the Continental US. These product promotions typically range from 2-4 days in length and will consist of various methods such as outdoor grilling, indoor sampling, etc.
- Resolve customer or producer inquiries and fulfill respective requests.
- Support the marketing efforts of Certified Hereford Beef field representatives and be available to participate in store promotions and charitable event cookouts.

Interns should expect moderate travel during the summer. Candidates should have basic competence with Microsoft Word, Excel, Power Point and Access. No prior experience with Hereford cattle is required. The Certified Hereford Beef intern will be compensated at a rate of \$1,300 month, and intern is responsible for their own lodging accommodations.

**Internships run from May 12th through August 15th.** Applicants whose academic calendars conflict with this time frame should contact Certified Hereford Beef LLC prior to submitting their application. **To apply, students must send a cover letter & resume no later than March 13, 2009** to:

**Arden Gremmert**  
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