

# **INSIDE BERKS BUSINESS**

**ANDREA LANDRUM**

**WYOMISSING AREA JR/SR HIGH SCHOOL**



# **WHAT IS INSIDE BERKS BUSINESS?**

The Inside Berks Business program is a wonderful opportunity presented to teachers in Berks County. Educators apply to the program, and upon selection, are placed in a cooperating business within the county. A week is spent learning the ins and outs of the company, focusing on how to connect the business world with the classroom. Educators benefit by learning what skills are most important for high school graduates. The educational world can be hectic, so taking the time to participate in this program is extremely beneficial to the view of the teacher. It's a wonderful opportunity to step outside of the classroom and see the workings of the business world.

# GREATER READING CONVENTION AND VISITORS BUREAU



June 19, 20, 21, 22, 2017

Mentor: Crystal Seitz

Website: [www.visitpaamericana.com](http://www.visitpaamericana.com)

*Great Stuff Happens Here!*

The Greater Reading Convention and Visitors Bureau consists of a team of professionals who work diligently to provide visitors, and even residents, with information about the events and opportunities available in our area. Website maintenance, advertising, marketing, and sales are all integral parts of what happens in the office.



## **EDUCATIONAL REQUIREMENTS AND SALARY INFORMATION**

Someone who desires to work for the Greater Reading Convention and Visitor's Bureau should possess:

- A Bachelor's Degree in marketing or communication
- Experience with sales or public relations

As a new hire in this field, a worker can expect:

- A starting salary somewhere around \$55,000
- A solid benefit package
- Opportunity for advancement with hard work and impressive sales

# **REQUIRED SKILLS FOR SUCCESS**

IN ORDER TO EXPERIENCE SUCCESS IN THIS TYPE OF FIELD, ONE MUST POSSESS:

- SUPERB COMMUNICATION SKILLS
- KNOWLEDGE OF SOCIAL MEDIA – THIS IS EXTREMELY IMPORTANT!
- STRONG WRITING SKILLS
- ORGANIZATIONAL SKILLS AND TIME MANAGEMENT
- COMPUTER SKILLS – WORD, EXCEL, ETC.
- DRIVE! THE MORE ENERGY AND PASSION YOU HAVE FOR THIS JOB, THE MORE SUCCESSFUL YOU WILL BE!

# Assets and Challenges

The greatest asset of this company is the staff and the partnerships in the community. The personable team at the Greater Reading Convention and Visitor's Bureau works together to create partnerships with restaurants, tourist attractions, hotels, and parks. All of the individuals have a common goal – to collectively share the treasures that Berks County has to offer in an effort to bring visitors to the area.

The biggest challenge that this office faces deals with funding. Bordering counties of Berks have budgets that are three times as much. Creating a balance between the funding received and the expenses is very difficult. That balance is also always changing, which provides even more challenge.

Keeping up with trends in both social media and culture is extremely important and sometimes challenging as well.

MUCH OF THE DAY-TO-DAY WORK  
IS WEB BASED AND REQUIRES  
CAREFUL USE OF LANGUAGE AND  
ATTENTION TO DETAIL.

WHEN WRITING USING SPECIFIC WORD COUNTS,  
EVERY WORD MATTERS! LANGUAGE MUST BE  
EXCITING, INFORMATIVE, AND ENTICING TO THE  
READER. AFTER ALL, WE WANT PEOPLE TO VISIT  
BERKS COUNTY AND ENJOY THE TREASURES HERE!

## Historic Crystal Cave

963 Crystal Cave Rd Kutztown, PA 19530 |  
[\(610\) 683-6765](tel:(610)683-6765) | [Visit Website](#)



Come visit Pennsylvania's most popular natural attraction. Crystal Cave was discovered in 1871 when local farmers, William Merkel and John Gehret, were blasting

Much of my work centered around writing for the visitpaamericana.com website. While facing strict word count guidelines, I conducted research and wrote about some of the major attractions in our area. My task was to provide necessary and interesting information, while enticing the reader to visit. A few clips of the attractions I wrote about are below.

### The Pagoda

98 Duryea Dr Reading, PA 19602 | (610) 655-6271 | [Visit Website](#)



### Bear Creek Mountain Resort & Conference Center

101 Doe Mountain Ln Macungie, PA 18062 | (610) 682-7100 | [Visit Website](#)



No one can miss the astounding icon sitting atop Mount Penn, overlooking the City of Reading. When you visit, make sure to climb the seven stories to the top. The views over the city are spectacular, the very best at dusk when the lights of the city began to twinkle. The Pagoda was originally built to cover a stone quarry and intended to be a luxury resort. This was not unusual in the day when there were five more luxury resorts in the hills above Reading. That did not work out and the Pagoda has been cared for by the people of Reading for more than 100 years.

### Hawk Mountain Sanctuary

1700 Hawk Mountain Rd Kempton, PA 19529 | (610) 756-6000 | [Visit Website](#)



Bear Creek Mountain Resort is a resort located on over 330 acres in the northern part of Pennsylvania's Pocono Region. The resort offers something for everyone from those looking for adventure to those looking for a quiet getaway, the resort is well suited for all types of guests.

Watch migrating raptors soar at Hawk Mountain Sanctuary, the world's oldest bird sanctuary. From August through November, the Sanctuary is one of the best places in North America to view the annual migration. As the birds make their way from the southern United States and Canada to the northern states and Canada, they pass over Hawk Mountain. Expanding scientific research, international conservation training, has transformed the Sanctuary into an eco-tourism destination where visitors can hike over 12 miles of trails.

### Colebrookdale Railroad

101 E 3rd St Boyertown, PA 19512 | (610) 367-0200 | [Visit Website](#)



Lost in the deep woods sheltering the Manatawny and Ironstone Creeks is a mythical railroad. Before the Colebrookdale Railroad could take you there, only white-tailed deer, great blue heron, and bald eagles experienced the beauty of this legendary land once settled by the region's frontier pioneers. The "Secret Valley Line" is your ticket to a place and time when iron rails connected a divided people and the heart of the nation pulsed with the potent energy of the steam locomotives and lives were being rebuilt following the Civil War. Construction was an

### Blue Marsh Lake Recreation Area

1268 Palisades Dr Leesport, PA 19533 | (610) 376-6337 | [Visit Website](#)



Built by the US Army Corps of Engineers for flood control, Blue Marsh Lake has become an outdoor recreation hot spot, offering 36 miles of trails with 1,147 acres of water for boating and fishing, picnic areas, and a beach. Part of the Greater Reading Trail System, the recreation area's trails are great for biking, walking, hiking, and horseback riding. The Visitor Center overlooks the dam tower, delivering a spectacular view of the lake.

# CLASSROOM CONNECTION

As a teacher of motivated, intelligent students who are eager to please, I find that sometimes they think that the more they write, the better they think their answer will be. Junior high students who are very driven tend to overexplain. I have come up with a few ideas to challenge them to be brief. Blogging, tweeting, and limiting word count will prove to be a challenge, but I think it will help them with word choice. I found informative tweeting to be the most challenging. I think students would enjoy this as well.

## Standards

13.1.11.C – Analyze how the changing roles of individuals in the workplace relate to new opportunities within career choices.

CC.1.4.7.B –

Identify and introduce the topic clearly, including a preview of what is to follow (use concise word choice)

.



*Thank you!*