



**PRESS RELEASE: Ferris Student's Summer Internship with Jeweler Provides Real-World Experience**

**Betsy L Musolf** to: Archive

07/16/2012 04:34 PM

Here is a press release about Ferris State University student Brittney Kirkwood of Alpena, who is doing a summer internship at Rogers Jewelers in Big Rapids. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.

The online version of this news release can be viewed here:

<http://www.ferris.edu/HTMLS/news/archive/2012/july/kirkwood.htm>



Kirkwood.doc



Kirkwood.jpg



**UNIVERSITY ADVANCEMENT AND MARKETING**

420 Oak Street, Prakken 101, Big Rapids, MI 49307

Phone: (231) 591-2021 Fax: (231) 591-2985

[www.ferris.edu/news](http://www.ferris.edu/news)

For Immediate Release  
July 12, 2012

Sandy Gholston  
News Services and Social Media Manager  
Ferris State University  
University Advancement and Marketing  
[sandygholston@ferris.edu](mailto:sandygholston@ferris.edu), (231) 591-2021

**Ferris Student's Summer Internship with Jeweler Provides Real-World Experience**

*Each year, hundreds of Ferris State University students gain valuable work experience through an internship. The experience of an internship also can confirm or redirect career decision-making, provide marketability, develop people skills, and enhance classroom learning. Many academic programs require an internship, but the experience is encouraged regardless to provide students with a better understanding of what will be expected of them in the workplace.*

*Students are participating in various internships in a variety of locations this summer. Meet Brittney Kirkwood:*

## **Brittney Kirkwood**

**Who:** A senior from Alpena majoring in Marketing

**Internship:** Sales assistant at Rogers Jewelers in Big Rapids

**What she's learning:** Kirkwood is learning the ins and outs of the jewelry industry, and gaining skills in sales and customer service. Her responsibilities include working with customers who need jewelry repairs, making gold purchases and helping customers find desired merchandise.

**How she's benefitting:** Kirkwood is gaining valuable sales experience.

"I enjoy working with the customers that come into Rogers Jewelers and helping them find pieces of jewelry that could be in their family for decades to come," said Kirkwood, who is being paid for her internship.

**Goal for the future:** After graduation in December, Kirkwood plans to pursue a career in the medical sales field.

--30--

Betsy Musolf  
News Services Communications Specialist  
Ferris State University  
Advancement and Marketing  
420 Oak St., Prudden 108  
Big Rapids, MI 49307  
Phone: (231) 591-2991