

Internship Teachings of Multidisciplinary Sustainability

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Student Departments



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Background

This study will document a three month internship with the company Halcyon Shades LLC. based in St. Louis, MO. I was hired as a marketing and sales intern.

Halcyon Shades manufacture solar reflective window shades proven to act as a retrofit product to create a building envelope, reduce energy spending through consistent temperature regulation, and eliminating glare while preserving the view.

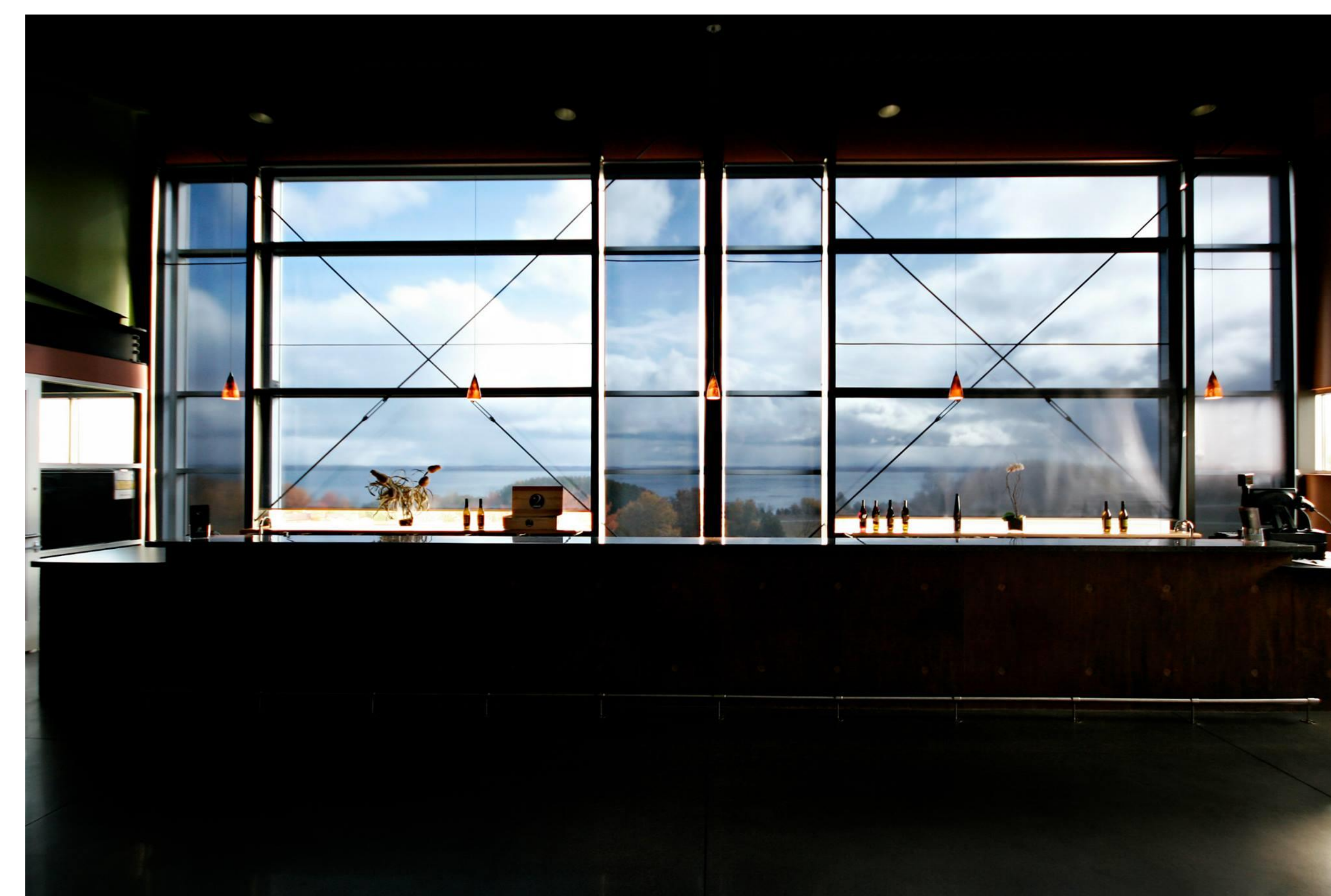
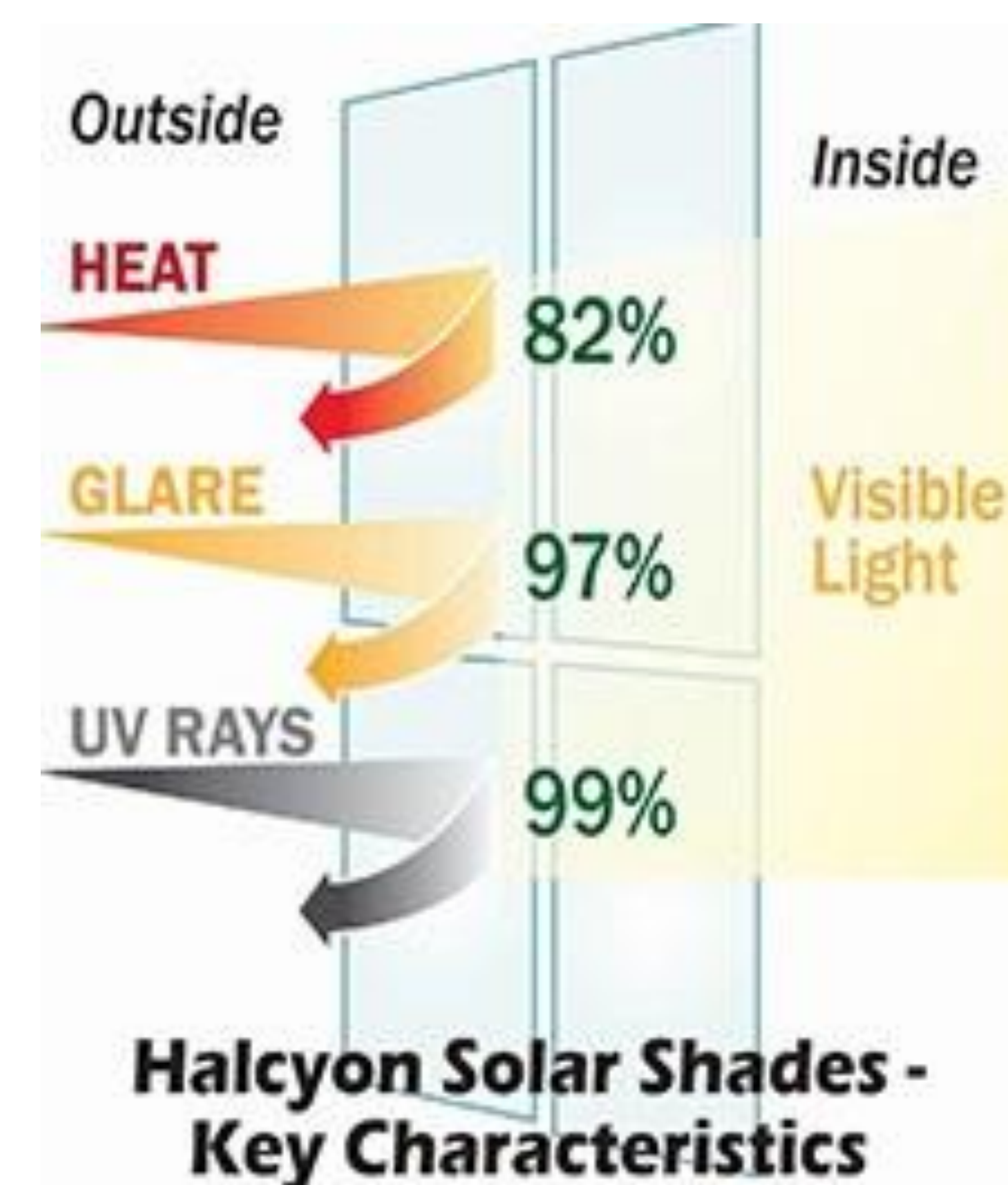
THE PROJECT

Once hired, I learned my communication and marketing abilities were not all that was to be utilized. President Richard Goellner wanted to use my knowledge and passion for sustainability, along with my background in communications, to help reposition the promotion strategy of their shades from the aesthetic sector to the sector of energy conservation.

In my first two weeks I was purposefully immersed in every aspect of Halcyon Shades manufacturing and business. Every new employee that the team brings onboard must work for a period of time in every single department of the company. In production new employees are shown how each shade is made from start to finish as they must work in the assembly of every piece.

Once starting my routine, each day I would research and read the latest articles surrounding sustainability for topics to blog about and post via social media. I began sending weekly and biweekly newsletters to the company's established dealers and rep groups that highlighted sustainability and the sustainable applications of Halcyon Shades. When I wasn't involved in marketing outreach, I was assisting with customer service.

In the last half of the summer I was placed in charge of the Subway national account. I designed and ran a mailing campaign in preparation for their national convention in the upcoming months. I fielded all calls and placed all orders for Subway customers. The promotion and closing of sales to Subway always depended on the energy saving possibilities, along with the time a return on investment would require. Our clients were always more than pleased to know that with an ROI of only two years, they can save up to 25% on their annual energy bill with the installation of Halcyon Shades.



SUSTAINABILITY SYSTEMS

1. Social: Of these systems, the social system was used most frequently. The use of interaction and communication drove every experience and responsibility I had during the internship. The Department of Sustainability at the University of Arkansas defines social inequality as a piece of the social system. Besides the social outreach that my job entailed, Halcyon Shades represented acts of social sustainability within their business practices.
2. Managed: Working within a company that promotes transparency as much with its customers as it does with its employees, I was able to view a sustainable approach to business management. By creating a creating, open, communal work place, team building and efficient performance is cultivated.
3. Built: Buildings comprise 40% of the energy consumed in the United States. It is pertinent to find solutions to reduce energy consumption, and tearing down old buildings to build all new is not the answer. There has to be a balance of retrofits and new design. The shades that Halcyon produces provide existing structures with significant energy savings without having to invest in an extensive remodel. The shades provide such a high performing building envelope that new and retrofit projects can receive up to 9 LEED points with their implementation.
4. Natural: By reducing the need for heating and cooling systems to run constantly to regulate temperatures, less energy is used and wasted. If all businesses would taking steps to retrofit window treatments that can result in 25% energy usage decline, the carbon footprint of our built environment could be greatly reduced!