

Dear Reader,

It has been said that the only person who is a failure at something is the one who fails to learn from his mistakes. I'm glad of this because I've made numerous mistakes in my life, but have thankfully walked away with experience and knowledge from them that I can use in the future. This collective experience and knowledge contributes to our "worldview" and "life skills", making these "fertilizer moments" a true growth experience. You may be asking yourself why I'm going on about mistakes, experience, knowledge etc, but the very reason you're reading this is that you're considering a life changing decision right now. When I say, "life changing," I mean it. My summers with the Varsity Internship Program changed my life more than anything I've ever been involved in.

After two summers in the book field I walked away from Varsity without much money, but with a wealth of knowledge and experience that has increased my value in this world exponentially! Varsity is the type of program that you simply can't fail at. Money can be made and spent doing just about anything these days, but in the end it's still just money. What balances the equation is the knowledge and confidence that the Internship develops in its Service Minded Leaders. I am now the Showroom Manager in charge of the largest Kitchen & Bath design studio in the Cape Cod area, but I can honestly say that on every resume I've turned in since those summers, the number one point of interest is my time with Varsity. This stems from the fact that any manager out there knows the value of true sales training. Anyone can sit in a class and study human interaction and good profit/loss control, but it isn't until you're face to face with "Mrs. Jones" that you truly understand what it means to learn "sales". You may say that you're just not the "salesman" type, but the truth is... you already are a salesman, whether you want to be or not. The act of a sale happens countless times every day. When you are making casual conversation the person you are talking to is being sold on whether or not they like you, on whether or not they can trust you. You see, selling is not pushing a product. Selling is understanding how to listen, find a need, and earn enough trust with a person to help them find a solution to that need. Want more proof? Ask yourself why you're reading this letter. You want to be "sold" on why the benefits of this opportunity outweigh the sacrifices it will demand of you. I am writing this to tell you that you never fully understand the value of the Varsity Internship Program until you take its benefits into the real world and find yourself seeing this confusing corporate world from the bird's eye view of experience. Two of the most important factors in successful business are knowledge and confidence. I know of no other opportunity that provides you with both in such a balanced and supportive environment.

With that said I would urge you to carefully consider what you have to offer this world, and whether you could benefit from the knowledge and experience that Varsity has to offer you. Not only that, I would urge you to continue growing with Varsity as long as you can. The first summer is great for developing the correct mindset, but your second summer is when all the things you have learned will begin to open your horizon and sharpen your skills. I will warn you however, that if you're simply shooting for "average" in this life then Varsity is not for you, because anyone who experiences a Varsity summer will develop a strength and drive that leaves mediocrity far behind. So don't think only about present dollar value, because when you add this much value to your life the financial part will take care of itself.

Always remember that leadership is action, not position. Are you ready to take charge of your life and be a "Service Minded Leader"?

Sincerely,

Jacob Adamo