



Fresh Perspective

By Kyle Howard

I have been an intern at Greater Lafayette Commerce for nearly two months now, and my tasks have varied from day to day. From taking pictures to livestreaming on Facebook, designing promotional material to writing these articles, I have had the opportunity to get

experience doing several different things. By working on so many of the different facets that fall under marketing, my perspective has changed because of what I have experienced. I have seen the appreciation from business owners when they celebrate grand openings or anniversaries, as well as enthusiasm from students as they learn about robotics. Witnessing the impact of these programs has given me a new outlook on the ways a community can develop and grow.

Recently, much of my work has focused on the workforce development portion of what is done at Greater Lafayette Commerce. Two events – Robotics in Manufacturing Camp and Trades Camp – are both centered around developing the youth to be able to become skilled workers as adults. Robotics in Manufacturing Camp is three sessions, with each session lasting one week. Students from as young as kindergarteners to as old as eighth graders have the opportunity to learn how robots are used in local manufacturing at sites such as SIA, Caterpillar and Wabash National. At Trades Camp, high school students have the chance to learn from skilled workers in fields they are interested in pursuing, such as ironworkers, welders, pipefitters, electrical workers and more. By learning from those who have been working for many years, these students have put themselves in a position for success. Pictures I took from both camps can be found at the Greater Lafayette Commerce Facebook page: ([Robotics in Manufacturing Camp Week 1](#), [Robotics in Manufacturing Camp Week 2](#), Trades Camp photos will be posted in the coming days).

Additionally, several local businesses have celebrated milestones. Several new locations opened, including a Fresh Thyme in West Lafayette, the River City Community Center, and Century 21: The Lueken Group. Studio b celebrated their five-year anniversary as well. I had the pleasure of visiting each of these locations for their celebrations and saw firsthand the impact they have had or will have on their communities. Studio b teaches dance to the youth of Greater Lafayette, while Fresh Thyme provides locals the luxury to purchase fresh produce for cheap prices. I livestreamed each of these milestones to the Greater Lafayette Commerce Facebook page: ([Fresh Thyme Grand Opening](#), [River City Community Center Grand Opening](#), [Century 21 Grand Opening](#), [Studio b 5-Year Anniversary](#)).

Noteworthy upcoming events include [Boiler Bridge Bash](#) and [Football Kickoff Luncheon](#). Boiler Bridge Bash is organized to help incoming Purdue freshmen learn about the area, including businesses, arts, music and more. Football Kickoff Luncheon offers an opportunity to meet the Purdue football players and coaches. Coach Brohm will be speaking about his plans for the coming season. Tickets went on sale yesterday, July 8th, so make sure to act fast as tickets will sell out quickly.

Being an intern at Greater Lafayette Commerce has opened my eyes to the importance of the events they organize around the area. Developing a strong workforce is a significant part of building a successful community, as well as bringing in new businesses to employ those workers, and then celebrating those businesses for their successes in that region. These things ostensibly go on behind the scenes, as I hadn't previously appreciated how much effort goes into these tasks and just how important they are. My internship has given me a fresh perspective in this regard.