**Mentor Visit Assessment #1**

**Mentor:** Karen Kim

**Profession:** Director of Marketing and Communications

**Location:** Dallas Cowboys World Headquarters

**Date:** November 6, 2018

**Time:** 8:00am-10:00am

**Assessment:**

My mentorship with Ms. Kim has started out fantastic! We have the ability every week because of her location in Frisco, which is definitely an asset to my independent study this year. For my first mentor visit, I met her in her office at the Frisco Chamber of Commerce. She kindly introduced me to everyone who was in the office and told me about what goes on day-to-day. I learned that there are student interns who come from Frisco ISD high schools and do work for the Commerce like graphic design. To my greatest excitement, talking with Ms. Kim gave me confidence that my mentorship this year will be full of learning and new experiences. I told her that my goal for this year is to write as much as possible so I can develop my skills and grow as a writer and she said she could help with that through having me write press releases and even articles for the local newspaper. At the end of our visit, she had loaded me with newspapers to read to familiarize myself with that writing style and through reading them I feel more confident about writing professionally and from a business perspective. She then invited me to the “Voice of Business” panel the following Tuesday at the Dallas Cowboys World headquarters which I appreciated immensely. All in all, I learned even more than I thought I would and I could not be happier about it. But the excitement does not stop there! Last Tuesday I attended the panel and met so many people like the president of the Chamber of Commerce, the photographer and one of the board of directors for the Chamber. First of all, the entire area by the Star is beautiful, so I was starstruck the entire time I was in the Optum suite. Ms. Kim even introduced me to a journalist at the Dallas Morning News, Valerie Wigglesworth. It was crazy to me that there were so many important people in one room and I was lucky enough to be standing in it with them. It gave me something to aspire to and work towards to be a part of this event.

I learned a lot of things about Frisco’s future plans, Scottsdale, Arizona, and what it takes to keep a city thriving while the panelists were speaking. It was interesting to hear so many different perspectives on the topic, as well as getting to see Ms. Kim on the sidelines, recording everything and taking notes as well as pictures for a future piece. I heard from many of the people I met that Ms. Kim’s job never stops, but I think that is what draws me to it. I want a high-energy career that puts me in the center of action, and I do not want to sit on the sidelines. Especially as a writer, that is probably the worst thing I could do for myself. I will use all the information that I learned as I continue on mentor visits, meet new people, and especially when I am writing articles for the newspaper and press releases. I am glad I was exposed to this style of writing and I know it is going to be especially useful to me in the future. Ultimately, meeting new professionals, hearing different perspectives, and having conversations with executives in different fields really helped expand my knowledge and passion for the field of communications and I am really looking forward to seeing what I learn next!