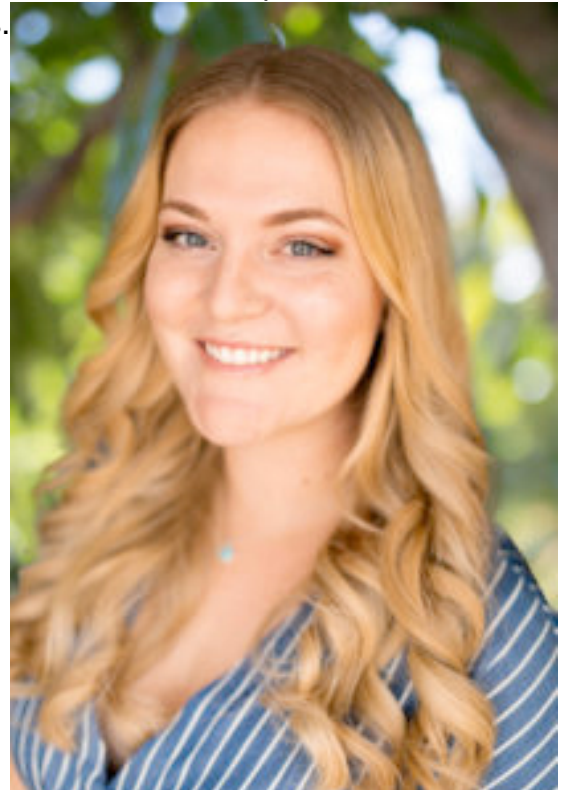

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West Pak internship cultivates a bright future

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Jordan Fideler, a recent graduate from California Polytechnic San Luis Obispo with a degree in agricultural business, spent her summer in a 12-week sales internship at West Pak Avocado. During that time, she set out to learn about and work on all aspects of West Pak's sales processes and gained exposure to the company's sales and marketing efforts.



"My experience here at West Pak has been amazing," said Fideler. "Everyone here has made an effort to get to know me and teach me what they do at the company. I have enjoyed working with many different departments and getting an overall education on all the steps it takes to complete orders and make sure to satisfy our customers."

During her internship in sales, and now as a customer service representative new hire, Fideler will continue to work out of the Oxnard, CA, sales office, reporting to West Pak Vice President of Sales & Business Development Joe Nava. "We were thrilled to have Jordan as part of our Pak this summer as she learned the ropes in support of the sales team," Nava said. "She's an enthusiastic worker and a quick study with a world of opportunity in front of her!"

"I am looking forward to working even more closely with Joe Nava," Fideler added. "He is an amazing salesman, and I am excited to learn a lot from him as a CSR. Everyone in the Oxnard office is very supportive, and I am so glad to start my career here at West Pak."

Fideler said she has learned a lot about working with a team while at West Pak. She found that the entire sales team relies on one another to fulfill orders and keeps in constant communication to ensure all boxes are checked for every customer and customer order.

Long term, Fideler is interested in transitioning into sales after training for a couple of years and getting to know the industry better as a CSR. "West Pak has been very involved in my internship and wants me to continue exploring all parts of the company and wants me to use my time as a CSR to figure out where in the company I fit best. I am so glad I am working at a place where growth and trying new things are encouraged," she said.

"I enjoy that this industry is so fast-paced and always changing," said Fideler. "I always knew I wanted a job where I get to work with others. In the avocado industry, you are constantly working with your team to fulfill orders and talking with customers to keep them updated on new information. Every day I do something new, and no (two) days are the same. I am thrilled to be working in such a dynamic industry!"

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