13 weeks ago, I never would have imagined how I would be feeling in this very moment.

I am in the last few days of my internship with a company that has quickly became my family. However, I don’t think I am ever going to be able to formally leave this place. I want to do anything I can to help out this team. I can not even picture what this company is going to look like in a year from now.

As much as I never want to leave, I know that my time here has come to a close. My flight is leaving Monday at 9 PM and it is time to move onto the next adventure.

Budapest, here I come.


ON THAT WORK GRIND

Quite literally.

Things are always changing around here. Most recently? We ground up the floor and epoxied the hell out of it.

This process was exhausting mentally and physically. We had to move everything out of the workplace area, clean it, rent a floor buffer, buff the floor for about 10 hours, clean the floor again, fill in the cracks, and THEN epoxy it. All production had to be halted during this process, which is difficult when you churn out 1000+gallons of coffee a week.

This is before:
And After:

Well, we got half of the floor done.

Besides that, things aren’t much different around here. We’ve unfortunately encountered a few slow weeks after the huge 4th of July rush (slow meaning less than 300 kegs a week). This has given us enough time to breathe and make some in-house changes. Like adding a real marketer who can use Adobe to create all the point-of-sale materials that we desperately need. We have new glassware, keg collars, posters, maps, table tents, cans... Oh yeah, did I mention that we are gonna start canning in a few weeks?

For once, it seems like we have just about everything we need. The summer season is about 2/3 the way over and I wish this team luck when I am gone! I have to divvy up my daily activities to my coworkers and they are not gonna like it.

This is pretty close to what I do every day:

- Enter all waiting orders from overnight
- Check with Connor about questionable emails
- Clean and sort out the assortment of coffee deliveries
- Get the mail
- Open and count checks – fill out deposit slip if needed
- Match previously deposited checks with correct invoices in Quickbooks
- Work on data entry tasks
- Clean up lounge area since men are messy
- Check office and warehouse inventory – make Connor buy it
- Keep tabs on how production is going – be the messenger if something goes wrong
- Answer angry emails
- Onboard new accounts with Nix86 ordering system
- Enter any orders that came in during the day
- Look over the current delivery route to ensure timeliness
- Make runs out to do deliveries, emergency shopping trips
- Write angry emails
- Check status of incoming shipments

Oh, the life of an intern.

Posted in Internship with Nobl on August 11, 2017.

THANK YOU MR. PATTEN

As some of you may know, this internship would not have been possible without the help of Mr. Harry Patten. His financial generosity has allowed four UNH students to participate in a 10 week summer paid internship with a start-up company they’ve been matched with. I was lucky enough to be one of those four interns.

Below you can find the thank you letter that I sent him on my 8th week.

Dear Mr. Patten,

Thank you for allowing myself and three other grateful UNH students the opportunity to intern with some amazing start-ups for the summer of 2017. I was looking forward to applying ever since I saw the posting on Wildcat Careers in December. It was such a pleasure to be able to interview with five different start-ups and get a quick view about how they came to be. I was lucky enough to get paired with a talented group of recent UNH graduates that are making themselves very well known in the cold brew coffee industry with their company NOBL.

I have been all over the place and filled many different roles within this company, but my official title has been the NOBL Brand Manager. Apparently it was legit enough for Connor to buy me business cards! I can’t believe I only have two more weeks left here, as this place as quickly become my second home. I have grown personally and professionally because of this company-from being the first and only female on their team to being trusted to handle thousands of dollars worth of revenue on a daily basis- I definitely have been able to bulk out my resume. This
internship has revealed the darker side of starting a company while also shining a light on the rawness of business. The coffee world may seem like a happy-go-lucky type of industry but people can be cut-throat when it comes to their caffeine.

Everyone always talks about attempting to find themselves and what the are destined to do in this life. I don’t know if you believe in all that stuff, but all I really want is figure out what I love doing. What working at NOBL has made me realize is that you need to not only love what you do, but where and who you are doing it with. I have been blessed with some of the greatest coworkers you could get and a relaxed environment that still drives work ethic. Every day is different here and I wouldn’t change it for the world.

I have always wanted to have my own business, however, I hate failure and that is a key part of entrepreneurship. Being able to see firsthand how Connor deals with all of the responsibilities of a CEO is incredibly insightful yet frightening. As much as I want to become a business owner, I know that now is not my time. I want to see and experience as much as I can before I venture out on my own. If I can learn all my business lessons by witnessing the mistakes of others instead of my own, that would be ideal. I want to dip my toes into every possible industry and find what drives me. I heard that it is a common trait for millennials to want to change the world and I am no exception. But I do not just hope that one day I can change the world, I know that one day I will.

I hope that one day I will be able to thank you in person for allowing UNH students such as myself to have such an impactful journey into the world of innovation. All of this would not have been possible without your generosity. My ultimate goal is to have the means to be able to fund such an opportunity for future students by the time I am established in my career, much like you have done.

If you have any questions or would like updates on my internship, feel free to reach out to me or follow my blog at thelamparellilog.wordpress.com.

Thank you again,

Adrianna Lamparelli

Business Administration – Marketing and Management ’19

Posted in Internship with Nobl on July 11, 2017.

LAND OF THE FREE AND HOME OF THE COFFEE ADDICTS
Happy 4th of July week! We decided as a company to generally give everyone today off and we made Monday an optional day off. As I am just the intern, it didn’t make much sense for me to go into work when nobody was going to be there- so I just worked from home. And wow I think I get more work done at home than I do in the office.

Since the holiday messed up everyone’s work week, I got to see how desperate people becomes when they run out of coffee. I lost count of the amount of customers that ran out and needed an order “as soon as possible”. Do people not realize that we also have the holiday off and that we are not going to make a special delivery to Cape Cod just because you didn’t order enough the week before?

Connor, being the nice guy he is, took care of a few customers on Monday. People, for some reason, became very rude when they find out they aren’t going to get their coffee the day after they ordered it ON A HOLIDAY.

This whole “holiday in the middle of the week” thing is absolutely horrible for business operations. Our entire production and delivery schedules are messed up, everyone is mad, orders get messed up, and I am flustered.

We managed to crunch on entire work week into 3 days and if this is what happens when we get the day off, I never wanna take another day off again.

On the bright side of things, our new man on board is amazing. His name is Eric and the connection that I have with him is very odd. He worked at the same company with my mother, has the same job at UNH as me, and grew up in the town next to mine. On top of that, he went to Italy for study abroad at the same time as Jason. It is like he was meant to work here!

The new box truck is also a huge help since it can hold double the amount of kegs. But, yet again, every time it seems like we are getting ahead… two steps back.

I am rolling out a new customer welcome package next week, so I will update you on how that goes! Fingers crossed.

Posted in Internship with Nobl on July 7, 2017

ONE OF THE GUYS

Well, week 5 has officially been cleared and I am now past the half-way point.

We are currently preparing for the big 4th of July weekend coming up and we are trying to pull yet another person on board. Our keg orders have been getting higher and higher every week- finally breaking the ceiling on our sales growth chart.

My duties have been pretty spread out across the board. I am the one in charge of all incoming orders and new account information, which feels pretty good. But I love being able to help
around in other areas such as invoicing, accounts receivable, running to the bank, doing deliveries, production assistance, and even just cleaning up the shop.

One of the biggest events have been planned was New England Brewfest on June 24th. Unfortunately the age limit to enter the venue was 21, so I was not able to help the team man the venue table. On that same day there was a tasting event at Harvest Market in Bedford where we were asked to pour samples for customers to try. June 24th was just not my day because it also fell on the same day as my sisters graduation, so I couldn’t work any of the events I wanted to.

My biggest frustration is that we will be attending Phantom Gourmet’s tasting event in September, which is just a few weeks after I leave for Budapest. All of the guys are so hyped for this event and I just sit back and pout. Maybe next year.

As we are approaching the end of June, things are only getting crazier and crazier. Just as we think we can finally get ahead, something comes up and suddenly we are behind again. I have been forewarned the August is one of the craziest months for coffee sales, and that June has been nothing compared to how nuts August will be. We are projecting that will be increasing our June weekly sales volume by nearly 75%, which will be a 400% increase from our weekly early May sales.

**Big New Additions**

A few weeks ago, I was able to meet a loan officer while I was bringing a tasting unit to him. Him and Connor already seemed to hit it off and he wanted to test our product to make sure the loan money was going towards a tasty + worthy cause. Let’s just say that we got the money.

With our new line of credit, we can get some things we have desperately needed around here. Things like:

- A refrigerated box truck – A vehicle that can handle our 80-keg delivery routes.
- An extra production worker – 8 workers simply do not have enough hands to produce 1500 gallons of cold brew a week.
- Nitrogen Generator- Because buying gas that can easily be generated from the air we breathe is just a waste.
- Tap Handles – You’d think that cute little wooden handles wouldn’t be that expensive, right? Well not when you are ordering 500 of them at $15-$30 a pop.

One of my favorite things to do is shopping – so Connor and Jason have realized that they need to be careful when asking me to shop around for some things we need. Jason does everything he can to not have to give me the company card. But hey, at least I’m frugal!

“**Sorry bro!”**

I think it is pretty official to say that I have become one of the guys.
To swearing with Jason, fist bumping with Connor, and sending emojis with Tyler… I feel pretty homey around here now. They all still look at me as if I am their little sister, but that’s much better than having them pretend to be more prim + proper than they really are.

This all set in when Connor was running late to work in the morning because he had to make an extra stop to pickup coffee. He said he’d be in around 8 AM to meet me and cleanup the office before a site tour, but was definitely not going to make that time frame. He sent me a text explaining the situation and ended it with “sorry bro!” I was officially bro worthy. This is an accomplishment that I shall put on my resume for the rest of my days.

I will be updating shortly once all of our big items come in! Connor is going down to pick-up the truck within the next 24 hours, and we are hiring our new man to start next week.

Wish us luck for the crazy 4th of July weekend!

The Rookie Days

First weeks are infamous for being, well, difficult. Mine was no exception.

But I have got to say, my time with NOBL is currently ranked as #1 out of all the difficult weeks I’ve ever had. And that’s a good thing.
On Monday, I showed up at 8:00 AM in business casual to an office complex in Exeter, NH. I wasn’t sure which office was ours until I saw NOBL’s founder, Connor Roelke, walking over to unlock the office’s front door. The door I’d be walking in and out of, 5 days a week, for the next 10 weeks.

At 9:00 AM Connor was meeting with a bank representative (hence the business casual, we usually just wear casual) so the time I had for introductions was limited. There were 5 other guys to meet and they each came in one by one as the hour passed.

**Meeting the Team**

The first was Jason, the newest member of NOBL’s team (besides me). He came from another company where he worked for 7 years and he is probably the smartest Excel wiz that I know. He can make spreadsheets do things that spreadsheets shouldn’t be able to do. Since Connor and him are usually the only ones in the office, Jason was kinda put in charge of getting me up to speed. Connor is usually out doing CEO things so Jason and I have a lot of alone time in the office together. That means that I got to learn all of his mannerisms very quickly, such as running places instead of walking and randomly getting up to look out one particular window for long periods of time.

Then there was Tyler, the man that interviewed me for this job. There wasn’t much need for an introduction since I already knew he was Connor’s right hand man. They were roommates back at UNH and Tyler was the first to join Connor’s one-man band. He was confident enough in Connor and NOBL that he left his extremely promising job at Hersey to work with his best friend. Now that is friendship goals.

I am not sure who I met next, but there are only three other guys left and I still have yet to learn much about them. There is Rob, one of our sales guys and he has some of the best handwriting I’ve ever seen for a male. Then there is Jack, a recent alum from UNH who does a little bit of everything. He helps with production, distribution, sales, and marketing. I get to work with him to plan and run vendor tables at festivals and event shows this summer and I couldn’t be more excited. Last but not least there is Ross, who I have only seen a few times since he was working mostly out of New Market where our old facility was. He does all the hands-on stuff that I don’t have the muscle mass or any idea how to do, like actually making the cold brew and kegging it, then cleaning out the used kegs, putting together the kegerators… you get the gist of it.

**Let the Work Begin**

A small list of tasks to do was assembled by Jason a few days before my internship began, and it’s pretty safe to say that the list has grown. A few of them were easy to tackle, such as making a Company LinkedIn page, generating a master list of leads to communicate with (oh I’ll talk about this one later), creating a list of drinks our customers use with our cold brew so we can make those cool Buzzfeed or Tasty videos, and establishing a contact database. Other tasks however will take time and a lot of research, such as choosing a good CRM (Customer Relationship Management) software, developing an internal/external problem reporting mechanism, contacting all clients with unpaid invoices, developing a marketing package to give
new customers to help sell our cold brew, and so so so many other things that I want to finish by
the end of my 10 weeks.

Since I knew hardly anything about this company and how it functions, getting starting on those
first few projects wasn’t easy. How was I supposed to know that Blue Fire was another name for
Dark Roast? And that everything was given specific abbreviations such as C = Colombia, CC =
Cape Cod, V = Vanilla, CCV = Cape Cod Vanilla… and that’s not even the half of it. I came to
the realization that I was never going to know the answer to every question I had, but if I made
enough lists with keys and notes then maybe I’d be able to figure it out. It has got to the po
int
where you won’t be able to find me at my desk without some kind of sticky note or lined paper
scattered around my laptop. It has got to the point where Rob actually called me “sticky girl”
onece because I left a bright yellow note on his desk. Males communicate much differently than
women, this I have come to terms with.

My Worst Day (So Far) – AKA I Suck At Sales

A few days into my second week, I was assigned the task of calling some companies that were
supposedly interested in working with us to provide cold brew. It worked by making a deal with
our coffee roast supplier that lets us sell their branded grounds-turned-cold brew to their existing
customers that lets us generate more sales due to volume, however at a smaller margin. I was
told that these people were already contacted by the roaster and were waiting on us to call.

Well let me tell you, this was not the case.

Not only did I hardly have any knowledge on how to actually sell this stuff, I barely knew how to
answer any questions these people had for me. “How much is a keg, can I get deliveries twice a
week, how large is the kegerator, when can you come meet with us in person, how long will
installation take, how fast can you get us set up?”

As it turns out, that was the easy part. Since I was only doing an informational call to get details
for our sales guys so they know who they were working with, I mostly answered “I am not quite
sure, and don’t want to give you any wrong information, but our sales team will be able to
answer all your questions when they give you a call on Monday.” I’d get some disgruntled
response but they at least knew that I wasn’t going to be any help. This I could deal with.

Now angry people, this I can’t deal with.

I am a people pleaser, but not in a kiss-ass kind of way. I just do not know how to react when
people are snarky or mad or angry or frustrated with me. So I go out of my way to try and be as
nice as possible in an attempt to avoid confrontation.

Lets just say that it didn’t work.

This one company, whom I tried calling twice before with no response, was NOT in any mood to
speak with me. I knew the second they answered the phone and I could hear chatter in the
background, indicating a full house of hungry customers, that this was not going to go well.
I asked if I could speak with the contact, and the receptionist goes, “Who’s asking?”

“It’s Adrianna from NOBL Coffee,” I said in a way too high pitched tone

She muffled the speaker and yelled to the back, “It’s the lady with the coffee”

In a few seconds I can hear the phone change hands and I was greeted by an aggravated sounding man. I explain who I am and why I am calling, and he goes, “We already have coffee, why do I want yours?”

And I froze.

I already knew he was irritated at the fact I was calling in the first place, but now I had to come up with some sales pitch I was not prepared for. The annoying part was, he didn’t understand who we were and why I was calling, when I was told that they would know. I wasn’t trying to sell him our coffee, I was trying to sell the idea that he was get the coffee he is used to getting but in cold brew form through our company. All of the people I called previously knew this, so when I had to explain it, I was at a loss for words.

#3 on my list of things I absolutely hate is being unprepared and being made to look like a fool, which is exactly what was happening.

Oh, and I forgot to mention, Connor is sitting in the same room as me and can hear everything being said from both ends of the call. I could feel my cheeks start to turn red.

Each time I tried to explain who we were and why I was calling, he berated me with another backhanded question I couldn’t answer. This went on for a solid two minutes. I didn’t know what to say anymore. I was actually silent for a few seconds before I realized that this call needed to end before I made it worse. But now I had to deal with the fact that I needed to somehow end this call, in front of the CEO, and come to terms with the fact that this call was a total failure and I lost a lead.

I don’t even remember how I ended the call because it was such a blur for me. I was scared, nervous, embarrassed, and in shock. I know that I wanted to just hang up and pretend it never happened, and believe me, if Connor wasn’t watching this all go down I 100% would have.

I just remember putting my phone down, looking at Connor with shame, and going “well that went horrible.”

**Better Days Are Ahead**

At the end of week 2, I realized that I knew more than I thought. I was starting to really get a grasp on how things worked and became determined to make a difference here. I knew when I saw our weekly sales chart take a dip after two weeks of incline. When Jason drew the line I blurted out,
“I never want to see that line go down again,”

I didn’t even realize how much I meant it until after it came out of my mouth. I suck at sales, so I can’t do much on that end, but I am determined to do everything in my power to increase efficiency and market our stuff so that we have kegs flying off the shelves (not literally, that would be messy and dangerous).

Walking into week 3 is going to be a challenge. Jason is off for the week because he will be traveling all around Ireland, so I get to generally take over most of his responsibilities as COO. I will have assistance of course, but I want to make this my turnaround point. I want to show everyone that I am capable, and really make a case for them to keep me around after my 10 weeks are up.

Connor jokes around that I will get to see “Pre-Jason NOBL”. When he says it his eyes get big as if he’s talking about something scary and gives me the “get ready” look.

And let me tell you, I’m ready.

I have a little bit of truth to spill.

I do not drink coffee, nor do I know anything about nitro brew. I’、“m not even 21 which means that I can’t, even though I don’t, drink beer.

This leaves me in a bit of a pickle considering I am going to be working for Nobl, a nitro cold brew coffee company. They sell their product in kegs and it’s dispensed through a tap, both of which I have zero experience with. Therefore, without any knowledge that would enhance my ability to market and sell the “Guinness-style coffee”, I decided to read up on the subject.

If you are as uneducated about all of this as I am, then my guide below should help a little bit.
**Cold Brew** – This kind of beverage is similar to regular coffee, but has 10x the flavor, caffeine, and cost. Normally, coffee is made with hot water and coffee grounds. With cold brew, the grounds are steeped in cold water for around 24 hours which means it is never heated or watered down with ice. There is a lot of science behind this method but basically it just makes the coffee naturally sweeter and smoother, on top of being more caffeinated due to the high bean-to-water ratio.

**Nitrogen (Nitro)** – Not to be confused with the properties of Carbon Dioxide (CO2), this element plays the crucial part of making ordinary cold brew into extraordinary cold brew. However, this addition comes with a price. The way Nitro is added into the coffee is through a pressurized tap. A small metal tank is filled with Nitrogen and hooked up with tubes to the cold brew keg and the tap output. They then fuse together which results in a smoother, fuller, and foam-headed beverage – much like a Guinness beer.

**Tap** – No, not the noise. A tap is the instrument used to pour the cold brew coffee from the keg into a glass as mentioned above. You would think this wouldn’t require much effort or knowledge, but you would be wrong. Assembling a single, double, or quad tap requires time, effort, and handy-man knowledge that I do not possess. It requires parts such as couplers, regulators, and nipples? All of these parts are important and could result in malfunctions such as leaks if not installed properly. They are all stored within a mini-fridge tap system called a kegerator.

**Keg** – A metal canister used to keep the cold brew coffee fresh and sealed during its self-life is called a keg. They come in many different sizes and, yes, they are heavy when filled. Very. Heavy.

**Growler** – Glass containers that can hold many cups of coffee (or beer) are called growlers. They usually come with the brand name engraved into it and make it easier to transport smaller amounts of coffee.