**HEALTH, FITNESS AND ENTREPRENEURSHIP: FINDING A NICHE IN THE NORTH COUNTRY**

**Applications Open Now until August 30th, 2024**

**FINAL Due Date for Internship Proposals → August 30th, 2024 at 2:00 pm**

**Internship Description:**

Multiple Locations—based at **JS Fit**, Plattsburgh, NY 12901

Internship opportunity for a deep dive into the human need for fitness and small business ownership. Minimum 3hr/week on site. Scheduling is flexible.

**Our Site Supervisor**:

Our internship site supervisor, Stephen Galletta, owner of **JS Fit**, is a former competitive athlete with extensive knowledge and experience as a Certified Personal Trainer, a Sports Nutrition Specialist, a counselor, business owner, entrepreneur, and author. “Coach Steve” combines his wealth of experience and his emphasis on the mind, body, spirit connection to serve the holistic needs of his fitness clients.

**Small businesses in Small Communities**

Interns will have an opportunity to delve into the world of a thriving independent fitness business in the North Country; acquire a first-hand understanding of local business ownership; learn how this former competitive athlete, now fitness entrepreneur, found a *niche* and established a thriving fitness business in a small market. Working with “Coach Steve”, interns will have an opportunity to understand how this entrepreneur constantly keeps his eye on the changing fitness needs of his clients who comprise demographics often overlooked in other training environments. Interns may engage in participant-observation, research into the anthropological aspects of human health and movement, and will work with “Coach Steve” to identify new (mis)directions in the fitness industry. Interns will also identify other areas of interest that will serve the needs of both interns and our community partner.

**Minimum requirements:**

* Minimum sophomore standing or POI.
* An interest in the social sciences (e.g. anthropology, sociology, psychology, physiology, GWS, Sports & Wellness, kinesiology, Health & Human Services, etc.), historical research, entrepreneurship, gender, culture and community, education, community outreach, and rural /urban economies.
* Initiative and the ability to collaborate with diverse groups/ages of people.
* Enthusiasm and willingness to learn about small business, entrepreneurship, economics, the fitness industry, human dynamics and culture!

These internships are sponsored by the Department of Anthropology but are open to all students who

meet the above criteria. The internships are focused on the ***human dimensions of the experience***,

in other words, they are ethnographically grounded. Interns are encouraged to enroll, concurrently, in

the **Internship Seminar (ANT487A, 3 cr., Fri 12:00 – 2:45 p.m. 110 Redcay)** in which the

anthropological/social science aspects of the internships will be clarified through group discussion.

**Required Application materials:**

-- A brief statement of your particular interests and how the internship you are applying to in relates to them

--A Resumé (if available)

-- A list of any relevant courses

-- A copy of your DegreeWorks

The exact content and description of the internship--and the specific duties of each intern--will be

made in close consultation with the intern, the site supervisor and the faculty sponsor, and will be

stipulated in the **required internship contract.**

**All interested students are encouraged to contact:**

Dr. Deborah Altamirano, Department of Anthropology [deborah.altamirano@plattsburgh.edu](mailto:deborah.altamirano@plattsburgh.edu)