

**Sears Holdings Corporation**  
**RETAIL LEADERSHIP SEMINAR**  
**MAR 2290, SEC 2923**  
**SPRING 2018**

**CLASS REQUIREMENTS**

Welcome!!!! The Sears Holdings Seminar class is a one credit, pass/fail, attendance-based course. It is a great way to learn about retailing, information about specific industry topics and sometimes jobs. After each class there is a scheduled luncheon. There are no exams, but there are some requirements.

1. Attend Class
2. Attend a lunch or a workshop
3. Ask one speaker question

**You are allowed only ONE free absence from the class**– no questions asked! For any **additional** absences, (missing a class or not being assigned a lunch) you must attend a Retail Center sponsored workshop. The dates will be announced in class and on the course site in Canvas as they become available. You will be required to write a short paragraph of what you learned at the workshop to receive the extra credit point. All extra credit work will be submitted on Canvas and will have a deadline.

\*\*\*Plan ahead as they cannot be repeated or substituted later in the semester!\*\*\* **Attending a workshop excuses a class or lunch** – nothing more. My suggestion is you attend a workshop to have an EXTRA absence in “Your Back Pocket” for any future unexpected absences. It is your responsibility to anticipate any absences and plan ahead by attending a workshop!

**You must either attend a luncheon or attend a workshop.** Lunch is held immediately following the class (11:30 – 12:35pm). If you have a scheduled class during 5th period and are not able to attend a lunch you **MUST** attend a workshop in its place. Because lunch space is limited if you are not assigned a lunch you will be required to attend a workshop.

- **Being late for class is unacceptable because of the nature of the course. Once I introduce the speaker you will have 5 minutes to enter class. After that 5 minute mark you will not be allowed in class and it will count as an absence.** The speakers for the course are top retail executives so you are expected to represent the Warrington College of Business in a professional manner. This includes being on time, attentive and participating during the presentations. This also includes no talking, no shouting out and no studying during class.
- **Phones and Computers** – turn off your phone and laptops and leave them in your purse or backpack. I DO NOT want to see phones on the desk or lap and certainly not in use.
- **Ask one speaker question.** Record the question you asked a speaker on the attendance sheet you receive at the beginning of each class. Each student must ask a question to at least one speaker. If you do not meet this requirement you must then attend a workshop from the list provided.

**LUNCH REQUIREMENTS**

- After class there is an informal luncheon for the speaker and about 10 students. Seating is very limited so there may be students who requested a lunch and I was unable to assign one. In this case, you must attend a workshop. This is an excellent opportunity to talk in-depth about the company, the topic of the presentation, or to use as a networking vehicle if you are considering a career with the company. You are **required** to participate in discussions during this luncheon.
- Please make sure you fill out the questionnaire on the first day of class and include your availability for lunch. List your top three choices of speakers/companies from the syllabus in order of preference. Nothing is guaranteed, but I try hard to accommodate your request ☺
- You will receive the list of scheduled luncheons as you enter class for the first speaker presentation next week. Those scheduled for lunch with the first speaker of the semester (January 19th) will be contacted by email so you will know before you come to this class. Future lunch reminders will be written on the daily bio sheet along with any other important information or messages. There will be few announcements in class...all info can be found on the class website and through emails and on the daily bio sheet so our visiting executive has time to present. Attire is casual. There is no additional cost to you for the luncheon. The luncheon is scheduled in room Stuzin 100. You must arrive on time. If the door is shut, you are late and will NOT be admitted. Once scheduled, it is your responsibility to attend the lunch.

## **CHEATING**

This is simple...I won't tolerate it and I will report it. As a student at the University of Florida, you are responsible for pursuing knowledge with integrity. Violations of the Academic Honesty Guidelines will result in judicial action. Violation of the Guidelines includes cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication. I strongly suggest you update yourself on this policy at: [http://oss.ufl.edu/STG/Code\\_of\\_Conduct.html](http://oss.ufl.edu/STG/Code_of_Conduct.html).

## **ACCOMODATIONS FOR STUDENTS WITH DISABILITIES**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

### **Instructor:**

**Betsy Goodman, JCPenney Executive Director**

**David F. Miller Retail Center**

**Stuzin 100**

**273-3292 or [betsy.goodman@warrington.ufl.edu](mailto:betsy.goodman@warrington.ufl.edu)**

**Office Hours: MW 8:30 – 9:30 am or email for appointment**

## **WHY IS THIS CLASS NAMED THE SEARS HOLDINGS SEMINAR?**

Sears Holdings established a fund with a gift of \$250,000 in 1999. Income from the fund supports the seminar class. With the state matching funds, the gift will ultimately be valued at \$375,000. We graciously thank Sears Holdings for their generous gift and their continued support.

## The Sears Holdings Retail Leadership Seminar – Spring 2018

MAR 2290 SEC 2923 – Little Hall 109

- Jan 12           ORIENTATION
- Jan 19           **“First Time Leadership Assignments – Keys to Success and Rookie Mistakes”**,Lauri Ott, District Manager, Jacksonville District, JCPenney
- Jan 26           **“Opportunities in Retail”**, Jim Mills, Florida Petroleum Marketers & Convenience Store Association
- Feb 2            **“The Art of Selling”**, Janet Wincko, Senior Vice President of Human Resources and Lexie Edwards, Manager of college & University Relations, City Furniture
- Feb 9            **“Changes in the Retail Work Environment”**, Michelle Boyer, Senior Vice President Human Resources Rooms To Go
- Feb 16           Sal Melilli, Chief Operating Officer/Partner, Hooters
- Feb 23           **“Creating In-Store Engagement”**, Cutler Knupp, Corporate and Channel Development, Softvision
- Mar 2            **“It’s More Than Just The Wine”**, Troy Mollohan, Managing Director of Customer Development, E & J Gallo Winery
- Mar 16           Casey Richter, Senior Director of In Store Environment, The Home Depot
- Mar 23           **“Retail Overview – What are the Retail Materials Top CEO’S See”**, Don Unser, Executive Vice President, the NPD Group
- Mar 30           Debra Lahteine, Vice President of Information Systems, The Sheehan Family Companies (Beer, Spirits and Wine Distributing Group)
- Apr 6            **“Buying At Its Best”**, Liz Boyd, Buyer-Home Furnishings, Stein Mart and Jenny Clark, Assistant Buyer – Women’s, Stein Mart
- Apr 13           **“The Fall That Saved My Life”**, Josh Perry, BMX Rider and Brain Tumor Survivor
- Apr 20           **“The Gig Economy”**, Jill Erickson, Chief Revenue Officer, Shiftgig