"Internships are more important now than ever!" claimed C.J. Taylor, summer intern with Sears, Roebuck & Co., president of Sigma Lambda Gamma and a University of Florida senior. Her encouraging words went out to her thirty sorority sisters. This comment seems to be the norm with students approaching graduation in a tough job market. Students are readily seeking internships to set them apart from the rest. The retailing internships are appealing to students because retailing has a reputation of having excellent training coupled with responsibility. Nam Luong, a Walgreens intern and a graduating senior in Business Management said, "I liked the retailing internship because the store relied on my educational experience and my ability to take on new responsibilities. The training covered many aspects of management, marketing and finance. I like to be challenged because I feel like I can learn that way."

The summer of 2002 has been a positive one for students exposed to retailing through internships. Interns reported feeling supported by store managers, challenged with projects, encouraged to think creatively and rewarded by better sales. As a result, students reported having more satisfying educational experiences. Great internship experiences lead to great opportunities for graduating students. We at the Miller Center for Retailing appreciate the generosity of participating retailers. Thank You!

What do you think of when you think of retail? Shopping, right? Wrong! Throughout the summer we have learned that retail consists of many day-to-day activities along with behind the scene tasks that an outsider could never imagine. Sears, Roebuck and Company has especially given us insight into the retail world by having a diverse assortment of merchandise, from washing machines to lingerie.

Our twelve-week internship was divided into seven rotations. These consisted of softlines, hardlines, automotive, operations, in store marketing, a special project and exploration. We worked side by side with the assistant store managers, leads and the store general manager. Our tasks were both challenging and rewarding. See SEARS on page 6....
Applied School Knowledge to Real World at Walgreens

by Nam Luong

As a business student, I thought that experience was going to be crucial for me when I apply for a job. I pursued several summer internships and decided Walgreens offered the best training. I was scheduled to work at a 24-hour Walgreens in Fort Lauderdale, FL. Throughout the internship, my manager, Mr. Pierson taught me business strategies that I had never learned in school. I learned customer service in the most caring and professional manner. I learned about filling prescriptions with the pharmacist and I even counted inventory for the entire store. During my internship, I scanned new inventory and managed its entry into the store, assisted employees, ordered merchandise, decided where it was to be placed and helped to make critical store decisions. This internship helped me to develop my skills and confidence. Maybe one day I can be a store manager or the CEO! This has definitely been a step in the right direction for me as a management major going into my senior year. I am so thankful for the Walgreens team for their patience and encouragement. Once again, I encourage everyone to take an internship with Walgreens as the training is excellent – you’d be surprised that you can apply what you have learned in school.

A Great, Great Summer in Rich’s

by Erica Cheng

“This past summer has been fun!” That’s the first thought that crossed my mind when I look back on my summer with Rich’s. Interning was one of the best decisions I have made for my future. After interviewing several retail companies, I decided to take the assistant buyer internship with Rich’s/ Lazarus/ Goldsmith’s to help me know more about the support of the stores.

Once at the corporate headquarters, I was placed in the office of Ready-to-Wear/ Better Sportswear. I worked closely with the buyer, assistant buyer and planner to gain knowledge of advertising, business analysis, vendor communications, and store interaction. I also learned how to place orders and track receipts. My assistant buyer was in charge of the assistant buyer advertising council, and she opened my eyes to the importance of advertising in retail. From getting ideas of what outfits should be shown in the direct mail book, filling the fact sheet for photo shoots, sampling turn-ins, and tracking sell-through percentage of ads, I was able to get a hands-on experience. My buyer has been with the
Developing a Category with the Federated Merchandising Group

by Elizabeth Coffing

My internship project consisted of developing a storage category for Federated Department Stores. Originally, I began implementing a new category under Pantry. I had less than two weeks to competitive shop, present products to the Product Director, prepare a worksheet for the vendor meeting, and meet with the vendor. The vendor chosen for this category was new to FMG so I was responsible for contacting the appropriate department to gather new vendor forms.

We met with the vendor and our supervisor decided that we were jumping into a product that was too risky for our customers. Due to this decision, the storage category was moved under an existent Basics Storage category with lower price points.

The first step to adding storage components to an existing department was to contact several overseas vendors. They sent us samples and we reviewed costs and quality and decided that we liked four of the items. We also contacted the legal department, because two of the four sets raised legal concerns. In the meantime, I began researching patents to see if our concerns were legitimate. I contacted the vendor via email to inform them of the items and colors that we were interested in proceeding with. The following week the Associate Product Manager and I had a meeting with the Product Director to show her the items. She suggested proceeding with two sets. After our final decisions are sent to the vendor we will inform the buyers of what will be presented to them at August Buy Meeting.

Developing storage products has been a great learning experience. It has given me the opportunity to apply the knowledge I have learned throughout my internship. It will be exciting to see the products at the August Buy Meeting and than in the actual stores in Spring 2003.

The Macy’s internship program provided me with a rewarding and beneficial career experience. Not only did it heighten my interest in pursuing a career in store management, but it also enlightened me on the duties and responsibilities of a manager in a large department store. The Macy’s internship program provided a realistic overview of all aspects of the store. Each week, I was exposed to a different facet of the retail industry and required to complete a related project. I was able to experience everything from merchandising to receiving. When I was not working with specific departments, I worked one-on-one with my supervisor. I assisted her with all of her duties including opening and closing the store, hiring and developing new associates, analyzing reports, and merchandising goods. During the course of my internship, I was also able to participate in two very important store events; inventory and preparing for a corporate visit. Each event was extremely important to the store, and preparation and execution of each event proved to be unique and challenging. I would recommend the Macy’s internship program to anyone interested in a career in retail. Even if you are not exactly sure what path within the retail industry that you want to take, I guarantee that Macy’s will help you make the right decision. You will receive a challenging and exciting experience with Macy’s; one that is well worth your time.
“Give me a W-A-L-M-A-R-T! What does that spell? Wal-Mart! Who is #1? The customers always.” This cheer echoes throughout Wal-Mart along with the sales recaps and work opportunities that are discussed in the daily morning meetings. Wal-Mart offers its retail interns an exciting and challenging experience.

As we discovered, retail is not a 9-5 job. As interns, we were required to work 48 hours a week. We began our internship in the middle of inventory preparations. Wal-Mart does not stop when faced with additional work opportunities. We were able to experience first-hand how the #1 retailer in the world operates. After inventory was completed, there was no recovery period. The following week marked the Back to School season.

Management had expectations for us. It was time to put our Wal-Mart knowledge to use. We had the responsibility of delegating tasks, setting new merchandise, and of time teaching us how to be merchants, how to run store operations, and deal with personnel issues that may arise.

At Wal-Mart, one works with a diverse group of people. Although there are over 300 associates working in the store, we are all part of the Wal-Mart family. The dedication the associates show to Wal-Mart is incredible. At Wal-Mart we are all working towards one goal: satisfying the customer.

Wal-Mart provides an exciting look into the wonderful world of retail. Wal-Mart is a company that believes in always striving for excellence. Interning at Wal-Mart is a great experience for anyone pursuing a career in retail. At Wal-Mart, the people make the difference.

I was specifically interested in a corporate internship this year because of my experience as a management intern last summer. I chose Bealls Department Stores because of its positive reputation as a strong and growing company.

I worked as the assistant buyer of junior and kids shoes. It was a very exciting opportunity. My responsibilities included entering and maintaining purchase orders, contacting vendors, and analyzing sales reports. I also shadowed my buyer in daily activities such as meeting with vendors, deciding what to purchase and what quantities, as well as doing some competitive shopping.

The structure Bealls provided was great. They have a rotational training program that is not just for the interns, but also for their management trainees. I was able to learn with the other assistant buyers/planners. The classes focused on developing buyers and planners. As a part of the training program, I experienced product development, store functions and distribution. The corporate setting includes in-house departments such as finance, e-commerce, and advertising.

My particular project was to work with six other interns to make the first recruiting video for Bealls. Together we were known as the Paramount Interns for the Summer, a.k.a. the P.I.T.S. We were given a $5000 budget to write the script, interview people, film and edit. During the last week of our internship, we presented it to a large group including the CEO, the president and divisional vice presidents.

The Bealls internship program was priceless. It helped me to understand what I can do with my business degree. Bealls has a great culture that fosters personal and professional growth. I am delighted to have had this experience.
As soon as I had my interview with the recruiter at Burdines, I felt instantly at ease. I was placed at the Burdines in the Dadeland Mall in Miami, which is the largest Burdines as well as the flagship store. I relocated to Miami a few days before the internship, attended the orientation luncheon, and was pleased that everyone was so nice and friendly. We received our assignments and intern packets, and I learned then about the final project we were to do.

During this internship, I learned to become a manager. I got a sampling of store operations, the bridal registry, security, and the tasks that accompany them. My manager and I were very close to our associates. We urged them to sell, open Burdines charge accounts, and to communicate with each other and to us. Being the best place to work is the number one priority of Burdines, and together with my manager we tried everything we could to create a pleasurable work environment for all associates.

One of the highlights of my internship experience was going to the distribution center for the stores in Tampa, Florida. We flew up to Tampa and toured the huge facility. The distribution center processes all merchandise for Burdines, Macy’s and Bloomingdales in Florida. Many of the alterations and fur storage take place there as well. The efficiency and size of the building was very impressive. It was a chance to see the “back of the house” of what goes on before the product gets to the stores and a great opportunity to meet other interns placed in other stores and in the buying office.

During this trip we discussed our ideas for what we were going to do for our final project. The other intern placed in the store, Julie, and I decided to work together on the project. Julie and I, along with the store manager, came up with the idea to hold a storewide vendor day during the holiday season. The goal is to pick up an additional $100,000 in sales during the event. The theme was, “A Colorful Holiday,” with the idea that every department of the store would wear a different color. We planned for as many vendors as possible to show up with gifts with purchase or a special contest to make the shopping experience that much more special for the customer. Our idea was well received and is scheduled for December 2nd, 2002.

Unfortunately I will be unable to attend the event because of school. I plan on staying in touch with the people at Burdines so I can learn what is going on in the store and of future job opportunities.

Amanda Eldred flourished at the busy Dadeland Mall Burdines in Miami, FL.

RICH'S Continued from page 2

company for 30 years and was awesome! She allowed me to choose the colors and trends for merchandise. She patiently explained to me about all the business reports and business recaps. It was fun because a lot of the products we order are produced in locations where I was born. We exchanged ideas and I learned how to improve business by incorporating fashion trends. I even brought in some of my clothes for her to consider with Product Development in Federated Department Stores for new opportunities. Although I only shadowed with my planner for a half day, she taught me a lot on allocating merchandise to designated stores. I also saw her constantly when she stepped into the office to discuss decisions with my buyer showing me the value of their teamwork.

Besides my coach office, everybody in the same division was very easy to work with. It was wonderful to see how they work together as a team and help each other. One of the best things was feeling supported from everyone in the company. Coach office, division, advertising department, human resource were all departments that helped me through this internship.

Another fun challenge of the internship was working on a final project with my group. We were asked to find a new opportunity for RLG. We interviewed buyers to gather information. We visited stores to see the visual set up, we searched Internet for useful examples, we shopped our competitors, and worked together as a team to propose our ideas.

I really had a great summer. I have to say RLG is a great company who cares about its employees and wants them to be exposed to opportunities for them to grow stronger. I will keep in touch with the people in RLG and looking forward to plan my future with this progressive company.
One of the best decisions I ever made was to take an internship with City Furniture. I was able to see how many of the different parts of City Furniture came together to make it a thriving business. From this internship I was also able to experience what a professional work environment was like along with the pay that goes with being a professional.

During the course of my internship at City Furniture, I had the opportunity to work in a few different areas of the company. The area I worked in first, and spent the most time in was sales. I spent a little over two months in this department including a two-week training class. Here I gained knowledge that will not only help me in a career in sales, but also a career in business. One of the main things we focused on was learning to sell ourselves. This entailed always displaying a positive up-beat attitude, showing empathy towards the customer, and being honest. Putting these three qualities together would prove to be a success for both the customer and myself. I feel I will now be able to take the skills I have learned into the business world with me. This will enable me to get across myself better to future employers, and know how to relate to them and their goals for me.

During my internship I had the opportunity to work in Human Resources and Management. Here, I witnessed the hiring process first hand. I mainly watched interviews for delivery drivers and sales people (I even conducted a few on my own). It was really interesting to see the different types of people that came in, and how they responded to questioning. I learned the importance of hiring good employees, and how costly it can be if things don’t work out with an employee. One of my favorite parts of the internship was in management. I spent some time with both a store General Manager and with a District Manager. I learned the importance of being a great motivator, problem solver, and innovator.

Another great aspect of the internship was the experience I gained of being a professional. Working 40-50 hours a week and being around people who conducted themselves in a very professional manor gave me a great example to what post-college life will be like in the work place. I’d have to say my most favorite part about being a professional was being paid like one. The opportunity is definitely there over the summer to be bringing in an income that is on pace with a $50,000 a year salary.

Overall I would have to say my experience at City Furniture was a great one. I gained a lot of knowledge that will help me in the future, and I now also have a job waiting for me when I graduate.

---

**SEARS continued from page 1**

manager. This included attending all staff meetings and overseeing what each person did on a daily basis. The ability to move through each rotation gave us a full understanding of how Sears operates their full-line stores.

We were also able to view Sears on a corporate level when the company sent us along with all of the interns across the nation to its headquarters in Hoffman Estates, Illinois. Our trip entailed touring the facilities, daily business activities, visiting The Great Indoors, and sharing our experiences with the other interns. The most exciting part of our trip was meeting the CEO, Alan Lacy and talking with him one on one.

We feel as though we have had an especially rewarding experience with Sears. It is important to note that our experience would not have been complete without Allen Crabtree, our store general manager. He has been extremely helpful as well as supportive throughout the entire internship. We are truly going to miss him along with the entire store in Ocala, Florida.
Interning at Office Depot, this past summer opened my eyes to the dynamic and exciting world of retail and what it has to offer. I chose to accept an internship that placed me in Miami, as opposed to the corporate office. I strongly believe that one must start in the store. Customers are what make or breaks a company and direct interaction with them on a daily basis is essential to be successful anywhere in the company. So I began my ten-week internship, and although ten weeks seems like a short period of time, my experiences will last me a lifetime.

Mitch Levine, the store manager, was my immediate supervisor and together we planned out my weekly tasks and projects. I was exposed to and worked hands-on with every department in the store ranging from supplies, technology, copy and print center, front end, receiving, and everything in between. Everyone at Office Depot, management and employees, was so welcoming and helpful. The management kept me informed to the daily operations and behind closed-door information that went on. I benefited immensely from the responsibility I was given and the tasks I completed.

Throughout my internship, I was assigned to various projects including working on Back to School, the biggest season for Office Depot. My main focus, however, was to concentrate and improve customer service. From talking to everyone involved with the store and analyzing each component of the Fanatical Customer Service Index, I devised action plans and overall solutions for the store to concentrate on. The results were amazing as the store substantially increased its customer service ranking. After implementing these actions, I delivered a presentation on customer service at a district meeting. I feel that the internship was a success.

Jaime Froom chose a store internship because of her firm belief of starting her retail career on the floor. Jaime says customer service experience will help to make her successful anywhere in the company.

The Office Depot Internship:
What You Need. What You Need to Know!
by Jaime Froom

Speakers Include

Vanessa Castagna, Chairman and CEO
JCPenney Stores, Catalog and Internet
Executive Vice President
JCPenney Company
(Keynote Speaker)

Ron Fromm, CEO
Brown Shoe Company

Mitch Modell, CEO and Owner
Modell's Sporting Goods

Cole Peterson, Executive Vice President, People Division
Wal-Mart

Ira Kalish, Chief Retail Economist
Retail Forward

Michael McCarty, President
Simon Properties

MORE TO COME!
We peered down from small, rounded windows as the airplane made its final descent. As the tiny craft parted the clouds, we could see the vast, lush farmland spread out before us. A mixture of nervous energy and curiosity overwhelmed us as we sat in silence and contemplated the weeks ahead. We were two strangers, chosen to undergo a rigorous and comprehensive twelve-week internship at Famous Footwear’s headquarters in Madison, Wisconsin. We were unsure of what to expect from the company, each other, and most of all, ourselves. The plane touched down and we smiled at each other, knowing that no matter what, we would not return to Gainesville unaltered.

When we first arrived at the corporate offices, it was apparent that this internship would be unlike any other that we had experienced before. The entire company was in the middle of a massive evolution. With every department undergoing enormous changes, we not only learned the dynamic nature of retail, we also had the privilege to observe a well-established company’s endeavors to redefine and reposition itself in a competitive marketplace. We divided our time between each department, from Information Services to Merchandising. Famous Footwear was dedicated to exposing us to every level of the retail process; from the abstract conjuring of the advertising promotions to shadowing District Sales Managers and working in the field, we were given the opportunity to witness the life cycle of our products.

In the Buying department, we saw the importance of identifying customer needs and working to fulfill them; in Visual Merchandising, we were taught to see the stores through the customer’s eyes and design an environment that enhances their experience. From the extensive research done in Marketing to the careful calculations of the Finance department, all facets of the company were united in a common goal: To help the customer.

With heads laden with information and a summer of experiences behind us, we sat pensively as the plane began its departure. We reflected on all that we had learned about the business world, life, and what we wanted out of both. The plane touched down and as we gathered our belongings, we shared another secret smile. We waved goodbye and stepped out, blinking, into the bright Florida sunshine.