CALLOWAY’S NURSERY INC.
Summer 2019 Internship Program

Objective: Provide a learning experience that will challenge the student Intern and expose them to retail management as an option for their career path. Provide Calloway’s with a perspective that challenges us with new ideas and allows us to remain up to date and fresh in our personnel selection and retail thinking.

Who: Students that have completed their college freshman year of study and have an interest in retail nursery management as a career path. Up to four Internships available

When: Summer Term- 10 week program.
Deadlines: Applications due by March 17, 2019. Intern selections will be determined by April 1, 2019

Where: Dallas/Fort Worth, Texas area
Houston, Texas

Application: Resume and Calloway’s Application form completed and returned to Director of Recruiting and Training by deadline-interviews will be scheduled

Compensation: $10.00 per hour. Forty hour work week.

Contact: Sam Weger
Director of Recruiting and Training
Calloway’s Nursery Inc.
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Fort Worth, Texas  76117
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For background information on Calloway’s Nursery Inc. visit our website www.calloways.com
Program Outline

Week 1-5: Store Management Experience-Intern(s) will work in the Bedding, Allied, Nursery, and Interior Departments of a Calloway’s Nursery retail store. The objective for the Intern should be an understanding of how a retail nursery store operates and how the different pieces have to fit together to make a successful operation. During this five week period the Intern will also be involved in learning about store administrative functions such as daily reports, weekly labor scheduling etc.

Week 6: General Manager Experience- Intern(s) will work one week with a General Manager who is responsible for multiple Calloway’s stores. The objective will be to provide the Intern with an understanding of how management can make a difference within a company structure. Specific areas that will be addressed are:

- Review of a Profit and Loss Statement with Store Managers.
- Review of labor scheduling-discussion of reasons for scheduling as we do and ‘cause and effect’ of too much or too little labor.
- Review of hiring practices and employee development
- Review of budgetary process-how General Manager comes up with budgets and projections. How the budgets can motivate each store.
- What the store visit should accomplish.
- Different motivational techniques for different personalities.
- How to adapt to different circumstances in each store but still maintain the integrity of the company plan.

Week 7-8: Merchandising Department Experience-Intern(s) will work two weeks with the Calloway’s corporate Merchandising Department including the VP of Merchandising and at least one of the Buyers. The objective will be to provide the Intern with an understanding of, and the tools used for, inventory management. Specific areas that will be addressed include:

- Discussion of items that influence inventory management, such as terms, costs, retails, gross profit dollars, and gross profit margins.
- Review of history needed to make decisions
- Development of campaigns and/or programs
Week 9-10: Marketing Department Experience-Intern(s) will work two weeks with the Calloway’s Director of Marketing and the Marketing team. The objective will be to provide the Intern with a basic understanding of how marketing can affect business. Specific areas that will be addressed include:

- Basic principles of Marketing
- Elements of Marketing including customer targets and demographics
- Review of sign program
- Review of budgets and projections
- Working with different areas within the company to bring about a marketing plan
- Developing an ad
- Discussion on how to tell if a marketing plan brought about the desired results

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