

Alexandria Tate

The Dollywood Company

Internship Portfolio

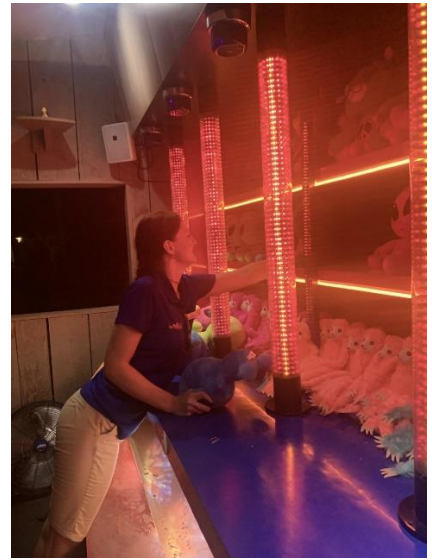
1. Company Information

Dollywood is Dolly Parton's theme park in Pigeon Forge Tennessee. While the park has different things to do like rides, food, and shows, Dollywood also sells all different types of merchandise. Some of this merchandise includes women's wear, men's wear, kids clothing, shoes, accessories, toys, crafts, and all other types of merchandise. Dollywood averages \$142.7 million dollars a year and has over 3000 employees working here during summer time which is our peak season. Dollywood has 14 shops, 4 different vendors, and 4 craft stores. Dollywood was named America's #1 theme park and does very well in comparison to its other theme park competitors. This company's target market is families and all ages. Dollywood targets this very broad market with our vision as a company to "bring families closer together". We do so by being very family oriented and always having a positive attitude. This company's merchandise has a 100% satisfaction guarantee, meaning that if a guest is not satisfied with the merchandise, they buy they have a money back guarantee. Dollywood uses an average POS system that tracks the amount of merchandise on hand, in the warehouse, and sold. We also keep excel sheets of the different stores and products inventory so we know accurate numbers when there are write offs or other problems with the merchandise.

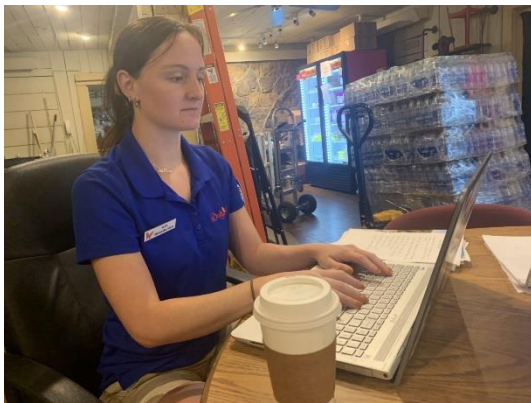
2. Action Shots



1 Taking notes and networking at the SHIP internship meeting



2 Visual merchandising a plush display at games



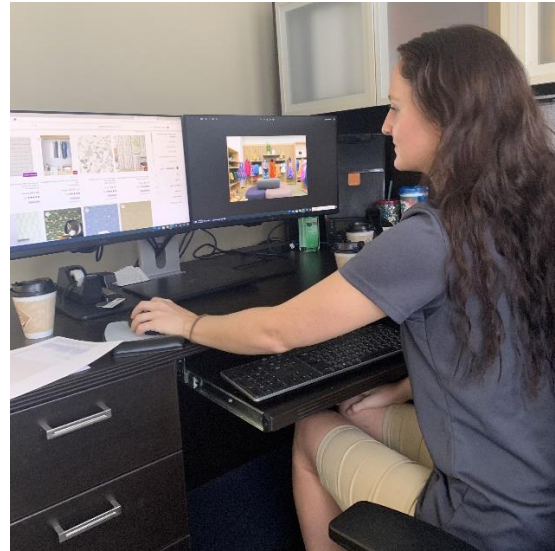
3 Working on my internship project



4 Vending kids bubble wands and glow swords



5 *Organizing the stock room at the candle shop*



6 *Sourcing products for the shop at the resort*



7 *Working with the visual team on upcoming fall décor*



8 *Assisting in a floor move in the store Dolly's Closet*



9 *Drawing designs for new price signs*



10 *Watching the Dollywood Intern's final projects*

3. Interviews

Through interviewing 5 management positions in Dollywood, I learned all about the best and worst things about being in charge. From being able to meet different personalities and cultures to organizing floor sets this team does it all. Dollywood is a company that is focused on giving our guests memories worth repeating, and merchandise can be a key asset to this. Being able to bring home merchandise can remind the family about how amazing their stay was at Dollywood. All five leaders Josh, Janet, Victoria, Juli and Kristie are great assets to the Dollywood company. They have come from all different backgrounds but have a common goal of making Dollywood a place that our guests always want to come back to. There are multiple different types of merchandise throughout this park and it takes strong leaders to keep everything going as smoothly as possible. Styles and trends of what consumers want are constantly changing and it takes a great team to stay on top of it.

Josh Mraz

Visual Merchandising Supervisor

Dollywood

Josh.mraz@dollywood.com

7/5/2022 at 11AM

Josh has had a lot of great experience with visual merchandising. He has been a visual merchandiser for six flags at multiple different parks across the country, Saks Fifth Avenue, and now Dollywood. He came to Dollywood a year ago for an opportunity to grow within his field. He is in charge of floor layouts, fixtures, graphics, lighting, music, keeping track of sales, display windows, shop remodels, and everything in between. The major challenges of his position is time, money, and working with different types of people. He says that flexibility is key for success in this position, and it is important to always try and stay relevant. He said that for growth opportunities never be too scared to change companies, because you can grow and learn from different people and environments. Lastly he said that one of this issues that has the greatest impact on the job is not having all of the necessary tools. Sometimes visual can get forgotten about and they have to grow by learning how to adapt with different tools. He said having good social responsibility is also something that is a current trend that is very important to stay aware of and do our best as a company to leave a good impact on our environment.

Janet Dawson

Vice President of Revenue

Dollywood

Jdawson@dollywood.com

7/5/2022 at 1PM

Janet has a lot of experience working in apparel. She worked at Dillards out of college, then was the director of merchandise at Silver Dollar City, then the revenue manager at Splash Country, and now she is the Vice President of revenue within the Dollywood merchandise department. Her job consists of developing the strategy for Dollywood merchandise for the upcoming three to five years ahead. Her major challenges is the availability of capital. She says there is only so much money to go around which can be hard at times. The competencies necessary for this position is to be a good listener and understand all the facts. She says her best advice to a college student would be to not sell yourself shorts. The current issues she has felt with us the infrastructure of the city. The more effective the infrastructure the greater impact.

Victoria Strange

Training Supervisor

Dollywood

Vstrange@dollywood.com

7/11/2022 at 3:30PM

Victoria started out as a kindergarten teacher in Ukraine where is is originally from. Then she moved to the US and worked at a YMCA camp for a little bit until she perused a career here at Dollywood. She started off in the culinary department and then joined the merchandise team. She became a team lead, then became a senior team lead, then the revenue team lead. After that she became the revenue operations supervisor and then became her current role which is training supervisor. Her job now includes hiring/interviewing, onboarding training, audit, clearances, program development, leadership development, and inventory. She said that the major challenges for this position would be the communication system. In order for her to get information to employees she has to go through multiple routes of communication. She says that the necessary competencies for this position is being self-motivated, disciplined, critical thinking, problem resolution, creativity, and having personable skills. She said that some advice she would give a student in this industry is that sometimes the classes that you don't always think you will need in the future pay attention to them because odds are you will end up using it. The current trends or issues that have the greatest effect of this job is the job market issues. It is the biggest issue because she is shorthanded so people are working overtime which can cause them to get tired and injured.

Juli Jordan

Visual Coordinator

Dollywood

Juli_jordan@yahoo.com

7/28/2022 at 12PM

Juli started off her career doing corporate visual at Belk and then she as a visual merchandiser at Bliss and Bliss Home. She then became a visual coordinator at Dollywood. Her career goal is to design sets for commercial magazines or movies. Her job at Dollywood entails planning, merchandising, execution of window displays, floor displays, making decorations, and all other visual aspects of merchandising the stores. The major challenges of this position are that the merchandising department at Dollywood can have a lot of different creative opinions. It can be difficult at times to please everyone. She said that for a career in this field you have to be very adaptable for change. Be willing to work long hours and be able to work well with people that have differing opinions. Juli said that her best advice would be to go for it and not be afraid to do things even if they feel crazy sometimes. She says that the current issue that has affected this job the most is COVID. It had a huge impact to get employees to come and stay, and was also hard for the park to recover from everything.

Kristie Thompson

Senior Team Lead

Dollywood

(865)242-1426

7/28/2022 at 3PM

Kristie before Dollywood has history with working with merchandise. She worked at a corporate job and traveled with Burke's opening/closing stores and managing over the stores. She is now the senior team lead over seven different stores at Dollywood. Her job entails doing pulls, ordering supplies, merchandising products, scheduling, and making sure all of the stores stay on budget. The major challenges of her position is making sure all of the employees are happy. It's hard to please everyone and making sure everyone is working as a coordinating team. The competencies necessary for this job is to have the right supplies and have the right team members in the right places. Dollywood has a lot of different shops that need different types of people to keep them running the way that they should be. She said that the advice she would offer a student is to learn how to deal with different personalities and get to know your employees. She said that it is key to always work hard and to go into things with open arms. She said that the current issues or trends that have the greatest impact on this job is the changes in clothing trends and adapting to these trends. Fashion is very fast moving and it is important to stay on top of what is relevant.

4. Internship project

Problem Opportunity and Goals: Section #1

The problem I am solving with my project is, the lack of merchandise in the different bakeries and restaurants within the Dollywood Park. I know when I go to food places that I enjoy I like getting a t-shirt or some type of merchandise from that place, which the Dollywood bakeries and restaurants don't have any of. How I am going to solve this problem is I am going to design and plan t-shirts designs that can be implemented in a few of the food places all around the park. Having merchandise in these places

will improve guest satisfaction, as well as increase income. My goals for this project are to design t-shirts for three of the food places. Find and plan a space in each of to place the merchandise. Logistically figure out how much the merchandise will cost to make and plan a price efficient cost for the merchandise. Lastly, submit my designs to the Dollywood buyer to try and eventually implement the new merchandise into the Dollywood Park.

Plan of Action: Section #2

1. Go to all of the bakeries and restaurants and take pictures of the shops, to find the three shops to design t-shirts for.
2. Speak with all of the food service team leads about my ideas.
3. Create mood boards for the chosen food places.
4. Sketch out t-shirt designs for my new food merchandise.
5. Calculate how much the merchandise costs, and come up with price for sale.
6. Go to the Dollywood stores to find and plan a space to put the merchandise.
7. Make a PowerPoint with all of the information about this product to show to the team leads to get my merchandise approved.
8. Send my t-shirt designs to the buyer to get her to create my products.

Procedure: Section #3

I chose to document my success for this product in journal entries I make, and shared them in our weekly project meetings. The merchandising interns met with one of our supervisors every week to discuss our progress and get advice on how to better our project. I evaluated my progress on the project each week, as well as got feedback from my advisors and peers. I went through each of my goals I was working on that week, and let my supervisor know if that goal or goals were completed as well as the steps, I took to complete that goal. Each one of my goals had the same evaluation plan

of discussing what I have done with my supervisor through my project journal entries, and receiving feedback.

Outcome: Section #4

MOOD BOARDS:



This is my mood board for Red's Diner. I chose Red's Diner because not only is it one of Dollywood's iconic restaurants but retro clothing is trending right now. The retro trend opens a great opportunity to Dollywood to sell merchandise that the young people of today would definitely wear. This mood board shows some of the retro inspirations and styles that inspired my designs.



This is my mood board for Granny Ogle's Ham 'n' Beans. I chose this restaurant because the name is very catchy. This restaurant showcases southern home cooking. Another good thing about this restaurant is eating a family style meal can help bring families closer together. These pictures are a few of the rustic, classic southern things that have inspired my designs.



This is my mood board for the sweet shoppe. This showcases the colorful and playfulness that can be found in the sweet shoppe. The sweet shoppe is a Dollywood classic and the fresh fudge and taffy always seems to drive customers in. Everyone loves sweets and this Dollywood staple is something that many guests remember and what better way to remind guests of memories worth repeating than a shirt showcasing their favorite sweets.

DESIGNS TO PUT ON THE BACK OF THE T-SHIRTS



COST OF TSHIRTS:

These t-shirts should be priced at around \$25-\$30. The average cost of making t-shirts like this are around \$6.50-\$12. If we price these shirts at these price points, we will be making a good amount of profit off of each shirt, while giving customers memories of delicious foods they have eaten to take home with them.

WHERE IN THE SHOPS TO IMPLEMENT THE SHIRTS



The best place for this merchandise would be by the cinnamon bread merchandise already in the Emporium and the General Store. That way we can have a food section for merchandise in an organized manner. Putting this merchandise in stores can help promote the food places around park while still creating revenue for merchandise.

When these designs are implemented, we can put signs, flyers, or even a little section on the menus saying that these food places have merchandise and can be found in the Emporium and General Store, if the guest enjoyed the food.

NEXT STEPS

To get my product implemented, I am going to send over my designs to Suzanne and she will help me source these designs into shirts. Once I have my products sourced, I can go on putting set prices for my merchandise. After that we can order them and put them on display in stores. Then the end goal is to improve customer satisfaction as well as increase merchandise sales.

Evaluation of the Outcome: Section 5

I really like the outcome of my project and feel as if I successfully completed all of my goals. The only thing that I wish that I could do is see my designs being implemented into the park. Since Dollywood is such a large company making and designing t-shirts is a very lengthy process. As I came up with designs for the shirts, there are still many steps until they come onto park. I still need to get them approved by the buyer at Dollywood, then she has to pick which design she wants to use and then source and order them. I wish that my t-shirts could be on park while I am here, but I ran out of time to get them implemented. If I was to do anything differently, I would have worked on my project after work more to try and get them on park while I was still here. I am still very proud of my hard work and am determined to get my t-shirts on park and will continue to send my designs and make the necessary changes to eventually have my own work on merchandise at Dollywood.

5. Self-evaluation

This summer being a Dollywood intern I have worked my absolute hardest. I have learned a tremendous amount from visual merchandising, to inventory, to sales techniques, and even learning how to effectively manage/ supervise merchandise. I put 100% into everything I did here and learned how to work in a very fast paced environment. I was on time or early every day, and was a very reliable worker. I picked up most everything I learned quickly and my supervisors always answered any questions I had very efficiently. I really enjoyed being in the theme park industry, but would like to in the future shift towards a place that is more fully focused on apparel. I was very respectful to all of my superiors and that made me feel like I gain a mutual respect. My work ethic took me a long way with this internship. I am constantly trying to improve and learn new things about both sides of the apparel industry. I am learning about the managing side where merchandise is being sold as well as extending

my knowledge on the customer culture side. Learning consumer habits has been a very important part of my job to know how to sell things, where to merchandise things, and how to overall improve guests' experiences. When talking in front of a lot of the supervisors at times it would make me nervous, but I will continue to work on my public speaking. At times I can be a perfectionist so I am scared to mess up which is wear my anxiety with speaking in front of a large group comes from. I need to not sell myself short and continue gaining confidence in my work. I have room to grow as an employee in the apparel and merchandise industry but I do feel like I have grown significantly this summer. This summer was full of learning, growing, and expanding my knowledge to be prepared for my upcoming career.

6. Internship Evaluation Form Firm

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Merchandising Intern Evaluation
Department of Consumer & Design Sciences
College of Human Sciences
Auburn University

Intern_Name. **Name of Intern**

	First Name	Last Name
	Alexandria	tate

Evaluation_Date. **Date of Evaluation**

Month

Date

Year

Personal. **Personal Characteristics Within the Workplace**

	Poor	Fair	Good	Very Good	Excellent
<i>Initiative</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Resourcefulness</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Dependability</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Preparedness. **Academic Preparedness**

	Poor	Fair	Good	Very Good	Excellent
Knowledge to complete assigned tasks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Problem solving ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Oral communication skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Written communication skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Professionalism. **Professionalism**

	Poor	Fair	Good	Very Good	Excellent
Ability to work independently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Quality of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Timeliness in completing work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Interpersonal. **Interpersonal Skills**

	Poor	Fair	Good	Very Good	Excellent
Response to supervision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Response to criticism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Ability to work with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Overall. **Overall Performance**

Poor Fair Good Very Good Excellent
☐ ☐ ☐ ☐ ☒

Hire. If there was a suitable entry level management position open in your firm, would you hire this intern?

Yes, I already have

☐

Yes, I would

☒

Not sure

☐

No

☐

No_Reason. If you answered "No" or "Not Sure," please share your reasons.

Strengths. What are the intern's greatest strengths?

Creative thinking, enthusiasm, self- discipline, dependability.

Positive_Instances. Please list specific instances of performance or personal attributes that contributed to the positive evaluation of this intern.

During the preparation of the final project, Alex not only displayed excellent problem solving techniques and abilities to analyze and collect necessary information but also was able to enrich her professional network. Her positive attitude regarding any task and intellectual fluency allowed her to easily connect and learn from diverse cultures and multiple levels of management.

Supervisor_Name. **Name of Firm Supervisor (Who Is Evaluating the Intern on This Form)**

	First Name	Last Name
	Victoria	Strange

Supervisor_Title. **Title of Firm Supervisor (Who Is Evaluating the Intern on This Form)**

Firm_Name. **Firm Name**

Supervisor_Email. **Email Address of Firm Supervisor**

Thank_You.

Thank you for providing our student with the valuable internship experience and for taking time to provide this evaluation.

7. Daily Journal entries

Monday 5/16/22

Today I moved into intern housing. We are temporarily living in the Riverview Inn, but when Dollywood employee housing gets finished being built and furnished, I will move into there.

Tuesday 5/17/22

Today all of the Dollywood employees and interns went to a team event at Splash Country. Splash Country is Dollywood's waterpark. All of the employees got free admission as well as a free lunch. It was a good opportunity to meet and get to know everyone.

Wednesday 5/18/22

Today I had my processing appointment. During this appointment I signed some paperwork and learned more about my merchandising internship. After the processing appointment was done, I went to pick up my uniform. After this I had the rest of the day off.

Thursday 5/19/22

Today was orientation day. At orientation I learned about all of the expectations and requirements of a Dollywood employee or “host”. I also learned a lot about the history of the park as well as fun facts about Dolly Parton. I learned the mission of Dollywood which is “Create memories worth repeating”, and the company’s vision which is “Bring families closer together”. I received my employee ID, name tag, and car tag as well. After we left the classroom at orientation, we went on a tour of the park to get a good feel of where everything is.

Friday 5/20/22

I had Friday off.

Saturday 5/21/22

Today I went in and started out doing safety training. We watched safety videos and answered questions concerning what we had learned. Next, we went through POS training and learned how to use the register, and practiced with fake sales transactions. I went to lunch in the “Host Lounge” with other fellow interns. After that I went on a tour of all the

different stores that I will be working in and met all of the people that I will report to as well as fellow employees. When the tour was finished, I went to Dolly's Closet which is my primary location. I helped clean and tidy things up as well as I set up two different displays within the store.

Sunday 5/22/22

Today I went straight to Dolly's closet and assisted opening the store. I first recorded and packages all of the mark offs. I tidied up the store after that and made sure all of the sizes were in the right places. Next, I set up a display on a bench that was empty in the store. I went to lunch at the "Host Lounge" after that. The rest of the day I assisted with sales transactions, cleaned, made sure everything was in order, and helped restock anything when needed. I was running around all day being the helping hand for anyone in need. I got to shadow multiple sales people as well as inventory to learn the ropes and what all needs to be done on a daily basis. Today I was very busy but it was nice learning and working so much.

Monday 5/23/22

Today I started off the morning shadowing my supervisor learning about payroll and UKG. After that I learned about COGNOS reporting. Next, I attended a staff meeting and learned about meeting agendas, things that needed improvement within Dollywood, and met the supervisory staff. When that was over, I went and got lunch. After lunch, I went to Dolly's closet and helped tidy up and make sure all the sizes of clothes went from smallest to largest. I assisted the sales associates and restocked all of the products that needed to be restocked.

Tuesday 5/24/22

I had Tuesday off.

Wednesday 5/25/22

Today I started off the day going to a meeting with all of the other interns to listen to a guest speaker and to attend a tour of Dollywood's Splash Country. When I left Splash Country and got to Dollywood, I met up with my supervisor Mike. We spent the majority of the morning doing safety checks on all of the different stores he is in charge of. I got to meet some new staff members as well as make sure that everything was safe and going smooth the way that it is supposed to. After I finished the safety tours I went to lunch. Next, I went upstairs to learn about the different options for my project. I spent the rest of the day deciding what to do working on my project proposal. I decided to do a project with the merchandising operations where I identify the best practices to increase line speed and develop a shop model including visual elements, fixtures, products, and product placement.

Thursday 5/26

Today I am off of work.

Friday 5/27

Today I started off the day going to a staff meeting. In this meeting we discussed all of the problems with food and merchandise for the day. Next, I shadowed my supervisor for the day and went around Dollywood assisting other team leads, helping stock inventory when needed, and help being a leader throughout the park. We put together a report for the day that we recorded all of the shops or shows that were closed due to the weather. Today was a lot of

running around to help people, but was great learning on how to be an effective manager dealing with merchandise.

Saturday 5/28

Today I started off the day stocking rings in Dolly's closet. When that was done me and my senior team lead went to look for a key that was misplaced by one of the employees. After finding the key we went back to dolly closet to help them further organize the store. We next had to help two little girls find their parents that got lost and came in the store we were working in. After that I shadowed while my boss had to talk to someone about putting in a two weeks notice and I learned the most effective way to have that conversation. Then we went up to another merchandise booth to help fix a machine that embroiders names onto bracelets. After that we checked the rest of the merchandise stores in our area to see if anyone else needed assisting or any advice on where to place new merchandise and stock old merchandise.

Sunday 5/29

Today I started out the day going to all of the different merchandise stores making sure they had everything they needed. Then I dealt with taking care of a baby duck that had lost its mother. After that I met to talk with my supervisor and team lead. Next, I left Dollywood and headed over to the DreamMore resort with us Dollywood's hotel and resort. I ate lunch there then started working in one of their merchandise stores. I helped clean out a stock room and then helped stock everything that we needed more of. Then I made sure all the sizes were in order from smallest to largest. Then I went back down to the stockroom and restocked the newly ordered products.

Monday 5/30

Today I moved to working at the Emporium at Dollywood. I first met the staff then went on a tour of the whole store and stockroom. Next, I shadowed a team lead and stocked products as well as help around the store when I was needed. After that I went to lunch. When I got back from lunch, I worked with operations in the replenishment room hanging up and organizing new stock to go on the floor. This was very interesting because both of the people I was working with only spoke Spanish! We still managed to communicate with our phones as well as a lady who came in to also help translate. I spent the rest of the day with them until I got off.

Tuesday 5/31

Today I started out the day with helping reorganize the stuffed animals to be able to fit three different brands onto the shelves. Next, I worked stocking and organizing the bug related toys in the kid's section. After that I learned how to put into an iPod when I need stock sent down from the stockroom. Then I went to lunch. After lunch I wrote down the kid's hats, we were out of and the replenished the hats on the floor. Then I put into the iPod all of the different kid's shirts and sizes we were low on. Then I went up to the stockroom to see how they worked and sent down new stock. After that I went to work on my project for an hour. I finished the day by going back down to the store and stocked the rest of the kid's T-shirts that my team lead and I put into the system.

Wednesday 6/1

Today I started off the day doing replenishment at the emporium. I restocked candy and made sure everything was in order. I reorganized the area near checkout. Then I went to lunch.

After lunch I went to a meeting to discuss my project. I have decided to do a project making T-shirts for the restaurants and the bakeries across Dollywood. After finishing the meeting, we walked around the park to look at all of the different food places. Then I went up to the office and started/ completed my project proposal. After that I emailed it to get signed by my supervisor.

Thursday 6/2

Off

Friday 6/3

Off

Saturday 6/4

Today I started off the day learning more about where everything is in the stock room. Then I helped the stocking team package and send down the merchandise that was needed on the floor. After that I unpacked and counted the newly ordered stock for different T-shirts and hoodies. After I was done with counting and making sure we got what we ordered I organized them on the stock shelves. Then I went to lunch. When I got back from lunch, I stocked the jams and fudge on the shelves in the stock room that was also newly ordered. The rest of the day I shadowed the senior team lead in the stock room and watched her order new products and make sure everything in the stock room was going smoothly.

Sunday 6/5

Today I started off the day with one of my supervisors learning how he fixed the errors on the schedule. I also learned how he managed the daily budget within the Emporium to reach the store's sales goals after that I helped the stock room send stuff down and then went to lunch. After lunch I went to help the replenishment team make sure all the sizes were in the right order and all of the merchandise was organized. I spent the rest of the day organizing and making sure everything in the store looked neat.

Monday 6/6

Today I came in early and started off the day rearranging merchandise to put the festival T-shirts in the front because the festival ended and we are trying to sell as many of these as we can before the new festival starts in a week. After that I helped replenish the kids area then watched my supervisor do payroll for the past two weeks. After that I went to lunch. After lunch I went and worked in the stock room. I sent down orders the rest of the day to help the replenishment team have enough merchandise and sizes for the floor at all times.

Tuesday 6/7

I started off the morning in the stock room. I worked the kids, ladies, and tie dye section. I spent the morning sending down sizes that the replenishment team needed. It was a very busy

morning. Then I went to lunch. After lunch I worked downstairs hanging clothing to go on the floor. I also would inbox other merchandise and get it ready to go to be on the floor and sold. Then I put on the floor and organized the Dollywood name mugs. Then I continued hanging up clothes to go on the floor.

Wednesday 6/8

I started the morning by going to a meeting at the local food shelter to learn how Dollywood helps them and how they help the community. Then I worked taking call orders. I learned how to put them in the system. Then spent the rest of the morning listening to messages and taking notes on them, so we knew how to satisfy each customer that called. Then I went to lunch. After lunch I had a meeting about my project where all of the merchandising interns updated one of our supervisor on how we were doing and our best part of the week as well as the worst part of our week. After that I worked on my project. I walked around to the three food places that I will be designing T-shirts for and took pictures of the decor in the places as well as spots I thought would be fitting to put the tshirts. After that I spent the rest of the day drawing out designs for the shirts.

Thursday 6/9

I went to a southern hospitality internship meeting. We listened to several guest speakers and learned about the areas wildfires and how the community helped. We also learned about all of the different partners of Dollywood in the surrounding areas. We learned more about the upcoming employee housing and listened to Dollywood's president speak about his career. This intern meeting was in the morning from 9am-1pm.

Friday 6/10

I had today off.

Saturday 6/11

Today I started off the morning with the replenishment team. We worked on moving T-shirts on the mannequins rather than sweatshirts to better fit the season. Then we spent a while putting together a display at the front of the store that showcased all of the tie dye merchandise. Then I continued changing mannequins until I went to lunch. After lunch I came back and organized the fragrances and the sunscreen. After that I stocked the stuffed animals on the squishmallow wall. After that I helped the people behind the register. Then spent the rest of my day making sure everything was organized and in order from smallest size to largest size with the replenishment team.

Sunday 6/12

Today I started off the day helping replenishment team order all of the needed sizes for the men's sections. Then I put away all of the newly ordered apparel. After that I went to the kids section and ordered what was needed to have a fully stocked kids section. Then I organized and put out the toys that were ordered. Then I went to lunch. After lunch I put up some of the hoodies and sent back up the ones that didn't fit on the floor. Then I met with one of my

supervisors to talk about the previous two weeks and how I was enjoying everything as well as everything I learned. Then I finished off the day organizing the store and working with the replenishment team.

Monday 6/13

Today I started off the day at a new store. I started at one of the rollercoasters stores called Eagle Flights Outfitters. I spent the morning shadowing the team lead and learning about their replenishment system, stockroom, mark offs, and price targets for the day. After I had a morning of learning I went to lunch. Then after lunch I met up with the person in charge of visual merchandising and made sure that one of the stores was at peak condition for a photo shoot that was later in the afternoon. For the rest of the day I ran around shadowing one of my supervisors and helped around multiple different stores when needed.

Tuesday 6/14

Today I started off the day at one of the smaller rollercoaster shops and helped them stock snacks and drinks in the fridge. Then I helped tidy up the floor and make it look good to start off the day. Then I went around all of the stores on the hill to ask them if they needed anything or if I could help out. I helped replenish some places and went and grabbed some drinks to help them restock for another store. Then I ran around with the person in charge helping out where the stores needed me to. Also today I got to see my first celebrity on park! Guy fieri passed me while he was on park with his family and a camera crew, very very cool.

Wednesday 6/15

Today I started out the day going to the person in charge meeting. Then I went and checked on all of the stores and gave them the helping hand that they needed. Then I went to lunch. After lunch I went and worked on my project. Then I had another meeting at 3 to talk about the best things and worst things about the program with all of the merchandise supervisors. Then I spent the rest of the day working on my project.

Thursday 6/16

Off day

Friday 6/17

Off day

Saturday 6/18

Off day

Sunday 6/19

I started off the day shadowing on of the team leads helping him count inventory and stock drinks. We checked on his two stores and took boxes to the dumpster. Then we looked up in the system all the different things that needed to be pulled from stock to put on the floor. Then I went to lunch. After lunch I went and met up with another team lead and watched her make some of the schedules for the upcoming weeks. Then we walked up to another store to

get a register working for one of the carts that had glow in the dark merchandise. We worked to get the register working for an hour or so, and then I left early to go to a concert.

Monday 6/20

Today was my first closing shift. I started out the shift meeting up with one of the team leads and helping her in the office with computer work for the store. Then we went and helped one of the merchandise workers who was feeling sick get the medical care that she needed. Then I went up to another store and helped the new workers get their cash to put in the register, and tidy up. After that I went to eat dinner. After dinner I went to get ready for the glow show and got cash as well as glow swords to sell to the kids. Then I walked around for a few hours dancing and selling merchandise to children. Then I finished the day shadowing my supervisor at the exit answering guests' questions and making sure everything in the exit store was in place and ready for the next day.

Tuesday 6/21

Today I started off the morning working on my project. I was sketching out more designs as well as planning how I am going to organize my PowerPoint for the shirts I design. After that I met up with one of the team leads to work on NOH and open SKUs. Then I went to lunch. After lunch I ran around to all of the stores and helped out where I was needed.

Wednesday 6/22

Today was project day. I had an intern meeting to start out the morning where we got to see some behind the scenes with the mechanics on one of the rollercoasters. For the first half of the day I continued sketching designs for my project, and getting together a very detailed list

of all of the people I need to contact to help me try and implement my merchandise in the food areas in the park. Then I went to lunch. After lunch I went and continued working on my project until my meeting. Then I went to a meeting with all of the merch interns and we discussed our progress on our projects. After that I got to meet with the buyer who implements the new merchandise and talk about how we can get my T-shirts on park which was really cool. Then I spent the rest of the day working on my project.

Thursday 6/23

Today was my day off.

Friday 6/24

Today was my day off.

Saturday 6/25

Today I started off my shift with my supervisor helping get ready for the parade. Dolly Parton was on park today and we had to get everything ready for her to come through on her carriage. We spent the majority of the first half of the day handing out fans and Pom poms to guests and getting them excited for the parade. Then we got to watch Dolly come through the parade. Then I went and met up with another one of my supervisors to adjust my schedule as needed. Then I went on my dinner break. After dinner I went and helped set up the merchandise on the glow carts for the night. Then I helped sell the bubble and glow products to the kids before the drone show. After the drone show I helped clean up.

Sunday 6/26

Today i went and checked on some of the stores in the area with my supervisor. Then I helped with some paperwork and making sure everyone's schedules was the way it was supposed to be. Then I went to dinner. After dinner I went to help vend and sell the glow products. I walked around and sold swords and glow wands to little kids. Then it stormed so Dollywood couldn't do the usual drone show so I ended up getting off a little early that night.

Monday 6/27

Today I moved into the new employee housing for the first half of the day. We had been living in a motel until the housing got finished and today was our first official day to be able to move into the new housing. Then I went to work. I started off with a new supervisor and learned all about the games that Dollywood had for the children to play. I went through and looked at all of the merchandise that my supervisor ordered and got to give him my input on what I thought about the different products. Then I did a safety tour and made sure that everything was safe for employees and that the employees were aware of all of the safety regulations.

Tuesday 6/28

Today I started out the day shadowing a games team lead and learned about the stock and the stockroom. Then I walked around and learned my new area. Then I went to lunch. After lunch I went and learned about the visual merchandising of all of the merchandise in games. I helped the person in charge of visual merchandising in the area set up the games and all of

the merchandise. Then I worked on some sketches for my project. After that I went and worked one of the games because we needed someone to fill in a spot.

Wednesday 6/29

Today I met with the other interns for a meeting to listen to the head of culinary speak. Then the rest of the day I worked on my project. I continued working on sketches as well as I created an outline in PowerPoint on how I'm going to put everything together. Then I went to lunch. After lunch I had a meeting with my supervisor to talk about my project. Then I worked on it a little more then called it a day.

Thursday 6/30

Today I was off.

Friday 7/1

Today I was off.

Saturday 7/2

Today I was off.

Sunday 7/3

Today I spent the first half of the day working the bottle toss game, and learning a new area of games. After that I had my dinner break. After dinner I met with one of the senior team leads and worked on counting and organizing inventory. We counted all of the merchandise in games to see what we had too much of and what we needed to order. Then we put the information into the excel sheet and then called it a day.

Monday 7/4

Today I spent the first half of the day replenishing three different games. I made sure all of the prizes were organized and filled. I worked on grid walls of prizes and hung them up where it was needed. Then I went to dinner. After dinner I moved to a different area of the games and completely redid the merchandise for two different games to make it catch the eye of the kids and make them want to play. I strategically put the brighter colors where they would best fit in the display. This took me a while but was very rewarding getting to look at the work that I completed.

Tuesday 7/5

Today I started out the day putting up basketballs in the basketball game and helped replenish some of the games. Then I went to interview Dollywood's supervisor for all visual merchandising. I learned a lot about his career and how visual merchandising works in the theme park industry. Then I went to lunch. After lunch I interviewed the VP of merchandise and learned about her career and what she does on a day-to-day basis. Then I went for the rest

of the day and worked with one of vendors that makes jewelry. I learned about how he tan things and the best ways he can sell his products.

Wednesday 7/6

Today was project day. I started out the day working on my PowerPoint for my project. Then I applied to some jobs for the fall. Then I went to lunch. After lunch I went to a meeting about my project and discussed the week and how things are going with completing my project. Then I spent the rest of the day working on my PowerPoint and doing research for my project.

Thursday 7/7

Today I had the day off.

Friday 7/8

Today I had the day off.

Saturday 7/9

Today I started off the day replenishing games and helping around the games area. Then I went to shadow the merchandise PIC for the day and went to the shops to see if the needed anything. Then I went to my lunch. After my lunch I went and met back up with the PIC and helped him with the buying excel sheets and answer the phone that people would call when they needed help. I was his assistant throughout the day and helped with whatever he needed.

Today I learned a lot about the person in charge of merchandise and what they do to make sure everything runs smoothly in the park.

Sunday 7/10

Today is started off the day with games replenishment. I replenished plush and basketballs. I also helped organize the stock room. After that I shadowed the senior lead of games and watched her put in the callouts for the week and keep track of how many hours over or under budget games was as a whole. Then I met with my supervisor and had a meeting about how the past two weeks went. Then I went to lunch. After lunch I spent the rest of the day getting my project ready for the rough draft presentation that will be on Wednesday.

Monday 7/11

Today I started off the day going to a merchandise supervisor meeting. We discussed how each of the stores are doing, if we were meeting our financial goals, and future plans for merchandise. Then I went to interview the person who is in charge of training merchandise members and safety. Then I met back up with my supervisor to walk through financial reports and helped run around to help the crafts stores that needed me. I assisted with checking the prices of multiple items within the blacksmith shop to make sure the stock prices were up to date. Then I went to lunch. After lunch I met up with the senior team lead and helped her with checking up on all the stores. And then finished off the day redoing the displays in the leather shop. It have me great visual merchandising experiences

Tuesday 7/12

Today I started out the day checking up on the blacksmith shop and helped them put out stock. Then I went and met up with my supervisor and checked on all of the crafts stores and moved boxes full of stock into the stock rooms. Then I went to lunch. After lunch I redesigned a sheet for the customers to order stuff from leather. Then I went to the Christmas store and worked the register as well as personalize ornaments for customers. Then I went to put some last touches on my project to get ready for our rough draft presentations that is tomorrow.

Wednesday 7/13

Today I spent the morning at an intern meeting and met someone on the creative and planning team for all of the Hershend parks. He gave a speech and showed us a PowerPoint about how his job worked. We also listened to a second speaker talk about Dollywood's Human Resources and his career. Then I made a couple of mood boards for my project and put everything together. Then I went to lunch. After lunch I emailed my project to my supervisor then walked over to our meeting place to present my project. Then I presented my project to all of the supervisors and got good constructive criticism and direction.

Thursday 7/14

Today I had the day off.

Friday 7/15

Today I had the day off.

Saturday 7/16

Today I started off the day working on fixing my project according to the critiques I got on Wednesday. I took out any slang and made all of my wording within my PowerPoint more proper. Then I met with my team lead and helped her in the office with reports. Then I went to eat lunch. After lunch I continued working on my project and cut out a lot of the wording and added notes to each slide for what I should say. I also walked around the park to take pictures of where I thought my T-shirts would fit best within the stores. Then I put these pictures in my presentation.

Sunday 7/17

Today I started off the day doing inventory in the leather store. I counted all of the materials that they have not used yet and put them on the inventory sheet. Then I went to blown glass and worked on their inventory. I counted all of the glass that hadn't been blown yet as well as other parts that were needed. Then I went and ate lunch. After lunch I went to candles and did inventory there. Then I counted candles tags and put them in bags of 100 so they would be ready to go. After that I went over to the Christmas store and helped stock some of the ornaments and helped organize around the store.

Monday 7/18

Today I started off the day organizing things in the Christmas store. I made organized bins of the different types of customizable ornaments. Then I met up with my supervisor and went to the shops to double check the inventory counts of the craft stores. Then I went to lunch. After lunch I met back up with my supervisor and helped him with printing out inventory sheets.

Then I got to go pick up a stroller and deliver it to the VIP on park (CARRIE UNDERWOOD!!!). Then I ran the dirty aprons from blacksmith down to get washed and picked them up some new ones. For the last part of the day I worked on my project and internship portfolio.

Tuesday 7/19

Today I started off the day being a helping hand to the glass blowing shop. Then I went to open up the Christmas shop. After that I went to a meeting about our projects. Next I went to lunch. After lunch I went to help out at the candle shop. I worked on visual displays of moonshine candles. Then I worked breaking down boxes and I took them to the dumpster. The rest of the day I was a helping hand to candles when they needed me to run anywhere to get anything and kept the store nice and tidy.

Wednesday 7/20

Today I went to meet the rest of the Southern Hospitality Internship Program at the titanic museum to get an inside look on how they ran everything. Then I got to listen to Mary Kellogg Johnson talk about how her and her husband founded the titanic museums and how they run their business and face trials and tribulations. Then we ate lunch. After lunch we headed to the Nascar racetrack go carts to learn about how they ran their business. We spent the day looking at all of their different attractions and learning more about the hospitality and tourist industry.

Thursday 7/21

Off day

Friday 7/22

Off day

Saturday 7/23

Today I started off the day going to blown glass to learn the day to day life of the blown glass craftsman. I watched him make different things and got to learn about his background. Then I went to the leather shop to shadow the craftsman there. I watched him construct a hat and also learned about his career. Then I went to lunch. After lunch I went to the candle store to shadow the craftsman there. I learned about her job and helped put labels on candles. Then I went to the blacksmith shop to shadow that craftsman. I watched him sharpen some knives and learned about his career.

Sunday 7/24

Today I started off the day working a little bit on my project. Then I went to shadow my supervisor. I followed him around the park to check on the stores. If any stores needed anything I helped assist them in stocking and watching the store when needed. I worked in the Christmas store while one of the other employees went to lunch. Then I went to lunch. After lunch I went to help out at the Christmas store. I helped work register as well as customized ornaments. Lastly I put some finishing touches on my project.

Monday 7/25

First I learned the breakdown of how the visual merchandisers work at Dollywood. I looked at some of their future plans as well as their their past merchandising plans. I learned all of the different parts of the visual team and how they work fluently. Then I went to lunch. After lunch we started working on sourcing some products to put in the Dollywood resort Pokeberry. We looked at all of their different online genders and started putting together a PowerPoint to show the upper management at Dollywood what we wanted to purchase.

Tuesday 7/26

Today we started off the day learning about one of the other visual merchandisers at Dollywood. We learned about her career and career goals. Then I continued working on the sourcing options PowerPoint for the Pokeberry store. After that we went to lunch. After lunch we went to the Dollywood warehouse. We got a tour of all the different parts of the warehouse then started working in the visual part. Then we started working on crafting some of the decor for the upcoming fall season. We were designing and making pumpkins to put out for the upcoming season.

Wednesday 7/27

Today we watched all of the different projects being presented and ate some breakfast. This was a short day as it was our day to celebrate all of the hard work all of the interns did this summer. Then I got the rest of the day off.

Thursday 7/28

Today I started off the day printing the sourcing project I have been working on with the visual team. Then I got to learn about the professional portfolio of one of the girls on the visual team. Then I went to the blown glass store to get inspiration for designing price signs for the shop. Then I spent the next hour or so designing borders for the price signs for the store. Then my design got picked by the merchandiser to use. Next, I went to lunch. After lunch I interviewed one of the girls on the visual merchandising team. Then I helped with a floor move at one of the stores. After that I got to talk to the visual team about future moves. After that I met up with a senior team lead to interview her. Then went to a meeting with the executives about the fall and upcoming plans for the visual team to get everything approved.

Friday 7/29

Today I started off the day working on decorating a pumpkin for the upcoming fall decorations. I was sanding down plastic pumpkins, painted them, and covered them with different fabrics. Then I went to lunch. After lunch I continued working on the pumpkins for the majority of the day.