
2010 Kemper Internships

Kemper Internships

Spring 2010

Wednesday Wines

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wednesday
wines

Internship Spring 2010

Kari Pierce
Kemper Program

Personal History

- France
 - Goal:
 - learn about the Oregon wine industry!
 - Try out hospitality industry
 - New
 - Learning opportunity
-

Wednesday Wines

- Owners: 4 couples
 - Kathy and Mark
- Opened 2008
- Philosophy: “This is my Wednesday wine”



Why Wednesday Wines?

- Our first meeting: recommendations
 - Kathy and Mark
 - Atmosphere
 - Learning opportunity
 - Initial expectations & feelings
-

The Internship

- First intern
- Key projects
 - Wine Tour Program
 - Create an event
 - Advertise & co-host events



Winery Tour Program: research

- Goals of W.W. – my task
 - Questionnaire
 - Meeting with Vista Hills
 - Outcome
 - My thoughts
-

Wednesday Wines Presents!

- ▣ My task: create an event to draw in college students
 - ▣ My idea: concert series
 - ▣ Plan of attack:
 - ▣ Details and advertising
 - ▣ Hire musicians
 - ▣ Prep – food, wine, beer, set-up
-

Wednesday Wines Presents! details & advertising

- Friday, March 12 (2nd Friday each month)
 - Age, cost, authorization, numbers - Kathy
 - Flyer
 - 3rd Street
 - Not on campus
 - Facebook
-

Wednesday Wines Presents! cont'd

Joy
Nelson



Wednesday Wines Presents! cont'd

Chris
Hernandez



Wednesday Wines Presents! cont'd

- Success!
 - Profit
 - 25 people
 - Fun
 - Positive feedback
 - Happy supervisors
-

Other Events: my job

- ▣ My jobs
 - ▣ Make calendars
 - ▣ Advertising: flyers, invitations, calls
 - ▣ Call wineries
 - ▣ Brainstorm setup/plan
 - ▣ Co-host and pour

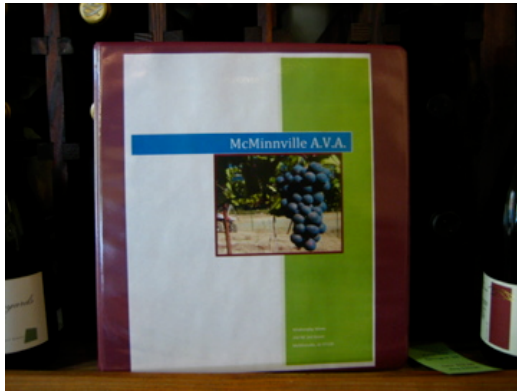


The Events

- Girls Night Out
 - Art & Wine Walks
 - S.O.W.W.
 - Wine and Cheese class – Abbie & Oliver's
 - 3rd Street Books
 - McMinnville AVA Meet and Greet
 - Alien Days
 - Open House – Third Street Flats
-

Other Projects

- Corkage fee sheet
- Case inventory
- Mac AVA book
- National Days list
- Wine labels
- Wine Inventory spreadsheet
- Shop Inventory spreadsheet



What I'll Take Away

- Initial goals
 - ✓ Learned a lot about wine
 - ✓ Got hands on experience in hospitality
 - Skills – coordinating/hosting events, pouring (permit), organization/inventory
 - Self-awareness – hospitality isn't where I'm headed, but that is a valuable thing to learn!
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The Kemper Program

- Class time
 - *Now Discover Your Strengths*
 - It's ok to have weaknesses – play to your strengths!
 - Checking in with other interns
 - Career learning opportunity
 - Chance to learn in a different capacity
 - Good before graduation
-

Thank you!

- I loved working with Wednesday Wines!
- Jeff, Kristi, Linfield – Kemper program was great!