



Florida State University Retail Entrepreneurship Newsletter

The 2018 Retail Summit

This past January, the FSU Retail Center hosted the annual Retail Summit with over 200 students, faculty, and retailers in attendance. This year's summit kicked off with a key note speaker and transitioned into a time of round table networking in which retail representatives could share their knowledge of the retail industry. We were honored to have a former Seminole as the key note speaker, Chelsea Riggs, Brand President of Amika. She shared her career journey as well as tips on entering and standing out in the industry. Students had the opportunity to engage with retailers and business executives and gather advice as they search for internships and jobs. We are appreciative for the companies that sponsored tables and helped us host a successful event. We're excited to invite our retailers back to campus for the Annual Scholarship Dinner in September to give students another opportunity to find that dream internship or career.

-Kelsey Waggoner, FSU Retail Center Intern



NRF Student Involvement 2018

This year FSU had a team of three compete in the National Retail Federation (NRF) Student Challenge. Alyese Shaffer, Alyssa Menendez and Jennifer Groce competed in the national competition and placed as semi-finalists overall. The NRF Student Challenge is a business case-competition created to challenge college students to think outside of the box in various facets of the retail industry including merchandising, buying, marketing, etc. The FSU team of three were each awarded a travel stipend for making the semi-finals and were able to travel to New York City for five days to attend the NRF BIG SHOW in January. Students got to hear from top industry professionals and be exposed to

great players in the retail industry. FSU has always loved being involved with the NRF and we look forward to deepening our relationship with them in the future.



*FSU NRF Student Challenge Team
Alyese Shaffer, Jennifer Groce and
Alyssa Menendez*

Club Happenings

AATCC

AATCC participated in several fun and creative events this semester. A few of our favorite activities were: creating our own tassel earrings; a shopping social with Sephora beauty brand; and our trip to Thomasville, GA for their annual sidewalk sale! At our biweekly meetings, we had the opportunity to participate in Skype calls with companies such as Bohindie Stream, Cunning & Co, and the Intern Queen, Lauren Berger. We had a great time meeting new members this semester and learning more about the fashion industry!

- Amanda Burch, AATCC VP



CMA

This semester, Clutch Magazine and the Collegiate Merchandising Association partnered with Tin Lizzy's to bring Clutch's spring issue to life. The second annual fashion show showcased looks from all facets of the magazine. This event is something both CMA members and Clutch staff get to collaborate on as they pull clothing from local stores and style each look that walks down the runway. Models were cast straight out of the FSU student body for both the fashion show and magazine. Students were able to enjoy a photo booth, a live performance from No Smoking Music, and pop up shops. It was an incredible night releasing the spring issue of Clutch and we look forward to the Fall!

- Sam De Oliveira, CMA President



Intern Spotlight



Allison Schnathmann: Coton Colors

This semester I was the Product Intern at Coton Colors, a Tallahassee based company that creates home decor, kitchen and dining products, and ornaments that encourage customers to find a reason to celebrate every day! As the Product Intern my days in the office consisted of selecting related products to be featured on the wholesale website, updating estimated product delivery dates in the company database, creating product proposals for interested companies, cultivating a product retirement booklet, spending days in the warehouse, and so much more! I really enjoyed the hands-on experience that I got through working in the product side of retail. It has opened my eyes to how much hard work really goes on “behind the scenes” in a corporate office. Everyone has been so welcoming and I truly have been inspired to find a little reason to celebrate every day.



Alyese Shaffer: Dillard's

This semester, I was so lucky to have been chosen as an intern for Dillard's Regional Buying Office in St. Petersburg, Florida. The internship has given me a well-rounded view of the company as a whole. For the first three weeks, I worked on a Dillard's exclusive label brand, Gianni Bini, and was able to learn about product development and trend research. Afterwards, I was moved to better sportswear and contemporary regional buying, where I learned about buying for Dillard's regionally. I was able to sit in on vendor meetings with amazing companies, such as Calvin Klein. Finally, I also spent a week in store at International Mall, one of the highest grossing stores in the division. In store, I was able to get a better understanding about how decisions made in the buying office are carried out on the floor.



Elizabeth Seccombe: French Connection

This semester I had the privilege to be a wholesale and buying intern for French Connection in the garment district of New York City. I worked under two different teams and rotated days and responsibilities. When working for the wholesale team, my responsibilities included developing line sheets, pulling lines for seminars with clients and managing accounts. My supervisor was in charge of the Macy's and Bloomingdale's accounts so we worked with their buying teams. I assisted her in weekly seminar meetings and processed information on NuOrder. On my days with the buying and merchandising team, we worked with autumn and winter lines, reviewing samples and placing reorders. I liked being a part of developing the line from start to finish. This internship gave me hands on experience in many different departments and helped me grow as a future industry professional.



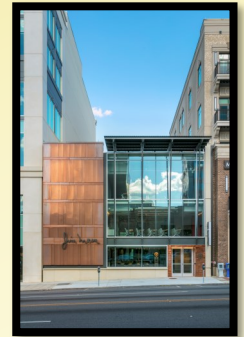
Katherine Kirchoff: Disney

I've gotten to live my dream at The Walt Disney World Resort as a merchandise cast member. I've had the opportunity to work in numerous different merchandise locations throughout Disney property. I've gotten experience selling everything from toys and plush dolls to Dooney and Bourke handbags and Pandora Jewelry. Every day is exciting and new! I have taken several classes including “Merchantainment” and “Next Level Courtesy” which help cast members make the most out of their role. For my specific role, I've gotten to learn how to use merchandise to tell a story and entertain guests of all ages. Another perk of the Disney College Program includes all the networking opportunities for its students! Disney Cast Members from all facets of the company love to schedule meet and greets and help with any questions you may have about looking for a job and getting experience in your field. These past few months of the College Program have been both challenging and magical and is an awesome opportunity for any student in any field!

The Grand Opening of the School of Entrepreneurship

After 167 years of existence, it isn't often a university has a first. A few weeks ago, Florida State welcomed the Jim Moran School of Entrepreneurship as the very first of its kind at a state university. It was not only a proud milestone for FSU, but also a physical manifestation of Jim Moran's legacy. The Dedication Ceremony took place at the new school's location downtown at 111 South Monroe Street. Mrs. Moran arrived with close colleagues to meet with students and faculty to dedicate the building to Jim Moran and his tenacious spirit. Mrs. Moran strives to carry out Jim's mission to leave a lasting impact on the entrepreneurial ecosystem in Florida. She spoke with students who have been impacted by the program, started their own businesses, and continue to drive innovation. Students introduced themselves and their businesses, and fielded questions from Mrs. Moran and her colleagues. The evening was a warm welcome for what will soon be a staple of FSU's culture.

-Indigo Hansen Hooligan's Movement Founder and CCO



YMA Fashion Scholarship Fund (FSF) Case Study



YMA FSF Winners Megan Cerchiai, Serena LeMand, Tara Lawson-Corley, and Kayla Ellison

Once a year the YMA Fashion Scholarship Fund creates a case study competition for students across the nation to compete for a \$5,000 scholarship and an invitation to NYC for their Gala, prestigious career fair, and networking events. We had four winners from Florida State this year including one of our Retail Entrepreneurship students Tara Lawson-Corley. She chose Marketing and Merchandising as the competing category and had to create an in-store shopping experience and marketing plan to launch at a retailer of choice. Tara planned an in-store launch to increase product sales and brand loyalty to Under Armour. When asked about the experience she stated, "YMA was an amazing opportunity. I wish I only started competing sooner, the experience and

networking capabilities alone are a dream come true." Since coming back from her trip to New York, Tara has accepted a paid internship with Walmart as a beauty buyer and attributes this offer from her networking capabilities with YMA and her time in NYC.

Tara Lawson-Corley

Get social with the FSU Retail Center!



Facebook: /TheFSURetailCenter

Twitter: @FSURetailCenter

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Save the Date!

August 27th: Classes begin

September 26th: Annual Scholarship Dinner

September 27th: Career Center Seminole Futures

December 10-14th: Final Exam week

January 26th: Annual Retail Summit

January 27th: Career Center Seminole Futures

THANK YOU TO OUR CENTER MEMBERS!

