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2016 RETAIL SUMMIT
“Retail: Always giving back!”

The 2016 Retail Summit was definitely one for the books. The event was well organized, heavily attended, and extremely informative. I was able to get exclusive insight into the industry through the amazing guest speakers that shared their time and advice with us. Following the note-worthy speakers, we were given the opportunity to network with various retail representatives over lunch. This gave students a chance to meet with companies they were interested in as well as companies they had not been exposed to thus far. Networking and staying informed are two very important facets to conquer when breaking into the retail industry and this year’s Retail Summit gave me the tools and opportunity to master both.

- *Kayla Ellison, attendee*



Our students loved hearing from our three speakers (L to R): Angela Webb from Nordstrom, Lee O'Rourke from Macy's, and Jamie Newvine from Paris Presents

2016 RETAIL FOCUS PANEL

The 2016 Retail Focus did not disappoint, as RMPD students and faculty gathered to gain useful insight from an eclectic group of five panelists from the following retailers: Ashley HomeStore, Dillard's, Macy's, Target, and Vitamin Shoppe. Panelists shared advice based on personal experiences and answered questions from the students. With topics such as tattoos and piercings in the workplace, the potential impact of e-commerce, and teaching us that we are in control of our future, the panel was honest and transparent in their responses. Of course none of this intriguing discussion would have been possible without the trusty moderator, Lanny Lewis, an FSU alumni and owner of Southern Compass Outfitters. Another year has gone by and another panel has shared their wisdom. Until next year (not for us Spring 2016 graduates of course)!

-Tate Zigerman, attendee



Our 2016 Focus Panel: (from L to R) Gene Lunger, Mike Hubbell, Sandy Williams, Andrew Buss, and Jeff Pelage

NRF BIG SHOW

As the 2016 Rising Star Scholarship recipient from FSU, I had the opportunity to attend the National Retail Federation's Big Show in New York City this past January. Traveling with fellow RMPD students, we attended a three-day conference that balanced both speaker presentations and networking opportunities. All of the training and advice we received from top executives representing companies such as Nike, Belk, and HSN prepared us for the culminating event of the conference, the NRF Gala. The NRF Student Program was a unique and wonderful experience. I am grateful the NRF invests heavily in students to prepare us for a future in the retail industry.

*-Courtney Merolle,
Scholarship Recipient*



YMA FSF COMPETITION

The YMA-Fashion Scholarship Fund contest consisted of a 10-page case study outlining the improvement of Birchbox. Along with the scholarship came an internship, an amazing dinner in New York City, a panel discussion, a scholarship banquet, and an internship fair. The banquet was an unforgettable experience; I was able to network with industry mavens such as Sammy Aaron, Abbey Doneger, and Nancy McKay. During the night each recipient was acknowledged by their university and then the YMA's 2016 honorees were recognized. The experience as a YMA-FSF scholarship recipient has been like no other, it has given me the chance to jump-start my career in the fashion industry.

- Maiya Carmichael, Scholarship Recipient



INTERN HIGHLIGHTS

ALANA BOARDMAN, TURNER'S FURNITURE

I am currently the Visual Merchandising intern for Turner's Furniture. I am working out of the company's fine furniture store located in Thomasville, GA. My job responsibilities include maintaining the sales floor, merchandising new product when it arrives, and keeping the design studio up to date. The busiest day of each week is Thursday, when we receive new merchandise from our distribution center. This process entails rearranging the showroom to create more space to accommodate the merchandise and styling the new vignettes that we are receiving. This is where I feel I am learning the most about design and how to work a showroom. It has also shown me the importance of being adaptable to change. Overall, this internship has increased my skillset greatly and prepared me for my future in the retail industry.



EMILY HERNANDEZ, BCBG



The company that I am interning for is BCBGMAXAZRIA at their office located in New York City where we focus mainly on wholesale and public relations. My position is the wholesale sales intern in the BCBGMAXAZRIA dress department. One of the main tasks that I have is managing the orders and shipping logs for the major department stores that we sell to. With changes happening constantly, we have to react quickly and update information in excel sheets, which has expanded my knowledge of the excel program greatly. I have also become familiar with the product by ensuring the sample closets are properly organized by their delivery date and by color. Soon, I will be able to sit in on appointments with stores such as Nordstrom, Lord and Taylor, and Bloomingdales in which the sales executive presents the line to a buyer to make the sale. The representatives that we communicate with are usually the same clients, meaning that a good relationship is imperative.

TATE ZIGERMAN, NEST FRAGRANCES

My internship is taking place at the corporate office of NEST Fragrances in Uptown New York City. My position is broad within the company, therefore I have been able to see many facets of the business and interact with the CEO, Nancy McKay, who offered me this opportunity. My main project thus far has been to find potential doors and markets where NEST can grow their product sales. In addition to that project, I also am responsible for attending a number of meetings concerning numerous facets of the business. The meetings pertain to new private label product development, analyzing sales of last year, goals to reach for this year, and even presenting my findings to executives. Thankfully, my experience in the Retail Merchandising and Product Development program prepared me to listen effectively in meetings and keep up with all the projects the company is working on.



ABBY HUGHES, SOUTHERN FASHION HOUSE

I am currently interning for Southern Fashion House which is a corporation based in Panama City Beach, Florida. Southern Fashion House has three different retail brands underneath their umbrella; *Déjà Vu*, *Judith March*, and *Missy Robertson*, all of which are women's clothing and apparel lines sold primarily in the Southeastern region.



I am currently serving as an intern in the wholesale sales department and I report directly to the *Judith March* sales representative. Since the company's headquarter location is extremely small with only 10-15 employees on staff, I assist with tasks in all of the departments on a day-to-day basis including answering phones, taking and filing sales orders, updating line sheets, photographing new products, etc. Overall, I have really enjoyed being able to assist in different areas and learn about the departments that all work together to make the company successful!

NOLES FOR KOHL'S

The Kohl's Invitational Case Competition began in September of 2015 when our team was asked to create ways to increase Kohl's relevancy to the 18-24 year old demographic. In April we traveled to Kohl's Corporate in Wisconsin to compete in the Semi-finals where we presented our ideas in front of six top Senior-Vice Presidents with titles ranging from Financial Officer to Director of Merchandising. Our team was selected as one of the top 3 teams and we were rushed to the auditorium where we presented for Kohl's Corporate, over 500 Kohl's Associates, and Kohl's CEO, Kevin Mansell. As a team, we gave an amazing presentation filled with conviction and excitement. We placed 2nd out of the 70 teams that submitted business proposals. The experience gave us personal and professional growth that could not be learned in a classroom. This is the second time FSU has been represented at the Kohl's Invitational, but the first time we have placed. We are honored to have represented FSU and the RMPD Program.



- Allison Bettencourt, Eliza Mosman, Christina Rao, Katelyn Sampl Advisor: Dr. Jessica Ridgway

THANK YOU TO OUR CENTER MEMBERS!



THE VOICE OF FLORIDA RETAILING



Keeping up with the Retail Center interns

The Retail Center internship is a great opportunity that provides invaluable experiences. We build skills in event planning, professionalism, networking, office skills, and time management; all things we can carry with us through our careers in the retail industry. Camilla Nelson has just finished her second year of working with Ann Langston at the Retail Center and is now completing her internship block with HSN in St. Petersburg. We wish her the best and miss her!



Erin Kahle, now the lead intern, will be mentoring our new assistant intern, Jennifer Groce. We are very excited to welcome her. Through your financial contributions, we can continue to support our hard working interns!

- Erin Kahle,
Retail Center Lead Intern

Follow us on social media!

@FSURetailCenter /FloridaStateUniversityRetailCenter

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*We wish Dr. Elizabeth Goldsmith
a happy retirement after educating our
students for 35 years!*



Save the Date:

August 29th
Classes begin

September 28th
FSU Retail Innovation
Center Launch Event

September 29th
Career Center's Seminole
Futures Career Fair

RMPD Scholarship
Reception

November 23rd-26th
Thanksgiving Holiday

December 9th
Last Day of Classes

December 16-17th
Fall Commencement

January 25, 2017
Retail Summit