



Florida State University Retail Center Newsletter

21ST ANNUAL SCHOLARSHIP DINNER



Paula Scandone

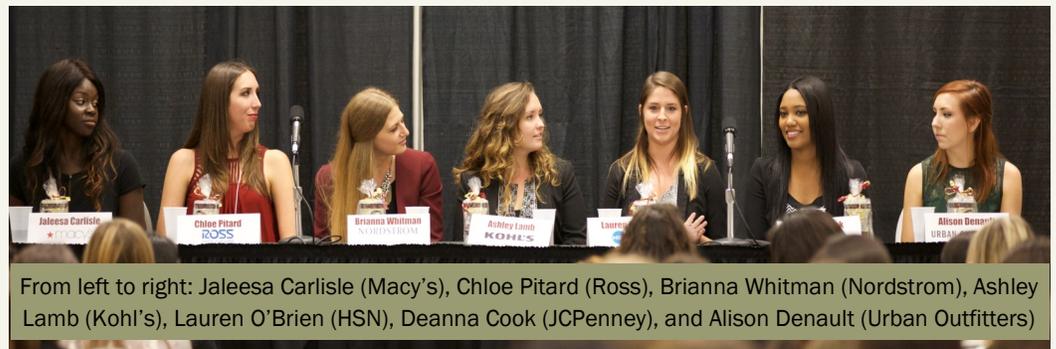
This September, the FSU Retail Center celebrated their 21st Annual Scholarship Dinner with a night of networking, advice from professionals in the industry, and great food of course! With over 250 students, faculty, guests, and retailers in attendance, the dinner was a success. The featured guest speaker was Paula Scandone, an FSU Alumni and current Vice President and E-Commerce Merchandise Manager of Beauty for Hautelook, a Nordstrom Company. Paula shared her journey and memories in buying, planning, and merchandising with our students; giving them valuable advice to carry with them throughout their careers in the industry. Additionally, many of our sponsors awarded over \$35,000 in scholarships to 35 students based upon their academic interests, leadership abilities, and service in the community.

Erin Kahle, Retail Center Intern

THE FIRST ANNUAL PEER INTERNSHIP EXPERIENCE PANEL

INSIDE THIS ISSUE:

- 2015 Scholarship Dinner and Peer Panel
- Retail Smarter Conference
- Rising Stars Scholarship
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- RMPD Internships
- YMA - FSF Scholarship
- Meet our new RMPD Faculty



From left to right: Jaleesa Carlisle (Macy's), Chloe Pitard (Ross), Brianna Whitman (Nordstrom), Ashley Lamb (Kohl's), Lauren O'Brien (HSN), Deanna Cook (JCPenney), and Alison Denault (Urban Outfitters)

In addition to the Scholarship Dinner, the FSU Retail Center held their first annual Peer Internship Experience Panel. This event gave several seniors an opportunity to sit on a panel and share their summer internship experiences. The students in attendance learned about opportunities available and gathered advice on interviewing, landing an internship, and standing out in the workforce. Some of the most important takeaways from the panelists were to take initiative and take chances, smile in interviews, stay humble and true to yourself, and do not be afraid to ask questions.

Camilla Nelson, Retail Center Intern

RETAIL SMARTER CONFERENCE

The Retail Smarter Conference was an inspiring two-day event bringing people from all facets of the retail industry together, including sessions of speakers and panelists who expanded on topics such as effective leadership and social media. My favorite experience was the Music Paradigm led by Maestro Roger Nierenberg who conducted an interactive session between the orchestra and the audience. I thought Nierenberg's ability to illustrate his perspective on leadership in real-time through conducting music was a brilliant demonstration. Overall, this was stellar opportunity to hear firsthand from retail experts, network with potential employers, and gain insight into the core values and strategies of successful retailers.



Retail Smarter Attendees with Miss Florida 2013 Myrrhanda Jones

Marief Garner, Attendee

SHOP.ORG DIGITAL SUMMIT AND RISING STARS SCHOLARSHIP



Jennifer Groce and Tara Lawson-Corley

This past October, I received the NRF's Rising Star Scholarship and was granted a travel scholarship to attend the SHOP.ORG Summit in Philadelphia, PA. While attending the Summit we were privileged enough to meet many amazing industry leaders who work as innovators in the ever present e-commerce retail world. Companies such as Lilly Pulitzer, Facebook, and Under Armor were just a few of the industries technology savvy leaders we met with. I gained the knowledge of how e-commerce and social media are going to play a role in the future of the retail industry. The National Retail Federation also provided very insightful speakers to discuss some of the industries up and coming jobs, such as Lands End's social media specialist position. A long with learning about the digital side of the industry, I was also able to network with some other amazing retail students from all around the country. Overall, this was such an amazing experience and I have gained so much industry knowledge that I will have with me forever.

Jennifer Groce, Rising Stars Scholarship Recipient

CLUB HAPPENINGS AMERICASMART ATLANTA

This October, AATCC and CMA had the exciting opportunity to attend the Atlanta Apparel Mart in Atlanta, Georgia. At the Mart, members observed, networked and interacted with retailers as they walked through all 13 levels of the venue. The showrooms displayed contemporary and ready-to-wear styles and trends such as floral patterns, flare denim, fringe and suede. On specific showroom floors labeled "cash and carry," shoppers could purchase individual apparel pieces as well as jewelry; and of course members of AATCC and CMA took advantage of this too! The weekend was full of pictures, laughs and fashion. I am so thrilled that I was able to experience the Atlanta Apparel Mart and learn more about the wholesale and buying side of the retail industry.



AATCC Attendees at The High Museum of Art, ATL

Katelyn Sampl, Attendee

RMPD INTERNSHIPS

JENNA GORMAN, NORDSTROM



My experience as a Visual Intern at Nordstrom was extremely fulfilling. As an intern, I shadowed the Visual Manager, the Assistant Visual Manager, and the Visual Team which consists of 7 Stylists. My experience was unique because I worked on a Combo Team which meant that we were responsible for the aesthetics of two stores. Each week I was assigned a different department and I would work with the stylist to research the trends and pull outfits for the mannequins. During my internship I had the opportunity to sit down and meet with Jamie Nordstrom, the President of Stores and ask him questions. Prior to my internship I had heard so much about the amazing company culture at Nordstrom and was able to experience that first hand after being an intern.

CHLOE PITARD, ROSS

Before starting my internship as assistant buyer for Ross Stores, I never saw myself in a buying role. However, after spending ten weeks in New York City, I could not imagine myself anywhere else. Every day in the buying office is different, whether I am meeting with new vendors and negotiating deals or working with our direct imports team to design new products. The work is dynamic and you are given the chance to truly make an impact. The best part of interning for Ross was the people; everyone wants you to succeed and become a part of the team. Interning with Ross was an experience I will never forget, and has even led me to a career after college.



HEIDI THOMAS, SPANX

This past summer, I interned at SPANX in Atlanta as their Visual Merchandising intern. Three weeks into the internship, SPANX moved to their new office space which was a very exciting time for the company. Once we were there, some of my jobs included setting up the mock store and visual lab as well as shooting photos for the Fall directive to be sent to retail stores. I also went to the local malls to see how SPANX merchandise was presented and helped come up with new ideas for visual displays in the various department stores. At the end of my internship, I presented a group project with 12 other interns to the board of directors.



GARY WONG, HSN

On my first day as a Digital Fashion intern, I was greeted with open arms by the Digital Fashion team and immediately immersed into the creatively positive culture of HSN. The girls I work with are nurturing, and I am constantly being challenged and motivated. I have hit the ground running by attending countless meeting with buyers, photographers, category managers, show planners, producers and even the CEO and President! I have been responsible for creating and merchandising digital storefronts, as well as maintaining various elements including promotions, navigation and overall visual continuity. In my short time at HSN, I have gained invaluable skills that will make me a stronger and a more well-rounded professional.



YMA - FSF SCHOLARSHIP



YMA FASHION SCHOLARSHIP FUND

When I was first introduced to the YMA Scholarship opportunity, I was very interested in the idea of coming up with a new business plan and product extension for Birchbox subscription services. I was pleased to find that there was a section of the Scholarship application devoted to design, as that is my passion. Through working on this project, I have learned the ins and outs of how Birchbox works, who their target market is, and how they are involved within the fashion industry. I have enjoyed creating eye-catching graphics for my proposed product idea. This project has allowed me to become more proficient in design and to think outside the box. I look forward to becoming a product designer in the future, in hopes of seeing my sketches turn into a reality.

Nicholas Llanton, YMA - FSF Participant

THANK
YOU
TO OUR
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KOHL'S



VisualRetailing



Lectra

ToysRUS

BabiesRUS



Office DEPOT



OfficeMax

NRF RETAIL



MEET OUR NEW RMPD FACULTY!



Ms. Whitney Ginder

Adjunct Professor

Hometown: Mercer, PA

Alma Mater: Florida State University, Master's RMPD

Fun Fact: I have run several half marathons!



Dr. Srikant Manchiraju

Assistant Professor

Hometown: Adilabad, India

Alma Mater: Iowa State University

Fun Fact: I have a degree in Chemical Engineering!



Dr. Jessica Ridgway

Visiting Assistant Professor

Hometown: Lake Zurich, IL

Alma Mater: MIZZOU!!!! (University of Missouri)

Fun Fact: I have a horse named Zephyr and a dog named Wimberley! Both pets are named after towns in Texas!

SAVE THE DATE 2016

JANUARY 6TH

Classes Begin

JANUARY 18TH

Martin Luther King Jr. Day

JANUARY 27TH

Retail Summit*

JANUARY 28TH

Seminole Futures Career Fair

MARCH 7-11TH

Spring Break, No Classes

APRIL 25-29TH

Final Exam Week

APRIL 29TH

Spring Commencement

7:30 PM

*Please register for the Summit on the FSU Retail Center website shown below

FOLLOW US: @FSURETAILCENTER /FLORIDASTATEUNIVERSITYRETAILCENTER

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