

# Florida State “Noles” Retailing and Product Development

Spring 2013



## RETAIL FOCUS EVENT

The Department of Retail, Merchandising and Product Development partnered with the Department of Marketing and the Dedman School of Hospitality in January to hold the first annual Retail Focus Event to make FSU the premier destination for the retail industry. After attending FSU’s Career Fair, over 150 students had the opportunity to hear from a panel of seven former “Noles” who are now working in the retail industry. Sandy Soto, VP Talent Acquisition at HSNi expertly moderated the panel through a series of questions. The panel provided insight into aspects of their careers including how they got started, what personal qualities they’ve found to be essential in the industry and the importance of a mentor. The panel included discussion on cover letters, resumes, leadership qualities and what they find to be particularly important when hiring new graduates for their teams. The students were able to network with panel members afterwards. Panel included:

- Dana Dagostino – Dillard’s
- Lee DeVille – Walmart
- Amy Duguid – Target
- Alex Hancock – Carter’s
- Lisa Mergel – Kanvas Luxury Beauty Essentials
- Lisa Metheny – E&J Gallo Winery
- Kim Williams – The Polka Dot Press



*“Having the opportunity to connect with industry professionals is such a privilege. The value in opening up doors and providing a setting where students can glean advice and knowledge from people in the roles we hope to someday fill is incredible!”-Melody – RMPD Student*

## Message From the Director

Ann Langston



Happy Spring!

It is hard to believe that the semester is already over and we have sent our talented RMPD students on to new careers; summer internships; to study abroad in Paris and London and on the inaugural Summer New York City study trip led by our Internship Director, Dr.

Judy Miller. This semester has been full of exciting new experiences including a visit from Ellen Davis, Senior Vice President of the National Retail Federation. Ellen had an opportunity to tour FSU’s charming campus, visit our department labs, and meet with the faculty and student leaders. RMPD graduate students had the chance to tour Winn-Dixie’s Corporate Office and Venus Swimwear’s headquarters to help understand factors that lead to a profitable business. Please check the last page of the newsletter for important Fall events; we look forward to seeing you on campus for the annual Scholarship Dinner and the Retail Focus Panel!

Noles in retail,  
Ann

# INTERNSHIPS!



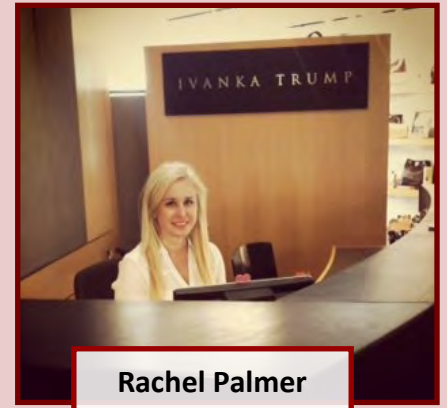
**Jennifer D'Ambra**  
**Hard Rock International**

I cannot imagine another company having an opportunity quite like the experience I have had with the Merchandise Department at Hard Rock International in Orlando. Not only am I working for a global company, I am working for one of the best known brands in the world. Though the focus of my work is with Product Development, the wonderful facilitators of this opportunity have made my exposure to all areas of the business their priority – from the management of our extensive memorabilia collection to running a Rock Shop at one of our famed Hard Rock Café or Hotel locations. I am treated as one of the team and allowed to be as independent and innovative as I want while being supported and mentored by some of the industry's most experienced professionals. I am truly thankful for the education I am receiving from this incredibly gifted staff and encourage anyone who is interested in finding out how hard work and rocking hard can coexist peacefully in an outstanding corporate environment to pursue an opportunity with this company.



**Catherine Jusevic**  
**HSN**

When I received the news I had been chosen to intern with HSN in the Spring I was ecstatic! The internship has lived up to everything I thought it would be. If you desire to work in a corporate retail environment, then I would highly recommend HSN. HSN is a unique retailer because it has so many different retail platforms. Learning how to merchandise a product for television and the web is vastly different than merchandising for the traditional brick and mortar store. One of my favorite activities was being involved in vendor meetings and the selection of products. My word of advice for all future interns is to make yourself available to everyone in the company and always take on extra work. As a result of my internship, I was offered a permanent position and have been able to start my career before graduation. I am very grateful to be working for such an amazing company!



**Rachel Palmer**  
**Ivanka Trump**

My internship with Ivanka Trump and Zac Posen Handbags has been a great experience! My role in my internship included assisting with press pulls for editorials, availability of weekly inventory, and using JOOR (a website connecting boutiques with vendors). The Ivanka Trump handbag collection is an extension of Ivanka's developing brand and esthetic, and one that appeals to all aspects of a modern woman's ever evolving lifestyle. Zac Posen incorporates his illustrious design techniques into a creative yet wearable handbag collection. Working in New York City has been exciting, and I have had some great opportunities to network with people in the industry. I love running in Central Park, having brunch at Alice's Tea Cup in the Upper East Side, and shopping in Soho. Overall, coming up here my last semester at FSU was the best decision I have ever made.



**Elizabeth Redmond**  
**Vogue**

As an Accessories Intern at VOGUE, I work among some of the most creative geniuses in the fashion industry. Seeing Anna Wintour, Grace Coddington, and Camilla Nickerson on a daily basis still boggles my mind! With all the celebrity sightings aside, being an intern at VOGUE is not for the meek. Some of my daily tasks include keeping the accessories closet orderly, documenting every accessory that comes into the closet, assisting the accessories team with stories for VOGUE.com and packing for photo shoots. Being extremely organized is crucial! Working at VOGUE showed me that hard work,

passion, and a positive attitude takes you far in the fashion industry. I was lucky enough to be selected to go on a fitting for Sarah Jessica Parker. A moment like that is unforgettable. It's been such an honor to work with so many talented individuals and I feel very blessed to have even the slightest contribution to one of America's most influential fashion magazines.



## 2013 RETAIL SUMMIT

“Technology @ Work In Retailing” was the focus for this year’s Retail Summit, sponsored by The Center and department for Retail, Merchandising and Product Development and speakers from different facets of the business industry tapped into global retailing, how retail relates to social media, and self-branding.

Jacob Dabah, FSU alum from the Panama campus and Director of O’Oscar Division for Oscar de la Renta- Panama, gave students insight on retailing across borders as our first speaker of the day. He presented how the retail industry varies globally discussing international barriers such as language, economic, and the countries legal framework. Dabah gave the students some great tips on how to become an international business executive including having the general knowledge of foreign countries and cultures. The amount of questions that were presented for Dabah afterwards really indicated how engaged the students were with his presentation.

“It’s not what you know, or who you know, but who knows YOU.” This is an excellent message that Matt Carpenter, the Territorial Vice-President for Human resources for Kohl’s, one of our Center members, gave students during his presentation about self-branding. His advice included how to perfect your “elevator speech” and “create a vision of you”.

Paula Scadone, another FSU alum, VP of Beauty Digital Merchandising for HSN, touched on her experience with technology and the beauty industry as well as how the e-commerce world is growing and developing every day. Students had an opportunity to “speed network” with Paula and other retail guests regarding their career paths and experiences over lunch.

Crosby Noricks founder and editor of PR Couture kicked off the afternoon session with “How to PR the PR: 10 Ways to Fashion PR into Sales”. She spoke about social media and how it can be used effectively to grow a retail business and gain recognition.

What does the future of retail have to do with Archie, Cinderella, and Generation Z? Nicole Fraley, Director of Online Marketing for Office Depot answered this question for the audience and gave an engaging presentation about technology through the years and the direction Office Depot is headed in the revamping of their company.

Last but not least Amy Flurry, author of Recipe for Press: Pitch your Story Like the Pros & Create a Buzz!, shared her story about her career in writing and how there are steps mentioned in her book that focus on becoming more marketable and gaining attention from possible consumers.

A record number of students, over 300, were in attendance at this year’s Retail Summit. Next year’s Summit will be held on January 29, 2014 and we look forward to record participation from our Center Members, businesses and students!



Jacob Dabah  
Oscar de la Renta

## NRF ASPIRE 2 RETAIL CHALLENGE

Written by Hillary Haskins, winner

Participating in the National Retail Federation’s (NRF) Aspire2Retail case competition was an experience that has given me a perspective of the potential opportunities in my future career that I had not identified prior. Placed with the task of being a Merchandiser, I was matched with a team of students from Universities across the country, spanning three different time zones. Not only did the Aspire-2Retail competition present the case study challenge to analyze, outline and propose a plan to combat against the growing threat of show-rooming, but this competition also presented a greater task of working with a team of colleagues whom I had never met.

Part of our reward for winning, was the chance to travel to New York City and meet each of my teammates and leader in person to present our solution at the NRF’s Retail’s Big Show in January in front of 250 of the industries’ top executives.

There are many things I have learned from this competition; having the confidence to successfully deliver a speech to a large crowd and the challenges and difficulties of working with a group scattered in different locations. My teammates and I grew to develop a special bond and still keep in touch to this day. The NRF’s Aspire2Retail case competition is an amazing experience that I encourage every student to participate in!



Hillary presenting at the Big Show.



## UPCOMING EVENTS

- August 26, 2013 - Fall Semester Begins
- September 25, 2013 - Center Members meeting
- September 25, 2013 - Scholarship Dinner
- September 26, 2013 - Fall Seminole Futures
- September 26, 2013 - Retail Focus Panel
- December 13 and 14, 2013 - Fall Commencement
- January 29, 2014 - Retail Summit
- January 29, 2014 - Center Members Meeting
- January 30, 2014 - Spring Seminole Futures

## CENTER MEMBERS



## The Ray Greenly Scholarship Recipient Rinsha Prophe



I enjoyed having the opportunity to be nominated and chosen as the winning student to represent Florida State University amongst the Fall 2012 *Ray M. Greenly Scholarship* applicants.

This scholarship was established by the National Retail Foundation to honor the memory of a former Shop.org vice president who lost his battle with cancer in the fall of 2005. He inspired NRF to establish a scholarship that provides financial support to students pursuing a career in retail. Students are nominated based on their high scholastic achievements and passion for retail. Words cannot explain how excited I was to find out that I was named a recipient of the scholarship in a personalized letter from Kip Tindell, CEO of The Container Store. As a recipient, I was able to attend the National Retail Federation's (NRF) 2013 Retail's Big Show in New York City. Activities included meeting the executives of the NRF board which included Terry Lungren, CEO and President of Macy's, attending the Big Show, and meeting the winners from the other schools. The Big Show was an amazing experience and it gave me the opportunity to not only network with other students but with the retailers who attended. I am so thankful to be a recipient of the Fall 2012 Ray M. Greenly Scholarship and have benefited from it greatly.

For more information on becoming involved with The Center or to become a member please contact:

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