

Florida State “NOLES” Retailing & Product Development



Spring 2012

Florida State Retail Merchandising and Product Development Center

Providing a channel for communication and exchange between the retail industry and FSU’s Retail Merchandising and Product Development major, plus affiliated faculty members.

Message From the Director

Ann Langston, Director



What a busy Fall Semester it has been! We dedicated our new instructional space in the renovated William Johnston Building and held our annual scholarship dinner in back-to-back events on September 21st. Dean Collier

presided over the dedication of the Office Depot Technology Complex, the Macy’s Merchandising Laboratory and the product development laboratories. Todd McClement, director of University Relations for Kohl’s Department Stores, addressed representatives from 21 companies and nearly 200 Retail Merchandising and Product Development (RMPD) seniors attended the 17th annual Scholarship Dinner. We gave out over \$21,000 in scholarships to deserving RMPD students! The majority of our Retail Center partners visited campus to share their knowledge in the classrooms and to interview our students for exciting internships and employment. Dr. Miler placed 75 students in a variety of companies. We finished the year with a student challenge put on by the National Retail Federation that involved a supply chain scenario. Our growing student population continues to find amazing and diverse opportunities in the industry and we are proud that they represent FSU! I look forward to an equally exciting Spring and wish you all the best of the season.

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2012 Upcoming Events

- January 4, 2012- Spring Semester begins
- January 26, 2011 – Seminole Futures - Tallahassee- Leon Civic Center (9:00am-12:00pm, 1:00pm-3:00pm)
- February 15, 2012 – Retail Summit & Center Members Meeting featuring Paco Underhill
- March 5-9 2012- Spring Break
- April 20, 2012 - Spring classes end
- April 27, 2012 - Spring Commencement

Student Spotlight: The Florida Retail Federation Masters Challenge



Colleen Herrera, Arielle Krupitsky, Shawn Esclito

The Florida Retail Federation Masters Challenge:

- How do Florida retailers inform more students in today's colleges and universities about great, lucrative careers in retail?
- How can we generate excitement and attract a diverse pool of candidates for retail jobs?
- How do we entice these employees and expose them to the wide range of career opportunities available within the retail industry?



Corey Hooks

The Kohl's Department Store Internship is a great developmental tool for future leaders in the retail industry. The internship normally spans a ten week length, however seeing that I only needed a six week internship to complete my requirements for Product Development and Retail Merchandising major, the company comprised a shorter internship that would still give me the full benefit of executive level work with the company. Throughout my internship I have been able to develop at my own pace. Each day was a new opportunity for me to engage in many different dynamics of the company. Kohl's is very open and interested in developing their leaders as much as possible, so there were no questions or training that I asked for that was given to me. The Kohl's internship is not the typical copy or coffee aid internship. The internship is very hands on and will give any retail merchandising student a hands on view of the world of retail he/she would not be able to gain in the classroom. I am very excited about my development with Kohl's. As the company continues to expand throughout the nation, my growth as a leader with the company magnifies as well.



Ryan Young

From the moment I started the RMPD program at Florida State University, I have been looking forward to my internship block. Not only did it mentally serve as culmination of all information gained while in the program, but also I knew that it would put me to the test as a student and as someone eager to enter the fashion industry. The week before classes started I flew up to NYC to interview with various magazines...my first taste of just how fast-paced this city is. After a week of great anticipation, I landed my dream internship with ESQUIRE magazine. My internship at has been one of the most rewarding and challenging experiences of my life. I was so fortunate to experience such influential trendsetters in the world of menswear (even if one of my editor's is a UF alumnus). The majority of my tasks involved networking with fashion PR firms; though, I was granted the privilege to assist with styling. Magazine internships are somewhat infamous, but I believe that if you can handle it it's rewarding. I encountered so many aspects of the Industry while working at ESQUIRE, and I'm glad the RMPD program prepared me so well for it. Living in this city and watching my editors create stunning editorials is a constant reminder that if I stay goal oriented and work diligently I can succeed in this industry.

These were the questions that FRF's Masters class challenged FSU retail students to solve. "The Exciting World of Retail" was the winning team who created an Ambassador Program that will be rolled out to college campuses across the state of Florida. The mission will be accomplished by selecting Ambassadors to connect the retailers and their prospective employees. The program created will inform, interact, and attract college students to the vast opportunities that are available in the Retail Industry. Social media, such as Facebook and Twitter will allow students to communicate across campuses about internships, job prospects, and networking opportunities. Stay tuned for more to come...



Stephanie Slechta

My internship with Toys R Us was a great, eye opening experience to the retail environment. I had previously worked with them during the season (November-December) so I had an idea of how crazy it could be! I was lucky enough to move to where I'm originally from (Orlando) and work at the Altamonte Springs Toys R Us. I had a great mentor who kept it light but also helped me develop my skills from Team Member to Assistant Store Manager perspective. I am now in a College Training program that lasts approximately 12-18 months and I will be rotating through the departments. I have been a Front End Supervisor and am now working in the Furniture department at Babies R Us in Altamonte Springs. This will better prepare me for the role of Assistant Store Manager, and I have learned so much about management! My favorite part of my internship was the opportunity to travel throughout the district and I really had a great support team.

Scholarship Dinner 2011

The Center for Retail Merchandising and Product Development and the Department of Retail Merchandising and Product Development celebrated the 17th annual Scholarship dinner with almost 200 seniors and executives from 21 companies. These companies included: American Express, AT&T, AVEDA, Belk, Bill's Bookstore, Carter's, Chico's, Dillard's, Florida Retail Federation, Florida State Bookstore (Follett), FSU Trademark Licensing, Hard Rock International, HSN, JCPenney, KIA Autosport, Kohl's, Lectra Software, Macy's, Office Depot, The Salon People, Toys R Us and Walmart. The students and visiting retail executives had the opportunity to get to know each other around the dinner table in a relatively relaxed setting. The dinner gave the students a chance to be themselves and shine outside of the formality of a job interview.

Todd McClement- Kohl's



Highlighting the evening was key note speaker, Todd McClement, Director of University Relations for Kohl's Department Stores who gave sage advice to the students on moving from college life to retail life. He reminded the seniors that there were important steps to take to transition from "the backpack to the boardroom."

Dedication of William Johnson Building



Macy's Team

Standing in the new Macy's merchandising lab is: Roxanne Parker, Bernard Worthy, Dean Collier, Brandon Carter, Meredith Coyne, Lindsey and Janelle Della-Libera.

Office Depot Team

Representing the Office Depot team in the Office Depot Technology Complex is: Diane Nick, Allen Shiflett, Tracy Goldsmith, Gwen Bonasoro, Morrie Norwood, Dean Collier, and Thomas Mason.



Retail Summit 2012

Paco Underhill is the founding president of Envirosell, the New York-based behavioral research and consultancy firm. His first book, *Why We Buy: The Science of Shopping* was an internationally recognized bestseller and has been published in 27 languages. *Call of the Mall: The Geography of Shopping* was released in 2004 and has been called a humorous walking tour of an American shopping mall. His columns and editorials have appeared in *The New York Times*, *Money Magazine* and the *Wall Street Journal*, among others. Underhill is an expert on global consumer trends and is also the only foreigner to ever hold a position on the Board of Advisors at Hakuhodo- Japan's second largest advertising agency. A highly regarded speaker, Underhill has delivered keynote speeches at conferences, universities and corporations spanning the globe for over a decade. Paco's new book, *What Women Want*, focuses on how the changing status of women affects the physical world we live in. We are so pleased to have him speak at our 2012 Retail Summit on February 15th. Please join us!



The Retail Center on Facebook

The Center for Retail Merchandising and Product Development has created a Facebook "Like" Page called FSU Retail Merchandising & Product Development Center. This page provides a description and general information about the Center. Please click on URL to "like us" or simply search in Facebook, "FSU Retail Merchandising & Product Development Center". [FSU Retail Center's Facebook](#)

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