

Florida State “NOLES” Retailing & Product Development



Fall 2011

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



As we close out another successful academic year at Florida State University, we are introducing our inaugural newsletter for The Center for Retail Merchandising and Product Development.

The Center was created in 2006 and is housed in the Department of Retail Merchandising and Product Development (RMPD) within the College of Human Sciences. The main mission is to foster collaboration between the students in the Department and professionals in the field. Over the years the Center has linked many students in our major with exciting opportunities and experiences in the industry and the workforce. For the fourth year in a row, the Center's annual Retail Summit, "Retail Can Rock Your World" offered a glimpse of the broad choices in careers that the industry has to offer and featured executives sharing learned wisdom and career advice. Many RMPD alumni were invited back for a networking lunch and these graduates shared sage advice with our future leaders!

We look forward to a busy fall with the dedication of our new Office Depot and Macy's Lab and our 17th annual Scholarship Dinner on September 21, 2011. We hope that many of you can visit our charming campus to meet the numerous talented students that we have in our program. Our current Center members have been instrumental in our success and we look to add more of these partnerships. Please feel free to contact me about joining our membership, "the best is yet to come!"

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2011 Upcoming Events

- August 29, 2011- Fall Semester begins
- September 21, 2011 - Dedication Ceremony for new space in William Johnston Building
- September 21, 2011 – 17th Annual Scholarship Dinner - University Center Club Ballroom
- September 22, 2011 – Seminole Futures - Tallahassee-Leon Civic Center (9:00am-12:00pm, 1:00pm-3:00pm)
- December 9, 2011 - Fall classes end
- December 16, 2011 - Fall Commencement

Faculty Spotlight: Intern Coordinator-Dr. Judy Miler



The Retail Merchandising and Product Development (RMPD) Internship Program has been successfully placing interns in real-world work experiences for over 40 years and works with an amazing list of partners that includes over 300 companies across the nation and around the world. This

unique “internship block” consists of courses taught in the

first eight weeks of the semester and ends with an eight week internship in companies such as Kohl’s, JCPenney, Macy’s, Chico’s, Office Depot, Toy’s R Us, or HSN. The internship experience is coordinated by Dr. Judy Miler, who has a retail management, buying, and design background. She helps place students where they can be most successful. The internship is structured and faculty supervised to ensure a meaningful experience. The opportunities are endless to prepare for a successful career—from retail operations to sourcing, to buying, to public relations, to media, and service organizations. Interns can pursue opportunities in both the corporate and the field locations. The RMPD Internship Program has enjoyed a 100% placement rate over the years—with many interns accepting permanent positions upon completion of their fieldwork.



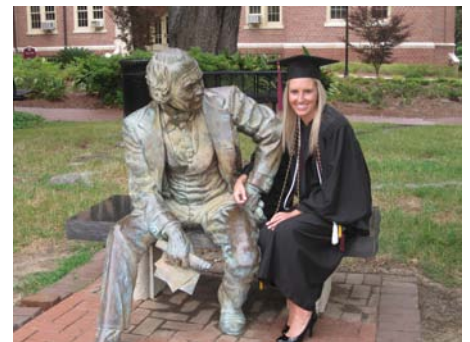
Francis Davadi

Prior to my graduation, I did an eight week internship with Chico’s FAS, and was challenged to think outside the box in the buying industry. I was placed in the Shoe and Jewelry department to assist with daily operational functions. However, my passion for fashion motivated me to be more involved in the buying process. I was given the opportunity to research and evaluate market trends and competitive pricing; receive and inspect pre-production samples as well as top of production samples to assure quality standards; assess products for fitting sessions, and work closely with the visual and marketing team to ensure appropriate product display. The opportunity to visit stores gave me the chance to have a one-on-one relationship with our customers and to get feedback from store managers for ideas on how to generate more sales in our shoe and jewelry department. Being able to attend vendor meetings gave me the first hand experience to see how the retail industry depends on vendor relationships in order to generate a profitable product and thus please the customer. Overall my experience at Chico’s FAS has prepared me to start a career in buying.



Shaina O'Brien

I was fortunate enough to spend my internship at a growing leader in television and online shopping, HSN in St. Petersburg, FL. They provide students with an exceptional internship that puts them on the fast track into the world of buying. I spent my six weeks in the Fashion Jewelry department where I was quickly exposed to all the elements that makes shows happen! I worked directly with my buyer to learn the programs that are involved in tracking items, writing purchase orders, communicating with vendors, processing samples, and following items as they went through the QA process. For me, the most rewarding part of the internship was seeing an item that my team chose, actually go up on air—and knowing all the hard work that went into getting it there. In addition, I was able to attend new brand meetings and take training courses that gave me a well-rounded look at how HSN does business. Although HSN isn’t your traditional retailer, this internship gives you the best of both worlds with experience in buying and retailing. I have now transitioned into a full time position as a Merchandise Assistant in the Beauty division, and look forward to growing with this amazing company.



Brianne Adams

My two internship opportunities with Kohl’s were great experiences that I was happy to take part in. Internship one was ten weeks between my junior and senior year. At this internship I was actually leading and being a member of the management team. I attended the manager’s meetings every week, managed the sales floor and made sure the employees and customers were happy. You get real life experience so that you can see if being a manager is really right for you. I was surprised at how much confidence they had in me and allowed me to be part of the “team.” My store became like my family. They even flew all of the interns from around the country to the corporate offices in Wisconsin so you could see how the company works and it gave us a chance to network with all the interns and company executives. After successfully completing this internship, I was offered a Manager in Training (MIT) position upon graduation! My second internship was a great opportunity to learn even more and to confirm my decision to eventually become a Kohl’s manager! I have graduated and will be starting my MIT position next week. I feel very blessed to have had this opportunity with Kohl’s and to have found a job right after college.

Retail Summit 2011

The Center for Retail Merchandising and Product Development sponsors The Retail Summit every spring semester. Attendance is widely advertised in the community as well as on campus and is attended by approximately 300 RMPD students. The Summit encompasses an intense and informative one day event and this year's theme was "Retail Can Rock Your World," which focused on the exciting career opportunities retail provides.

Michelle Steitz



Michelle Steitz is the Divisional Vice President and Director of Merchandise Execution for Women's Apparel at JCPenney. In this role, she oversees not only store execution details, but manages jcp.com execution as well. Michelle has been in this current role since September of 2009. Prior to that she held several different buying positions in women's apparel at JCPenney, most recently as Senior Buyer for Contemporary Sportswear. She will be celebrating her 20 year anniversary with JCPenney in July. Michelle shared her career path with the students and advised them to learn the business from the "ground up."

Jim Greene



Jim Greene serves as Manager of Merchandise Planning for Disney Theme Park Merchandise and is responsible for the buy plans and inventory flow for eight hardline categories supporting over 100 stores at both the Walt Disney Resorts in Orlando and in Anaheim, California. Jim joined Disney in 1995 as a member of the Merchandise Special Events team and then as a Project Manager of the Pin Trading initiative, coordinating the efforts of over 30,000 Cast Members to wear and trade collectible pins with resort Guests. He led the Hardlines Product Development team as a Merchandise Manager, driving the overall creative development process for several categories of business. Jim

shared the product life cycle of Disney's 'Vinylmation' and then the students were given the actual product!

Andy Paige



With more than 100 "frug-abulous" makeovers on over 200 episodes of television, Andy Paige earned the title, "The Budget Bombshell," honestly. Andy's years of work on NBC's *Starting Over*, TLC's *Ten Years Younger*, STYLE Network's *How Do I Look*, countless radio shows and a weekly column in *Soap Opera Digest* perfected her "thrifty chic" skills and inspired the students with sage advice on building their self esteem. Andy networked with the students following her talk and was gracious enough to sign her bestselling book "Style on a Shoestring."

Mindy Grossman, CEO of HSN



In the Fall of 2010, the Retail Merchandising and Product Development Department and Center held its 16th Annual Scholarship Dinner featuring keynote speaker Mindy Grossman, Chief Executive Officer of HSN, Inc. and a 32-year veteran of the retail and apparel industries. Mindy inspired over 200 graduating seniors and 100 retail executives by sharing her eight key life lessons. One of the favorite lessons was to “Follow your dream, block out the noise and go with your gut. Invest in yourself for the future and be strategic about what you want next. Take a risk where the reward for success will be so much greater than the downside of failure.” Mindy’s favorite comment is to “always celebrate success with great shoes!” Ms. Grossman is ranked one of the world’s 100 most powerful women by Forbes magazine.

On September 21, 2011 the Retail Merchandising and Product Development Department and Center will hold its 17th Annual Scholarship Dinner. Todd McClement is the Director of University Relations for Kohl’s Department Stores. He is responsible for all of the University Relations at Kohl’s Stores, Corporate, Distribution Center, Loss Prevention at both the MIT and Intern Level.

Introducing 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](#)

Thanks for liking our page!

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