The 23rd Annual Scholarship Dinner

This past September, the FSU Retail Center celebrated their 23rd Annual Scholarship Dinner, with over 200 students, faculty, and retailers in attendance. We celebrated in a new location and added a special dessert reception for student to have another opportunity to network with retailers. This event was a great way for our students to engage with business executives and gather advice as they search for internships and jobs. Thirty-four hard working students were awarded over $34,000 in scholarships based on the student’s academic achievements, leadership abilities, and career goals. We are appreciative for the companies that sponsor these scholarships and help us host a successful event. We’re excited to invite our retailers back to campus for the Annual Retail Summit in January to give students another opportunity to find that dream internship or career.

-Kelsey Waggoner, FSU Retail Center Intern
NRF Student Involvement 2017

Jessica was a finalist for the Ray Greenly Scholarship and was awarded a $10,000 scholarship. This year’s case was to create an in-store technology prototype to drive foot traffic and sales for the home decor store, West Elm. Jessica’s prototype included an Augmented Reality experience layered with beacon technology and mobile scanning featured on the West Elm App and In-store Design iPad. As a finalist she was flown out to Los Angeles for the NRF SHOP.ORG Conference and Student Experience.

Jessica enjoyed learning extensively about ecommerce strategies and digital marketing, making friends with retail and computer engineering students from other schools, and meeting executives from companies like West Elm, Home Depot, theSkimm, and TOMS, and running into Tyra Banks backstage!

FSU RMPD Student Jessica Bachansingh attending the Shop.org Conference in Los Angeles

Club Happenings

AATCC

AATCC partnered with the nonprofit organization, Cotton Inc and participated in their "Blue Jeans Go Green" program this semester. They collected all types of denim donations at market Wednesdays, their annual fashion show, and club meetings! The denim they collected will be returned to its natural cotton fiber state and then up cycled into insulation for homes (which is more sustainable than fiberglass and other insulation options). They reached their goal of collecting over 500 pieces of denim. By collecting through this program, AATCC is able to save hundred of pairs of denim from landfills and give them a new and innovative purpose.

- Amanda Burch, AATCC VP

CMA

In October, the Collegiate Merchandising Association had the opportunity to spend a weekend in Atlanta, GA and attend AmericasMart for the Apparel Mart. AmericasMart is one of the largest permanent whole sale trade centers in the world. CMA members were able to learn the ins and outs of buyer/vendor relations. During their stay, they also visited the SCAD FASH Fashion Museum where they toured Guo Pei's Couture Beyond Exhibition to see some of the designers exquisite pieces, including Rihanna’s Met Gala gown.

- Sam De Oliveira, CMA President
Brittany Santoro

This past summer I had the opportunity to intern with Bealls Stores as a Store Operations Intern. I rotated through four store locations in the Bradenton, FL area. In each rotation I learned different aspects of managing a store including managing the guest experience, talent management, merchandising techniques, and store operations. My favorite rotation was managing the guest experience where I was able to participate in the Team Sales Leader program, as the manager on duty for the hour. I also had the amazing opportunity to sit down and network with top executives from Bealls Stores, Bealls Outlets, and Bealls Inc. throughout the course of the internship. Interning at Bealls reaffirmed my choice to pursue a career in store management. Each store is like its own family, and every store team welcomed me in and taught me so much. I am extremely excited to return to Bealls as an entry level store manager post-graduation!

Alyssa Menendez

I was lucky enough to intern with Walmart at their Corporate Headquarters in Arkansas this summer doing merchandising and modular development. I worked with the US Offshore Markets team creating a new set of modulars for the stores in Puerto Rico. I had created 16 different modulars, and was lucky enough to be flown out to Puerto Rico to set my modular into place in every Walmart store on the island; my project ended up saving the stores 85% in paid labor and amounted to a $7,000 savings each year. To have something that I made actually be used by such an influential company was a dream come true. I also played on the interns softball team, which allowed me to play a final Interns vs Executives game against some of the worlds most influential CEO’s such as Doug McMillon and John Furner, also giving me a chance to have one on one conversations with them. Working with Walmart Corporate was something I never expected I’d do, but I can’t express how grateful I am for the opportunity.

Jennifer Groce

This past summer I had the amazing opportunity to intern with Ross Stores in their New York City Buying Office as an Assistant Buying Intern. During this time I worked in the non-traditional home department and had the opportunity to learn from various executives. Throughout the internship, I learned how to analyze sales reports, buy in market and how to plan for the next season. My favorite part of the internship was going into market and having the opportunity to build relationships with vendors. Gaining insight from not only experienced buyers but from vendors allowed me to gain valuable insight about the ever-changing retail industry. Ross Stores takes serious interest in their interns, allowing us to take classes to better our excel skills and understanding of the buying process. I couldn’t be more grateful for the opportunity!

Kayla Ellison

My experience as a Store Management Intern at Kohl’s Department Stores was nothing short of amazing! Over eight weeks, I made incredible connections, learned the culture of the company, and had the opportunity to apply my newfound knowledge in-store. The Kohl’s team was completely invested in my experience and learning outcome. I worked alongside associates, shadowed executives in action, and worked multiple volunteer events. I was even featured on myKohls.com for my hard work as a Kohl’s Store Management Intern! In addition, I was trusted to make executive decisions, participate in company conference calls and manage my own merchandising projects. The freedom to learn at my own pace, visit other Kohl’s stores, collaborate with colleagues and engage in enlightening workshops made this internship a fulfilling experience that has refined my skills as an innovative member of the retail industry.
The RMPD major is moving in Spring 2018!

We're excited to announce that the Retail Merchandising and Product Development major is moving from the College of Human Sciences to the Jim Moran School of Entrepreneurship starting Spring 2018. FSU recently announced receipt of the largest financial gift in the history of the university to create the Jim Moran School of Entrepreneurship and RMPD gets to be a part of this transformational event. With the ever-changing retail industry, the RMPD faculty feels strongly that this move will allow for needed course updates and further student exposure to the entrepreneurship side of retail. We're thrilled to implement this change and continue to encourage the success of our students here at Florida State University.

Get social with the FSU Retail Center!

Facebook: /TheFSURetailCenter
Twitter: @FSURetailCenter

For more information: Ann Langston, Director alangston@fsu.edu 850-644-3236 retailcenter.fsu.edu

Save the Date!

January 8: Classes begin
January 15: Martin Luther King Jr. Day, no classes
January 24: FSU Retail Summit
January 25: Career Center Seminole Futures
March 12-16: Spring Break, no classes
April 30-May 4: Final Exam week
May 5: Spring Commencement

THANK YOU TO OUR CENTER MEMBERS!