David F. Miller  
Center for Retailing Education and Research  
2002 - 2003  
Mid Year Report

This mid year report brings you up to date on our partnerships, education, research and outreach activities at the David F. Miller Center for Retailing Education and Research in the Warrington College of Business Administration, University of Florida.

Our website at www.cba.ufl.edu/crer/ provides detailed descriptions of the Center’s objectives, activities, programs, education and publications. In addition, it lists the Center’s sponsors and links to each of their websites. All printed materials are available upon request by contacting the David F. Miller Center for Retailing Education and Research at 352-392-7166 ext. 1255; 352-392-4379 fax.

Office Depot Endows Retailing Smarter Symposium

Office Depot established a very generous endowment to support our annual Retail Smarter Symposium. This endowment will assist in covering costs associated with the Retail Smarter Symposium -- audiovisual equipment, board dinner scheduled the evening before the Symposium, marketing and promotional materials, speaker fees and student and faculty scholarships.

Five New Sponsors

Five new sponsors joined our Center in 2002 – Helzberg Diamonds, Save-A-Lot, Build a Bear Workshop, PETsMART, and Miller Zell.
Launching Retail MBA Program

The David F. Miller Center for Retailing Education and Research at the University of Florida and Gottlieb Duttweiler Chair of International Retail Management at the University of St. Gallen in Switzerland are offering an Internet-based executive MBA program in Retail Management and Marketing. For more information go to http://www.cba.ufl.edu/CRER/RetailDegree/index.asp

Our two-year program is designed to provide a broadening experience for mid-level and senior managers to prepare them for leadership roles in their firms. Classes begin in August 2003 with a two-week summer school in Switzerland. The participant will take interactive courses using the technology we have successfully employed in our Internet MBA program. There will be another two-week summer school in the U.S. followed by more course work. This unique educational experience includes:

* Internationally recognized faculty
* Company-related projects
* MBA degree from top U.S. MBA program and top 10 European program

Benefits for Participants:

* Retail-specific MBA Program
* Flexible Learning
* Increase General Business Knowledge
* Exposure to cutting edge retailing practices
* Complete important company projects

Benefits for Companies:

* Develop high potential managers for greater responsibility
* Increase commitment and retain key managers
* Broaden the knowledge and experience of future leaders
* Expose managers to best retail practices from around the globe

We have been marketing this program to companies and individuals. Thus far we have a total of 6 applications from both Europe and the United States. A total of 25 applications are necessary to proceed with our first cohort in August 2003.

Undergraduate Education Activities

Sears, Roebuck and Co. Seminar Series. The Center for Retailing offers a diverse education to students interested in retailing careers. Each Friday, the Center with a generous endowment from the Sears, Roebuck and Co. sponsors the Sears, Roebuck and
Co. Seminar Series. This course has achieved full capacity of over 200 students in both semesters. In 2002, some of the speakers were:

Andy Ginger, Vice President of Brand Management for Sears;
M. Clayton Hollis, Vice President of Public Affairs of Publix Supermarkets;
Diane Mahood, Executive Vice President of Marketing for Rich’s;
Rebecca Harvey, Senior Vice President of Human Resources for Champs Sports;
Bruce Zarkowsky, Regional Vice President of the Southeast for Walgreens;
Bruce Nelson, Chief Executive Officer of Office Depot;
Maxine Clark, Chief Executive Bear, Build-A-Bear.

Each semester, the Seminar Series includes speakers from positions in Store Management, Buying and Planning because these positions should be most familiar to students upon graduation. Beyond this, topics can vary each term based upon “what’s hot” in retailing and speaker availability. The Center for Retailing provides an exciting line-up of speakers and topics each semester. Speakers respond positively to the student participation because of the developed questions, enthusiasm and interest in the industry.

The Sears, Roebuck and Co.  
Retail Management Seminar  
SPRING 2003  
MAR 2290 SEC 2923

Jan.  10  **ORIENTATION**
Jan.  17  Bill Moran, CEO and President, SAVE-A-LOT  
“Grocery Retailing”
Jan.  24  Peter Maynard, Mgr of Planning, Better Sportswear,  
Robert Gonzales, Planner, Burdines Woman, BURDINES  
“Planning”
Jan.  31  William Kenney, Vice President, Emerging Home Solutions SEARS  
“The Connected Home – The Storm Before the Calm”
Feb.   7  Curt Nichols, Vice President of Human Resources, CITY FURNITURE  
“Sales Ethics and Customer Satisfaction”
Feb.  15  Tru Hall, Vice President of Retail Merchandising, OFFICE DEPOT  
“Compliance vs. Commitment – How to Develop Associates”
Feb.  21  Dave Moffitt, Vice President Training and Development, PETsMART  
“Taking a Retailer through a Transformation”
Feb. 28  Chris San Juan, Senior Assistant Product Development Manager, JC PENNEY
“Product Development”

Mar. 7   Vicki Price, Store Manager, NORDSTROM
“Store Management”

Mar. 21  Chris Manning, Divisional Merchandise Manager, Men’s Furnishings, RICH’S
“Buying”

Mar. 28  Amy Kule, VP Marketing for Annual Events, MACY’S
“The Macy’s Day Thanksgiving Parade”

Apr. 4   Vince Rath, Divisional Vice President, HELZBERG DIAMONDS
“The Diamond Industry and the Retail Environment”

Apr. 11  Tom Connelly, Divisional Vice President Real Estate, WALGREENS
“Real Estate”

Apr. 18  Jerry Hohman, Vice President Human Resources, HAVERTY’S FURNITURE
“Human Resources and How It Applies to Retailing”

**Retailing Course.** Our Principles of Retailing course is a senior level course offering an intense overview of the retailing industry. The course is developed to involve industry speakers, field trips, and case studies as well as traditional PowerPoint lecture and examinations. A maximum of 46 students are in this class each semester and the course is always filled to capacity. In the Fall 2002, the students were exposed to store tours of the local Dillard’s to understand the importance of visual merchandising and its direct relationship to optimal sales. Students also visited the distribution center for Dollar General located in Alachua, Florida. This field trip made the study of supply chain management an easier concept to grasp.

**Workshops.** The Center sponsors two workshops per semester attracting up to 200 people each during the spring term alone. Workshops are organized by the Center but are taught by two representatives from our sponsoring companies. The first workshop features Career Opportunities in Retailing. This workshop occurs one week before the Career Showcase. The speakers cover positions available for graduates and career advancement opportunities as well as the security of the positions, training, compensation and job responsibilities.

The second workshop offers tips on How to Interview. This one-hour workshop is popular among students from all majors. The workshop has a powerful reputation
enough to encourage the American Marketing Association to require their students to attend this workshop each semester.

**Internships.** The David F. Miller Center for Retailing Education and Research supports one of the largest internship programs in the United States. In 2002, students participated in retail management, buying, planning and product development internships as well as loss prevention, sales, marketing and finance. Although students were located throughout the country, most students secured their internship in their Florida hometown. During the internships, Florida interns were visited once by the Center staff to review their intern training progress as well as discuss their future involvement in the Center’s activities and in retailing. The students were also invited to attend the annual Retailing Smarter Symposium held in Orlando to interact with visiting retailers and other students.

**Student Advisory Board.** Interns who successfully completed the internship program were invited to apply for the Student Advisory Board (SAB). These students act as ambassadors to the retailers helping them with recruitment at the Career Showcase and during information sessions. The SAB also works within the Center to create a strong outreach to campus organizations. In 2002, the SAB participated in many activities that promote the Center and participating retailers:

- Students worked on the development of two successful visits from CEO’s.
- They began the development of a Center video about the internship program to play in between TV-replay classes and to broadcast on the local UF station.
- The SAB created a brochure about the Center’s specific internships to encourage students interested in retailing to focus on sponsoring retailers.
- One member instigated and sustained contact with Santa Fe Community College and their marketing students to inspire community college students to consider retailing when they enter the University of Florida.
- Two members studied and critiqued the Center’s website to update information and modernize the look.
- One SAB member analyzed intern evaluations of internships and created data that is forwarded to sponsoring retailers as to their performance in comparison to all retailers.
- Two members of the SAB developed a brochure entitled “How to Get the Most Out of Your Internship” which offers information on successfully establishing working relationships with your supervisors, adjusting your attitude to learning in the work environment, becoming familiar with a new culture, and going the extra mile on the job.
- Two students appeared on “Inside UF”, a talk show aired between classes on the University television network. They shared information about their internship experience and encouraged students to consider retailing as their career choice.

**College Recruiting.** The recruiting focus of the Center is to introduce students to the retailing industry and to provide career counseling and support through coursework, “open door” policy for guidance and supervision. The Center is able to do this through classes, workshops, visiting executive forums, research opportunities, showcase
participation and internships. Retailers who participate in the internship program can experience a higher turnaround from the internship program to permanent trainees. Many of the sponsoring retailers have also reported a high retention rate for University of Florida graduates.

Executive Visits. In 2002, the Center hosted two visiting executives. The first executive, Bruce Nelson, CEO of Office Depot, came in October to talk to students about leadership and transforming a major retailer. He gave a heartfelt presentation to students about his career and his company. Students had the opportunity to hear his presentation and ask questions. Some had the opportunity to share lunch with him for a more in-depth discussion.

The second executive visiting during 2002 was Jim Zimmerman, CEO of Federated Department Stores. Mr. Zimmerman’s visit entailed speaking with two groups of 50 students. He briefly covered the history and divisions of Federated Department Stores then opened the forum for questions from the students. His presentations were followed by a luncheon with the Federated interns to discuss their career options and to answer more in-depth questions about the company.

Plans for 2003 Symposium

Attendance at 2002 Symposium. With a 284% increase in attendance over the year before, we experienced the largest attendance ever at our Symposium for 2002. A total of 505 attendees participated in our Symposium. As a result of our attendance in 2002, we have become the largest retail conference hosted by a University in the country.

2003 Symposium. We have a wonderful line up of speakers for our 2003 Symposium. We are excited, as we will host this event at a new location – The Royal Pacific Resort at Universal Orlando. This year’s event is scheduled for Monday and Tuesday, June 23 and 24. For more information go to http://www.cba.ufl.edu/CRER/execEducation/symposium/Retailing.asp

Speakers.
♦ Vanessa Castagna, Chairman and Chief Executive Officer, JCPenney Stores, Catalog and Internet and Executive Vice President, J.C. Penney Company, Inc.
♦ Ronald Fromm, Chairman of the Board, President & CEO, Brown Shoe Company
♦ Mitchell B. Modell, Chief Executive Officer, Modell’s Sporting Goods
♦ Coleman Peterson, Executive Vice President, People Division, Wal-Mart
♦ Michael McCarty, President, Community Center Division, Simon Property Group
♦ Ira Kalish, Senior Vice President and Chief Retail Economist, Retail Forward, Inc.
♦ Mark Dyer, Vice President, Licensing and Consumer Products, NASCAR
♦ Scott Friend, Vice Chairman and President, ProfitLogic
Bill Kenney, Board of Directors Member, Internet Home Alliance and Vice President, Emerging Home Solutions Sears, Roebuck and Co.

Vince Barabba, Chairman Internet Home Alliance

Dr. Dale Henry, Founder and President, Your Best Unlimited

**Florida Retailer of The Year Presentation.** Annually the Florida Retail Federation presents the Florida Retailer of Year at their Fall Board Meeting. We are working with the Federation to have the award presented at the Retail Smarter Symposium each year.

**Welcome Bags.** For the first time at our 2002 Symposium, we provided each participant with a Retail Center canvas bag. The bag highlighted our name on the outside and was filled with logo items from over 20 retailers. The welcome bags were distributed as each individual registered. The filled bags were a big hit and it provided retailers the opportunity to market themselves with a logo item. We offered this opportunity to retailers at no charge. Famous Footwear and Naturalizer, Divisions of Brown Shoe are sponsoring the Welcome Bag for our 2003 Symposium. If you would like to contribute please call Betsy Trobaugh, JCPenney Director at 352-392-7166 ext. 1275.

**Research Activities**

**Consumer Electronics Association.** The University of Florida Center for Retailing Education and Research was commissioned by the CEA Accessories Division to research the attitudes and experiences of both electronics accessories suppliers and retailers. The objectives of the research was to uncover best practices in the industry, and develop suggestions for improving customer satisfaction and increase the sales and profits of consumer electronics retailers and suppliers through more effective retailing of accessories.

The white paper was based on telephone interviews with accessory manufacturers and major consumer electronics retailers. The findings were presented at the Consumer Electronics Association Annual Conference. The audience included CEO’s from both electronic manufacturers and retailers.

**Market Assessment Study.** The University of Florida Center for Retailing Education and Research was commissioned by a large specialty store chain to research the sporting goods industry and provide strategic directions. The objective of the research was to analyze sports participation, analyze the retailer’s competition and provide opportunities for growth. The research was compiled by a team of MBA students along with the Executive Director and the Director of the Center. The white paper was later presented and discussed with the CEO.

**IMRA.** In Spring 2002, The International Mass Retailers Association approached the University of Florida for assistance in a research endeavor determining lifestyle changes in the future and how these projected changes will affect retail. IMRA needed three
students from the University of Florida to work with three students from Texas A&M and the University of Arizona under the supervision of IMRA. The research entailed conducting 300 interviews, compiling the data, analyzing it, interpreting it and developing a program about the results to be presented at the annual meeting in June 2002.

Relaunching Bimonthly Newsletter

The Center, in cooperation with Miller Zell is relaunching a bimonthly newsletter. Each issue will contain an interview with retail executive, short articles by experts on issues facing retailers, and summaries of academic research on retailing problems. The first newsletter, to be distributed at the end of February 2003 has the following articles:

♦ Interview with Bruce Nelson, CEO of Office Depot
♦ Legislative issues involving retailers – Tracy Mullin, President, NRF
♦ Forecast for Retailing in 2003 – Ira Kalish, Chief Economist, Retail Forward
♦ Research on Customer Perceptions of Merchandise Assortments – Dr. Susan Broniarczyk, University of Texas Austin
♦ What’s Different About Food Retailing in Europe -- Professor Dr. Thomas Rudolph, and Dipl.-Kfm. Alex Kotouc, St. Galen University, Switzerland

Florida Retail Index

In conjunction with the Florida Retail Federation, the Center started to produce a quarterly report on the expectations of Florida retailers. The report is based on a telephone survey of over 200 retailers with stores in Florida. To see the last two reports, so to http://www.cba.ufl.edu/CRER/research/RetailIndex.asp

The Florida Retail Index for 1st Quarter 2003 is 53.4. The index, which will be calculate each quarter, ranges from 100 to 0, with 100 indicating that all retailers have a positive outlook on the retail environment and 0 indicating that all retailers have a negative outlook. The index is based on responses to eight questions in the survey assessing expectations of retail sales; the business climate; consumer shopping; investments in advertising, inventory, and employee hiring; and operating costs. Responses from national/regional retailers are weighted more heavily than the responses from local retailers to account for their higher level of retail sales in Florida. These same questions will be asked on subsequent quarterly surveys so that the Index will offer insights into trends about the nature of the retail environment.
New Edition of Retailing Management Textbook

The fifth edition of Professor Weitz’s best selling textbook on the principles of retailing has just been published. The textbook, used by over 200 college and universities, is published by McGraw-Hill. For a glimpse of the textbook, go to www.mhhe/retailing.

In this fifth edition of Retailing Management, we responded to three important developments in retailing. First, retailers are increasing the level of sophistication of their systems for controlling their supply chain, buying, and store operations. For instance, they are using customer databases and decision support systems to tailor assortments to local markets, schedule sales associates, set prices for merchandise, and target promotions to customers.

The second major thrust is the greater attention that retailers are placing in seeking growth opportunities in international markets. Wal-Mart is the world’s largest company, and is rapidly expanding globally. Carrefour, France’s hypermarket chain is the second largest retailer and operates in 25 countries. Thus, one of the goals in the fifth edition of Retailing Management is to provide students with the conceptual background to understand the issues, and the tools required to make good decisions in a complex, often global environment.

Third, both large and small store-based and catalog retailers are making significant investments in the Internet channel to communicate with and sell merchandise and services to their customers. Retailers like Walgreens, Sears, JCPenney, and Home Depot are experimenting with ways to provide a seamless shopping experience between their stores, catalogs, and the Internet. They’ve learned that customers who shop in multiple channels spend more than those who don’t!

The objective in preparing this fifth edition is to capture this excitement and challenge in the retail industry as we inform students about the state-of-the-art management practices of these important institutions in our society. In preparing the fifth edition, we have made a number of changes to reflect the evolving nature of retailing.

Outreach Activities

We created a tabletop marketing display to advertise the David F. Miller Center for Retailing Education and Research. Similar to your recruiting displays used at our Career Showcase, we now are advertising our Center and the services we provide retailers, students and the industry. We are the only Retail Center that is advertising this extensively.

We have advertised at the following conferences: SACE (Southeastern Association of Colleges and Employers), NRF (National Retail Federation), and IMRA (International Mass Retail Association). We are planning on attending several other conferences later in 2003. We will proudly show our display at the Symposium.

We feel this additional exposure will increase our visibility in the industry. This is an additional forum to highlight who we are and all that our Center has to offer. The feedback thus far has been positive along with interesting conversations with industry
members who were unaware of our Center and our contributions to the industry. We are building relationships for the future.

**New Release of Web Site**

Please view our website to actually see all of our 2002 enhancements.

[www.cba.ufl.edu/crer/](http://www.cba.ufl.edu/crer/)

We are pleased with the changes to our website. We have added excitement through pictures and decreased the verbiage and therefore have made it easier to navigate. We have highlighted key components of our Center that separate us from other Retail Centers.

We now have our website on a colorful designed C/D. The C/D has a picture of Bryan Hall surrounded by trees and landscape. We provided a C/D for each participant at the Symposium and we are using the C/D at conferences as a marketing enhancement to our discussions and other collateral. The C/D will be sent to individuals inquiring about the Center and desiring further information.

**About The Center**

The University of Florida’s David F. Miller Center for Retailing Education and Research was established in 1986 with a grant provided by the JCPenney Florida stores. The Center’s first Director, Professor Barton A. Weitz, was named the JCPenney Eminent Scholar Chair for Retail Management in 1985.

Today over 30 retailers and retail industry participants support the Center financially. All of the funds to support the Center’s work are provided by its sponsors or its programs. The Center does not receive state funds.

The Center is part of the Warrington College of Business Administration and is housed in the Marketing Department. It serves as the focal point for retailing across the entire University, and involves students and professors from the College of Business, along with the University’s other colleges and schools. The Center’s staff includes three faculty members (the Executive Director, Director, Associate Director, Program Director, Program Assistant) and a number of part-time undergraduate and graduate students. It occupies a suite of offices adjacent to the Marketing Department in Bryan Hall.