This annual 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/](http://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.

**Center Highlights:**

The David F. Miller Center for Retailing Education and Research is very proud of our contributions to the retail industry. We provide some of the best students and future leaders to retailers through our internship programs and college recruiting efforts. The services we provide are truly some of the most outstanding in the country. We spent a great deal of time and effort this past year marketing ourselves to industry leaders who may not have been aware of our services in the past. We have developed many new relationships.

Here are some of our highlights from this past year:

**Educational Programs**

- We continue to be the leading campus for recruiting Executive Trainees for many of our sponsors. Last year, 20 retailers recruited at the University of Florida for management trainees.
- We placed over 105 interns this past summer. This is the largest amount of interns placed by any Retail Center in the country.
- Over 200, students enrolled in the five sections of MAR 3231 Retail Management.
- Over 300 students attended the four workshops on retail career opportunities.
- Developed a “Best Practices for Recruiting UF Students”. This guide provides recruiters with ideas and suggestions to make their visit more productive.
- Created a Student Resume book comprising of over 250 resumes from students interested in retail. Sponsoring companies receive this book each semester.

**Out Reach Activities**

- Our Retail Smarter Symposium continues to be the largest retail conference hosted by a University.
- We have enhanced our Retail Center website making it user friendly for both students and retail organizations. Speaker presentations from our Sears, Roebuck and Co. Seminar Series will be filmed and digitized for our website enabling any student to view the presentation.
- We continue to grow our relationship with the Florida Retail Federation. Our quarterly report on the outlook of Florida retailers is covered extensively by Florida business press. During our Retail Smarter Symposium luncheon the Florida Retail Federation recognizes and awards Florida Retailers.
- Created a Graduate Advisory Board. These recent retail graduates are liaisons between students and retail organizations. Currently there are over 65 individuals who have agreed to become active members.

**Support**

- The activities of the Miller Center for Retailing Education and Research continue to be sponsored by 31 retailers and other companies involved in the retail industry. Five new sponsors joined the Retail Center.
- We received a significant and generous gift from Walgreens to support our Retail Certificate Program.
- We received a generous gift from The Grapevine Group to support our Student Resume Book.
- We received additional contributions and in kind services from Mr. David F. Miller, Claire’s Stores and Strategic MindShare Consulting to support operating expenses.

**Undergraduate Education Activities**

**Retailing Course.**

Our Retail Management course is a senior level, elective course offering an intense overview of the retailing industry. Five sections were taught during the 2003-2004 academic years with over 200 students enrolled in the course. The course covers material related to all of the decision areas of retailing including retail strategy, location, human resource management, supply chain management, information systems, customer relationship management, merchandise management, sources, buying, communications, pricing, store management, visual merchandising, and customer service. Lectures are supplemented with industry speakers, field trips, comparison shopping exercises, and case studies. Students are taken on store tours of the local Dillard’s and Sears stores to understand the importance of visual merchandising and its direct relationship to sales. Students also visit the distribution center for Dollar General located in Alachua, Florida and the Nordstrom distribution center here in Gainesville. This field trip made the study of supply chain management an easier concept to grasp.
Over the summer, this course was taught on campus for those students staying in Gainesville. At the same time each class was filmed enabling over 60 students in the state of Florida to view the class on-line. The on-line option allowed a total of 85 students to participate in this class.

**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.

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.

We have listed below the speaker schedule for Fall 2003 and Spring 2004.

**Fall Semester**

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker Name</th>
<th>Position</th>
<th>Company</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Sept. 5</td>
<td>Robert Gonzales</td>
<td>Planner</td>
<td>BURDINES</td>
<td>“Planning”</td>
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<tr>
<td>Sept. 12</td>
<td>Lyle Heidemann</td>
<td>EVP, GMM Home/Off-Mall Stores</td>
<td>SEARS, ROEBUCK &amp; CO</td>
<td>“Brand Management”</td>
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<tr>
<td>Sept. 19</td>
<td>Valerie Bryan</td>
<td>Asst Buyer Children’s Footwear</td>
<td>JCPENNEY</td>
<td>“Buying for Dummies”</td>
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<td>Sept. 26</td>
<td>Ernie Valderrama</td>
<td>Store Manager</td>
<td>BEALLS</td>
<td>“Store Management”</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>John Mazurk</td>
<td>Sr VP Retail Sales</td>
<td>FAMOUS FOOTWEAR</td>
<td>“How People Fit into Retail”</td>
</tr>
<tr>
<td>Oct. 10</td>
<td>Alex Siskos</td>
<td>Manager of Store Merchandising Research</td>
<td>WALGREENS</td>
<td>“Merchandise Research”</td>
</tr>
<tr>
<td>Oct. 17</td>
<td>Britt Wood</td>
<td>Senior VP, Industry Relations</td>
<td>IMRA</td>
<td>“Around the Retail World with IMRA”</td>
</tr>
</tbody>
</table>
Oct.  24  Kristen Esposito, Director of Public Relations, MACY’S EAST

Oct.  31  Richard Hollinger, PhD. Professor of Sociology, UNIVERSITY OF FLORIDA
         “Loss Prevention”

Nov.  14  Bruce Peterson, Sr. VP, GMM of Perishables, WAL-MART
         “Grocery Retailing”

Nov.  21  Gene Lunger, Vice President of Sales, CITY FURNITURE
         “Sales Ethics and Customer Satisfaction”

Dec.   5  Diane Wiebler, Regional Manager for Southern Florida, Helzberg Diamonds
         “Impact of Customer Loyalty on Retail”

Spring Semester

Jan.  16  Bill Moran, CEO and President, SAVE-A-LOT
         “Grocery Retailing”

Jan.  23  Mike Tovian, Vice President, Store Operations, WALGREENS
         “Demographics and the Changing Shopper”

Jan.  30  Diane Weibler, Regional Manager, HELZBERG DIAMONDS
         “Specialty Store Retailing”

Feb.   6  Ed Solzcek, VP of Afterschool Fund Executive Committee, JCPENNEY
         “Giving Back to the Community”

Feb.  13  Julie Krueger, Dir. Marketing, Off-Mall Stores, SEARS, ROEBUCK and COMPANY
         “Developing a Pilot for Future Growth”

Feb.  20  Jaye Perricone, VP Customer Service and Store Operations, PETSMART
         “Customer Service”

Feb.  27  Wilson Zhu, VP Private Label – Global Sourcing, OFFICE Depot
         “Create Competitive Advantage through World-Class Private Brand Development”
Mar.  5  Michael Brown, District Manager, **WAL-MART**  
“Motivating Employees through Effective Store Management”

Mar. 19  Lary Sinewitz, Executive Vice President, **BRANDSMART USA**  
“Growth Strategies in Retailing”

Mar. 26  Randy Reeves, Planner, Better Men’s Sportswear,  
**RICH’S/LAZARUS, GOLDSMITH’S -Macy’s**  
“Planning”

Apr.  2  Debbie Harvey, Director of Merchandise Buying, **RON JON SURF SHOPS**  
“Buying”

Apr.  9  Joe Harris, Director of Corporate HR, **MACY’S EAST**  
“Get, Keep and Grow – Human Resources in Retail”

Apr. 16  Robert Rider, Visual Merchandising, **BURDINES – Macy’s**  
“Visual Merchandising”

**Internships.**

The David F. Miller Center for Retailing Education and Research supports one of the largest internship programs in the United States. Over 105 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.

Students who participate in this program simultaneously register for an accompanying course that supplements what they are experiencing on their internship. Assignments challenge students to complete exercises on retail math; they learn to evaluate their internship and their performance in a progressive series of questionnaires; they are required to choose a research project to conduct during the last half of the internship. Students participating in the corporate internships are offered an education in the support side of the industry. Many are rotated throughout the headquarters to experience finance, human resources, marketing, buying and planning.
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.

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. Throughout the year, the SAB participated in many activities that promote the Center and participating retailers: SAB members attended focus groups of each participating retailer to assist in presenting the benefits of the internship and training programs. Some of the activities engaged in by the SAB were:

- Assistance in supporting recruiting efforts during the Career Showcase both in September and January.
- Gather, organize and create the resume book.
- Speak at student organizations including BACC and AMA to educate students about retailing careers and internships.
- Update website, photographs and text.
- Develop a new brochure about obtaining an internship
- Act as mentors to students pursuing internships
- Develop and execute all Center workshops throughout the year
- Write articles for the Retail Report.

The 2004 – 2005 Student Advisory Board Members include:

Elizabeth Annesy  Nordstrom
Stephanie Bass  Office Depot
Meredith Blalock  Bealls
Lisa Bowman  Sears
Dan Donovan  JCPenney
Lauren Earl  Nordstrom
Erica Ettinger  Nordstrom
<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
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<tbody>
<tr>
<td>Jessica Fandre</td>
<td>Famous Footwear</td>
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<tr>
<td>Amy Ferguson</td>
<td>Macy’s East</td>
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<tr>
<td>Crystal Hamilton</td>
<td>Bealls</td>
</tr>
<tr>
<td>May Huang</td>
<td>Nordstrom</td>
</tr>
<tr>
<td>Ashley Kirkman</td>
<td>City Furniture</td>
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<tr>
<td>Chris McDade</td>
<td>Sears</td>
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<tr>
<td>Michelle Meyer</td>
<td>Grapevine Group</td>
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<tr>
<td>Olubukola Olurinde</td>
<td>Nordstrom</td>
</tr>
<tr>
<td>John Pan</td>
<td>Sears</td>
</tr>
<tr>
<td>Kiran Patel</td>
<td>Walgreens</td>
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<tr>
<td>Staci Ploshnick</td>
<td>Burdines-Macy’s</td>
</tr>
<tr>
<td>Jerry Roman</td>
<td>City Furniture</td>
</tr>
<tr>
<td>Mohamed Salim</td>
<td>Wal-mart</td>
</tr>
<tr>
<td>Catherine Sands</td>
<td>Bealls</td>
</tr>
<tr>
<td>James Slaughter</td>
<td>Wal-mart</td>
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<tr>
<td>Bella Slavin</td>
<td>Famous Footwear</td>
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<tr>
<td>Beykin Sonmez</td>
<td>Walgreens</td>
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<tr>
<td>Adrienne Sorzano</td>
<td>JCPenney</td>
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<tr>
<td>Dorian Stermilli</td>
<td>Walgreens</td>
</tr>
<tr>
<td>Kira Sumner</td>
<td>Burdines-Macy’s</td>
</tr>
<tr>
<td>Jimmy Theoc</td>
<td>Save-A-Lot</td>
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**Student Scholarships**

**$2,500 Beall’s Scholarship**
Jay Perez
Interned with Bealls Corporate Headquarters, Bradenton, FL

**$1,000 Wal-Mart Scholarship**
James Slaughter
Interned with Wal-Mart Supercenter, Lake City, FL

**$2,000 Strategic Mindshare Consulting Scholarship**
Chastity Caminero
Interned with Burdines-Macy’s Corporate Headquarters, Miami, FL

**$2,500 JCPenney Scholarship**
Lisa Mills
Interned with JCPenney Corporate Headquarters, Plano, TX

Aimee Norsoph
Interned with JCPenney Corporate headquarters, Plano, TX

**$1,000 JCPenney Scholarship**
Leslie Semrau
Interned with JCPenney, Coral Springs, FL

Cliff Hudson
Interned with Save-A-Lot, Longwood, FL

Alana Nunez
Interned with Sears, Roebuck and Company, Orlando, FL

Kelli Koegel
Interned with Burdines-Macy’s, Boca Raton, FL

Tommy Buadaeng
Interned with Wal-Mart, Ft. Walton Beach, FL

**$1,000 Walgreens Scholarship**
Brittany Nicollri
Interned with Walgreens, Green Acres, FL

Lindsay Huston
Interned with Walgreens, Smyrna, GA

Meghan Tyson
Interned with Walgreens, Norfolk, VA

Shari Goldstein
Interned with Walgreens, Boca Raton, FL

Vincent Pileggi
Interned with Walgreens, Palm City, FL

**$1,500 Sears, Roebuck and Company Scholarship**
Krista Shepherd
Interned with Sears, Roebuck and Company, Vero Beach, FL

**Job Placement and Career Counseling.**

An important function 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.
New Edition of Retailing Management Textbook

The fifth edition of Professor Weitz’s best selling textbook on the principles of retailing has been published. The textbook, used by over 200 college and universities, is published by McGraw-Hill and features sponsors of the Miller Center for Retailing Education and Research. 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.

Student Resume Book.

The Resume Book (recently named The Grapevine Group Resume Book) was developed to offer students the opportunity to incorporate their resumes into one source to be presented to sponsoring retailers upon their arrival at the Career Showcase. Resumes are predominantly from the Warrington College of Business, but are not limited to this. Students involved are seeking work within the retailing industry and are able to provide a wide range of work and academic experience. The resume book is printed only once per semester yet updated weekly throughout the semester. Students who have obtained positions are deleted from the book and new students are featured. These updated
versions of the text are displayed on the Center’s website www.cba.ufl.edu/crer and can be accessed by sponsoring retailers by password only.

Alumni Advisory Board.

The Alumni Advisory Board consists of 65 (and counting!) individuals who worked with the Miller Center for Retailing as undergraduates and made significant contributions to the workings of the Center while they studied here at UF. Members understand the function of the Center, the University and the retail industry. Because of this special knowledge, members are contacted quarterly for their unique opinions on issues and ideas currently confronting the Center.

Best Practices for Recruiting UF Students.

The Miller Center has developed a Best Practices booklet to help guide sponsoring recruiters through the complex recruiting season here at the University. Best practices include the most productive ways of contacting students, negotiating Showcases, speaking in classes, interviewing, offering information sessions, participating in focus groups and internship programs. Special emphasis is placed on utilizing the resources of the Center

OUTREACH ACTIVITIES

2004 Retail Smarter Symposium

We had a wonderful line up of speakers for our 2004 Symposium. We hosted this year’s event at a new location – Disney’s Contemporary Resort in Orlando. We had over 400 participants at this year’s event and still hold the distinction as the largest Retail Conference hosted by a University.

Our scheduled speakers were as follows:

♦ Tim Adams, Chairman and CEO, Burdines – Macy’s
♦ Bill Moran, Founder, President and CEO, Save-A-Lot
♦ Jeffrey Rein, President and Chief Operating Officer, Walgreen Co.
♦ Jean Hoehn Zimmerman, Executive Vice President of Marketing and Sales, Chanel
♦ Claire Bramlet, Ph.D., Senior Vice President, Performance Consulting, Psychological Associates
♦ Douglas Koch, Senior Vice President Human Resources, Brown Shoe Company
♦ Sandra Diaz, Director, Multicultural Marketing, Sears, Roebuck and Co.
♦ Vicky Stennes, Vice President Inflight Experience, JetBlue Airways
♦ Al Meyers, Vice President, Business Development, Retail Forward, Inc.
♦ Martha Barletta, President, The TrendSight Group and Author, “Marketing To Women”
♦ Stan Clark, President and Founder, Eskimo Joe’s
Florida Retailer of The Year Presentation. Annually the Florida Retail Federation presents the Florida Retailer of Year at their Fall Board Meeting. The Florida Retail Federation presented their awards at our Symposium luncheon. The program was well received and plans are under way to schedule this event each year during our Symposium.

Welcome Bags. We provide each participant with a Retail Center canvas welcome bag. The welcome bags were distributed as each individual registered. Famous Footwear and Naturalizer, Divisions of Brown Shoe sponsored the Welcome Bag for our 2004 Symposium. Brown Shoe has also committed to design and sponsor our welcome bags for the next 4 years.

2005 Symposium.

Our Retailing Smarter Symposium for 2005 is scheduled for Thursday and Friday, June 23rd and 24th. Our Board meeting is scheduled for Wednesday, June 22nd. Next year’s event will be held at The Omni Orlando Resort at Champions Gate, a new hotel which plans to open in October 2004.

If you have recently seen a dynamic speaker who you would like to see at our Retail Symposium please let us know. We seem to have the best luck in securing speakers through contacts like yourself.

http://www.cba.ufl.edu/CRER/execEducation/symposium/Retailing.asp

Retail Navigator

The Center, in cooperation with Miller Zell produces a bimonthly newsletter entitled the “Retail Navigator”. Each issue will contain an interview with a retail executive, short articles by experts on issues facing retailers, and summaries of academic research on retailing problems. Recent newsletters have included the following articles:

♦ Interview with Bill Moran, Founder and Chief Executive Officer, Save-A-Lot
♦ Interview with Vanessa Castagna, Chairman and Chief Executive Officer, JCPenney Stores, Catalog and Internet and Executive Vice President, JC Penney Co., Inc.
♦ Interview with Jeffrey Rein, President and Chief Operating Officer, Walgreen Co.
♦ Fine Tuning a Retail Price, Dr. Robert Schindler, Associate Professor of Marketing, Rutgers University
♦ Just What the Doctor Ordered: Retail Management Lessons from the Mayo Clinic, Dr. Kathleen Seiders, Carroll School of Management, Boston College and Dr. Glenn B. Voss, North Carolina State University
♦ Lifestyle Centers, Michael Kercheval, President & CEO International Council of Shopping Centers
♦ Designing Retail Spaces for the Disabled, Melissa Kasnitz and Larry Paradis, Disability Rights Advocates
Copies of the Navigator may be found at:

http://www.cba.ufl.edu/CRER/Publications/pubs.asp

**Florida Retail Index**

In conjunction with the Florida Retail Federation, the Center continues to prepare a quarterly report on the outlook for Florida retailers. The report, based on a telephone survey of over 150 retailers with stores in Florida, basically applies the questions used to the University of Florida and University of Michigan Consumer Confidence Index to assess the expectations that Florida retailers have for the coming quarter. When the report is completed, a press conference is held for the Florida business press. The press coverage and articles about the report continue to grow.

Copies of the reports can be found at:

http://www.cba.ufl.edu/CRER/research/RetailIndex.asp

**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) and ICSC (International Council of Shopping Centers).

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 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 distribute the C/D at conferences as a marketing enhancement to our discussions and other collateral. The C/D is also sent to individuals inquiring about the Center and desiring further information.

**SUPPORT FOR CENTER ACTIVITIES**

**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, 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.

**Walgreens Names The Certificate In Retailing**

Walgreen’s created the “Walgreens Certificate In Retailing” with a significant and generous gift to the Retail Center.

Students associated with our retail program graduate with a wide range of majors including marketing, finance, management, and communications. However, we award a Certificate in Retailing to students who have successfully completed the following: 1) Introduction to Retailing Systems and Management Course with a grade of “B” or better, 2) Retail Seminar Class, 3) Principles of Management, Principles of Marketing, Business Finance, and Information Systems courses with a grade point average of “B” or better, and 4) Retail Management Internship course for two or more credit hours.

**The Grapevine Group Names the Student Resume Book**

The Grapevine Group created “The Grapevine Group Student Resume Book” with their generous gift to the Retail Center.
Students who are interested in a retail career submit their resume to the Retail Center. Each semester resumes are organized, bound and distributed to recruiters from our sponsoring companies. Our first Student Resume Book comprised of over 250 resumes and the overall feedback from recruiters was extremely positive.

Five New Sponsors


Executive Advisory Board

The David F. Miller Center for Retailing Education and Research attributes a large part of its success to its Executive Advisory Board members. The Board provides invaluable direction, advice and financial support. The Board meets twice a year and its members’ serve as lecturers, speakers and mentors.

William J. Alcorn, Sr. Vice President, Controller & CPO, JC Penney
Beth Angelo, General Merchandise Manager/VP, Body Shops of America
Robert Beall, Chairman and CEO, Beall's, Inc.
Robert Carter, Executive Vice President, CIO, Federal Express
Maxine Clark, Chief Executive Bear, Build-A-Bear Workshop
Cynthia Cohen, President, Strategic MindShare Consulting
Mary Beth Garcia, VP Business Development, Novations VMS - MOHR Learning
Jim Gary, Regional Vice President for Southeast Region, PETsMART
Ira Kaplan, Sr. VP & CFO, Claire’s Stores, Inc.
Judy Kelly, Divisional Vice President of Store Human Resources, Rich’s/Lazarus/Goldsmith’s – Macy’s
Michael P. Kercheval, President, International Council of Shopping Centers
Doug Koch, Senior Vice President, Human Resources, Brown Shoe Company
Keith Koenig, President, City Furniture
Michael Kratofil, Vice President Global Market Development, Sunbeam Products, Inc.
Larry Levine, Corporate Vice President, Operations, BrandsMart
Cory Lipoff, Executive Vice President, Principal, Hilco Merchant Resources, LLC
Richard A. McAllister, President, CEO, Florida Retail Federation
James McClain, Zone Recruiting & Retention Manager, Southeast Zone, BFS Retail & Commercial Operations, LLC
David Miller, Former Vice Chairman, JC Penney
Sandy Miller, CEO, Miller Zell, Inc.
Tracy Mullin, President, National Retail Federation
Bruce Nelson, CEO, Office Depot
Laura Phillips, Vice President, DMM for Grocery, Wal-Mart Stores, Inc.
Steven Keith Platt, Director, the Platt Retail Institute
Dave Pylipow, Sr. Vice President, HR, Save-A-Lot
Ann Ruppert, Sr. Vice President of Human Resources, Burdines – Macy’s
Ron Sacino, CEO, Sacino's Formalwear
Gary Salvatore, Vice President, Southeast Region, GM-FLS, Sears Roebuck & Co.
Phil Smith, Partner, KPMG LLP
Daniel J. Sweeney, Independent Consultant
Geevy Thomas, Executive Vice President, Regional Manager Southern States, Nordstrom
John Thomas, President, Pinch-A-Penny
Suzanne Travers, President/CEO, The Grapevine Group, Inc.
Diane Wiebler, Regional Manager for Southern Florida, Helzberg Diamonds
Bruce C. Zarkowsky, Vice President, Marketing, Walgreens