EXECUTIVE SUMMARY

The David F. Miller Center for Retailing Education and Research is located in the Marketing department of the Warrington College of Business. We are one of a few Retail Centers that are located in the College of Business. The number one deliverable of the Retail Center to the industry and retailers are the bright students we assist in placing as interns and/or within executive training programs.

Highlighted activities of our Retail Center during this past fiscal year – July 1, 2007 – June 30, 2008

- The Retail Center reached out to over 4,000 students
- 147 students placed in retail internships
- 36 retailers participated in the internship program
- 131 undergraduate students accepted positions in the retail industry
- 12 graduate and MBA students accepted positions in the retail industry
- 66% of the students accepted positions in store management; 26% in merchandise management; and 8% in corporate staff positions
- 50 students received The Walgreens Certificate in Retailing Leadership
- Over 500 students enrolled in the Introduction to Retail Systems and Management class
- Over 400 students enrolled in the Sears Holdings Seminar Series class
- Over 400 students enrolled in Center sponsored Workshops
- 3 students won retail competitions
- 234 participants attended the 2008 Retail Smarter Symposium
- 58 students attended the 2008 Retail Smarter Symposium
- 35 students belong to The Retail Society
- 24 students received scholarships from retailers
- $37,000 was awarded to scholarship winners
- 16 sponsoring companies participated in our annual Retail Day
- 65% of students taking careers with retailers are Business students
- 68% of interns are Business Students
- 4 new companies joined the Retail Center: AT&T Mobility, The Villages/Crossman & Company, Verizon Wireless and Wells Fargo Retail Finance
ABOUT THE CENTER

The major objectives of the Miller Center for Retailing Education and Research are to stimulate student interest in pursuing careers in retailing, prepare students for entry level management positions, provide continuing education opportunities for individuals currently in retailing, improve communications between retailers and academics so that academics are more familiar with problems facing retailers, and so that retailers can take advantage of new perspectives and insights arising in the academic community, and undertake research on retailing issues, opportunities, and problems.

The objectives are directed toward finding ways to increase retailing productivity and uncover effective strategies for dealing with heightened competition and rapidly changing conditions in retail markets.

The Retail Center undertakes a broad range of activities which are selected to meet the needs of a variety of retailers (international, national, regional, and local), including:

- developing educational programs in retailing for undergraduates
- stimulating student interest in retailing careers
- offering continuing education programs, hosting conferences, sponsoring workshops and seminars
- serving as an international resource center for retailing
- conducting research on issues of importance to the industry

The Center for Retailing Education and Research, located in the Warrington College of Business Administration and working within the University of Florida community strives to develop tomorrow's leaders by stimulating interest in retail careers, preparing students for entry-level management, providing continuing education opportunities, facilitating communications between retailers and academics, and researching retail issues and opportunities.

Quality, Quantity and Diversity of Students

The Warrington College of Business Administration at the University of Florida is an attractive campus for recruiting corporate retail management trainees. The quality, quantity, and diversity of students at the University of Florida are outstanding and the Center’s activities heighten the interest in retailing careers and research.

- The undergraduate business program is excellent as recognized by high rankings for the undergraduate program in general and even higher rankings for critical individual departments by *US News & World Report*. The Warrington College of Business Administration ranks #29 in *US News & World Report* 2007 Undergraduate Business Rankings.

- In addition to offering a BSBA degree, a large number of business students are enrolled in specialized degree program relevant to retail positions in supply chain management, MIS, real estate, loss prevention, finance, and accounting.

- Student interest in preparation for careers in retailing heightened by activities of the Miller Center for Retailing Education and Research. The Center’s activities touched over 4,000 students in 2007-2008.

- Extensive support is provided by the Center staff for sponsoring retailers recruiting at the University.
The University of Florida is one of the largest Universities in the world. It has an enrollment of over 50,000 students – 35,000 undergraduates with 4,000 students pursuing degrees in business administration. The 2008 freshman class at the University of Florida had an average SAT score of 1290 and a GPA of 4.1. Eighty percent of the students were in the top 10% of their high school graduation class. Twenty-one percent of the students at the University are minority students. Twenty-five percent of the Warrington College of Business students are of diverse background.

While the Warrington College of Business Administration ranks #29 in U.S. News & World Report 2007 Undergraduate Business Rankings, specialty areas of particular relevance to retailing are ranked in the Top 20 – Marketing – the department teaching retailing (#9), Real Estate (#12), Accounting (#12) and Finance (#14).

Quality of Academic Programs

In 1985, UF was admitted to the Association of American Universities (AAU), one of the most prestigious organizations in higher education. The AAU is made up of the top 60 universities in North America and the University of Florida is the only school in Florida that belongs.

Another indication of the quality of the academic programs is quality of the faculty. For example, the marketing department, the area in which retailing is taught, is a recognized leader in the discipline of marketing. The Marketing Department is ranked #9 overall and #7 among publics in the US News & World Report 2007 Undergraduate Specialty Rankings.

For over a decade, its faculty has ranked 7th among all private and public Universities in terms of research productivity and influence in the field. The faculty is known for conducting provocative, cutting-edge research that contributes both to the scientific understanding and practice of marketing. Its Ph.D. program has produced many leading researchers in the discipline – students that have taken faculty positions in business schools at Harvard, MIT, Wharton, University of Chicago, NYU, Washington University, University of Texas – Austin and Penn State.

Specialized Degree Programs Relevant to Retail Positions

In addition to offering a BSBA degree, over 600 business students are enrolled in specialized degree programs relevant to retail positions in supply chain management, MIS, real estate, loss prevention, finance and accounting. In most of these programs students matriculate for an additional year and receive both a BSBA and a Masters Degree. In addition to undergraduate with these majors, we have 80 students in the Master of Science in Decision and Information Sciences program (MIS and Supply Chain Management), 240 students in the Master of Accounting, 105 students in the Master of Arts in International Business program, 30 student in the Master of Science in Finance program, 100 students in the Master of Science in Management (Human Resource Management) program and 25 students in the Master of Science in Retail Estate program.
DEVELOPING RETAIL LEADERS

Due to the activities of the David F. Miller Center for Retailing Education and Research, the University of Florida is the largest provider of students taking summer internships and entry-level management training positions.

Students Accepting Retailing Management Trainee Positions

An important function of the Center is to introduce students to the retailing industry and to provide career counseling and support through coursework, and our “open door” policy for guidance and supervision. The Center accomplishes this through classes, workshops, executive forums, research opportunities, showcase participation and turnaround from the internship program to permanent trainee positions. Many of the sponsoring retailers report high retention rates for University of Florida graduates in comparison to other Universities.

Graduates accept positions in buying, merchandising, retail analyst, planning, store management, human resources, logistics, finance, marketing, IT and public relations. Of the 131 student entering executive management training positions during the 2007-2008 academic year, 66% of the students accepted positions in store management; 26% in merchandise management; and 8% in corporate staff positions with 30 different retailers. Due to the outreach activities of the center across the University, the students accepting management trainees positions had over 35 different majors (including microbiology and political science) but 65% percent of the students were from the Warrington College of Business Administration) majoring in Accounting, Finance, Marketing, Management, Economics, Business Administration and DIS.

Summer Internships

The Center manages the largest retail summer internship program in the world. These internships expose students to the exciting, challenging rewarding aspects of retail careers and teaches them to overcome negative myths about retailing. Store management internships teach students the basics of driving the retail business. They are often paired up with department managers to learn basic customer service and sales skills. They rotate through all departments of the store to practice operations and associates to increase sales. Students learn the flow of retail through replenishment and merchandising to attract the eye of the customer. Additionally, throughout the duration of the internship, students engage in company projects to develop programs or creatively resolve store challenges. The project results are presented to company executives who often accept results as part of protocol for the store. By summer’s end, interns take the responsibility of a manager by responding to calls, leading meetings, helping customers and growing sales. They work to master leadership skills, prioritize workload, coach associates and make daily managerial decisions.

Merchandise management interns work closely with buyers to predict the merchandise that will appeal to the market they serve and to monitor the flow of the supply chain. Typically, student interns analyze customer information and product trends. They learn to monitor planner spreadsheets to help build financial strategies for the following year. They are exposed to many buyers, planners and vendors throughout the internship to understand the processes of buying. Since interns are part of the merchandising team, they assist buyers in product development and selection. Often, buyers train interns to monitor turn of supply, replenish orders and release items to be shipped.

The Miller Center staff works with students throughout the summer through email contact and review of assignments. Staff visits retail interns during the summer for meetings and luncheons.
to discuss individual internships. With the support of the Center’s retail assignments, students are encouraged to experience more of retail by promoting research projects and fostering evaluations of personal progress. All interns are encouraged to attend the Annual Retailing Smarter Symposium in order to participate in real life encounters with the decision makers in the industry. While there, they participate in all Symposium presentations and partake in additional activities such as break-out groups where company functions help to familiarize students with the experiences of other interns. During the summer of 2008, 147 students participated in retail internships with 36 retailers. These internship positions were in store management (75%), buying, planning and product development as well as loss prevention, sales, marketing and finance. Students accepting internships had 25 different majors Philosophy, Psychology, Communications, Advertising, English, History, and Spanish. Sixty eight percent of interns are students majoring in business.

**Walgreens Certificate in Retailing Leadership**

Students are awarded the Walgreens Certificate in Retailing Leadership when they complete a retail internship, the Sears Holdings Seminar Series, the Introduction to Retailing Systems and Management, plus the four introductory courses for the Warrington College of Business Students: Marketing, Management, Finance and Computer Programming. The program allowed students a chance to be recognized for their dedication to the retail industry by Walgreen leaders while networking with others achieving the Certificate.

This elite group of students graduates from the Warrington College of Business Administration with careers in the industry. Fifty student leaders received the Certificate in the 2007-2008 calendar year.
STUDENT EDUCATIONAL PROGRAMS

Retailing Courses

Retailing Management Course
The Introduction to Retail Systems and Management course is an elective offering an intense overview of the retailing industry. Five sections were taught during the 2007-2008 academic year with over 500 students enrolled. 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, sourcing, buying, communications, pricing, store management, visual merchandising, and customer service. Lectures are supplemented with industry speakers, field trips, comparison shopping exercises and case studies.

Research Project Course
The David F. Miller Center for Retailing Education and Research offered the Retail Team Project course (MAR4933) for the first time ever this spring, to provide students with the opportunity of solving problems as they would in the real world. Through the course, taught by Dr. Hyunjoo Oh, students had hands-on experiences and practiced strategic decision-making in solving problems presented by retail clients. The sponsored projects were:

- "Future Retailing for Baby Boomers" - The Villages, Crossman & Company
- "Improving Body Central web/catalog performance" - Body Central
- "Explore who should be the target market and why and what should be channel strategies to grow?" - Naturalizer
- "How to curb unwanted turnover?" - Brown Shoe Company
- "How to bring gas pumpers into stores?" - HESS Corporation

The sponsoring companies generously supported the course by providing project problems, along with designated contact persons for students. Consulting with each client, student teams designed and executed all phases of the project. By working closely with the clients, students gained practical insights into actual business operations while performing problem identification, exploration for opportunities, data collection and strategy development. Through the course, students learned a lot about retailing and what it takes to be successful. One team saw some of their ideas implemented days after providing recommendations to executives. A student commented, "What I learned of the inner workings of a successful retail company will prepare me for what is to come!"

This course will be offered every spring semester. We are accepting applications from companies who want to conduct a project with our top students (contact info: Hyunjoo.oh@cba.ufl.edu).

Sears Holdings Seminar Series
The Sears Holdings Retailing Management Seminar Series is a course for students interested in learning more about the industry in a seminar forum. Each Friday, the course presents a different retailer talking to students about a different issue in the retailing industry. Topics can range from Management to Expansion to Branding. Since the industry and the economy changes rapidly, the course changes as well. Often times, retailers ask to present new findings with their research to students and ask for participation in development of their future programs. The Sears Seminar course attracts students from all majors in all colleges. Course evaluations reveal that students are energized by the content of the course as they realize they “can apply their major to the industry”. Many students have started their lifelong commitment to retailing after taking this
course. The course is followed by a luncheon limited to 12-14 students. During the lunch, students have the opportunity to share ideas with the visiting executive. It is not uncommon for students to ask for career guidance from the experience of the speaker.

**Fall 2007 Class presented the following speakers and topics:**

Ernesto Valderrama, Director of Stores, **SEARS HOLDINGS**, “Motivating the Team”

Ashley Petzhold, Group Operations Leader and Vic Casserta, Group VP, Florida, **TARGET**, “Creating a Positive Store Experience?”

Steve Knopik, CEO, **BEALLS**, “Shopping on the Internet”

Brian Linstrom, Director of Compensation Design **PAYLESS SHOESOURCE**, “Developing a Strategy for Success”

Josh Bergman, Buyer Men’s Updated Collections, **MACYS SOUTH**, “Becoming a Buyer”

Truman Hyde, Director of Human Resources, **TIRES PLUS TOTAL CAR CARE**, “Get, Keep and Grow: Human Resources in the Retail Arena”

Marci Ranger, Vice President Wholesale Marketing, **BROWN SHOE**, “Marketing in the Retail Sector”

David Staels, Director of HR Business Partners, **JCPENNEY**, “The History and Future of Department Stores”

Jim Lewis, President and CEO, **ENHANCED RETAIL SOLUTIONS**, “Supplier and Buyer Relations”

Gene Lunger, Vice President, **ASHLEY HOMESTORES, CITY FURNITURE**, “A Direct Sales Approach to Retail”

Bill Raetz, Store Manager, **BELKS**, “A Competitive Advantage through Excellent Customer Service”

Lary Sinewitz, Executive Vice President, **BRANDSMART USA**, “Advertising in Retail”

**Spring 2008 class presented the following speakers and topics:**

Mike Sablowski, Vice President and GMM for Men’s, **KMART**, “The New Sears Holdings Culture – Our Pace”

Gary Michniewicz, Regional Director West Florida Region, **HESS**, “Convenience Retailing”

Ken Murphy, Director of Training and Recruiting, **MATTRESS FIRM**, “Personal Selling”

Mark Goodwin, Executive Vice president and Chief Operating Officer, **SAVE-A-LOT**, “Brands: Exclusive Brands at Save-A-Lot”

***Store Tour*** Jeff Ouillette, Store Manager, **DILLARDS**, “Merchandising Stores for Optimal Sales”

David Penrod, Chairman, **BELK**, “The Staying Power of Department Stores”
Jessica Eberly, College Relations Recruiter, DICKS SPORTING GOODS, “Maintaining a Company Culture through Rapid Growth”

Michael Kratofil, Vice President Global Marketing and Development, JARDEN, “The Global Market Place”

Clement Bottino, Director of Human Resources, Retail, ADVANCE AUTO PARTS, “Offering Great Customer Service”

Terry Goods, College Relations Director Associate Recruitment of Diversity Inclusion, JCPENNEY

Paul Barney, Senior Software and Consulting Leader, SAP AMERICAS, “Information Careers are Not Overseas!”

Student Competitions

Undergrad Takes 1st Place in International Charrette
Sylvia Borek, one of Warrington's top students, recently won first place in the 2nd Annual ACRA (American Collegiate Retailing Association) Charrette hosted by Ted Rogers School of Management-Ryerson University in Toronto, Canada. A Charrette (a real-world case business competition) is an intense, interdisciplinary activity in which student teams solve a complex problem for a business organization. The retail client was Maple Leaf Sports and Entertainment Ltd (MLSE). The students' challenge was to develop a marketing plan and design a retail environment to optimize the opportunities that Maple Leaf Square (MLSQ) and the consumer products division of MLSQ provides. MLSQ is a $350 million multi-use development project scheduled to open in 2010. As retail consultants, team members, comprised of diverse disciplines with specific expertise-finance, marketing, fashion, communications, and interior design-worked together analyzing and developing business/design recommendations within 72 hours, and presented their solution to a panel of industry judges. Her team's winning presentation can be viewed at: http://www.acraretail.org/documents/charrette/2008/ACRACharrette08_TeamRed_1st.pdf. “The 2008 Charrette was one of the most rewarding experiences I have had while in college,” Sylvia says. “Not only did I get a lot of hands on experience, but I also got to listen to and meet some of the highest ranked professionals in their fields.” The 2009 Charrette will be hosted by the David F. Miller Center for Retailing Education and Research at the University of Florida. We’re presently looking for the project company that teams will challenge as well as sponsors during the event. Please contact hyunjoo.oh@cba.ufl.edu for any inquiries.

Undergrad Takes 1st Place in the American Express Foundation/Retail Federation Competition
Samantha Weaver, a business student won first place in the Retail Challenge, a contest hosted by American Express Foundation and the National Retail Federation.

Samantha joined five students from various universities across the country who were challenged to design, brand, market and advertise, place and price a line of herbicides, fungicides and fertilizers for trees, shrubs, plants and flowers that are eco-friendly.

Samantha and her team were flown to New York City to present their winning project at NRF’s Big Show.

Undergrad Takes 2nd Place in Student Retail Analysis Competition
Joshua Early, a senior business student, won second place in the third annual ACRA Undergraduate Student Retail Analysis Competition. The Rocky Mountain Chocolate Factory Company sponsored the competition by providing valuable company data and resources.
Students competed by selecting a new site for a Rocky Mountain Chocolate Factory franchise store and by developing a business plan to support their site selection. Students used a GIS tool, SimplyMap, provided by Geographic Research, and other analytical tools to support their site selection decision for the competition. His winning paper can be found at http://www.acraretail.org/studentcompetition.html

Panel Discussion at the Annual National Retail Federation Convention

The David F. Miller Center for Retailing Education and Research hosted a panel discussion at the 97th National Retail Federation Annual Convention. The session met on Sunday, January 13th, 2008 at the Jacob Javits Convention Center in New York City. The title “Developing Tomorrow’s Retail Leaders” revealed recent research findings from the Retail Center regarding student career decisions and various programs retailers have in place to attract and retain their talent.

Dr. Barton Weitz, Executive Director of the David F. Miller Center for Retailing Education and Research shared the benchmark study completed at the University of Florida referencing the importance of job characteristics in student’s career decisions. Lynne Bartusek, Vice President, Director of Associate Recruitment, Inclusion and Diversity, JCPenney Company, Inc revealed JCPenney’s perspective of Employee Branding and the positive impact it has had with recruiting campus talent. Jeff Sullivan, Vice President, Talent Management and Organizational Development, Brown Shoe Company outlined their 7 year Accelerated Career Track Program encompassing a specific career path which includes obtaining a MBA from the University of Florida. Sherry Hollock, Divisional Vice President of Talent and Organization Development, Macy’s Inc. profiled the mission of their Leadership Institute – building leadership capability and strengthen organizational culture to meet Macy’s strategic and business objectives. David Goods, Director of Retail Human Resources, Hess Corporation shared their Retail Professional Development Program and how it is creating and developing future leadership within his organization.
STIMULATING INTEREST IN RETAILING CAREERS

Workshops

The Center sponsors workshops attracting over 400 students during the year. Workshops are organized by the Center, but are taught by representatives from our sponsoring companies.

Workshop Topics:

- **Backpack to Briefcase** – offers students a way to prepare for moving from student life to career life. Tips are offered to assist grads in organization, time management and attire.

- **Career Opportunities in Retailing** – This comprehensive workshop covers the type of retail institutions, career opportunities from management to buying and characteristics of a successful retailer.

- **Dress for Success** – This entertaining workshop demonstrates everything from what is expected during business interviews to business dinners and “casual Fridays”. Live models exhibit apparel from participating retailers and interact with students on questions of style, fashion and price.

- **How to Interview** – This workshop helps students to organize their thoughts to prepare for interviews. Careful explanation of career research, interview conduct, parts of the interview and reasons for rejection. Additionally, the workshops offers a mock interview for students to observe and discuss.

- **Resume Writing** – Offers suggestions on development of work experience, wording and what is expected on a resume.

- **Leadership** – This workshop talks about what sets college grad leaders apart from college grads. Fun interaction with speakers to motivate growth to fulfill what is needed in the retailing industry.

- **Communication Skills in Business** – This workshop helps students to understand how to listen then communicate effectively. Information in this workshop is valuable to all students considering a career in retailing.

Retail Society

The primary purpose of The Retail Society of the University of Florida is to develop a strong networking system for students who are interested in seeking internships and careers in retailing. These goals are achieved by providing students with access to knowledgeable and experienced students and with presentations to allow retailers to discuss their opportunities and companies. Corporate speakers will also assist in highlighting the potential for successful careers for students through workshops, tours and guidance. This organization is not for profit. Membership is open to all majors in all colleges.

The Retail Society participates in several activities in conjunction with the Miller Center for Retailing. In addition to workshops and communication with different retailers, the Society
provides retail internship panels which allow students who have completed the process to assist those who are interested and have any questions. Resume and interview assistance is also available to help in the process of internship and job searches.

This year, the Retail Society visited the Hess Express Convenience stores in the Orlando market to better understand what convenience retailing is and how Hess is part of its evolution. Students travelled by bus to learn tracking sales for the store manager plus how he re-works his plan each day to stay ahead of competition. They were exposed to merchandising and store set-up. Hess helped students to see the McLane Distribution Center to witness forklifts, carts and speedy movement of a busy operation. Students could understand the need for rapid restocking as part of the excellent customer service Hess provides.

Additionally, John Crossman of Crossman and Company and the ICSC supported the Retail Society members to visit The Villages, a community of over 70,000 happy retirees to talk about an amazing side retailing in this successful environment. The trip helped students to learn about this groundbreaking community and erased some common misconceptions about the aging Boomers.

The Retail Society participated in community service as well. This year, the Society was awarded Service Project of the Year at the 3rd Annual Undergraduate Awards Ceremony on April 15, 2008. Retail Society President, Michelle Rossi, accepted the award on behalf of the organization. This award marks the first for The Retail Society since they were founded in 2006. The service project, which took place during the Fall semester, was titled "Build-A-Bear, Make a Smile." Build-A-Bear Workshops donated bears to the Society and a bear-making party took place in November. In December, a group of students travelled to Shands Hospital to bring some smiles and cheer to the children of the Pediatric ICU in the Congenital Heart Center. With the help of Build-A-Bear, this project will continue in future semesters to come and allow The Retail Society to reach out to other children around the University of Florida community.

There are thirty-five participants for the 2007-2008 year and the officers are:

Michelle Rossi, President
Kelli Coogan, Vice President
Jacquelyn Squillante, Secretary
Brittany McLaughlin, Historian
Skye O'Shaunnessy, Public Relations Chair
Jennifer Williams, Community Service

**Retail Day**

The Miller continues to offer Retail Day in the Emerson Courtyard of the Warrington College of Business. Representatives from many retailers participated sharing information about career and internship opportunities in the retail industry available to UF students. The purpose is to enhance the exposure students have to industry representatives as well as to offer another forum for retailers to present to students. Retailers agreed that the event helped in the outreach of retail career information to students who did not attend the Showcase and students felt it was another
opportunity to speak to recruiters in a stress-free environment. Sixteen companies participated in this event for January 2008.

2007-2008 Scholarships

Thirty seven thousand dollars covered 24 scholarships that were distributed at the Executive Board Dinner in October 2007. Mr. Daniel Ramos was awarded the Kathleen Brown Outstanding Retail Student of the Year. Cynthia Cohen, President of Strategic Mindshare Consulting awarded $2,000 to a leading female business student as Ms. Cohen works to promote relationships with female leaders choosing careers in business. Mr. Cory Lipoff, Vice President, Principal of Hilco Merchant created a $2,500 scholarship awarded to the student who develops the best creative answer to a current retail problem.

$3,000 2007 Kathleen Brown Outstanding Retail Student of the Year
Awarded to: Daniel Ramos, Economics
Interned with Macy's Miami, FL and Dillards, Miami, FL

$2,500 Beall’s Scholarship
Awarded to: Juanique Chadinha, Business Management
Interned with Beall's, Stuart, FL

$2,500 Bill & Patti Alcorn Scholarship
Awarded to: John Disselkoen, Finance
Interned with Belk, Gainesville, FL

Awarded to: Randy Lebowitz, Management
Interned with Macy's, Aventura, FL

$2,500 JCPenney Scholarship
Awarded to: Michael Giudice, Marketing
Interned with JCPenney, Gainesville, FL

Awarded to: Dolly Santana, Mass Communications/Marketing
Interned with JCPenney, Plano, TX

$2,500 Hilco Merchant Resources, LLC Scholarship
Awarded to: Jessica Robinson
Interned with Wal-Mart, Gainesville, FL

$1,000 JCPenney Scholarship
Awarded to: James Ansell, Business Management
Interned with Hess Corporation, Tampa, FL

Awarded to: Ainslie Benoit, Business Administration
Interned with JCPenney, Altamonte Springs, FL

Awarded to: Meghan Lamberth, Marketing
Interned with JCPenney, Plano, TX

Awarded to: Melissa Samowitz, Business Marketing
Interned with Mattress Firm, Tampa, FL

Awarded to: Christina Waxlax, Sociology
Interned with JCPenney, Plano, TX
$2,000 Strategic MindShare Consulting Scholarship
Awarded to: Leilani Vasquez, Sociology
Interned with Target, Miami, FL

$2,000 PetSmart Scholarship
Awarded to: Joshua Webb, Marketing, Mass Communications
Interned with PetSmart, Gainesville, FL

$1,000 Dillard's Scholarship
Awarded to: Lisa Kvaternik, Management
Interned with Dillard's, Brandon, FL

Awarded to: Amanda Neiman, Marketing
Interned with Dillard's, St. Petersburg, FL

Awarded to: Erica Oretsky, Advertising/Management
Interned with Dillard's, Sanford, FL

$1,000 The Walgreen Company Scholarship
Awarded to: Amanda Gavitt, Marketing
Interned with Walgreens, Gainesville, FL

Awarded to: Pulkit Sang, Management
Interned with Walgreens, Ft. Lauderdale, FL

Awarded to: Amanda Wheeler, Marketing
Interned with Walgreens, Wellington, FL

1,000 Sears Holdings Scholarship
Awarded to: Brittani Cunningham, Management
Interned with Sears, Gainesville, FL

Awarded to: Jennifer Jackson, Management
Interned with Sears, Winter Park, FL

1,000 Build-A-Bear Workshop Scholarship
Awarded to: Tanquyen Nguyen, Finance
Interned with Build-A-Bear Workshop, Gainesville, FL

1,000 International Council of Shopping Centers Scholarship
Awarded to: Sloan Stuart, Finance
Interned with Brown Shoe, St. Louis, MO
YMA Offers Scholarship to Two Business Students
The Young Menswear Association, or YMA supports individual scholars studying for careers in apparel and textile disciplines beyond men's wear. The organization received a $1 million bequest from the Estate of Geoffrey Beene. In 2007, YMAFSF announced that The Geoffrey Beene Foundation would contribute an additional $2 million over the next five years including Geoffrey Beene National Scholarship Awards of $25,000 to be awarded annually to four outstanding scholars. [Due to this generosity,] the name of YMAFSF’s annual fundraising dinner in New York was changed to The YMA Geoffrey Beene Scholarship Dinner. This generous program is envisioned to support academic success of commendable students. This year, two Gators won $5000 scholarships and will be supported into the next generation of fashion industry leaders!

YMA Scholarship Winners
Awarded to: Gina Lewis
Major: Finance/Mass Communication
Awarded to Keri Waldron
Major: Business Administration
EXECUTIVE EDUCATION PROGRAMS

Retailing Smarter Symposium

Each year the Miller Center offers an executive continuing education symposium specifically designed for retailers. Senior retail executives from leading firms are assembled to focus on topics of strategic importance to retailers. The executives share information and new ideas that are working to keep their organization ahead of their competition.

In addition to over 175 retail executives and retail educators, the Miller Center invited 58 students who are involved in summer retail internships to participate in the 2008 Retailing Smarter Symposium.

*The speakers for the 2008 event included:*

**Scott Edmonds**  
President, CEO & Chairman of the Board  
Chico's FAS

**Jill Griffin**  
Author  
"Customer Loyalty: How to Earn It, How to Keep It"

**Richard Hollinger**  
Professor, Department of Criminology, Law and Society  
University of Florida

**Richard Lawlor**  
Vice President Retail Sales & Marketing,  
Hess Corporation

**Chuck Rubin**  
President, North American Retail  
Office Depot

**Suzanne Shelton**  
President and CEO  
The Shelton Group

**Dan Stanek**  
Executive Vice President  
TNS Retail Forward

**Don Whetstone**  
Sr. Director, Merchandising Strategy & Development  
Walgreens

**John Worthington**  
Senior Executive Vice President  
Kohl's Department Stores
Retailer of the Year Award for Leadership
The Florida Retail Federation announces the winners of several awards during the symposium. The Retailer of the Year Award for Leadership pays tribute to a few of the many exceptional Florida retailers who effectively blend sound business practices with demonstrated commitment to their communities, customers, employees and the retail industry as a whole.

Congratulations to the 2008 Royal Recipients:

**Adele Aletti**
Gone Bonkers!
New Smyrna Beach, Florida

**John E. Shepard**
Carpet One Floor & Home
Panama City, Florida

**W.R. “Sandy” Fortin**
S&J Sports dba Play It Again Sports
Lakeland, Florida

International Relationships and Programs
The Miller Center has developed working relationships with Tsinghua University in China and Sao Paulo University in Brazil. In addition to university relations, the Center has partnered with the Indian Institute of Retail Training and Tugo Furniture Company in Venezuela and Columbia.

**Study Tour for Modern Plaza**
The David F. Miller Center for Retailing Education and Research organized a 3 day tour of New York City with 15 retail executives from Beijing, China. The executives work for Modern Plaza, an upscale department store featuring commodity sales, integrating catering, entertainment and business apartments.

The relationship initiated 2 years ago with a US visit by 2 Professors from Tsinghua University’s retail center in Beijing, China. Dr. Wang Gao and Dr. Fei Li spent several days visiting The University of Florida and spending time with professors, PHD students and administration of the Retail Center and Marketing Department. Both Dr. Gao and Dr. Li returned to the University a year later to collaborate with the Center for Retailing Education and Research on a US retail tour. In October 2007, Dr. Bart Weitz went to Beijing, China. Dr. Gao and Dr. Li provided Bart with several retail store tours, a tour of Tsinghua University and historic site seeing.

Dr. Bart Weitz and JCPenney Director, Betsy Trobaugh organized the tour and accompanied the group. University of Florida marketing professor Dr. Jinhong Xie also joined the group to present research she is currently involved in and to assist with translation.

Department store tours included: Saks Fifth Avenue and Macy’s Herald Square. The International Council of Shopping Centers offered space in their leadership conference room for presentations from Dr. Bart Weitz and Dr. Jinhong Xie. Also involved was IBM who organized a bus to pick up the attendees in New Jersey to provide a midtown Manhattan tour of The Container Store, Apple, Nike Town, and Nokia.

**Curriculum Development for Indian Institute of Retail Training**
The Miller Center for Retailing Education and Research (CRER) is partnering with the Indian Institute of Retail Training (IIRT) and assist IIRT in becoming become the leading retail training institute in India. Dr. Steven Kirn, the Center’s Executive Education Director and Dr Barton Weitz,
Executive Director CRER developed a comprehensive curriculum for three programs offered by IIRT.

- **Certificate for Leadership in Retail Sales** - This is an 11 day program. The objective of the program is to prepare young students for entry level jobs as sales executives in the Indian retail industry. The program is designed to develop general knowledge about what a retailer does, customer shopping behavior, develop skills and attitudes needed to work effectively as a store employee providing customer service and making sales, and build self-confidence, personal presentation and communication skills.

- **Certificate for Leadership in Retail Operations** - This is a 3 month program including 4 weeks of paid internship. The objective of the program is to prepare young students for entry level jobs as sales and merchandising associates in the Indian retail industry. The program is designed to develop general knowledge about what a retailer does and decisions made and customer shopping behaviors and develop skills and attitudes needed to work effectively as a store employee providing customer service, effective merchandise presentation, preventing inventory shrinkage, and making sales.

- **Advanced Certificate for Leadership in Retail Management** - This is a 5 month program including 6 weeks of internship. The objective of the program is to prepare college graduates for entry level management jobs in the Indian retail industry. This program is designed to develop knowledge about general business management and unique aspects of the retail environment; practical skills needed to effectively manage a profitable retail operation; and build personal and team leadership capability.

**Executive Education for Tugo Furniture**

International interest also comes from Tugo Furniture, a retail chain in Venezuela and Colombia, with further expansion plans in Peru. CRER is offering a new, six-day program in Visual Merchandising for Tugo managers this fall in Orlando. Other inquiries about UF’s programs have come from as far away as Viet Nam. Clearly, the Center’s name and reputation are gaining global attention.
RESEARCH ACTIVITIES

Retail Textbook

Dr. Barton Weitz is the co-author of the most widely used textbook on retail management. The seventh edition of this textbook, published by McGraw-Hill, is used by over 75,000 students during this three year publication cycle and has been translated in Chinese, Spanish and Portuguese. The text examines key strategic issues with an emphasis on the financial considerations of merchandising and store management. It examines issues confronting a broad spectrum of retailers who sell merchandise or services. www.mhhe.com/levy7e.

Research Projects

Some research projects that the Center staff and colleagues are working on are:

- International diversification and financial performance – examines the effects of entering international markets on a retailer’s financial performance and how these effects are moderated by the nature of the countries entered.

- Characteristics of an effective internship – identifies the factors of an internship experience that results in students having a favorable attitude toward the company and a career in retailing.

- Identifying high potential employees – examines characteristics of retail trainees that lead to high performance and commitment to the organization.

- A longitudinal study of retail talent early career development - examines the effectiveness of management training programs that build commitment toward a retail firm and toward a retail career.

- Team-incentive program – examines factors contributing to the effectiveness of a team-based incentive program.

- Lighting conditions in fitting rooms – examines how lighting conditions influence the fitting room experience and buying decisions.

- Furniture shopping in virtual shopping environments – examines whether the effectiveness of virtual shopping environment for furniture shopping differs by individual characteristics in visual information processing styles.

- Country-of-origin and brand perceptions – examines how country-of-origin operates in various countries across different product categories (convenience products, shopping goods and specialty/luxury products).

Forum on Developing Tomorrow’s Retail Leaders at the NRF Convention

The David F. Miller Center for Retailing Education and Research created the forum on “Developing Tomorrow’s Retail Leaders” at the National Retail Federation (NRF)’s 97th Annual Convention & Expo, January 13-16, 2008.

The forum started with Dr. Barton Weitz. He debriefed the findings of the Retail Talent Benchmark Study that the Center conducted with sponsorship from NRF Foundation and the
National Association of Colleges and Employers (NACE). A total of 48 retailers participated in the benchmark study that surveyed the characteristics of effective retail talent development programs. He presented the findings. For instance, job responsibility, which was measured as revenues that the employee after the training program is responsible for and the number of employees he or she supervise, reduces voluntary turnover. Also he compared what Y Generation thinks important in the job choice decision with what retailers use in selection processes on the basis of studies conducted on business students at the University of Florida. For Generational Y, whom is considered to have different work values, goals, and behaviors than preceding generations, salary after five years and clear career goals/paths were far more important than starting salary, indicating that students have a longer-term perspective than most of employers think they do.

The presentation of the benchmark study was followed by panel discussions. Speakers were HR heads of retailers well-known for their best practices in talent management: Lynne A. Bartusek, VP, Director of Associate Recruitment, JC Penney Corporation, Sheri Hollack, Divisional VP of Organization Development, Macy’s, Jeff Sullivan, VP, Executive Development, Brown Shoe Company, David Goods, Director of Retail Human Resources, Hess Corporation. Dr. Bart Weitz, Executive Director, moderated panel discussions. These experts in talent management openly shared their latest strategies and best practices and provided the packed audience of interested retailers with the practical insight on how to build HR programs that effectively attract, develop, and maintain retail talent.

There was agreement between the findings from the benchmark study and HR best practices in the retail industry. Agreeing to what students think, Brown Shoe Company’s program was geared for developing future leaders by educating and investing in talented college graduates. Jeff Sullivan shared Brown Shoe Company’s Accelerated Career Track (ACT) program, through which candidates receive MBA education and experience built for company needs, and a salary of $100,000 as a director upon the completion of the 7 year program.

Lynne A. Bartusek from JC Penney emphasized the importance of strong involvement by leadership to develop future retail leaders. JC Penney has provided opportunities for interns and management trainees to interact with different executive board members to help them to connect to the overall big picture and envision the career paths.

Sheri Hollack from Macy’s underscored the role of ongoing training and commitment to leadership development programs promoting self-sufficiency as the core of Macy’s to grow in the competitive environments. She emphasized that having the best people and creating the best environment for them is key to everything because these employees will drive best shopping experiences and best financial results.

Finally, David Goods shared how Hess Corporation’s new 18 month professional development program changed the challenging old idea of “HESS” as “Holidays, Evenings, Saturdays, and Sundays” and opened young college graduates to the lucrative possibilities of becoming marketing representatives and beyond.

Speakers all agreed that attracting and developing future retail leaders start with strong partnerships with Universities because companies better understand the needs of Generation Y employees and develop HR practices adapting to the needs of this cohort. The Center also deeply appreciates all the support of partnering companies and trusting bonds that were built over many years. This forum was so well taken by attending retailers and was featured as the cover story in Stores newspaper circulated during the NRF Convention period.

For more information on “the Retail Talent Benchmark Study” or “the Study of Y Generation’s Career Choice Decisions”, please visit http://www.cba.ufl.edu/mkt/retailcenter/research/index.asp or contact Hyunjoo Oh, Research Director at 352-273-3291 or email Hyunjoo.oh@cba.ufl.edu.
Levy-Weitz Retail Doctoral Dissertation Award

The Miller Center for Retailing Education and Research at the University of Florida and the American Marketing Association Retailing Special Interest Group sponsored the 2007 Levy and Weitz competition for the best doctoral dissertation proposals on retailing. This was the third year of the annual award. The objective of the award is to stimulate doctoral students to investigate retailing issues and problems. Proposals are judged on importance and potential contribution of the subject to retailing; quality of conceptual development; feasibility and appropriateness of methodology; and creativity. Judges will include retail academics and practitioners. The winners of the 2007-2008 competition were:

Denish Shah – University of Connecticut
“Marketing & Stocking Considerations to Enhance Retailer Sales”

Kelly Goldsmith – Yale University
“The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products”

Astrid Keel – Emory University
“The Impact of Relative Shelf Placement on SKU Sales and Share”
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We thank all of our sponsors who financially support our Center’s activities. We currently work with over 46 retailers, vendors and retail organizations.

The David F. Miller Center for Retailing Education and Research receives no fund from the University or state of Florida. The Center relies on corporate and individual financial support to provide industry services. The Miller Center is grateful for the permanent support provided by University of Florida endowments that generate and secure funding for center programs and activities.


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If you would like to make a financial contribution to the David F. Miller Center for Retailing Education and Research, please contact:

Betsy Trobaugh  
JCPenney Director  
Miller Center for Retailing Education & Research  
Warrington College of Business Administration  
University of Florida  
200 Bryan Hall, PO Box 117153  
Gainesville FL 32611-7153  
352-273-3292