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, 2008– June 30, 2009

- Even though the retail industry was adversely affected by the economic downturn, 116 UF undergraduates and 18 graduate students entered management trainee programs with 33 retailers. The number of students entering management training programs was down 11.5% from the preceding year.
- 108 UF students had summer internships with 32 retailers during 2008.
- In the retail projects course, four student teams did consulting projects for a supermarket chain.
- The Center reached out to over 4,000 UF students during the year. Over 500 students took retail classes and over 400 enrolled in the weekly Sears seminar series.
- 43 students received the Walgreens Certificate in Retailing Leadership.

- Workshops on Backpack to Briefcase, Retail Career Opportunities, Dress for Success, Conquering the Behavioral Interviews, Marketing Yourself to a Retailer, and Leadership were attended by over 450 students.

- The Center awarded almost $40,000 in scholarships to outstanding UF students interested in retailing careers.

- Seven new companies joined the Retail Center; PRG Schultz, Toys"R"Us, AchieveGlobal, Best Buy, Target, Winn-Dixie, Blue Cross Blue Shield of Florida.

- 233 retail executives, retail educators and students attended our 18th annual Retail Smarter Symposium. Featured speakers included: Tony Hsieh, CEO, Zappos.com; Michael Boylson, Executive Vice President and Chief Marketing Officer, JCPenney Corporation, Inc; Toni Kozia, Vice President, Product Development.

- The Florida Retail Federation announced the winners of the Retailer of the Year awards during the Symposium luncheon. Winners included: Pies & Plates, Floor City and Baya Pharmacy.

- 15 students spent Spring vacation on a retail field trip to New York City. The trip involved visits to Saks Fifth Avenue, Macy’s Herald Square, Brown Shoe, International Council of Shopping Centers, Juicy Couture and Anne Klein.
• The U.S. Department of Education awarded a $200,000 two-year grant to the Center. The grant involves educating UF students on international retailing issues.

• The Center hosted the 3rd ACRA Design Charrette. Students from UF and 12 other Universities in the U.S. and Canada competed on teams to design a prototype store for a specialty retailer.
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 #30 in US News & World Report 2009 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 2008-2009.

- 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. Eighty-five percent of the 2009 freshman class at the University of Florida exceeded a 4.0 GPA and 87% exceeded a SAT score of 2100. 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 #18 in U.S. News & World Report 2009 Undergraduate Business Rankings, specialty areas of particular relevance to retailing are ranked in the Top 20 – Marketing – the department teaching retailing (#6), Real Estate (#4), Accounting (#11) and Finance (#11).

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 over a decade, the 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 130 students in the Master of Science in Decision and Information Sciences program (MIS and Supply Chain Management), 230 students in the Master of Accounting, 140 students in the Master of Arts in International Business program, 30 student in the Master of Science in Finance program, 160 students in the Master of Science in Management (Human Resource Management) program and 31 students in the Master of Science in Real Estate program. During the 2008/2009 fiscal year, 18 graduate students accepted positions with 10 retailers.
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 116 students entering executive management training positions during the 2008-2009 academic year, 79% of the students accepted positions in store management; 13% in merchandise management; and the remainder in corporate staff positions with 33 different retailers. Due to the outreach activities of the center across the University, the students accepting management trainees positions had 33 different majors (including microbiology and political science) but 83% percent of the students were from the Warrington College of Business Administration) majoring in Finance, Marketing, Management, Economics, Business Administration and Information Systems and Operations Management. The number of students entering management training programs was down 11.5% from the preceding year.

Summer Internships

The Center manages a large retail summer internship program. Internships expose students to the exciting, challenging and 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. Students 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 work with 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, phone calls, personalized visits and review of assignments. Staff visits retail interns during the summer for meetings and luncheons to discuss retailing and the 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 2009, 108 students participated in retail internships with 32 retailers. Sixty-three percent of interns are Business Students. These internship positions were in store management (79%), buying, planning and product development as well as loss prevention, sales, marketing and finance. Students accepting internships had 28 different majors Philosophy, Psychology, Communications, Advertising, English, History, and Spanish. Eighty three 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. Forty three student leaders received the Certificate in the 2008-2009 calendar year.
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 2008-2009 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
This course offers opportunities for working on real retail/marketing programs as interacting retail clients. The course is designed for students who want to have practical but insightful experiences in retail/marketing. Throughout the course, students conduct market research and have hands-on experience in approaching real retail problems and coming up with solutions that will be used by sponsoring retail clients. By working closely with the retail client, students gain practical insight into actual retail business operations while performing problem identification, exploring opportunities, collecting data and developing strategy. This year’s retail client was Sweetbay Supermarket.

Sweetbay Supermarket is a chain of supermarkets located entirely in Florida. As of July 2008, there were 107 Sweetbay stores in operation. The company is headquartered in Tampa, Fla., and is a part of the Delhaize Group (Belgium-based). In January ’04, Sweetbay Supermarket concept created its core markets on the West Coast of Florida by converting from Kash n’ Karry who suffered from slumping sales growth. In the beginning of the semester, the client company provided an overview of corporate/marketing strategies by hosting students and providing tours of selected stores in different customer clusters. Contacts from the retail client are provided to students to work on the identified problems.

To support research, four consulting firms (Retail Forward-TNS, NPD Group, Kurt Salmon Associates and The Exhibium Group-Global Retail Solutions) shared their knowledge related to grocery industry and visual marketing audits with students.

At the end, students presented their recommendations to the CEO and senior executives of the client company. Many of the recommendations, which were validated by concurrently conducted marketing research with the third company, are currently considered for adoption. Student teams were responsible for designing and executing all phases of the project. Below are the summary of each project and comments from students.

**Group A: SWOT analysis and Corporate Strategy:** Group A focused on assessing the current positioning strategies of all Florida Sweetbay Supermarkets and identifying future opportunities to drive sustainable growth. Specifically, they analyzed the strengths, weaknesses, opportunities, and threats existing both internally and externally to the company and developed methods for Sweetbay to succeed in a competitive environment. The group conducted a vast amount of research on consumer trends within grocery markets, the marketing tactics of Sweetbay’s competitors and the brand communication strategies that are employed within diverse markets. Additionally, the group created a survey to determine consumer preferences and analyze consumers’ thought processes while viewing advertisements.
Group B: Deli marketing and Visual Merchandising Strategy: Group B was in charge of finding ways to improve the Sweetbay deli, both from a visual marketing and a profit standpoint. Throughout the semester the group used a variety of resources to help gather information to better determine not only where the deli could be improved, but more importantly what the customer actually wanted out of this very profitable section of the supermarket. We conducted focus groups, an online survey consisting of over 200 participants, and enlisted the help of an outside consultant to analyze the visual appeal of the deli compared to Publix. The group pinpointed the sub shop as having the most potential and spent the majority of our time working in this area. The final recommendations here included implementing a combo meal, noting customers preferred price and item choices. We also came up with innovative ways to first educate the customer on the value of Sweetbay’s premium meat option. From a visual marketing standpoint, the strongest recommendation revolved around the idea of placing some signs perpendicular to the customers’ traffic patterns allowing them to better see where the deli is located and what it has to offer.

Project Team C: Improving the Performance of Gainesville Sweetbay Supermarket: Group C’s mission for Sweetbay Supermarket was to increase the foot traffic and influence customers’ traffic patterns in the Gainesville store and increase items purchased per customer. We made four main recommendations to improve the Gainesville store; these were to change the traffic patterns of the customer by re-routing them towards the produce, to improve the produce section layout to make it more appealing to customers, to create exciting cross-merchandising and end-cap displays, and to increase advertising for the Gainesville store. The group supported these recommendations by evidence as provided by focus groups, observation data, and a survey.

To view 2009 student project reports, please visit http://www.cba.ufl.edu/mkt/retailcenter/students/courses.asp#MAR4933. Please contact Dr. Hyunjoo Oh at Hyunjoo.oh@cba.ufl.edu or 352-273-3291 for information on how to become a client company.

Sears Holdings Retail Management Seminar
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 Holdings 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. Over 400 students enrolled in the Sears Holdings Seminar Series class. 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 2008 Class presented the following speakers and topics:

Mike Sablowski, VP, GMM Men’s Apparel, Kmart SEARS HOLDINGS, “Marketing to the Younger Generation”

Geoff Green, VP Talent Acquisition, BROWN SHOE, “The Truth About…?”

James McClain, SE Zone HR Manager, BRIDGESTONE/FIRESTONE, “Get, Keep and Grow -- Human Resources in the Retailing Arena”

Leah Furneaux, CRM Segment Manager, PETSMART, “Supply Chain and the Effect on Retail Growth”
Carolyn McGeehan, Executive Director Sales Operations, AT&T, “Customer Satisfaction”

David Berg, EVP International Strategy, BEST BUY, “The European Expansion”

David Scheiner, President and COO, MACY’S FLORIDA, “Future of Department Stores”

Wendy Jacek, VP, Retail Operations for the South, PAYLESS SHOESOURCE, “Retail Strategy”

Marlin Hutchens, Vice President, Store Operations, WALGREENS, “How to Keep and Maintain a Strong Culture”

Karen Scott, EVP Development and Operations, CORE COMMERCIAL GROUP, “Landlord Tells All”

Mason Allen, President, AWARENESS MARKETING CORPORATION, “Entrepreneurship”

Nick Johnson, District Manager Central & N. Florida, TOYS R US, “Revitalizing a Retail Giant”

Spring 2009 class presented the following speakers and topics:

Scott Boyer, Store Manager, JCPENNEY, “The After Christmas Report”

Steve Riordan, PRG SCHULTZ, “Retail Analysis”

Truman Hyde, Director of Human Resources and Mike Millares, Recruiter & Retention Manager, TIRES PLUS, “Building Teammates”

Ted Wells, RVP and GM SE Region, SEARS HOLDINGS, “Retail Transformation.”

Larry Hastings, Corporate Customer Service Trainer, DILLARDS, “The Importance of Offering Excellent Customer Service”

Mike Krysa, DICKS SPORTING GOODS, “How to Motivate a Team”

Marlin Chidester, VPHR – Store Operations, FAMILY DOLLAR, “Welcome to the Family”

Scott Silverman, Category Manager, Organic and Natural, WINN-DIXIE, “Got Organic?”

Cate Gutowski, GENERAL ELECTRIC, “The Lighting Revolution”

John Crossman, President, THE VILLAGE/CROSSMAN & COMPANY, “Retail Real Estate Trends”

Pam Tope, Florida Region President, VERIZON, “Evolving Careers in Wireless”

Stephen Olsen, Vice President, Merchandising – Supplies, OFFICE DEPOT, “Success with a Customer Strategy”
The 3rd Annual ACRA Charrette A Success
The David F. Miller Center for Retailing Education and Research hosted the 3rd ACRA (American Collegiate Retailing Association) Charrette during the week of March 17th-21st, 2009.

A Charrette is an “apprentice” business competition comprised of an interdisciplinary design process in which students placed in diverse teams solve a complex problem. Selected students from 13 universities (University of Florida, Indiana University, University of Arkansas, University of Alabama at Birmingham, Georgia Southern University, Florida State University, University of Minnesota-Twin Cities, University of Wisconsin-Madison, Albright College, Michigan State University, Tampa Art Institute, Ryerson University in Canada and Brunel University in UK) in multi-disciplines (marketing, retailing, finance, merchandising, product development, interior design, etc.) worked together in teams to reach a resolution for a challenge presented by a client. This year’s client was Ron Jon Surf Shop. The challenge was to develop a business plan utilizing marketing, communication, merchandising and finance to open a new store in Destin, FL, and design a retail environment that embodies the brand image of Ron Jon Surf Shop to optimize the opportunities the store can provide in a new location.

This competition provided the students with an opportunity to express creativity, apply learned skills and knowledge to transfer ideas into actionable plans, and work on real business/design issues with the executives of Ron Jon Surf Shop and leading industry experts. For more information about Charrette, visit http://www.cba.ufl.edu/mkt/retailcenter/charrette.asp.
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.

- **Conquering the Behavioral 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.

- **Marketing Yourself to a Retailer** – 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.

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 Society hosted an internship panel to educate underclassmen to understand the importance of internships. Former interns returned to share their experiences and offered direction. The group travelled to visit stores and gathered career information with retailers. Students welcomed industry leaders that focused on guiding students as they approach graduation during tough economic times.

There are thirty-five participants for the 2008-2009 year and the officers were:

Michelle Rossi, President
Kelli Coogan, Vice President
Jacquelyn Squillante, Secretary
Brittany McLaughlin, Historian
Jennifer Williams, Public Relations Chair
Merissa Simon, Social Chair

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. Retail Day is scheduled in January and last year 17 sponsoring companies participated in this event. In 2009, 116 UF students accepted trainees positions with retailers after graduation.

2008-2009 Scholarships

Thirty two thousand dollars covered 22 scholarships that were distributed at the Executive Board Dinner in October 2008. The following features the recipients and donors sponsoring the scholarships.

$3,000 2008 Kathleen Brown Outstanding Retail Student of the Year
Awarded to: Michelle Rossi, English
Interned with Dillard's, Gainesville, FL

$2,500 Beall's Scholarship
Awarded to: Elizabeth Zadezensky, Public Relations
Interned with Beall's, Bradenton, FL

$2,500 Bill & Patti Alcorn Scholarship
Awarded to: Veronica Berano, Advertising/Business
Interned with Dillard's, Miami, FL
$2,500 JCPenney Scholarship
Awarded to: Rachel Adams, Marketing
Interned with JCPenney, Tampa, FL

Awarded to: Maclyne Josselin, Public Relations/Business Administration
Interned with Firestone Complete Auto Care

$1,000 JCPenney Scholarship
Awarded to: Nia Mallyn, Business Management
Interned with JCPenney, Gainesville, FL

Awarded to: Timothy Morgan, Advertising
Interned with Winn Dixie, Jacksonville, FL

Awarded to: Courtney Stephenson, Finance
Interned with Target, Minneapolis, MN

Awarded to: Hung Tran, Marketing
Interned with Tires Plus Total Car Care, Orlando, FL

Awarded to: Glenn Wu, Marketing
Interned with JCPenney, Coral Springs, FL

$2,000 Strategic MindShare Consulting Scholarship
Awarded to: Alina Kazanova, Marketing/French
Interned with Dillard's, Port Richey, FL

$2,000 Belk Excellence in Retailing Scholarship
Awarded to: Danielle Zilo
Interned with Belk, Gainesville, FL

$1,000 PetSmart Scholarship
Awarded to: Brett Bishop, Marketing
Interned with PetSmart, Destin, FL

Awarded to: Martin Rosenberg, Management
Interned with PetSmart, Gainesville, FL

$1,000 Dillard's Scholarship
Awarded to: Steve Pemberton, Psychology
Interned with Dillard's

Awarded to: Michelle Rossi, English
Interned with Dillard's, Gainesville, FL

$1,000 The Walgreen Company Scholarship
Awarded to: Amanda Adams, Elementary Education
Interned with Dillard's

Awarded to: Laura Hurst, Marketing
Interned with Walgreens, Gainesville, FL

Awarded to: Matt Sushil, History/Business
Interned with Walgreens, Gainesville, FL
Awarded to: Haley Tsai, Management  
Interned with Walgreens, Gainesville, FL

1,000 Sears Holdings Scholarship  
Awarded to: Robert Bressler, Finance/Real Estate  
Interned with Sears, Gainesville, FL

1,000 International Council of Shopping Centers Scholarship  
Awarded to: Conrado Rodriguez, Building Construction  
Interned with Dillard's, Gainesville, FL

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 2008, 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: Krista Boyer  
Major: Marketing

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 168 retail executives and retail educators, the Miller Center invited 65 students who are involved in summer retail internships to participate in the 2008 Retailing Smarter Symposium.

*The speakers for the 2009 event included:*

- Tony Hsieh
  - CEO
  - Zappos.com

- Michael J. Boylson
  - Executive Vice President and Chief Marketing Officer
  - JCPenney Corporation, Inc.

- Toni Koziak
  - Vice President, Product Development
  - DICK’S Sporting Goods, Inc.

- Michael Kratofil
  - Sr. Vice President Global Market Development
  - Jarden Consumer Solutions

- Julia Arnette
  - Vice President, Global Retail Industry
  - IBM

- Deborah Weinswig
  - Retailing/Broadlines,
  - Citi Investment Research

- Alison Bond
  - Author
  - “The Direct Hit”
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 2009 Royal Recipients:

Cynthia S. Murphy  
Pies & Plates  
Punta Gorda, Florida

Daniel A. Cash  
Floor City USA  
Pensacola, Florida

Carl and Joan Allison  
Baya Pharmacy  
Lake City, Florida

International Relationships and Programs

Executive Education for Tugo Furniture  
During early October, the Miller Center conducted a custom-designed, six-day program in Visual Merchandising for a dozen top executives of the furniture stores Tugo and Bima, based in Bogota, Colombia, and Caracas, Venezuela. Tugo is poised for significant expansion in Colombia and other South American countries, and the company approached the University of Florida for help in developing their visual merchandising and design expertise prior to the rapid roll-out.

The program, held in Orlando at the Mall at Millennia, matched classroom-style instruction and applied learning at stores including Nieman-Marcus, IKEA, Bloomingdales, Mattress Firm, Rooms To Go, and Crate and Barrel, among many others.
RESEARCH ACTIVITIES

University of Florida’s International Retailing Education and Training (IRET) Project

CRER receives federal grant for International Retail project:

The David F. Miller Center for Retailing Education and Research (CRER) at the University of Florida (UF) received a federal grant of about $95,000 per year for two years for its project which aims to address the challenges and requirements of the global retail force with special focus on the BRIC nations - Brazil, Russia, India and China. The grant was awarded by the US Department of Education – Business and International Education (BIE) Program. The project, International Retail Education and Training (IRET), led by Dr. Bart Weitz and Dr. Hyunjoo Oh along with other project management team members, will help build global competence in international retailing. IRET will focus on enhancing student’s competence in global retailing. It will also concentrate on the challenges encountered by the US manufacturers and retailers expanding into the emerging markets of the BRIC nations.

Retailing is a major, highly competitive global industry. In the U.S., one out of five people work in the retail industry. The rise of the global networked economy is fundamentally changing the way U.S. retail firms do business. Retail firms must embrace flexibility to make cultural adaptations and be prepared to design and implement global retail expansion strategies to offset the declining domestic market and to remain competitive and thrive. New understanding of market determinants of success/failure in foreign retail ventures must be translated into lessons for business students and best practices for business professionals. Leading retail firms now are looking for employees who are familiar with the cultural norms and unique business issues in different countries. This new expectation is making global competence one of the must-have abilities for today’s students. The IRET project is designed to meet the challenges and requirements demanded for global retail workforce.

The IRET project will (1) build global competence among UF business students, and students in other U.S. Universities, of the multidisciplinary challenges of international retailing, (2) increase sensitivity of students to cultural and ethical issues in international retailing; (3) offer opportunity to both business and foreign language/area studies students to go beyond international retail awareness to learn about and experience best practices in international retailing, (4) establish forums to educate business practitioners on international retailing, and (5) establish an on-going program enhancing international retailing capacity among the Warrington College of Business Administration and UF foreign language departments and area study centers.

Requiring four years for full development, the IRET project will focus on the following activities during the grant cycle 2009-2011:

(1) Developing faculty expertise in retailing in China and Brazil;
(2) Developing and disseminating multimedia learning support modules (lecture materials, cases, and interviews with industry practitioners and consumers) on retailing in China;
(3) Infusing multimedia learning support modules into current UF curriculum and development of a course on retailing in China;
(4) Conducting a two-week student study tour abroad focused on that country’s retailing sector;
(5) Conducting an international retailing workshop for business professionals, particularly targeting the regional Florida market and emphasizing best practices in China and Brazil.
The innovative IRET Project will bring the following benefits. Students benefit from increased opportunity to develop job-relevant international knowledge and skills. The nationally disseminated international retailing multi-media learning modules will permit a large number of students in dispersed geographical areas to gain at least a “broad brushstroke” exposure to international retailing issues in international business classes and in traditional retailing classes. Business and non-business students at UF will be able to go beyond global retailing awareness and acquire more in-depth international retail skills through specialized course work and study abroad. Faculty at UF benefit from enhanced international business capacity that enables them to address a broader range of current issues in teaching and in research. Faculty nationwide benefit from the filling of a gap in needed pedagogical materials. Florida industry benefits from a specialized workshop showing it how to succeed in global retail endeavors. Both national and regional retailing industries benefit from an increased number of management trainees who are prepared to tackle critical issues in foreign market retail entry, students who are equipped with pertinent cross-cultural skills and who are knowledgeable in applying the latest findings from retailing research.

**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](http://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.

- Visual merchandising strategies for loss prevention – examines the effectiveness of protective visual display techniques in reducing loss and increasing sales.

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

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

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

- Trade-offs in furniture shopping in virtual shopping environments – examines trade-offs of hedonic attribute (style) and functional attributes (e.g., comfort, quality, price, and delivery time) in a virtual shopping environment for furniture shopping.
- Luxury brand perceptions and country-of-origin and – examines how perceptions of luxury brands and country-of-origin operate in various countries.

**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 2009 Levy and Weitz competition for the best doctoral dissertation proposals on retailing. This was the fourth year of this 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 2009 competition was:

Nancy Sirianni of Arizona State University for her proposal entitled “To Thine Employer's Brand Be True: Effects of Employee Alignment with The Brand Image for Retail and Service Brands.” Nancy’s dissertation committee is comprised of Mary Jo Bitner, Stephen Brown, and Naomi Mandel.
RETAIL PARTNERS

We thank all of our sponsors who financially support our Center’s activities. We currently work with 42 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.

During 2008-2009, seven new sponsors joined our Retail Center: PRG Schultz, Toys"R"Us, AchieveGlobal, Best Buy, Target, Winn-Dixie, Blue Cross Blue Shield of Florida.

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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:

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