The David F. Miller Center for Retailing Education and Research and the Gottlieb Duttweiler Chair of International Retail Management at the University of St. Gallen are now offering a graduate program in retail management. This unique educational experience sets new levels of quality: international faculty, summer schools with study tours, online distance learning and company related study projects under convenient learning conditions. Graduates of the program are awarded an Executive MBA degree from the University of St. Gallen and an MSBA in Retailing from the University of Florida.

Emerging new challenges in the retail environment create the need for continuing executive education in the retailing industry. The world of retailing is shifting dramatically. Shifts in demographic patterns (e.g. more single households and dual income households) result in new and less predictable shopping and consumption patterns. New competitors and formats are challenging traditional retailers. The industry is evolving into a high tech business. Retailers are adopting sophisticated information and supply chain management systems to communicate with vendors and customers.

The Executive program offers a mechanism for broadening the experience and knowledge of high potential managers, preparing them for increased responsibilities and
Mr. David F. Miller celebrated his 50th year reunion during the Grand Guard Alumni ceremony on September 7th, 2001. The University of Florida Alumni Association hosted this special event to induct and honor the class of 1951.

Mr. Miller graduated from the University of Florida in 1951. He enjoyed a very successful career with JC Penney, retiring as Vice Chairman of the Board, and Chief Operating Officer of JC Penney Stores and Catalog in 1990. Mr. Miller retired from JC Penney after thirty-seven (37) years of service.

The Center for Retailing Education and Research at the University of Florida was formally named the David F. Miller Center for Retailing Education and Research in April 2001 for his very generous gift. JC Penney also contributed significantly to the endowment. Mr. Miller serves on the Executive Advisory Board for the Center of Retailing Education and Research.

The University of Florida's Center for Retailing Education and Research was established in 1986. The objectives of the Center are: (1) to stimulate student interest in pursuing careers in retailing, (2) to prepare students for entry-level positions, (3) to provide continuing education opportunities for individuals currently in retailing, (4) to improve communications between retailing practitioners and academics so that retailers can take advantage of new perspectives arising in the academic community, and (5) to undertake research on retailing issues.

Through the efforts of the Center, the University of Florida is the #1 source of management trainees for many of the leading retailers.
enabling them to better deal with the dynamic retail environment. The seminar and classes expose participants to retail and business practices beyond the scope of their present responsibilities. Project assignments and group work provide insights and practical solutions to issues and problems facing the retail firms.

The program facilitates an engaging learning environment where education is not merely consumed, but knowledge is created through the interaction of experienced managers and outstanding instructors. Participants are expected to commit to active learning practices stimulated by the dynamic nature of class discussions and group projects.

This international program offers four major benefits: First, it provides retail-specific education. The program concentrates on retail management issues and the latest developments of retail practices. Second, the program has an international focus. The mix of content, faculty and participants all reflect a truly international and multicultural perspective. Third, the program enables flexible learning. Participants can earn two degrees through a flexible, interactive learning experience that enables them to continue their job responsibilities and accommodates to their work and travel schedules. Finally, the involvement of two accredited, leading business schools and full-time university faculty members as instructors insures a high quality learning experience.

For more information contact the Miller Center for Retailing Education and Research at 352-392-7166 ext 1255 or visit us at www.cba.ufl.edu/crer/RetailDegree.

Speakers Include

Pete Nordstrom, President, Full-Line Store Group Nordstrom, Inc.
Robert Rodgers, President, The Great Indoors Sears Roebuck and Co.
John H. Williams, Vice Chairman & Chief Executive Officer Stein Mart
Ira Kalish, Chief Retail Economist & Senior Vice President Retail Forward, Inc.
Larry Magee, CEO, Chairman & President BFS Retail & Commercial Operations, LLC
Elizabeth McLaughlin, President & Chief Executive Officer Hot Topics, Inc.
Jay Redman, Vice President of Service, Selling & Training Saks Fifth Avenue
Ken Banks and Terri Kabachnick, Co-founders Totalbrand Integration
Marianne Wilson, Senior Editor/Special Products Chain Store Age

PANELS ON:
"Customer Service: Inside and Out"
"Successful Marketing to Teens and Tweens, The Spending Fiends"
"The Makeup of a Successful Retailer in 2002 and Beyond - Recent Lesson Learned and Where We Go From Here"
Dave Dodson graduated from the University of Florida in 1979 with a BSBA. This major has assisted him in his career advancement since his retail experience has included management, economics, business, and human resources. If Dave Dodson could have done something differently during his college years to prepare for the workforce he would have participated in summer retail internships (instead of lifeguarding!). Dave Dodson's interest in retail began in 6th grade when he bought fireballs two for a nickel and resold them on the bus for a dime! He began his retail career with Jefferson Stores, Inc., a small chain out of Miami. When Mr. Dodson began his 18-year career with Bealls Department Stores, there wasn’t the concept of mentoring, but all of the managers took pride in new employees: developing their talent and helping them realize their potential. He credits his former managers and countless others who have helped his career advance.

In 1984 Dave Dodson began as a Management Trainee in Zephyrhills and was promoted in 1985 to Assistant Manager in Plant City. In 1986 he became Store Manager for Lake Wales and was promoted to Store Manager at Dunedin in 1987. In 1990 he had the opportunity to be the Manager of a new store in Vero Beach and Senior Store Manager in 1991. This position included his initial Multi-Store Assignment, which put Dave in charge of Vero Beach, plus three additional stores. In 1993 he transferred to Bradenton and in 1999 became District Manager. Currently, after being promoted in 2001, Dave Dodson is a Divisional Vice President/District Manager. Bealls currently has 72 stores and he oversees 38 of those Department Stores.

The most satisfying part of Dave’s career path was that it led to meeting his wife, who was employed for the Bealls Training Department! Beyond that, he says it is gratifying to work for a company that rewards excellence by predominantly promoting from within.

Mr. Dodson enjoys working with associates and customers. He feels strongly about the culture of Bealls and how people work together to help the company grow as a business and a family. Mr. Dodson spoke of how Bealls offers its employees stability and exemplifies ethics and integrity. He is proud of how Bealls works to understand their Florida customer, and how they bring value and service to that customer. Bealls is continuing to grow, he adds, increasing and expanding stores and their best years are still ahead.

Mr. Dodson encourages everyone to visit Bealls at www.BeallsFlorida.com. He states that the Internet did not frighten Bealls. Instead, it strengthened them, “It made us more aware of the importance of having the right merchandise in the stores and using the Internet to bring merchandise to the customer at home.” He continues, “Simply put, most customers like shopping for clothes! In the apparel industry, not only is it fun to shop, it is important to touch the fabric, try on the merchandise for fit and see the assortment.” He credits Bealls Department Stores President, Conrad Szymanski, for having the vision to pursue the Internet as a supplement to the bricks-and-mortar stores thus bringing the assortment right to the home or office, including sale prices.

Dave Dodson loves working for Bealls! “It is exciting, involves new opportunities and challenges, is fun, fast-paced and a great career.” If you have any questions about opportunities within Bealls you can reach Dave Dodson at Davidd@BeallsInc.com.