



THE RETAIL TIMES

A Newsletter published by the Retail University Career Center, a Virginia Partnership of the Longwood University College of Business & Economics, J. Sargeant Reynolds Community College, John Tyler Community College and the Community College Workforce Alliance.

Spring 2005, Volume 1, Issue 1

Inside This Issue . . .

- Steve Barnett Brings Valuable Experience to RUCC
- RUCC's Vision, Mission & Objectives
- Student Internship Comments
- MBA in Retail & Marketing Coming in 2006
- Matching Funds for the Retail University
- Career Opportunities
- From the Director's Desk
- Sponsors
- Advisory Board

"The Retail University Career Center's systematic approach to education provides an instructional program customized to your unique needs."

**RETAIL UNIVERSITY
CAREER CENTER**

Editor: *Nancy C. Postans*

STEVE BARNETT BRINGS VALUABLE EXPERIENCE TO RUCC

Steve Barnett is the executive director of the Retail University Career Center and brings with him valuable experience and knowledge in retail management. Barnett is the owner and co-manager of four Barnett's Hallmark Shops located throughout metro Richmond. His son, Tim, daughter, Kristin and wife, Linda help manage the family-owned business. In addition to running four successful stores, he is instrumental in the success of the smaller shopping centers where his stores are located. He has been a leader in working with neighboring retailers and organizing promotional events to draw customers to the centers. Many of these events are now held annually and attract larger crowds each year.

Prior to building his Hallmark stores into the successful businesses they are today, Mr. Barnett had a 32-year career with Sears, Roebuck & Company. From 1984 to 1993, he was store general manager of Sears, Roebuck & Company at Regency Square Shopping Center in Richmond where he directed the activities of over 250 employees. The Regency store had the top district sales increase under his leadership.

His involvement with the retail community includes his serving on the Board of Directors of the Retail Merchants Association of Greater Richmond from 1990 to 1997 and as chairman of the board from 1999-2000. He has served as chairman of the board for the Merchants' Services, Inc. from 1997 to 2002. He has been an active member on the Board of Directors for the Virginia Retail Merchants Association since 1992 and was chosen the Virginia Retailer of the Year in 2000. Barnett served as president

of the Gayton Crossing Merchants Association from 1997 to 1998 and serves today as president of the Stony Point Merchants Association and vice president of the Chesterfield Meadows Merchants Association since 1997.

His community involvement includes his serving as chairman of Richmond Metro Crime Stoppers, on the Board of the Convention and Visitor's Bureau and on the Board of the Public Safety University. He has been an advisory board member of The Richmond Forum since 1992 and an advisory board member of the Science Museum of Virginia since 1997.

Barnett received a Bachelor of Science degree from Juniata College in Pennsylvania in 1962 and attended graduate school at the University of Colorado.



Steve Barnett speaking at a recent Internship Seminar at Longwood University

What do CBE students have to say about their internship experiences?



Mark Donahue

"Working at Owens & Minor gave me great skills that I otherwise might not have received. It was truly all about learning."



Sarah Robertson

"The Nordstrom internship program was very rewarding. It offered a variety of experiences in management, sales, team building, and marketing. I am now better prepared for a career after college."



Alison Joyce

"My experience with Owens & Minor was fantastic! I learned so much from all of my supervisors and had fun at the same time."



Patrice Johnson

"As a Nordstrom intern, no day is predictable. You start learning from day one and those experiences last a lifetime."

RETAIL UNIVERSITY CAREER CENTER'S VISION, MISSION AND OBJECTIVES

Longwood University's College of Business & Economics in partnership with J. Sargeant Reynolds Community College, John Tyler Community College, and the Community College Workforce Alliance has a goal of becoming the outstanding, comprehensive educational Center for retailing education. The Retail University Career Center has been developed to support the academic programs and the faculty through outreach and research while serving as a resource to the retail community. Our ultimate goal is to become a clearinghouse for research in the areas of retail technology and international retailing.

The Mission of the Retail University Career Center is to serve as a resource for the business community through academic and internship programs, research, contracts and grants, service and public relations

To support its mission as a bridge between the academic and retailing communities the Center's objectives are to promote interest in retailing as a career; to better prepare individuals for a retailing career through academic study and internships; to serve the needs of retail firms; to position the Retail University Career Center as the premier institution committed to retail education, research and service.

The Center begins with five goals:

1. Invite retail sponsorship.
2. Seek multiple sponsors rather than just one large gift.
3. Create a center for all segments of retailing to ensure diversity.
4. Select an advisory board of top-level executives.
5. Educate and place highly qualified individuals in retail positions.

MBA IN RETAIL AND MARKETING COMING IN 2006

The Longwood University College of Business and Economics plans to offer a Master of Business Administration degree with a concentration in Retailing and Marketing. The rigorous, comprehensive curriculum will offer courses in global marketing, services retailing, e-commerce, supply chain management and leadership development. Students will complete structured internships in a variety of retail formats internationally.

The MBA in Retailing program offers a mechanism for broadening the experience and knowledge of high potential managers, preparing them for increased responsibilities and enabling them to better deal with the dynamic retail environment. The seminars 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.

Demand exceeds supply for graduates who can fill jobs in the expanding field of retailing. According to the National Retail Federation's Retail Industry Indicators, retail added 3.3 million new jobs between 1988 and 1998. Projections are for 3 million new retail jobs for 2008 for a grand total of 25.4 million jobs throughout the industry. One in five American workers is employed in retail.



Lauren McKnight interning at Target

MATCHING FUNDS FOR THE RETAIL UNIVERSITY



(left to right) Bill Baxter, Robert Dame and Steve Barnett

Bill Baxter, president of the Retail Merchants Association of Greater Richmond, recently presented a check to Robert F. Dame, the Assistant Dean for External Relations at the College of Business at Longwood University and Steve Barnett, the Executive Director of the Retail University Career Center (RUCC). RMAGR initially gave \$25,000 and matched the \$50,000 given by BB&T, making an investment of \$75,000 in the new center.

CAREER OPPORTUNITIES

Potential Positions Include:

- Entrepreneur
- Store Manager
- District/Regional Manager
- Catalog Manager
- Buyer/Merchandise Analyst
- General Merchandise Manager
- Visual/Fashion Merchandiser
- Wholesale Showroom Manager
- Market Research Analyst
- Human Resource Manager
- Mall Manager
- Buyer
- Accounting and Credit Services
- Information Technology Manager
- Retail Salesperson
- Customer Service Manager
- Display Manager
- E-Commerce
- Vice President
- President
- Chief Executive Officer
- Distribution and Logistics
- Advertising and Sales Promotion Manager
- Financial Planning Analyst
- Inventory Management & Loss Prevention

Financial Services:

- Consumer Lending
- Mortgage Banking
- Loan Officers
- Business Bankers
- Business Loan Operations
- Retail Operations
- Retail Branch Managers
- Assistant Branch Managers
- Financial Service Representatives
- Tellers

Food

- Deli Bakery Operations
- Grocery Buyer
- Manager Grocery
- Manager Frozen Food
- Manager Dairy
- Manager Strategic Procurement
- Meat Director
- Merchandise Manager
- Vice President Operations
- Director Produce

FROM THE DIRECTOR'S DESK

"We're all excited by the great reception the RUCC received from the retailing community. We have established Associate Degrees in Retail opportunities at both J. Sargeant Reynolds and John Tyler Community Colleges. A Masters in Business Administration in Retailing is coming in January 2006.

We received the support and endorsement of the Retail Merchants Association of Greater Richmond, the Virginia Retail Merchants Association and the National Retail Federation. Academically, the programs are sanctioned by The Commonwealth of Virginia Council of Higher Education (SCHEV) and the American Assembly of Collegiate Schools of Business (AACSB).

The students have told us they see the opportunity of careers in retailing. Retail owners and executives have embraced the preparedness of the course studies and the available Internships."

Visit our website at:
www.retailuniversityofvirginia.com

- Steve Barnett

UPCOMING EVENTS

- Job Fair - February 9, 2005
Longwood University
Lankford Student Union
10:00 a.m. - 4:00 p.m.
Space is limited.
Registration Deadline -
first-come, first-served.
Tables - \$50 (1 table, 2 people)
Contact (434) 395-2063

SPONSORS

- BB&T
- Barnett's Hallmark Shops
- Ben Franklin Crafts & Frames
- C.P. Dean Co., Inc.
- Capital Relocation Group Inc.
- JC Penney, Regency Square Mall
- JC Penney Company
- LaDIFFERENCE, Inc.
- Longwood University
- McGaughy Professional Development Center
- Retail Merchants Association of Greater Richmond
- S & K Famous Brands
- Shevels Inc., Men's, Boys & School Uniforms
- Strange's Florist/Garden Centers
- SunTrust Bank
- Virginia Retail Merchants Association
- Williams & Sherrill

ADVISORY BOARD

- Steve Barnett, Executive Director, Retail University Career Center
- William Baxter, CAE, President/CEO, Retail Merchants Association of Richmond
- William Gouldin, President, Strange's Florist
- Rich Jante, General Manager, JC Penney, Regency Square
- Buzz Ingalls, Vice President, Ben Franklin Crafts & Frames
- Weldon Wirick, Senior Vice President, S&K Famous Brands
- Jack Berry, President/CEO, Richmond Metropolitan Convention & Visitors Center
- Sarah Paxton, Vice President, La Difference
- Bob Siff, President, Shevels
- William D. Selden, Vice President, CP Dean
- Patrick Williams, President, Williams & Sherrill
- Hattie Hamlin, Vice President, SunTrust Bank

A VIRGINIA PARTNERSHIP

COLLEGE OF BUSINESS & ECONOMICS, LONGWOOD UNIVERSITY
J. AMUNDY BETHUNE COMMUNITY COLLEGE
JOSH TUCKER COMMUNITY COLLEGE
COMMUNITY COLLEGE WORKFORCE ALLIANCE

QUESTIONS OR COMMENTS?

Please contact:
Nancy Postans
Executive Assistant
Retail University Career Center
Longwood University
201 High Street
Hiner 203
Farmville, Virginia 23909
434.395.2711
postansnc@longwood.edu

Our newsletter is designed to keep our students, faculty and internship sponsors informed of the latest happenings in the Retail University Career Center.



RETAIL UNIVERSITY CAREER CENTER

LONGWOOD UNIVERSITY
COLLEGE OF BUSINESS & ECONOMICS
201 HIGH STREET
FARMVILLE, VIRGINIA 23909

Redefining Retail

Non-profit Organization
U.S. Postage PAID
Permit Number 817
Lynchburg, VA 24506