ANNUAL REPORT
2017-2018
Kohl’s Center for Retailing
UNIVERSITY OF WISCONSIN-MADISON
Greetings!

The 2017-2018 academic year included many achievements that you will read about in this annual report. The Retailing and Consumer Behavior major and the Kohl's Center for Retailing continue to grow in number of students served, influence on campus and prestige in the country.

As I review the many accomplishments, it is impossible not to see the influence of many stakeholders:

- Our students are amazing, they impress everywhere they go.
- Our faculty and staff are dedicated and professional continually putting our students first.
- Our Center partners continue to provide the financial resources necessary to maintain our Center's presence among the best in the country. Kohl's, in particular, continually steps up in their leadership and their commitment to our shared goals.

There is a lot to be proud of in the following pages- and many people and organizations to be grateful to.

Thank you!

Sincerely,

Jerry O'Brien
Executive Director, Kohl's Center for Retailing
School of Human Ecology
University of Wisconsin-Madison
LEADERSHIP

Jerry O’Brien, Executive Director

Danielle Croegaert, Assistant Director

Nancy Murray, Academic Director

Nancy Wong, Faculty Director & Kohl’s Chair in Retail Innovation

STUDENT STAFF

Kendra Trost, Student Assistant & Case Competition Coordinator 2018 Graduate, Retailing & Consumer Behavior

Elizabeth Wanzer: Retail Leadership Symposium Peer Mentor 2018 Graduate, Retailing and Consumer Behavior
AFFILIATES

College of Engineering

Raj Veeramani
Robert Ratner Chair with joint appointments in the College of Engineering and the School of Business; Executive Director of UW E-Business Consortium

Wisconsin School of Business

Enno Siemsen
Procter & Gamble Professor, Operations & Technology Management; Erdman Center for Operations & Technology Management

Greg Decroix
Professor, Operations & Technology Management

Mike Judge
Director, Center for Brand & Product Management

Laurie Brachman
Lecturer, Marketing

Maria Heide
Sr. Lecturer, Marketing

Dan Olszewski
Faculty Associate and Director of the Weinert Center for Entrepreneurship

John Surdyk
Faculty Associate, Director of the Initiative for Studies in Transformational Entrepreneurship, and Faculty Director of the Entrepreneurial Residential Learning Community

Jamie Marsh
Director, BBA Career Services

Center for Executive Education

Mal Jeffris
Sr. Director Custom Learning CASB

College of Letters & Sciences

Ilsa May
Career and Outreach Coordinator, Department of Economics
2017-2018 CENTER PARTNERS

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TARGET

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BRIDGESTONE

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K.I.S... Keeping it Simple
BY THE NUMBERS

80
Record number of Retailing & Consumer Behavior students taking an internship for credit in Summer 2018

70
Percentage enrollment increase in the Retailing & Consumer Behavior major from Spring 2016 to Spring 2018

420
Number of non-Retailing and Consumer Behavior major students served by the Center for Retailing this year

37
Record number of students attended the National Retail Federation's Student Program in New York City- January 2018
S T U D E N T S P O T L I G H T S

Kendra Trost
2018 Graduate Retailing & Consumer Behavior, Certificate in Entrepreneurship

Reflecting on her leadership experiences:

"I have had the pleasure of working with the Center for Retailing for the past two years and wow has it been an incredible journey! I'm passing off my leadership positions to charismatic students who I know will continue to have an tremendous impact on this program."

Leadership: Student Retail Association President, UW Threads Fashion Show Business Director, Center for Retailing Assistant & Case Competition Coordinator

Chad Hendricks
2018 Graduate Retailing & Consumer Behavior, Leadership Certificate

Reflecting on his Summer 2017 Amazon Operations Management Internship:

"Different business units operate in different ways, and there are many different units at Amazon. One has to be able to adapt to different situations at any given moment, and being able to empathize and recognize who or what team you're speaking with, will be a key driver for a successful meeting.

There were many parts of this internship that were incredible. The project I worked on, the events Amazon put on for us, the other interns from across the world I got to interact with during and outside of work."
Students in enrolled in SoHE’s Consumer Behavior, Intro to Retailing, and Global Consumer courses spent time with the retail and apparel industry veteran. “Having the opportunity to meet with Lorna Nagler was hands down one of my favorite moments in college thus far,” notes Leah Kate Levy, a RCB student on track to graduate in 2020. “I walked into my meeting hoping to learn about her-to pick her brain on every triumph and mistake she has made and how I could potentially become half as successful as she is. Instead, I walked away learning more about myself.”

In addition to student mentoring, Lorna’s residency included presentations at the Retail Leadership Symposium, the Women in Leadership panel, and brown bag “lunch and learn” sessions centered on trends and other consumer topics.

Lorna’s dedication to her 2017 residency is based on her experience as an undergraduate at UW-Madison. "One of the most impactful classes I had when I was a retailing student was when a former student came to speak to class about her experiences in the real world,” she explains. “It was inspiring to me and I hope that with my presence back on campus I might give that same spark that fueled me in my 38-year career.”
CONTINUING THE MENTORSHIP TRADITION

Linda Ahlers will serve as the Center for Retailing's 2019 Alumni Executive in Residence. An alumna of the School of Human Ecology's Retailing major, Ahlers is the retired president of Marshall Field's, a SoHE 100 Women Honoree, and a member of the Wisconsin Foundation and Alumni Association Board of Directors. Read more about Linda's storied career and service to SoHE and UW here. We look forward to Linda's mentorship and contributions to our students and program!

More about the Executive in Residence Program:

Executives in Residence bring an energy and perspective to the School of Human Ecology that enhances classroom and experiential learning, and develops long-term relationships between the University of Wisconsin-Madison and the retailing industry. The Executive in Residence's role relies on the strengths, interests, and experiences of the individual executive to influence the development of retail's future leaders and innovators.
Hand-On Learning: Trends in Europe

Behind the Scenes | June 2017

- 3 cities (Edinburgh, London & Paris)
- 2 fashion exhibits (Balenciaga: Shaping Fashion (London) & Balenciaga: L’Oeuvre au Noir (Paris))
- 94 stores (avg. each student)
- 2 trend service presentations (TrendStop & Trend Union)
- 1 final project
- many valuable learning experiences!

The 3 credit course was led by Dr. Nancy Murray, Faculty Associate in Retailing & Consumer Behavior, School of Human Ecology & Robyn Waters, "The Trendmaster", former VP of Trend, Design & Product Development at Target.

Students completed 2 weeks of on-line course work to prepare for their learning experience then launched their hands-on learning experience in Scotland at Dalkeith Palace.

Each student was assigned a product category to research the trends in stores and on the streets of London and Paris. Prior to departing the USA, each student completed a "Comp Shop" of their product category of analyzing the current offerings at mass market, inspirational and aspirational retailers.
In January 2018, the Center for Retailing partnered with the Student Retail Association to bring 38 students (the most ever in our history) to New York City for an immersive industry tour and to participate in the National Retail Federation's (NRF) Student Program. Learn more about the student experience:

Industry Tours
Students gained a hands-on perspective of the retailing and fashion industries through visits to top New York City companies including Danielle Nicole, Macy's, Kohl's (Design Office), Delta Galil, and Rebecca Minkoff.

NRF Student Program
Guest speakers, workshops, mentoring sessions, career fair, and more!
This is what students experienced as part of the National Retail Federation’s Student Program. For many, the highlight of the program was the Executive Mentorship Experience as "we were able to receive advice from the most powerful and successful people in the industry."

Students interacted with industry leaders including:
Michelle Gaas (Kohl's)
Karen Katz (Niemann Marcus)
Neil Blumenthal (Warby Parker)
Daymond John (Shark Tank)
Behind the Scenes | Spring 2018

A group of UW students studied in China for the Spring 2018 semester and learned about the retailing industry on a global scale!

The unique program supported by Zhejiang International Studies University (ZISU) fully immerses the students in the Chinese culture while they live on campus in the city of Hangzhou. Chinese students and host families help the students get acclimated to the city, campus and culture. In turn, the UW students help their hosts improve their English language skills and learn about American culture.

After a week of intense classroom learning about Product Development, students embarked on a whirlwind tour of corporate office visits to Alibaba, Li & Fung, Macy’s Merchandising Group, Ascena Sourcing, Macy’s China, plus various factory tours and the Port of Hong Kong shipping yard.

"When sourcing your product on a global scale the geo-political implications are so important. Some countries are more unstable than others in regards to war, strikes, and other unrest. Some countries have capabilities with certain workers and fabrics that others do not. Balancing all of these factors while trying to maintain your price point seems to me like a big game of chess."

--Hunter, ExChina ’18 student
Student Challenge Competition

The University of Wisconsin placed two teams in the top 25 for this year's NRF Student Challenge competition, with one moving on to the top 12 teams in the nation. The business case competition revolves around the retailer, STORY, in New York City. This space changes like a gallery, sells like a store, and advertises like a magazine. The teams created a partnership plan and theme with 3M and STORY to bring to life 3M's products. Both teams were offered the opportunity to attend the National Retail Federation Student Program conference in New York City in January 2018.

"By competing in the NRF student challenge, we hoped to gain more insight into the retail industry and work on planning and implementing our own ideas within a company. Our prompt was to get people to know that 3M doesn't just make Post-it Notes. Therefore, we wanted to relate 3M products to various chapters of people's' lives such as their first job, first home, and first kid. Our favorite part was applying everything we learned in school to one integrated project such as developing new products, creating a marketing plan, designing the store, and forecasting revenues. This project pushed us to think creatively and analytically on how to draw customers into the store for products they can easily buy online. We now are more confident when developing business plans and feel our teamwork skills were refined through this experience."

-Team Chapters
HANDS-ON LEARNING: CASE COMPETITIONS

Next Generation Scholarship Competition

Brian Lucksinger, Senior, BBA in Marketing and Kathryn (Katie) Steib, Sophomore in Retailing Consumer Behavior placed in the top 25 students in the National Retail Federation Next Generation Scholarship Competition. As a top 5 semi-finalist, Brian went on to interview in New York City and was named runner up with $10,000 for the competition at the National Retail Federation Foundation's Gala in January 2018!

To demonstrate their talent as retail's future leaders, each student was posed with a "real world" retail scenario: Katie created a unique subscription service for a retailer and Brian created an emergency contingency plan for a retailer. Both had original and creative ideas and overwhelmed the judges with their ability to grasp the industry as well as their executive presence!
YMA Fashion Scholarship Fund

Each year, students who enter the YMA Fashion Scholarship Fund competition tackle a retail challenge. For 2018, they were asked to design a hypothetical apparel line and create a “curated in-store experience” that would drive foot traffic to a brick-and-mortar retailer of their choice.

For more than a decade, UW-Madison has been preparing students to enter the annual awards, considered the fashion industry’s premier competition for gifted young designers, merchandisers, retailers and business majors. Year after year, Badgers win. And win big.

This year alone, four UW-Madison students (from majors across campus) — Keira Hockers, Adina Barrientos, Griffin Claes, and Brian Lucksinger — won $5,000 awards. Lucksinger had won twice before; Hockers once. Since 2007, UW–Madison’s 53 winners have pocketed a cumulative $265,000.
Danielle Nicole Handbag Collaboration

A group of students from the Student Retail Association collaborated with New York designer, Danielle DiFerdinando of Danielle Nicole Handbags, over the past year to bring an exclusive Wisconsin tote bag to life! This team developed and worked with Danielle from concept, design, licensing, retail partnership, marketing, and launch into the omnichannel retailing landscape through the University Bookstore.

A portion of the proceeds from handbag sales went back to the Student Retail Association to support the club's New York Industry Trip to the National Retail Federation Big Show and Student Program each January.
HANDS-ON LEARNING: RETAIL AND DESIGN COLLABORATION

Threads Fashion Show

The Threads Fashion Show is an annual celebration showcasing student work from the Textiles and Fashion Design Program in the School of Human Ecology at the University of Wisconsin-Madison. This large-scale design and fashion event is produced with the collaborative participation of students from the Retailing and Consumer Behavior and major and others from across the campus. With music, lights, performance and runway, Threads seeks to engage the Madison community in the excitement and appreciation of contemporary design.
Behind the Scenes

"Introduction to Retailing has been an eye-opening experience into the array of retail career possibilities. The opportunities that students have been presented with in this class have made them more confident and excited to continue their studies in Retailing and Consumer Behavior. Dr. Murray uses her own experiences and speakers from major retail companies to help students get a clear understanding of the career paths in retail. Speakers from Target and Kohl's among other major retail companies have helped assist students refine their focus for future careers.

Exposure to the retailing industry is a crucial aspect of the class. Students had the ability to apply to attend the MAGIC trade show in Las Vegas, a trends trip to Europe, and even a study abroad experience in China. This has helped them understand larger aspects of the retail industry! The course has an entire webpage section dedicated for students to explore the different case competitions opportunities.

Introduction to Retail covers a very extensive range of material that prepares students, like me, for advanced courses. Any student interested in the retail industry will find this class beneficial and exciting!"

-Insights from Rising Sophomore, Colin Durlacher
COURSE SPOTLIGHTS: RETAIL LEADERSHIP SYMPOSIUM

Behind the Scenes

Through the Retail Leadership Symposium, students can interact directly with professionals who have hands-on experience in various areas of the retail industry. Guest speakers have offered students advice on how to succeed in the retail industry and answer questions about different career paths. Through this class, students have been exposed to buying and merchandising roles, fair trade organizations, and entrepreneurship stories. This class has proven to be beneficial to not only students, but as well as speakers. Speakers are able to connect with the next generation of consumers and future professionals.

Thank you to representatives from the following organizations & individuals featured in the Retail Leadership Symposium during the 2017-2018 academic year:

Kohl's
Target
ULTA
Hy-Vee
Von Maur
Kwik Trip
Milwaukee Tool
Ross Stores
Walgreens
Lands' End
Roundy's/Kroger
Burlington
Fiskars
Blain's Farm & Fleet
Fetch Rewards
Campo Alpaca
Ascena Retail Group
Peter Sachse
Lorna Nagler
Colony Brands
Top Internship Employers 2017-2018

Blain's Farm & Fleet
Hy-Vee Employee Owned
The Home Depot
Burlington Style for Everyone
Macy's
Duluth Trading Co.
Walgreens
Walmart
Kohl's
Ulta Beauty
Lands' End
Ross Dress for Less
American Family Insurance
Spectrum Brands
Von Maur