

Florida State University Student Chapter Report

General Body Meeting

50 students attended, including Business Majors, Retail Merchandising Majors, and Retail Management majors. Our chapter members skyped with the founder of Bohindie Stream, a popular jewelry company and asked her questions about starting a business, gaining social media strength, and finding the right target market. After our skype call, members created on-trend tassel earrings.



General Body Meeting- Valentine's Day Theme

Chapter members and new students had a skype call with the owner of "Cunning Co", a print and pattern studio that creates designs for stationary and gifts. Students learned how Rebecca Cunningham creates her designs, where she finds inspiration, and how she got her brand into Anthropologie stores across the US. We also had a Valentine's Day DIY where we painted glasses with creative heart designs.

Other Activities

- Cotton Inc's Blue Jeans Go Green Denim Drive: collected over 500 pieces of denim from students and the Florida State community
- Fitness and Athliesure social with FSU Club, Charge



Future Activities

- Day trip to Thomasville, Georgia for their annual sidewalk shopping sale
- Relay for Life
- Donation Drive for local Vet in Tallahassee: collecting bedding, blankets, etc.