Introducing 2015-2016 Fellowship Students - Rocky Top Institute

These four students represent leadership qualities offering student insight and a high-demanding work ethic to the Rocky Top brand. They are instrumentally building the Rocky Top collegiate brand through student designed products inspired by the legendary song Rocky Top, while gaining one-of-a-kind experiential retail business opportunities. If you want more information about the Rocky Top Institute or how you can be a part of building your competitive edge with practical hands-on retail business skills – contact Myra Loveday at mloveda4@utk.edu or 865-696-9420.

Give back proceeds of sales go towards scholarships in the Retail and Consumer Science Dept, The Pride of the Southland Marching Band and to our partners, The House of Bryant Publications, who own the song rights to Rocky Top.

VISIT. FOLLOW. SUPPORT. http://tiny.utk.edu/RockyTopInst.

MAKINZI BUTRAM - Junior in Retail and Consumer Science. Member of the National Retail Federation Student Association. Key student influencer Walmart corporate for 2015 dorm lifestyle products. Orientation Leader spring/summer 2015. Ignite Team Leader spring/summer 2014-2015, Student Director. Member of Center for Leadership and Service: Emerging Leaders and Leadership Knoxville Scholars. Greek life member of Alpha Delta Pi sorority.

ALLISON ROSE EDLIN - Senior in Retail and Consumer Science. Member of the National Retail Federation Student Association. Interned Scarlett Showroom New York City, summer 2015. Managed tradeshow appointments at Intermezzo market. Interned Marc Nelson Designer Denim Fall 2014. Campus representative for Spanx, Sally Hanson and 31Bits Jewelry 2013-2014 and currently works at Talbot’s.

TIFFANY WADDELL - Junior in Retail and Consumer Science. VP/Events Coordinator for the National Retail Federation Student Association. Student leader for Retail, Hospitality, and Tourism Dept Fundraiser 2015. Studied abroad in Fashion Design Florence, Italy for four weeks. Greek life member of Zeta Tau Alpha. Member of The College of Education, Health, and Human Sciences Dean’s Undergraduate Advisory Board.

CASSIDY WHITEHEAD - Junior in Retail and Consumer Science. Member of Ignite Team Leader at the Center for Leadership and Service 2014. Member of the Welcome Week University of Tennessee Leadership Committee 2014. Former Shift Manager and Staff Trainer at Plato’s Closet retail store 2011-2014. Conducting an Honors retail brand business class for consumer research for Rocky Top brand extension and currently works at Urban Outfitters.