



Department of International
Trade and Marketing
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THREE ITM MAJORS RECEIVE THE 2013-2014

THE WARNACO AND PVH GROUP SCHOLARSHIPS

ITM is proud to announce that the Selection Committee has chosen Samantha Cicarella, Stephanie Sadé Fernández Fuentes, and Wilnecia Rochester as recipients of the 2013-2014 The Warnaco and PVH Group scholarships. The Committee included Guy Vickers, President of The Tommy Hilfiger Corporate Foundation; Les T. Hall, President of Core Brand Intimates at PVH Corp.; Eric Hertz, Vice President and Director of Education at International Council of Shopping Centers and ITM advisory board member; Steven Hurwitz, Senior Vice President at Tumi Corp. and ITM advisory board member; Joanne Krakowski, US Operations Manager and Director of Creative Cotton Spin at Trident Group and ITM alumna; and John Garcia, Project Lead-Ad Sales at NBC Universal, former recipient of The Warnaco Group, Inc. scholarship, and ITM alumnus.

The judges observed the successful scholarship recipients' exceptional drive to perform, focused sense of how they wished to pursue their careers, their professionalism, and service to the global community. The program is especially thankful to The Tommy Hilfiger Corporate Foundation, which took over The Warnaco Group Inc. Scholarships after PVH Corp. acquired Warnaco, for pledging extra funding to ensure that this year's selection would receive amounts within the range awarded in the past.

Samantha impressed the Selection Committee with her excellent academic achievements, having consistently been on the Dean's List and becoming a Phi Theta Kappa and Honorary scholar at Brookdale Community College before joining ITM. She was also a New Jersey STARS scholar and ambassador, a distinction given to top ten percent graduating students to cover community college tuition. In addition, Samantha became a member of the National Honor Society, Foreign Language National Honors Society, and DECA regional and state finalist for apparel and accessories.

In her strong recommendation of Samantha, who is also minoring in Economics, Prof. Yoko Katagiri indicated her solid interest in discovering how microeconomics theory explains fashion-related market and consumer behavior and presented a group project that included many dimensions the relationship of world trade and fair trade issues have as they relate to the fast fashion business.

In addition, Samantha is a sales associate at Victoria's Secret, was a snowboard and ski instructor at Mountain Creek in Vernon, NJ, was seamstress at Sew n' Sew Bridal and Tuxedo, and was sales associate at Casa Irie Boutique, both in Lafayette, NJ.

Samantha spent some eighty hours setting and cleaning up for her church's weeknight potluck. She also organized book fairs and festivals, air wrapping and face painting through her church and the Girl Scouts of America, where she taught young women how to sew and iron. Together with the Tri-State Stitcher's Kids Sewing for Kids program, she created clothing articles for children in Kenya and other developing countries. During DECA's Market Day, she helped to

ensure that the people in her community received the right orders during and set up decorations for it. At DECA's Missions 101 initiative, she spent fifty hours doing yard work for the elderly and cleaning up a goodwill shelter. During fall 2012 fashion week, she volunteered at two fall fashion shows hosted by Style 360, assisted at a Glow Media event, and organized the Open Society Foundation's Recognition for Black Males Achievement event.

Samantha donates her hair every few years to Locks of Love and the American Cancer Society and Pantene's Beautiful Lengths Foundation, stating in her interview that it was something she could give on her own.

Driven by her constant desire to help others and to promote environmental consciousness, Samantha realized that ITM was the right major to provide her with the tools to pursue a career focusing on international corporate responsibility and ethical sourcing. Having held a job since she was fourteen, Samantha intends to become an international sourcing auditor to ensure that workers are treated with dignity, are compensated appropriately, work within legally compliant hours, perform within a safe environment, and are able to communicate effectively among themselves and management.



Sadé's professionalism, her ability to think on her feet, her poise in presenting her ideas, and the depth of her understanding and commitment to the ITM major's coverage of global issues and markets as well as ethical values and international corporate responsibility were immediately evident to the Selection Committee. In addition to Sadé's academic achievement as Summa Cum Laude of the Fashion Merchandising Management associate in applied sciences degree, she is minoring in Economics. She speaks and writes fluently in English, Spanish, as well as French, and is currently learning Italian.

Sadé is currently manager of the Marketing Team of Latin American Student Organization, where she is responsible for the club's Facebook account and the group's promotion. In the past, she was assistant manager of the Marketing Team of the Merchandising Society, building audiences and marketing the Society's seminars, corporate trips, and presentations.

Sadé interned at Oscar De La Renta's childrenswear merchandising area in New York, learning to launch a new business and seeing sales strategies deployed through different channels. She also interned at Jenny Polanco Boutique in Santo Domingo, is contributing to the FIT's Office of Admissions' enrollment and operational initiatives by systematizing student applications and leading tours for prospective students and their parents. At the FIT Style Shop, she sold apparel and accessories, styled customers, and managed financial transactions.

Reflecting the value of sharing she obtained from her mother, Sadé, volunteered at ProFamilia in Santo Domingo, where she taught reproductive healthcare to kids, teens, and adults in the poorest areas; La Ferme du Monceau in Belgium, in a program designed for children to value and interact with nature; worked as dresser or usher for fashion shows during the Mercedes Benz Fashion Week, helped with public relations and market for the Plitzs Fashion Marketing Group, and contributed to the first three shows of United Colors of Fashion, a non-profit organization; The Community at FIT, where she participated actively in the Light the Night Walk for the Leukemia and Lymphoma Society, Aids Walk New York for treatment and awareness of AIDS, Buddy Walk for the National Down Syndrome Society, and Making Strides Against Breast Cancer for the American Cancer Society.

Following her graduation from ITM, Sadé plans to work as a compliance agent who audits factories in different countries to ensure that they live up to international standards. She then intends to apply the knowledge acquired in the family business, SPT Intercontinental, in Santo Domingo where she expects to create a corporate social responsibility program initially in this business and eventually to every industry in the country. She also aims to found her own specialty second-hand retail store for women and focus on conscious shopping, recycling, and up cycling.



Wilnecia greatly impressed the Selection Committee with her well rounded experience, outstanding drive, and tremendous volunteer activities. In her strong recommendation of Wilnecia, Deboarh Payton-Jones of FIT's Office of Student Life praised her excellent work ethic, initiative, and attention to detail while performing her volunteer tasks.

As a former teller of the Teachers Federal Credit Union, Wilnecia is well prepared for her new role as recently elected Treasurer of the FIT Student Association. She was a sales intern and assistant at Ruby Kobo, where she was responsible for visual merchandising, organization, and preparation of showroom for market appointments, fashion week, and business meetings with buyers and editors. She also interned at PR Consulting, where she assisted with the overall showroom presentation of the company's various accounts. In addition, she was Fashion Department Intern at Interview Magazine, where she tracked samples, maintained overall organization of the fashion closet, and ensured smooth communication between the PR and design firms. In addition, Wilnecia was sales associate at the US Polo Association.

Wilnecia has volunteered for the FIT Junior Day, StyleCareers.com Job Fair Expo, FIT Gospel Choir & Millinery Club Fashion Show, Custo Barcelona Fashion, FIT SVCS Volunteer Expo, FIT Student Volunteer Community Services, BPMW-Agency Capsule Women's and Men's Trade Shows, Americana Manhasset Champion's for Charity Event as well as Night Out Fashion Show, Nassau Community College Prom Boutique, and Teatro de Yerbabruja Experimental. She is also a member of the Black Retail Action Group.

After Wilnecia earns her ITM degree, inspired by her experience within Ruby Kobo where she was exposed to different functions affecting brands in various countries, she aspires to become director of operations.

We hope that you will all join us in recognizing Samantha, Sadé, and Wilnecia for their accomplishments!