

MICHIGAN STATE UNIVERSITY

Michigan State University: Local Retailer Information

Alumni Hall: first opened in 2005 and now has 30 stores across the US representing over 20 universities. The MSU location is in a shopping center in Lansing, just 10 minutes from campus.

- Director of Merchandising: Elizabeth McGill (elizabeth@alumnihallstores.com)
- Men's Buyer: Ruby Neely (ruby@alumnihallstores.com)
- Women's Buyer: Chris Milam (chris@alumnihallstores.com)
- Headwear, Footwear and Youth Buyer: Lisa Gangelhoff (lisa@alumnihallstores.com)
- Accessories and Hardgoods Buyer: Angela Caldwell (angela@alumnihallstores.com)
- General Buyers email: buyers@alumnihallstores.com

Fanatics: the exclusive eComm partner of Michigan State Athletics

- Reach out to Jimmel Walsh (jwalsh@fanatics.com) for buyer information

Follett/Dyehard: Our Spartan Bookstore is operated by Follett. They have a store located in the MSU International Center, online, and in-venue at MSU athletic events through their Sparty's Locker Room merchandise stands (operated by Dyehard, a Follett-owned company).

- Senior Merchandise Planner: Marissa Watts (mkwatts@follett.com)
- Regional Manager: Amber Straatman (astraatman@follett.com)
- Market Lead: Kayla Stozicki (k.stozicki@follett.com)

Rally House: We have two large locations near MSU's campus in East Lansing and Okemos.

- NCAA Apparel Buying Team Lead: Dana Lewis (dlewis@rallyhouse.com)
- Manager of Collegiate Partnerships: Jacob Wawro (jacob.wawro@rallyhouse.com)

Spartan Spirit Shops

Spartan Spirit Shop is operated internally at MSU. They operate shops at the MSU Union, 1855 Place, MSU Tennis Center, Demmer Archery Center, Forest Akers Golf East and West, and online.

- Manager over all Spartan Spirit Shop locations and buyer for Forest Akers Golf Pro Shop: Tuy Nguyen (nguyen43@msu.edu)
- Buyer for MSU Union: Molly Chrome (flaher11@msu.edu)
- Buyer for 1855 Place, Demmer Center, and Tennis Center: Andrea Richard (rich1380@msu.edu)

Student Bookstore: an independent bookstore located across the street from campus.

- Owner: Brad Ballein: bballein@sbsmsu.com

We also have mass and sporting goods retailers, including Dick's Sporting Goods, Meijer, Walmart, and Target.



Division of Residential and Hospitality Services

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