

# RetailLink

Fall 2011

From Campus to Career



TERRY J. LUNDGREN  
CENTER FOR RETAILING



## Global Retailing Conference 2012 Speakers include:



**Terry J. Lundgren**  
Chairman, President & CEO  
Macy's, Inc.



**Robert F. Moran**  
President & CEO  
PetSmart



**Debbie Pruent**  
COO, GfK

## From the Director Marcia Klipsch, Interim Director

The only thing certain about change is that it will happen. Long-time director, Melinda Burke, created positive change during her 10 year tenure at the Center. She is now the President of the UA Alumni Association—a change I know she will relish. As for me, the idea of serving as the interim director of the Lundgren Center was a surprising change that pulled me from my retirement reverie and reminded me of the challenging and rewarding experiences I had as education coordinator, SIFE faculty advisor, and assistant director of the Center. The opportunity to blend my retailing background and love for student development activities, coupled with the extraordinary chance to build relationships with top-notch corporations, was too much to pass up. Change happens!



From where I now sit, it is easy for me to look back over the spring semester and see the impact of the many Lundgren Center activities that have taken place. The Global Retailing Conference had its biggest year ever, hosting 250 attendees and featuring an impressive lineup of speakers who brought the industry to life. Participants were regaled with topics ranging from the looming impact of rising cotton prices, to the "state of the retail environment," to presentations by well-respected CEOs and industry leaders discussing innovation in their marketplaces. The Gartner report said the Global Retailing Conference was a "must attend" event. The Altria-sponsored Go Pro Business Etiquette workshops taught career preparation skills to 213 students with 98% saying that they believe they gained valuable skills for their professional development. Competitive Advantage Workshops were delivered twice for 33 graduating seniors, helping them prepare for high-level interviews, negotiate job offers, and better understand the rigors of "life after college and on the job." SIFE students won their regional competition and finished nationals in the "sweet 16." Thirty two thousand dollars was awarded to excelling students, including a record five \$5000 awards from YMA. The list goes on.

We, at the Lundgren Center, continue to move forward. Activities abound as we prepare for the annual Corporate Advisory Board meeting, the 2012 Global Retailing Conference, and welcome industry speakers into our classrooms. To see our exciting activities be sure to take a look at our calendar of events on the inside pages of this RetailLink. We also look forward to welcoming our new partner TJX and thank Dick's, Collective Brands, and The Home Depot for increasing the levels of support. And, inevitably, there are more changes. This fall, the newly formed Norton School Student Advisory Council kicked off its two-day leadership retreat that was filled with activities and seminars that club presidents will share with their membership. In collaboration with the Retailing division and Student Services, the Lundgren Center has formulated and instituted a new program called "Pathway to Career Success." This program pairs rigorous academic retail coursework with student centered activities, professional development workshops, career directed seminars, multiple internships, and a host of experiential activities to ensure that our students are perfectly prepared and job ready—starting as a freshman.

What's next? No doubt, more change. With change comes exploration, innovation, challenge, and creativity. Those of us at the Lundgren Center plan to honor our legacy while embracing opportunities and building relationships. Change...it's going to happen!

PLAN TO ATTEND | Innovating Customer Engagement | April 12-13, 2012

GLOBAL  
RETAILING CONFERENCE  
2 0 1 2

Keynote Speaker  
**Terry J. Lundgren**  
Chairman, President & CEO  
Macy's, Inc.

You will Learn...  
how increased competitive demand  
for innovation will require strategic,  
actionable performances.

Terry J. Lundgren Center for Retailing  
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website <http://globalretailingconference.org/>  
email [tlc@cals.arizona.edu](mailto:tlc@cals.arizona.edu)

Please join  
us at JW Marriott  
Starr Pass  
Tucson, Arizona

# Corporate Partner Profile



Andy Barron

Executive Vice President  
Softlines  
Walmart Stores US

Andy Barron currently serves as the Executive Vice President of Softlines at Walmart. In his role, he is responsible for the Apparel and Home Merchandising & Planning Divisions and General Merchandising and Softlines Global Merchandising Centers.

Since joining Walmart in 1993 as a buyer in Menswear, Andy has managed a variety of merchandising departments including Vice President, Divisional Merchandise Manager of Automotive, Toys, Entertainment, and Electronics. He was promoted to Senior Vice President, General Merchandise Manager in 2004 for Menswear/Kids/Baby/Shoes. In 2007, he transitioned to the Hardlines side of the business where he served as Senior Vice President, General Manager. Prior to assuming his current role, Andy led the formation of the Store Merchandising Execution team as Senior Vice President.

Prior to joining Walmart, Andy worked in various management capacities at Joske's department stores and County Seat stores in Dallas, Texas. He received the General Merchandise Manager of the Year Award for 2005 and was recently the recipient of the SIFE Good Fellow Award.

Andy believes that Walmart's unique culture, which is built on the foundation instilled by Sam Walton, is one of the many reasons for Walmart's continued success. At the core of the culture is the sole driving purpose of saving people money so they can live better. "At Walmart, we

are able to have a continuously vast understanding of the everyday needs of people," Andy states. "The depth and breadth of our reach enables us to make a difference in our customer's lives every day."

There are numerous career opportunities in the retail industry that go beyond merchandising and the same holds true at Walmart. He believes that "the work ethic and the diverse career opportunities combined with our access to a variety of other leading industry companies create a continuous learning and development environment for our people every day."

Andy joined the Corporate Advisory Board at the Terry J. Lundgren Center for Retailing in 2008. Since that time, he has been a continuous supporter of the Lundgren Center's annual Global Retailing Conference, where he assists in delivering speakers and content ideas. Andy actively recruits students from the University of Arizona and has found "bright talent who are well equipped for Walmart's diverse work environment" through this partnership.

## New Center

# PARTNER

We are pleased to welcome the TJX Companies as our new partner to the Terry J. Lundgren Center for Retailing! From its beginning in 1919 as a family-run retailer in Boston, Massachusetts, the TJX Companies have grown into the world's leading off-price retailer of apparel and home fashions. The TJX Companies, which is comprised of T.J. Maxx, Marshalls, HomeGoods, Winners, HomeSense, STYLESENSE and T.K. Maxx, builds its success with their fast inventory turn and opportunistic buying,



allowing them to remain on top of current fashion and pricing trends. The company sources from over 14,000 vendors globally, giving them a strategy that freshens their stores and heightens their merchandise margins. Today, the TJX Companies own over 2,500 stores worldwide and has over 160,000 employees.

## Adoption of Digital Coupons in Grocery Retailing: A Conversation with Coupon Divas and Coupon Lites About Consumer Co-Production and Service Failure



Digital coupons, a relatively new consumer-facing service innovation, are rapidly changing the landscape of retail promotions. In 2009, manufacturers issued \$385 billion worth of coupon incentives as freestanding coupon inserts in newspapers, resulting in 203 billion pages and 272 billion coupons (TNS Media Intelligence 2010). However, when “compared to growth metrics for coupons inserted, which range between 8 and 16 percent, digital coupons dramatically outpaced the growth of its newspaper counterparts, by more than 10 to 1” in 2009 (Business Wire 2010). Coupons.com, the leading provider of digital coupons, reported that almost \$1 billion in coupon savings were printed online and \$858 million were downloaded to store loyalty cards and mobile devices by consumers in 2009 (Business Wire 2010). In fact, coupon redemption rates increased by 27% from 2008 to 2009 showing a resurgence in couponing by American consumers (Montandon 2010). However, overall coupon usage has remained stagnant at about 2% of coupons issued (Inmar 2010) because the growth in the number of coupons redeemed by consumers, a first since 1992, coincided with an equivalent increase in the number of coupons issued.

High-volume coupon users have received considerable media attention in recent months given tough economic conditions and the need for many Americans to find ways to trim their household spending. The Wall Street Journal and ABC Nightly News both conducted features on “extreme couponing” that showcased the couponing strategies of high-volume coupon users (Donvan and Burbank 2010; Martin 2010). These high-volume coupon users, however, are not the target consumer for coupons issued by manufacturers (Batra, Myers, and Aaker 1996), who intend for their coupons to induce new product trial among brand loyal consumers (Batra, Myers, and Aaker 1996).

In light of this market data, we wanted to understand how consumers are integrating digital coupons into their existing couponing rituals. We were

also interested in understanding whether early adopters of this new service innovation are consumers who otherwise do not use paper coupons but have now begun couponing as a result of the availability of digital coupons. Given the dearth of empirical research on digital coupons, we conducted a qualitative investigation of consumers’ experience using digital coupons loaded onto loyalty cards issued by two national grocery retailers. We found that high-volume users of paper coupons – coupon divas – are actually the early adopters of digital coupons. We also studied low-volume/infrequent users of paper coupons – coupon lites – to contrast the experience of the coupon divas and because they represent the target consumer for most coupons. Interestingly, both consumer groups experienced service failures when using digital coupons, primarily due a lack of integration between the digital coupon technology and retailers’ point-of-sale systems.

Unless these service failures are resolved, the coupon divas may discontinue using digital coupons. Even though coupon divas are not the target consumer for manufacturer coupons, they do have enormous social influence given their role as market mavens. Their social influence combined with the social networking power of the Internet, which they are very savvy at using, renders them a powerful consumer group that could ‘move the market’ to abandon digital coupons long before this service innovation ever reaches its target consumer, namely the coupon lites. However, most innovations do undergo iterative improvements based on the experiences of the early adopters before ever achieving maximum penetration (Clark and Goldsmith 2005; Walsh, Gwinner, and Swanson 2004). Therefore, it would be in the best interest of manufacturers, retailers, and digital coupon service providers to pay close attention to consumer experiences when defining areas for improvement across the entire couponing process. This, no doubt, will require collaboration among all parties that support the service delivery system associated with digital coupons. That said, both the coupon divas and coupon lites in our study did offer some interesting suggestions for how to improve their digital coupon service experience, which we would be happy to discuss with you.

## Retailing and Consumer Sciences Graduate Andy Mirkin Joins Dick's Sporting Goods

I graduated from the Retailing and Consumer Sciences program in December, 2009 and joined the Merchandise Training Program at the corporate offices of Dick’s Sporting Goods (DSG) in Pittsburgh, Pennsylvania in February 2010. DSG is the largest sporting goods retailer in America and a Fortune 500 company, but it still feels like I am working in a family-run business. Our CEO, Ed Stack, is the son of the founder.

I knew the transition from a college student to a corporate citizen would be tough, but the skills I learned at the Norton School and my interactions with corporate partners as a Student Advisory Board member made my transition much easier. While in Dick’s training program, I was exposed to many different aspects of our merchandising department, but I really enjoyed my time in product development where I work today.

In my role, I am in charge of the development of private brand footwear and socks. Everyday I work with merchant partners to provide the best assortment of private label brands, such as Reebok, Umbro, and Field and

Stream to our customers. In collaboration with the DSG office in Hong Kong, we work directly with our factory partners to provide quality products while supporting the margin requirements that are expected of private labels. I still reference many of the theories and ideas from classes at the University of Arizona and find myself at a competitive advantage in the corporate world and specifically in the retail industry.



While in school I never expected that I would get to start my career doing something that I enjoy with a company that I respect. As I continue building my career at DSG and return to campus for recruiting events, I look forward to speaking to current RCSC students. I will constantly remind them that the classes they are taking will help them further their careers and I will remind them to take advantage of all the opportunities that are provided by the Terry J. Lundgren Center and the Corporate Advisory Board partners.



# KIM'S VIEW from the Center

As if April weather isn't reason enough to spend a couple of days at a sunny Tucson resort, the University of Arizona's Terry J. Lundgren Center for Retailing puts together what's become one of the most thought-provoking, future-focused, and engaging events on retailing trends and strategies. Whether you're an independent retailer, business executive, CEO, marketer, HR executive or a future retail leader, this conference brings together the most innovative business leaders who share best practices that attendees can apply to their own businesses. Our theme

this year, **Innovating Customer Engagement**, will focus on new ways businesses are engaging customers and encouraging advocacy. By using tools such as digital advancements, marketing strategies, and consumer behavior studies, retailing companies have a better understanding of how to communicate with their customers. Now in its 16th year, the Global Retailing Conference promises an engaging venue with great opportunities to develop relationships. Become a sponsor and raise your company's profile and create brand visibility. Call me personally at 520.626.7952 or visit: [TerryJLundgrenCenter.org](http://TerryJLundgrenCenter.org). We look forward to seeing you in Tucson! This year's stellar lineup of top-industry executives includes:

## GLOBAL RETAILING CONFERENCE 2012 SPEAKERS:



**Terry J. Lundgren**  
Chairman, President & CEO  
Macy's, Inc.



**Paula Rosenblum**  
Managing Partner  
Retail Systems Research



**Debbie Pruent**  
Chief Operating Officer  
GfK



**Sandeep Mathrani**  
Chief Executive Officer  
General Growth Properties



**Peter Sachse**  
Chief Marketing Officer, Macy's  
Chairman & CEO, [macys.com](http://macys.com)



**Rick Hamada**  
Chief Executive Officer  
Avnet, Inc.



**Robert F. Moran**  
President & CEO  
PetSmart



**Gwen Morrison**  
Chief Executive Officer  
WPP Global Retail Practice



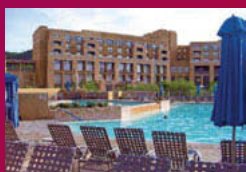
**Frank Blake**  
Chief Executive Officer  
The Home Depot



# INNOVATING CUSTOMER ENGAGEMENT

April 12-13, 2012

JW Marriott Starr Pass | Tucson, AZ



**IT BEGINS WITH A SURE STEP:** This year's event will be held at the JW Marriott Starr Pass Tucson Resort & Spa. Drawing on the beauty of its location, this Tucson resort features elements of the lush Arizona desert and far-reaching landscape throughout its design.



**SIGN UP NOW** for the Global Golf Tournament and increase your company's visibility among top Global leaders by sponsoring a hole.

**Jaclyn Lichterman The Jones Group**



In January of 2011, I went on a NYC study tour with a small group of Retailing and Consumer Sciences students from the University of Arizona. While attending the National Retail Federation's 100th Annual Retail Conference, we had the opportunity to tour The Jones Group's main headquarters and learn about their successes in the industry. Not only did this opportunity enhance my networking skills, but it allowed me to immediately see that I wanted

to work for this company. This past summer I was lucky enough to intern with The Jones Group, a Fortune 500 Company and the leading designer and marketer of brands such as Nine West, Jones New York, Easy Spirit, Anne Klein, and Gloria Vanderbilt.

I interned as a buyer for Kasper, a women's business fashion brand that is part of the Nine West Group located in White Plains, NY. One or two days a week, I worked in New York City. I was involved in every meeting, task, and decision and was given projects of my own that were presented during meetings and discussions. I created the Fall/Resort Look Book, a visual guide listing all of the numbers, pictures, and descriptions of new merchandise. I developed a marketing reference book of postcards, sent email blasts, created signage and posters used for Kasper, and made visual buy-boards for spring 2012. Every assignment and task I was given was significant and important to the company. My team was extremely helpful, showing me how to complete required reports.

Having previous retail experience and having taken the amazing courses taught by the knowledgeable professors in the Retailing and Consumer Sciences department, I understood most aspects of the business and the potential effects of my buying decisions. I felt as though my coursework allowed me to excel in my internship. I definitely used retail math concepts and calculations during my internship, so I'm glad I paid attention in class!

Aside from learning and experiencing what a buyer does, I had the tremendous opportunity to work with and get to know all of the people in the company. Whether they were planners, allocators, directors, or executive vice presidents, each one offered their help and mentorship. The internship program also incorporated multiple intern activities throughout the 10 weeks so that students could get to know each other. We had a roundtable with Ron Offir, the President of Jones Direct Group, and Rick Paterno, the Group President of Wholesale Footwear. It was fascinating to hear their career histories and words of wisdom.

The Retailing and Consumer Sciences courses, clubs, and structured guidance helped build my confidence. This past summer I learned more than I ever anticipated, not only about the company, what they stand for, and their outstanding opportunities, but also about myself. I applied my past coursework, organizational and leadership skills, and discovered that if you set your mind, work diligently, and are open to new experiences, you can accomplish anything. I was so passionate about my work this summer I am now certain that I want to be a buyer after graduation in May 2012.

**Natalie A. Rittenberry The TJX Companies Inc.**



During this past summer I had the opportunity to intern with The TJX Companies, Inc. as a Merchandise Buying Intern in their California Buying Office. This 10-week internship allowed me to experience retailing at the corporate level and gain insight from a leading off-price retailer. This internship exceeded all of my expectations. Every day was different and I arrived at work eager and excited to learn something completely new about retailing.

I was able to develop my professional and analytical skills and build relationships through a number of different activities and responsibilities. While working with the buying team, I attended vendor meetings and made market visits, which taught me the complexities of negotiating deals and making buys. One major aspect of a career at TJX is developing and maintaining relationships with vendors. I learned about the opportunistic and fast-paced nature of off-price retailing, first hand, which plays a major part in the everyday values offered at T.J. Maxx and Marshall's.

I worked on a SWOT analysis project for Juniors' fashion tops, which included identifying the strengths, weakness, opportunities, and threats

encountered by the department. This project took my analytical skills to a new level since I needed to support all of my suggestions with solid evidence. I also performed a great deal of trend research due to the ever-changing nature of fashion retailing. I presented my results to the Juniors' Department buying team, including the Market Manager. To my delight, some of my ideas were implemented!

In addition to working in buying, I spent time with product specialists, merchandise assistants, and in planning and allocation. These collaborations are pivotal to the success of these departments. There are many career opportunities within the firm and the potential for mobility seems endless.

I am so thankful for this opportunity with The TJX Companies, Inc. This internship challenged me and allowed me to develop my professional skills for a future career. This summer, I gained knowledge about the retailing industry that was invaluable. The Terry J. Lundgren Center for Retailing has provided me with so many opportunities and my experience this summer is proof. I would like to welcome TJX as a new partner of the Corporate Advisory Board!

# Updates on the RCSC Major and student placement.



The Retailing and Consumer Sciences (RCSC) Major produced almost 100 graduates between May and August this year. Despite an uncertain economy, many of these RCSC graduates were hired into exciting careers with great potential for professional growth. Much of this success is due to the additional mentoring and coaching that the RCSC seniors received through numerous resources. For

example, a variety of workshops including self-branding and promotion provided by several Terry J. Lundgren Center partners resulted in better interviewing skills. One-to-one sessions with TJL partners and other business executives facilitated career placement for many of the outstanding graduates.

As a result, the RCSC faculty, advisors, support staff, in collaboration with the members of the TJL Center team, are introducing even more venues for enhancing the presentation and communication skills for the graduating seniors in December.

The RCSC advising staff along with Joanna Broder will be coaching incoming students from their first semester in the major until they graduate using a "Pathways to Success" series of classes run like workshops. Advisor Meredith Parker will lead off with the freshman in an exploration class. As Undergraduate Coordinator, I will teach the second class at the end of the sophomore year. Corporate professional development executive Joanna Broder will conclude the series with a "Competitive Advantage" class for graduating seniors.

We anticipate that these experiences will result in an even higher graduating senior career placement in the near future. Following are some of the graduating seniors from Fall 2010 and Spring/Summer 2011 and where they are employed:

## Going Places

**CONGRATULATIONS TO OUR RETAILING AND CONSUMER SCIENCES GRADUATES- THEY ARE GOING PLACES! WE WISH THEM THE BEST AS THEY BEGIN THEIR CAREERS:**

**HERE ARE SOME OF THE RCSC GRADUATES**

**Kelsey Achtezhn – Kohl's**  
**James Amoroso – AT&T Mobility**  
**Sara Barton – Macy's, Inc.**  
**Clare Bates – Dillard's**  
**Heather Chadwell – Nordstrom**  
**Brittany Ehrenfreund – PetSmart**  
**Rebecca Everett – Target**  
**Julie Gundrum – Club Monaco**  
**Christy Holcomb – Macy's, Inc.**  
**Alison Hom – JCPenney**  
**Garrett Joviak – JCPenney**  
**Molly Magged – Tractenberg and Co. Public Relations**  
**D'Arel Miller – Collective Brands**  
**Allie Mroczka – Dick's Sporting Goods**  
**Katie Newell – The Shredder Co.**  
**Jeanette Pruitt – PetSmart**  
**Maddi Reynolds – The Home Depot**  
**Aubrey Roesly – Liberty Mutual**  
**Scott Rising – Macy's, Inc.**  
**Rebecca Robertson – Dick's Sporting Goods**  
**Justin Saldivar – Dick's Sporting Goods**  
**Lauren Schmidt – Collective Brands**  
**Nicole Scott – University of Arizona student recruiter**  
**Anna Townely – Dick's Sporting Goods**  
**Brittany Verloo – The Home Depot**  
**Mari Wigler – Nordstrom**  
**Brian Wilver – Honey-Baked Hams**

## Retailing and Consumer Sciences Alum

## Shannon Cornell

When Shannon Cornell was a Retailing and Consumer Sciences student at the University of Arizona she always knew that she wanted to work on the corporate side of the business. Since graduating in 1998, her career path has been nothing short of stellar. At Gap, Inc.'s Old Navy division, Shannon has successfully worked in the areas of allocation, planning, and merchandising. Equally as diverse, her experience at Old Navy has included Merchandise Planner for men's and boy's knits and logos, girls denim and woven bottoms; Director of Merchandising for Women's knit and woven tops and bottoms, accessories, shoes, maternity; and Old Navy Canada Baby. Her motivation: an appetite to be close to the product and see the next "hot" trend.

Shannon attributes her successful 12 year career at Old Navy USA to a strong network, supportive mentors, and a good personal reputation. She is constantly encouraged to prioritize her career goals and is consequently provided with key networking opportunities. Clearly, the focus on mentoring and networking are, according to Shannon, the highlights of Gap, Inc.'s company culture. As well, their vertical integration of merchandise from design to the retail floor allows her to participate in all aspects of the business, keeping her various roles interesting and challenging.

As a student in the Retailing School, what prepared her for her fruitful run at Old Navy? First, her retail math class helped her understand how to run a business. Her internship preparation classes gave her the confidence to interview for and perform well during her internship at Target/Mervyn's. Shannon also credits her textiles and merchandising classes for providing her with a strong educational foundation.

Shannon offers this advice for students currently studying retailing:

- Do an internship so that you see what you're getting into
- Choose a company that "feels like it fits." Look at the people who work there, examine the culture, and evaluate the company's "people" network. Ask yourself this question: "Can I see myself being happy here?"
- Be open to new opportunities

According to Shannon, it is important "to really 'own' your own career—no one will give you the next role unless you ask for it; then go get it. Be aggressive about your career and develop yourself."

# Retailing and Consumer Sciences Students Inspire Healthy Eating

Retailing and Consumer Sciences students, Rebecca Robertson and Carley Howell, are making a positive and long-term impact on school children who are at great risk for obesity and diabetes. As project manager for the Students in Free Enterprise (SIFE) team, Rebecca created the Food for Thought project that has a tri-fold objective of teaching school children and their families the importance of nutrition, raising the awareness of the economic and health value of buying local produce, and helping others understand the benefits of growing fruits and vegetables at home.

In fall 2010, UA SIFE students spent 14 weeks at the Wildcat school, the University of Arizona's K-8 public charter school, teaching the food pyramid, providing alternatives to unhealthy snacks, and demonstrating the importance of physical exercise. Using an entrepreneurial approach, they also worked with the school children to create a recipe book and are currently planning a school-wide fundraiser to sell these books to sustain future Food For Thought projects.

UA SIFE team members applied business concepts to expand the reach of this nutritional education program. They created an informational brochure in both English and Spanish to target another market—the parents of the Wildcat school students. The students also collaborated with the caterer of the Wildcat school to revise the children's school menu and five of the lunches on the caterer's menu for the months of April and May, 2011, for all 23 of the schools he serves in Arizona. As a result, over 13,500 healthy meals were served to students in Arizona schools.



2011-2012

## Calendar of Events

### SPEAKER SERIES

Sept. 1	Heather Gille, GAP, Inc.
Sept. 13	Stacey Kretzman, Enterprise Rent-A-Car Michael Woods, Altria Sales and Distribution
Sept. 19	Emily Esposito, The TJX Companies, Inc. Dara Silvergate, Macy's, Inc.
Sept. 20	Saks Andy Mirkin, Dick's Sporting Goods David Pagel, Altria Sales and Distribution Sarah Koch, Altria Sales and Distribution Brittany Erenfreund, PetSmart Melissa Weinstein, Target Stores Leah Scherotter, GAP, Inc. Shelley Huff, JCPenney Corporation
Sept. 21	Amanda Davis Madrid, Walmart Stores, Inc. Kate Brown, Freya Chatterjee & Andy Mirkin, Dick's Sporting Goods
Sept. 22	Lisa Locker, Altria Sales and Distribution
Sept. 27	Courtney Mcabee, Macy's, Inc.
Oct. 3-4	Blaire Baker, Gallo Wine Company
Oct. 6	Lisa Locker & Christine Caforio-Morrison, Altria Sales and Distribution
Oct. 11	David Sebastian, Farm Bureau Financial
Oct. 13	Sarah Martinez, PetSmart
Oct. 27	Angela Swanner, JCPenney Corporation Bridgette Woodell, Michelle Gleckler, Karen Stuckey, Deanah Baker, & Ashley Shockley, Walmart Stores, Inc.
Nov. 3	Keri Osana, Altria Sales and Distribution Whitney Wilkening, Bling by Wilkening
Nov. 4	Renee Pictor, Kohl's
Nov. 9	Sabrina Valdez-Lamp, PetSmart
Nov. 22	Gwen Morrison, WPP Global Retail Practice

### OTHER EVENTS

Sept. 20-21	Career Days
Sept. 20	GAP, Inc. Info Session
Sept. 27	Macy's, Inc. Info Session
Sept. 28	YMA breakfast meeting with Peter Sachse
Sept. 29	RIS student panel in Scottsdale
Oct. 10	Dick's Sporting Goods Sales Manager Trainee Info Sessions
Oct. 11	Dick's Sporting Goods Merchandising Trainee Program/Intern Program Info Sessions Collective Brands Info Session Collective Brands "Employer in Residence" "Busting the Store Manager Myth" Presentation and Networking Event
Oct. 26	Big Networking Event
Oct. 27	Corporate Advisory Board Dinner & Meeting
Oct. 27-28	Alumni Homecoming
Nov. 4	New York Study Tour, New York City
Jan. 15-19	SIFE Spring Career Expo
Feb. 15	Spring Corporate Advisory Board Meeting
Apr. 11	Global Retailing Conference "Innovating Customer Engagement" JW Marriott Starr Pass
Apr. 12-13	

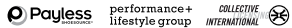
# Corporate Partners & Sponsors



**Bridgestone Retail Operations, LLC**



**COLLECTIVE BRANDS™**



## Corporate Advisory Board

- Acento**, Roberto Orci, President and CEO  
**Altria Sales and Distribution**, Lisa Locker, District Manager  
**AT & T Mobility**, Jay Brown, National Recruiting Manager  
**Bridgestone/Firestone**, Jim Fogelquist, District Manager  
**Collective Brands**, Edward J. Schloesslin, Division Senior VP, Human Resources  
**Deloitte Consulting LLP**, Jean-Emmanuel Biondi, Principal  
**Dick's Sporting Goods**, Kate Brown, Manager, University Relations  
**Enterprise Rent-A-Car**, Stacey Kretzmann, Group Recruiting Manager  
**Farm Bureau Financial**, David Sebastian, VP of Strategy & Business Development  
**Gallo Wine Company**, Greg Gratteau, Manager of Human Resources  
**Gap Inc.**, Heather Gille, Director, Strategic Staffing  
**Gordon Brothers**, Ann Merrill, Principal & Managing Director  
**ICSC**, Sarah Ritchie, Manager, ICSC Education Foundation  
**JCPenney Corporation**, Angela Swanner, DVP & DMM, Women's Apparel  
**Kohl's**, Larry Viands, Territory VP/Human Resource Director  
**Macy's, Inc.**, Dara Silvergate, Manager, College Relations  
 Anne Valler, VP, Executive Recruitment & College Relations  
**Nestlé Purina PetCare**, Tommy Baroody, Director of Business Development  
**NRF Foundation**, Kathy Mance, Vice President  
**PetSmart**, Neil Stacey, Divisional VP of Operations  
**SAP**, Tom Redd, Vice President, SAP Labs, Retail  
**Strategic Mindshare**, Cynthia R. Cohen, President  
**Supima**, Jesse W. Curlee, President  
**Target Stores**, Katie Tiano, Campus Recruiter  
**The Home Depot**, Gordon Erickson, Senior Vice President of Merchandising  
**The TJX Companies, Inc.**, Emily Esposito, Talent Acquisition Specialist  
**University of Arizona BookStores**, Debby Shively, Director  
**VAMOS A Tucson**, Felipe Garcia, Community Affairs and Mexico Marketing  
**Verizon Wireless**, Jonathan LeCompte, Director of Retail  
**Walgreens**, Lee Nevarez, District Manager  
**Walmart Stores, Inc.**, Andy Barron, SVP General Manager Hardlines  
**Wells Fargo**, Marsha Grist, Senior Recruiter

## Honorary Board Members

- Ellen Goldsberry**, Director Emeritus, Center for Retailing  
**Terry J. Lundgren**, Chairman, President and CEO, Macy's Inc.

## Student Advisory Board Fall 2011

- |                         |                          |                            |
|-------------------------|--------------------------|----------------------------|
| <b>Natalie Bendroff</b> | <b>Jordan Gardner</b>    | <b>Stephanie Olinski</b>   |
| <b>Shakyla Byrd</b>     | <b>Lindsay Godbout</b>   | <b>Alex Rivera</b>         |
| <b>Jenaye Collins</b>   | <b>Melissa Homa</b>      | <b>Natalie Rittenberry</b> |
| <b>Killian Dorgan</b>   | <b>Carley Howell</b>     | <b>Garrett Swenson</b>     |
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## Terry J. Lundgren Center for Retailing

Editor: **Marcia Klipsch**  
 Managing Editor: **Kimberley A. Brooke**  
 Administrative Assistant: **Annette M. Garcia**

The Terry J. Lundgren Center for Retailing is housed in the Division of Retailing and Consumer Sciences in the John and Doris Norton School of Family and Consumer Sciences, College of Agriculture and Life Sciences at The University of Arizona. The Center works to illuminate the issues facing retailers today and to prepare college students for careers in retailing.

To obtain more information contact:

**The Terry J. Lundgren Center for Retailing**  
 The University of Arizona  
 PO Box 210078 ~ Tucson, AZ 85721-0078  
 Phone: 520.621.1715 Fax: 520.621.9445  
 Email: [tlc@cal.arizona.edu](mailto:tlc@cal.arizona.edu) Web site: [terrylundgrencenter.org](http://terrylundgrencenter.org)