

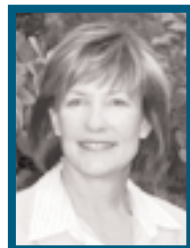
RetailLink

FROM CAMPUS TO CAREER SPRING 2005



Center for Retailing and Consumer Sciences

THE UNIVERSITY OF ARIZONA.



From the Director

The theme this year at the National Retail Federation meeting in January was "Redefining Retail." An impressive group of retail executives, consultants and analysts provided insights and predictions for the future of the industry. Among the many valuable insights was one from Mitch Kates with KSA who challenged retailers to stop 'looking at different things,' but instead, 'look at things differently.' For this perspective to succeed, retailers must commit to identifying and developing the passionate and visionary leaders that will take their organizations into the future.

Today's student is tomorrow's visionary leader. By providing diverse learning opportunities through the classroom, our research program and extracurricular activities, the Retailing and Consumer Sciences program 'looks at things differently' and identifies high potential students with this desire to succeed. Through our rigorous curriculum, high academic standards and structured internship program, we graduate retailing students with strong critical thinking skills and passion for careers with multichannel retailers. The dedication of our industry partners to educating future retail leaders motivates us every day to continue looking at things differently.

The customer experience will continue to drive the bottom line for retailers in the future. Industry experts will examine their own Service Smarts! at our next Global Retailing Conference, April 14-15, 2005 at the Marriott Star Pass Resort. Mr. Terry Lundgren, Chairman and President/CEO of Federated Department Stores, is one of many visionary leaders who will share his unique perspective on the future of retailing. Join us in Tucson to get a head start on 'looking at things differently!'

Melinda Burke

A VISIT TO THE TARGET DISTRIBUTION CENTER

by Don Reinhart
Retailing & Consumer Sciences Faculty



Students in the Supply Chain Management Class were offered the opportunity to see the supply chain come alive on a recent tour of the Target Distribution Center in Phoenix, AZ. After boarding a bus and a short two-hour commute, the students and faculty were graciously received by some of the managerial staff, two of whom are UA graduates. The group was split into subgroups so that they could observe the operation more efficiently and to allow ample time to ask questions.

The tour leaders from Target were joined by two members of their corporate office, who were themselves visiting the Phoenix operation that day. The size of the distribution center (DC) is enormous. If one were to walk around the perimeter of the building, it would add up to one mile and a half. The interior of the DC is extremely clean and orderly. The 750 employees are trained to pick up any debris that drops off the myriad of fork lifts and mini-tractors that move some shipments to the storage racks or "pick" loads of merchandise from the racks outbound to the stores that they service.

Continued on page 2

PLAN TO ATTEND

GLOBAL RETAILING CONFERENCE 2005

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how differential experiences impact the bottom line.

Keynote Speaker **Terry Lundgren**
President, Chairman & CEO, Federated Department Stores, Inc.

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April 14-15,
2005

Join us at the Marriott
Starr Pass Resort
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Corporate Partner Profile

Timothy Nichols, JCPenney

by Jennifer Vizcaya
Student Advisory Board Ambassador

After a brief stint in retail during his college years, Timothy Nichols of the JCPenney Corporation, knew he had found his calling. He was captivated by the atmosphere of retailing, the energy level, the variability of every workday, and the interaction with customers. After graduating from Texas Tech University with a Business Degree in Finance, Mr. Nichols began JCPenney's Management Trainee Program. More than 25 years later, Mr. Nichols has continued with his career path at JCPenney serving twice as a Store Manager, a District Manager, in several Regional positions, and finally to his current position as Senior Vice President, Regional Manager—West Region. In this position, Mr. Nichols is responsible for maintaining consistent execution among the 255 stores in his region. He travels about 40 weeks a year, coaching and mentoring the management team of each store to drive profitable sales, evaluate store environment issues, and seek out business opportunities.

Mr. Nichols was motivated to move from a Management Trainee to Senior Vice President at JCPenney as a result of the helpful mentors and role models he found along his way. At every level he was challenged to reach higher and higher, giving him the confidence to attain those positions. After 25 years with JCPenney, Mr. Nichols continues to expand and grow professionally with an interest in the human resource and operational side of the business. He believes and credits his extended tenure with JCPenney to the fact that JCPenney treats its associates with respect, conveying the message that many opportunities exist and if the capability is shown, you can go far. The company does not disillusion them, but rewards associates based on performance. Basically it is

a "you always have a chance to advance if you perform" idea.

Succeeding in the world of retail, according to Mr. Nichols, requires outstanding communication skills, both listening and verbal components. Communication skills are vital since an essential part of leading is getting everyone to buy in and move in the same direction. In addition to an energetic attitude, one must be comfortable interacting with others, be able to set priorities and stay focused despite a multitude of distractions.

For JCPenney, the future is bright. Currently in a growth mode with plans to open several new stores this and next year and renovation plans for current stores, JCPenney is experiencing an exciting time. The Merchandise Teams are constantly striving to make the merchandise mix more appealing to today's consumers and IT Teams are implementing new technologies to make the role of an associate easier and the customers' experience more convenient. After over 100 years of operation, JCPenney's strategy to remain competitive is to continue to meet the customers' expectations, constantly evolving with the customer in terms of customer service. Offering a pleasant experience and respecting customers' time are key elements as well.

Another important aspect of JCPenney's business is having the right person in the right job. For over 11 years, JCPenney has partnered with the Center for Retailing and Consumer Sciences bringing to the Center a real-world retailing voice. Mr. Nichols joined the Center's Corporate Advisory Board in 2004 and plans on helping the Center identify programs and opportunities to better assist students as they prepare for a Retail career. Ultimately, his hope is to develop UA Retail students into more attractive



Timothy Nichols

candidates for the retailing industry, and it would be even better if they decided to start their careers with JCPenney. Opportunities at JCPenney are boundless, having recently centralized many operations. Opportunities have been created at the Home Office for Buyers, Assistant Buyers, Department Planning, Supply Chain, and Logistic positions. And many opportunities also exist in the stores.

In addition to being a successful retailer, JCPenney is also an active member in the community. JCPenney is extremely active in the United Way in the local markets where you find JCPenney stores. JCPenney's greatest philanthropic focus is on After-School Programs. In a country where more than 15 million children go home alone after school, this is a very significant cause. Each JCPenney store has an After-School Team that partners with local groups, not just raising money but also donating their time by participating in events such as reading clubs or coaching sports. Some of the organizations that JCPenney works with are the YMCA, the Boys and Girls Club, Junior Achievement, and 4H. JCPenney also has certain categories of merchandise where a percentage of the profits goes to local YMCAs.

JCPenney is proud to be active in the community and it is a large part of who JCPenney is, according to Mr. Nichols. Throughout the entire span of Mr. Nichols' experience with JCPenney, two quotes have guided him in his decisions:

"The key to successful leadership is influence, not authority."

"There are two things that you don't worry about. The things you can affect and the things you cannot affect."

A Visit to the Target Distribution Center

Continued from the front cover

There are a couple of miles of floor level and overhead conveyor belts moving inbound merchandise to specific areas of the storage operation, as well as to the outbound dock doors for delivery to the stores. All of this looks like a mini railroad in action, because there are switches from one conveyor belt to another depending on a prescribed destination, which is determined by a bar code scanner system. Target has recently installed a new scanning device called ARTS (Automatic Receiving Tracking System). As inbound trucks are unloaded, the bar codes are already affixed by the manufacturer to each carton of goods that leaves the truck. As these cartons are placed on the conveyor belt, they are immediately scanned by an infrared device that reads the original bar code and then translates that information to a new Target bar code that indicates specifically where each shipment must be sent within the DC. Some go to a category of goods storage rack whereas others will go directly to a store delivery

dock door. This second scanning position is about ten feet from the inbound dock. By utilizing this new technology, Target has freed-up at least six receiving dock doors and adjacent areas to be used for seasonal storage as well as speeding up the receiving process at great labor savings.

The visit was not only enjoyed by the class, but it put into perspective just how the management of the supply chain is critical to the movement of goods to the ultimate destination in the most efficient manner possible. There were several questions posed by the class which were indicative of their keen interest in making the connection between the course work and the first hand practical application. All in all, this was a very worthy endeavor to understand the logistics of the Supply Chain in action at one of the busiest times of the retail year.

by Tim Christiansen
RCSC Professor

The graduate program in RCSC continues to grow and adapt to the needs of its students and the organizations or institutions that hire them upon graduation. One need that was identified was a modification of the Master's curriculum to allow for greater flexibility in the design and completion of the research project necessary for the degree. Previously, all students wrote a Basic Research Report which utilized existing theoretical models to structure an original research project and included gathering data, analysis of the data, writing the report, and presenting the findings to the faculty under the guidance of a research faculty advisor and committee. The objective of the report is to create a manuscript that can be submitted to a refereed, academic journal. This type of report can provide a competitive advantage for those students who desire to go on to a doctoral program and pursue a PhD.

However, some master's students are interested in a professional career in such areas as retailing, consulting, or marketing research. To enhance the educational opportunities for these students, the RCSC graduate program has added the option of allowing a Master's student to write an Applied Research Master's Report. The focus of the Applied Research Master's Report is to develop a research project with a practitioner focus. The report still includes the collection and analysis of original data, but the research may have an

GRADUATE STUDENTS ADVANCE THE SCIENCE AND PRACTICE OF RETAILING



immediate relevance to retailers and/or consumers. For example, a student may be interested in whether a coupon is more likely to be redeemed if the retailer limits the type of merchandise it is applied to, as in 20% off any shoe purchase, or if it is good on any purchase, as in 20% off any one item. The student would still develop a testable hypothesis, based on previous theoretical and empirical research, for what the research might find. However, the results of the research would be readily applicable to retailers who would be interested in increasing patronage and sales.

At the last meeting of the advisory board for the Center, two of our Master's students presented a brief overview of their research projects that will culminate in their Master's report. Heather Wan is doing a Basic Research Report investigating how shopping patterns differ by gender. Sumbul Naqvi's research is looking at something that all retailers would like to reduce... shoplifting. While Sumbul is doing a Basic Research Report, the information she is developing could help retailers devise new concepts for why shoplifting occurs and what they can do in an effort to minimize the conditions that encourage this behavior.

— GRADUATE STUDENT RESEARCH —



Why do People Shoplift?

by Sumbul Naqvi
Graduate Student, RCSC

The National Retail Merchants Association estimates that \$16 billion of merchandise are lost annually

through shoplifting. Shoplifting incidents have also increased by 300% in the past 20 years. Although these numbers are alarming, this is only the tip of the iceberg because most customer theft goes unreported as store personnel have a tendency to report only high value shop theft to the police. Retailers alone do not pay for this consumer-initiated crime. It is a crime for which the costs are transferred to even the most honest customer. However, few individuals realize that shoplifting is a crime against the consumers and not the retailers alone. Everyone pays for shoplifting. A money management newsletter has estimated that retailers may have to increase prices up to 15 percent to cover these losses.

The majority of people who engage in shoplifting are ordinary people who otherwise adhere to societal rules, regulations and other norms of behavior in their daily lives. Research shows that less than five percent of the people detained for shoplifting engage in it for clinical reasons such as kleptomania; all other shoplifters make a choice to shoplift and are fully aware of what they are doing.

The research I am conducting, with the assistance of my advisor and committee, is focused on examining how and why these otherwise law abiding people choose to ignore societal norms and engage in an antisocial activity like shoplifting. We are trying to identify the factors/reasons that encourage/facilitate consumers in violating established norms and engage in shoplifting. Specifically we are investigating whether shoplifting is a rational choice involving a conscious cost/benefit analysis of the situation; or if it is precipitated by a temporary and situational, but compelling, motivation to do so. We also hope to examine the effectiveness of store security measures in controlling shop theft, no matter the reason underlying the theft. The research is also going to investigate how consumers who shoplift justify the guilt associated with violating a societal norm. Eventually we hope to make realistic recommendations to retailers that would help them reduce thefts and enhance the company's bottom line.

Targeting by Gender: The Store Environmental Needs of Male and Female Consumers

by Heather Wan
Graduate Student, RCSC

Store environment has long been considered a critical factor affecting shopping behaviors by both academics and practitioners. To understand the impact of store environment on diverse consumer groups, it is essential for retailers to understand whether important consumer segments respond differentially to the store environment. It is widely accepted that women make the majority of retail purchasing decisions across diverse product categories. Therefore, gender is an important and easily identifiable demographic characteristic for use in market segmentation by many retailers. In addition, due to the large numbers of females in the workplace, changing gender roles of both males and females has altered consumers' lifestyles and shopping behaviors thereby creating marketing challenges for retailers. As the gender roles blur, it is essential for marketers to better understand and appreciate the needs and wants of male and female consumers.

The purpose of this research is to understand the environmental needs of male and female consumers, as well as their corresponding emotional and behavioral responses to the store environment. This research applies an environmental psychology model to understand human environment interactions. Findings of evolutionary psychology and consumer research indicate that males and females differ in their environmental spatial abilities, information processing patterns and shopping motives. Based on these gender differences, this research will hypothesize that store environmental elements of layout, spaciousness and consumer density will influence male and female consumers in a distinctive manner. It is hypothesized that males need a store environment that is easy to navigate, spacious and of low consumer density, whereas females need a store environment that encourages exploration, is relatively compact and of moderately high consumer density. A store environment that fulfills the respective needs of males and females will evoke positive consumption emotions of pleasure and arousal; as well as desirable shopping behaviors such as the desire to stay and purchase. This research will provide retailers with understandings of how to design a store when targeting by gender.

INTERNSHIPS AND TRANSITIONS

Macy's West

Macy's Internship Motivates Students

by **Jon Siegel**
Retailing and Consumer Sciences Student



Interns at Macy's in San Francisco, CA are encouraged to explore and seek out all aspects of retailing from corporate advertising and event planning to store-line Human Resources and Visual Merchandising. Students in the Macy's internship are able to spend 5 weeks shadowing and interacting with professionals in the corporate buying offices and 5 weeks gaining a perspective on management in the Macy's stores. This 10-week internship consisted of interaction with the corporate buying team as well as the management team within the Macy's store. This internship provided a great diversity of experience and as a result gave me a much greater understanding of the various career paths within Macy's West. A critical connection for me was the recognition of how the actions of the buyers impact the results and ultimately the reactions of customers within the stores. I realized that the successful transaction depends as much on the actions of all the people working behind the scenes as it does on the sales associates in the store. Making this connection was the moment that I realized that I wanted to make retailing my career.

JCPenney

Lessons in Leadership

by **Patricia White**
Retailing and Consumer Sciences Student



The Summer Department Manager Internship is a 10-week program designed to highlight the functions of a Senior Department Manager. Through chat rooms, computer conferencing, teleclasses, and mentoring, the program offers challenges and a fast-paced environment. A Department Manager Intern faces the challenge of participating in and making decisions involving sales leadership, inventory flow, event planning, and visual presentation. Characteristics necessary for success in this program include an enthusiastic attitude, a high-energy level, the ability to effectively multi-task, capacity to learn quickly, and excellent customer service skills.

The responsibilities of an intern directly relate to the characteristics necessary for success. First and foremost, an intern is expected to lead a team of sales associates to meet and exceed sales goals through goal setting, sales leadership, and constant feedback. Interns are also given an area of responsibility to lead in merchandise moves, presentation, displays, and benchmarking. And while the JCPenney internship is highly structured, the intern is given the responsibility of making it their own unique experience through special projects, team involvement, mentoring, and the C.A.S.E. Challenge.

My experience at JCPenney was incredible. I was introduced to so many concepts and situations that were covered in my Retailing classes, yet getting first-hand experience helped to develop my skills and allowed me to be more confident. The size and complexity of the company, the diversity of the associates, the intricacy of the projects, and the ownership allowed me to formulate a one-of-a-kind internship in the retail world.

One of the greatest aspects of the training is that it required weekly evaluations. As an intern with a limited amount of time, it was nice to get prompt feedback so that I could improve upon weaknesses that were exposed through training. However, because a department store never slows down, it can be difficult to complete some of the activities. The pace of the store can also make it challenging to schedule enough time to work with the various mentors in the store.

The training schedule set by JCPenney supplies each intern with the necessary information to have a successful internship experience. These factors make having a successful internship the responsibility of the intern.

Long Realty

Retailing Provides Foundation

by **Anna Drachman**
Retailing and Consumer Sciences Alumna



With a degree in Retailing and Consumer Sciences, I was ready to take on the world... well, o.k., maybe just Tucson! Upon graduation I was excited to get into the workforce and begin my career. With a degree that incorporated marketing, finance, accounting, customer service, and management; real estate seemed a natural career path.

The RCSC degree was an excellent foundation for what I learned in real estate school and am still learning today from both my company and the daily activities with my clients.

I began working in residential real estate with Long Realty Company, the largest real estate company in southern Arizona. Marketing is a large part of my profession and many of the marketing courses I took provided a good basis for what I am doing today. Choosing the right way to get my message out must be done strategically and carefully to get the greatest amount of coverage for the particular market I target when marketing both myself and the homes I sell.

The management courses were also very important and valuable to my career today because, as a real estate agent, I am an independent contractor. I run my own business and am responsible for the finances, accounting, marketing, and customer service.

Another key benefit from my RCSC degree is the opportunity I had to do numerous class presentations, a major part of the curriculum for the required undergraduate courses. Class presentations were an excellent way for me to develop my presentation style—very useful for my listing presentations. When I give a presentation to a potential client on what I will do to sell their home, I must convince them that they should choose my company over another agent they may be interviewing. This can be a very intimidating situation but having done many presentations in my course work at the U of A, I feel I am better prepared to do this.

In residential real estate today, customer service is the key! Fortunately, I have the advantage of the Retail and Consumer Sciences four-year degree to give me that competitive edge.

Target Stores

Focus on Development

by **Jane Rishel**
Retailing and Consumer Sciences Student



This past summer I had the wonderful opportunity to participate in an in-store management internship with Target Stores in Tucson, Arizona. My ten-week experience was unique to other internships in that I was placed in the new El Con store location and assisted in the planning, staffing, training, and execution of the new store opening. I was able to float from one focus area to the next depending on what special activities were taking place on a certain day. These types of experiences allowed me to gain a fuller understanding of the components of a Target store. My internship timeline consisted of the pre-opening and opening activities, as well as preparing the store for the back-to-college season, which is the busiest time of the year.

Target does an outstanding job of helping people identify their developmental strengths and needs, and providing them with the training to aid in their total development. This helped me grow as an individual and become more confident in demonstrating courage.

My internship began with being involved in preparation tasks and training new team members through orientations as the store was still under construction. This was an excellent way for me to become familiar with the policies and procedures of a Target store. At this time early in my internship I was given my first special project assignment which was to aid in the logistical planning and coordination of the new store opening's "Very Important Guest (VIG) Night." This event acted as an unveiling of the new store to Target store executives and members of the local community. I began by contacting caterers and entertainment companies who would best exemplify our designated theme.

Once the store had completed construction our team of over 200 members underwent the task of setting up shelves, fixtures, and signage to prepare the store for merchandise. I was able to demonstrate leadership, and manage the execution of my team.

I had a great time participating in this internship and it helped me to focus specifically on my developmental strengths and needs, all of which will help me grow as a leader.

Register Now!

Students In Free Enterprise and the Center for Retailing and Consumer Sciences are pleased to announce the

2005 CAREER EXPO

February 16, 2005

Register on our Web site
www.ag.arizona.edu/fcs/clubs/sife
or call 520.621.1715

RETAIL — STUDY TOUR — Los Angeles & San Francisco MARCH 14-19, 2005



On the Tour at Bloomingdale's

by **Marcia Klipsch**
Assistant Director, Center for Retailing

The Spring Retail Study Tour is a once-in-a-lifetime opportunity for students to gain valuable insight about all aspects of retailing. This year, the trip will take place on March 14-19, 2005 and will include unparalleled opportunities to learn about store management, buying, manufacturing, marketing, and sales from professionals in the field.

The first stop is Los Angeles, the center for sportswear apparel in the United States. There, students will visit retailers like Office Depot, Enterprise Rent-A-Car and Guess? The tour continues with stops at the Fashion Institute of Design and Manufacturing and the L.A. Apparel Mart to learn about fashion, forecasting, and buying strategies.

San Francisco is home to companies such as Nordstrom, Nieman Marcus, Macy's West, and Mervyn's and is the second city on this year's Spring Retail Study Tour. One exciting highlight is a trip to Modesto to tour Gallo Wine. This remarkable experience showcases a multifaceted wine manufacturing and distribution operation that is one of the largest and most successful in the world.

The Retail Study Tour is a wonderful supplement to a retailing major's classroom studies. It is structured to provide each student with unprecedented insight into the retailing industry and to help shape future career choices. The trip will be chaperoned by three faculty members and the cost is only \$650, thanks to Macy's West who has underwritten part of the costs.

Mark Your Calendar

RETAIL SPEAKER SERIES 2005

- ▼ FEBRUARY
 - Nordstrom**
 - PETSMART**
 - Macy's West**
- ▼ MARCH
 - Philip Morris**

OTHER EVENTS 2005

- ▼ FEBRUARY
 - 16 2005 Spring Career Expo**
Memorial Student Union South Ballroom
 - Dining Etiquette Dinner**
- ▼ MARCH
 - 10-13 Duel in the Desert**, Marriott University Park Hotel, Tucson
 - 11 TCAI Spring Board Meeting**
Memorial Student Union
 - 14-19 Spring Break Retail Study Tour**
Los Angeles, CA
- ▼ APRIL
 - 4 SIFE Regional Competition**
Denver, CO
 - 13 Spring Corporate Advisory Board Meeting Dinner**
Marriott Starr Pass Resort
 - 14-15 Global Retailing Conference**
Marriott Starr Pass Resort, Tucson
 - 15 "Tee Off with Terry" Scholarship Golf Tournament**
Marriott Starr Pass Resort, Tucson
- ▼ MAY
 - 23-24 SIFE National Competition**
Kansas City, MO

STUDENT ADVISORY BOARD AMBASSADORS

Meet Your Major Fair

by **Shelley Huff**
Student Advisory Board Ambassador

Center for Retailing Student Advisory Board Ambassadors were present at the 2004 Meet Your Major Fair along with several other clubs in the College of Agriculture and Life Sciences. Ambassadors were able to give new and transfer students their first look at the Retailing and Consumer Sciences Major and the many clubs they could join within the department. Some of these clubs include Students In Free Enterprise, Future Retail Leaders, and the Student Advisory Board.



Shelley Huff

Ambassadors explained to students in attendance the merits associated with enrollment in the RCSC academic program. Amy Schuster, senior SAB Ambassador, recalled her experience to students by explaining, "The Retailing and Consumer Sciences program not only teaches a tremendous amount of business related topics, but forces students to develop skills to multi-task, network, and communicate in real-world scenarios."

Students in attendance were encouraged to attend club meetings of Future Retail Leaders and Students In Free Enterprise to get in touch with the experiential learning opportunities in the program. They were given contact information of club advisors, such as Melinda Burke and Marcia Klipsch, as well as students who could provide mentorship while transitioning into the RCSC major.

The Meet Your Major Fair is an amazing event every year that provides undecided students with the opportunity to explore their academic and potential career opportunities. The Center for Retailing Student Advisory Board views this as one of their greatest networking opportunities to recruit and increase awareness of the major campus-wide.

Meet and Greet

Students accepted into the Retailing and Consumer Sciences Professional Program this Fall were invited to attend a "Meet and Greet" with some of the Center for Retailing Corporate Board Members on the evening of November 4th. In its second year, the Meet and Greet gives new Professional Program Students the opportunity to meet eager recruiters, who are looking for the newest talent to emerge from the RCSC program.



Retailing students network with executives

Just as last year, students talked with company representatives at length about career placement opportunities, internships and career path. In a little over an hour, some students walked away with business cards, and an idea of where they were going to spend their summer internship. Allison Hammond, a new retail student commented, "I have an interview with Nordstrom for an internship, and was surprised at the interest the corporate partners have in retail students. It was a great networking opportunity that got me excited about my career."

Some of the representatives present at this year's Meet and Greet were from such companies as JCPenney, Philip Morris, Macy's, Walgreens, Nordstrom, Office Depot and Bridgestone/Firestone. Several faculty members were in attendance as well, offering students advice as to what to ask recruiters and what issues should be considered by students when contemplating an internship.

Student Advisory Board Ambassadors encouraged new Professional Program Students in attendance to take advantage of this great networking opportunity, as many Ambassadors had secured a summer internship at the same event last year. The communication among students was tremendous and highlighted the mentorship that occurs in the RCSC academic program. Recruiters and students continue to benefit from this unique event, in which students are able to show their personality to leaders of industry.

UA SIFE GOING FOR THE GOLD



UA SIFE Team

by **Marcia Klipsch**
Assistant Director, Center for Retailing

Students in Free Enterprise (SIFE) is a global, non-profit organization that is changing the world through highly dedicated student teams on more than 1400 university campuses in 33 countries. SIFE offers college students the opportunity to develop leadership, teamwork, and communication skills through learning, practicing, and teaching the principles of free enterprise. SIFE teams teach important concepts through multiple educational outreach projects that focus on market economics, entrepreneurship, personal and financial success skills, and business ethics to better themselves, their communities and their countries.

All year long, SIFE teams do projects that fulfill the goals of SIFE. In the spring, teams formulate a 24-minute multimedia presentation and face-off against other teams to prove to judges that their programs best exemplify SIFE's mission. The University of Arizona SIFE team competes for regional and national honors each year. Below is a partial list of some of the projects they are working on:

Career Expo is the largest and only Spring career fair on the University of Arizona main campus. It provides opportunities to thousands of University of Arizona students to meet with approximately 60 recruiters to secure internships and jobs.

The Manduca Project is a science curriculum created by the U of A Biochemistry Department. This program provides resources for students to explore the cycle of life by growing the Manduca Sexta, a large green worm that pupates into a moth. SIFE will be responsible for marketing this curriculum to third grade classrooms and developing and selling "Manny Manduca" products.

Vamos a Tucson is a project that is part of the Tucson-Mexico Trade Association, in the City of Tucson. UA SIFE students will be interviewing Mexican shoppers to see what makes them feel comfortable in the Tucson retail and service industry. Armed with shopper preferences, SIFE students will design a workshop to share this information with retailers and service providers who want to market their businesses to Mexican shoppers.

The San Carlos Project is one of UA SIFE's international programs. The goal is to teach computer literacy and free enterprise skills to elementary and middle school students in San Carlos, Mexico using games and contests to stimulate learning.

The A Store is a partnership between the University of Arizona BookStores and the Center for Retailing and Consumer Sciences. SIFE students will learn all aspects of the retail industry including buying, merchandising, personnel, selling skills, and store design. This satellite store for the University of Arizona BookStores is completely run by UA Retailing and SIFE students.

The SIFE experience enables university students to reach their full potential by helping others reach theirs. Students become capable leaders, are able to effectively and accurately plan and execute multiple projects, are passionate, have high ethical standards, and demonstrate an elevated level of work readiness. Students acquire **teamwork, leadership, communication and project management skills** in a unique way, not typically gained through other university programs. This total SIFE experience equips SIFE alumni to develop into successful entrepreneurs and top recruits for leading companies, large and small.

KIM'S VIEW FROM THE CENTER



by **Kim Brooke**

The Center for Retailing and Consumer Sciences in collaboration with the UA BookStore has opened a satellite UA BookStore at the Tucson Mall, which serves as a student learning project. The store is called **The A Store** and is operated entirely by students. The project



The A Store, Tucson Mall

provides internship opportunities, curriculum support for special projects and supports research projects for faculty and graduate students, as well as outreach to the community. With the mission of developing future retail leaders, the experiential opportunities The A Store offers for students will provide a grounded, real-world experience that includes direct sales experience, product development, advertising and retail strategy in support of the retailing and consumer sciences major. The project will also serve as an intrinsic part of the University's academic mission by the development of students' practical skills to enhance their academic interests and experiences.

Congratulations to our Retailing and Consumer Sciences Graduates, they are ...

"GOING PLACES!"

We wish them the best as they begin their careers!

Sharon Bronstein JCPenney	Amy Schuster Target Corporation
Danielle Castrillo Mervyn's	Katie Seeley Progressive Insurance
Audrey Cordell Macy's West	Dara Silverglate JCPenney
Shira Goldstein Ames Department Store	Jada Torres UA RCSC Graduate Program
Natasha Komo Arizona Auditor General	Darby White Target Corporation
Juan Martinez Walgreens	Amanda Zaluga Wal-Mart
Matthew Pazik TOMA Advertising	Anjali Zeger Pulte Home
Emmanuel Perez Walgreens	
Ronit Rosenthal Fashion Institute of Design & Merchandising	

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