

## From the Director Martha S. Van Gelder



### Global Retailing Conference 2012 Speakers include:



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



David L. Calhoun  
Chief Executive Officer  
Nielsen



Michelle Gloeckler  
Senior Vice President  
GMM Home Walmart



Frank Blake  
Chief Executive Officer  
The Home Depot

A heartfelt thanks to all associated with the Terry J. Lundgren Center for Retailing for the very warm welcome I received upon my appointment as Director this past November. I can't think of a better place to be utilizing the skills I gained as a global executive building retail partnerships. However, the Center's true foundation is the winning combination of our wonderful University home, and the support we receive from our partners to make the student experience second to none. It's going to be a great journey...

So along that road what's on the minds of CEO's and in all the chat rooms, speaker forums and tweets of the retail industry is CHANGE—but specifically how to apply strategies effectively in this new era of customer empowerment. That spectrum includes how to innovate across the entire value chain, from harnessing the right technology, surpassing customer service expectations, and finding the best in class merchandising strategies all to keep up with the velocity of the new 'normal'.

That's why it's an amazing time to be a student of retailing—especially at the University of Arizona and with the resources of the Lundgren Center, we're in a position to leverage the industry's unprecedented momentum to help our students obtain a 21st century skill set.

Even though the pundits of the new rules of retail are predicting the demise of industry giants, store closures and the failure of formats to address or adapt to the new store 3.0 requirements, the current student body is the ideal generation to ride the crest of this transformation. Growing up with a device in close proximity of the ears, eyes and hand—the notion of tackling e-commerce, M-commerce and now F-commerce will not daunt this group.

So what becomes our role in facilitating this readiness to enter this re-engineered framework and power up the engines of growth?

From our view it means to hold steadfast to what already sets us apart—the development of exceptional experiential learning opportunities with our talented partner company executives and our training expertise which complements our strong academic foundation. We'll also continue the pursuit of mastering the business metrics and consumer insights by actively listening to the needs of industry. And so you'll read in the following pages about our students' recent accomplishments in securing meaningful internships, professional development programs, our clubs solving real business issues, and winning national case competitions through our excellent student leadership programs.

But it's the needs of the next ten years as advisors and educators that we need to embrace and fast. To that end, we'll be working exceptionally close with our executive board, corporate partners, faculty, and staff team members to also meet the following goals:

**Expand the view:** Add global programs and expert perspective to emphasize the interconnectivity of the international marketplace.

**Build the roots of an extraordinary network:** Enhanced training in actively managing one's own career and workplace influence by providing additional mentoring resources and bridges from campus to career and stronger than ever alumni connections.

**Digital Impact:** New ways of communicating with our constituencies so the Lundgren Center showcases our talented students and our Center programs in a way that easy to search, and provides 100% proof of concept.

We can't wait to continue this journey with you all as we launch and watch our stars rise.

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

# Corporate Partner

# Profile



**Gordon Erickson**  
Senior Vice President  
of Merchandising  
The Home Depot

With nearly 40 years of experience in retail, Gordon Erickson currently serves as the Senior Vice President of Merchandising, Décor for The Home Depot and is responsible for the areas of Flooring, Paint, Lighting, Kitchen, Appliances, and Décor.

Growing up with a father who was the President of a chain of drug stores based out of Seattle, Washington, there's no surprise that Erickson began his retail career at the age of 14. Since then, he spent 21 years working for Ernst Home and Nursery, only taking a brief hiatus to receive his bachelor's degree from Brigham-Young University. After working his way up to Vice President positions overseeing merchandising and operations, Erickson was recruited by Walmart in 1996 to serve as a Vice President of Merchandising. During his

By Alison Yurcak  
Student Advisory Board

10 years with Walmart Stores Inc., he was the Senior Vice President and General Merchandise Manager, responsible for the hardlines and seasonal categories.

In 2006, Erickson was asked to take the leadership position as the CEO of Smith & Hawken, a \$200 million outdoor living subsidiary of Scotts Miracle-Gro. After spending 19 months with Smith & Hawken, The Home Depot offered him his current position as the Senior Vice President of Merchandising, Décor in November of 2007.

Throughout his career, Gordon has held multiple roles that demand a certain level of leadership. The secret to his success? His learnings from working for Walmart. "What really helped me, especially from a leadership point of view and how to manage big businesses, was my 10 years with Walmart...we didn't have a whole lot of hierarchy, so if you made a decision, you had to stand accountable and it taught me that I was accountable for a whole bunch of things, especially since I was responsible for 8 departments." Gordon claimed that it was a result of his experiences at Walmart that allowed him to develop as a leader. It's also the reason why he is so invested in developing the next generation of retail leaders.

Erickson first started connecting with students when Walmart highly encouraged its Senior Vice Presidents to judge Students In Free Enterprise (SIFE) competitions. In 1997, Erickson participated in his first SIFE competition and was "blown away by how prepared young students were and how they presented their point of view... I loved it!" Erickson continued to participate in SIFE competitions and served on the Business Advisory Board for the University of Arizona SIFE all the way up until he left Walmart to serve as CEO of Smith & Hawken. Although Smith & Hawken was too small to recruit from universities, Erickson maintained his connections and was asked to speak at the Terry J. Lundgren Center for Retailing's annual Global Retailing Conference.

After 6 months with The Home Depot, Erickson realized the company really wasn't doing any heavy recruiting from universities. He immediately began to stress the importance of investing in students and eventually was able to take the learnings from Walmart to put together a recruiting "recipe" with The Home Depot touch to it. The Home Depot has since adopted SIFE teams from 4 different universities, including the University of Arizona, and Erickson once again sits on the Corporate Advisory Board for the Terry J. Lundgren Center for Retailing, only this time representing The Home Depot.

"It's the leadership and people inside the company that create the culture of the company," which is why Erickson is so intent on changing behavior and hiring smart people that can be trained, that bring a different point of view and a greater sense of fearlessness that drives innovation and growth. As an officer, Erickson feels responsible to provide young professionals the mentorship that ensures their development and future success. "When I was young, no one did this for us, so we feel our way to give back is to do the things that we didn't get to do... and that's powerful."

## NRFSA Students Head to the NRF 2012 "Big Show"



The National Retail Federation has launched a new student association and the University of Arizona is one of the founding members. Led by Stephanie Olinski and members of the Terry J. Lundgren Center for Retailing Student Advisory Board, 15 students were recruited to be part of this fledgling organization. Benefits of membership include access to NRF research, endless networking opportunities, a dedicated LinkedIn site, and reduced registration to the NRF "Big Show."

On January 14, 2012, NRFSA members David Shapiro, Lindsay Godbout, Lauren Compogiannis, Jill Moore, Hillary Kresse, Laura Freeman, and Aspire2Retail winner Marla Putty headed to the Big Apple to take in the Big Show. These students spent the entire first day of the conference at the first-ever NRFSA networking and business meeting hearing from corporate executives and interacting with students from all over the country. The next day, the Aspire2Retail winners presented their case study solution to a jam-packed room (see the *Aspire2Retail Challenge story on page 3 of this newsletter*). For the next few days, students had the opportunity to attend dozens of presentations and keynote addresses from industry and community leaders including former President, Bill Clinton. An abundance of resumes and business cards were exchanged over the four day period, but the internships, jobs, and life-long connections are just beginning.

# Lundgren Center's "Team Klipsch" Wins the Aspire2Retail Challenge



Marcia Klipsch

It's difficult enough to analyze a case study within a classroom with peers that you can talk to daily or meet with face-to-face, but the Aspire2Retail Challenge, sponsored by American Express, pits six intercollegiate teams against each other to solve a complex problem in a mere six weeks. Aspire2Retail teams are made up of six students one each from the University of Wisconsin, University of Florida, Georgia Southern University, University of Michigan, University of Florida, and the University of Arizona. This case challenged the participants to analyze the supply chain of a fictional national shoe retailer and decide if they should move their current manufacturing from China to the United States or

someplace closer to home. In addition, each case study participant assumed a particular role in their business, which served to increase their expertise in the areas of finance, marketing, merchandising, logistics, sourcing and compliance. Each student had an industry mentor who provided insight into each role. Since students were living in multiple time zones all over the U.S., they used conference calls, Skype, the Internet, and texting to communicate with each other. The final presentation was done via Webex where they displayed their PowerPoint and simultaneously by conference call so that they could be heard by a panel of judges from Toys R Us, Macy's, NRF, American Express, H&M, Office Depot, and Kohl's. Marcia Klipsch, the Assistant Director of the Terry J. Lundgren Center for Retailing, led the winning team:



Ali Wangard, University of Wisconsin  
Nicole Wanco, Georgia Southern University  
Tamara Smith, Florida State University

Marla Putty, University of Arizona  
Courtney Dolfi, University of Florida  
(also pictured, Lydia Schultz, American Express)

The winners each won a \$2500 scholarship and a trip to the NRF Big Show where they presented to an audience of over 200 people. In all, the experience ranged from scary to frustrating and from stimulating to exhilarating. The students agreed, however, that rewards were "worth it" never the less!

## Using Referral Programs to Grow Customer Lifetime Value



Sabrina V. Helm

In order to attract new customers, customer referral programs (CRPs) are of growing interest to companies. Studies have shown that rewards stimulate referral likelihood (e.g., Ryu and Feick 2007); however, it has not been addressed how referral fees affect recommenders' loyalty to the company. Our research project therefore addressed three core questions<sup>1</sup>: (1) Does participation in a CRP influence loyalty of the recommender, and if so, (2) does the impact on

loyalty vary depending on how long the customer has been with the firm, and (3) does the size of the reward alter the loyalty effect? In examining these questions, we assessed how such bonding effects of voicing recommendations translate into the bottom line using a large company data set and additional laboratory experiments.

A simple comparison of behavioral data from customers who participated or did not participate in a CRP would suffer from self-selection effects. Our research question pertains to whether participation in a CRP causes recommenders' loyalty. However, using real customer data, we cannot know how recommenders would have behaved had they not participated in the CRP. It is possible that customers who participate in a CRP differ substantially from those who do not (for instance in their general purchase patterns), so simply comparing the loyalty for both groups is not a suitable solution. Matching procedures help overcome such self-selection biases (Dehejia and Wahba 2002). In our study, we matched each customer participating in the CRP with their "statistical twin", a customer who did not participate and was identified as a match based on a broad range of additional variables (Rässler 2002). We then compared the group of participants with the control group of statistical twins in terms of their loyalty.

Our churn and revenue analyses revealed significant differences between participants and nonparticipants of the CRP, suggesting substantially greater revenue streams of participants because of their recommendation.

The results showed an average churn rate of nearly 6 percent per quarter for nonparticipating customers, but participation in the CRP lowered that churn rate to below 4 percent and the average revenue rose by nearly 12 percent. Further analysis revealed that, overall, participation in the CRP led to a 50 percent increase in discounted customer lifetime revenues. In addition to the matching study we performed laboratory experiments in which we manipulated the size of the referral reward. Results indicated that small rewards paid to recommenders do not increase their customer loyalty whereas senders of natural word of mouth (= unrewarded referrals) and senders receiving a large reward for their recommendation both indicated reduced switching intentions after they articulated their recommendation. By combining field and laboratory studies, we found that participating in a CRP influences subsequent loyalty of the recommender.

Managers therefore should recognize that a key part of the value of a CRP is its impact on loyalty, and loyalty among valuable customers is central to long-term profitability (Rust, Lemon, and Zeithaml 2004). Specifically, reduced customer defections are central to improving profitability (Rust, Zahorik, and Keiningham 1995), and our findings show excellent returns, in terms of reduced churn and increased spending, on the act of providing referrals. Building models to account for both the customer attraction and loyalty components of CRPs will lead to improved estimates of the return on the investment. Additional research projects conducted by the Division of Retailing's research team will investigate loyalty and profitability effects of other promotional tools. If you would like to learn more about these opportunities to research the ROI of your promotional tools in terms of loyalty and CLV, please get in touch ([helm@email.arizona.edu](mailto:helm@email.arizona.edu)).

<sup>1</sup>This research project was conducted in cooperation with Dr. Ina Garnefeld, Dr. Andreas Eggert and Dr. Steven Tax.

*Research Brief by Dr. Sabrina V. Helm, PetSmart Associate Professor*



# Kim's View from the Center

*Innovating Customer Engagement*, the theme of this year's Global Retailing Conference, features many of our industry's thought leaders who will offer participants insight on their strategies and tactics to engage, delight and build long-lasting relationships.

These provocative, future-focused discussions explore the ways different organizations have created customer-centric organizations where retail is a brand immersive experience, with or without walls. The conference truly brings the best and the brightest in their fields to help participants identify and achieve successful multi-platform, multicultural growth strategies for their businesses. The Center's graduates and future retail leaders also benefit from the many Global Retailing Conference sponsors whose contributions enable us to continue to offer this exceptional event.

While connecting with the latest strategies and experts at *Innovating Customer Engagement*, connect with your peers at the Global Golf Tournament. Enjoy Tucson's beautiful weather, network with friends and test your golfing skills for a chance to win a car if you make that elusive hole-in-one!

Not only are our participants enriched with inspirational and practical knowledge to strengthen their organizations, they make important connections through the educational opportunities offered through the Terry J. Lundgren Center for Retailing and the Global Retailing Conference.

Shared knowledge is a vital way to strengthen not only the retail industry and its affiliated endeavors; it also shapes our leaders and their efforts to reinvent current business models and envision new ones. The Global Retailing Conference offers an annual opportunity to gain in knowledge, in friendship and to invest in the brilliant future for our retail industry!

## GLOBAL RETAILING CONFERENCE 2012 SPEAKERS:



### THURSDAY, APRIL 12

8:10 - 8:45  
Terry J. Lundgren  
Chairman, President  
and Chief Executive Officer  
Macy's, Inc.



8:45 - 10:00  
Peter Sachse  
Chief Stores Officer  
Macy's, Inc.



*Co-presenter*  
Kasey M. Lobaugh  
Principal, Omni-Channel  
Retail Leader  
Deloitte Consulting, LLP



10:00 - 10:45  
David L. Calhoun  
Chief Executive Officer  
Nielsen



11:00 - 11:45  
Frank Blake  
Chief Executive Officer  
The Home Depot



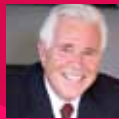
11:45 - 12:30  
Paula Rosenblum  
Managing Partner  
Retail Systems Research



1:30 - 2:15  
Sandeep Mathrani  
Chief Executive Officer  
GGP



2:15 - 3:00  
Barry Calpino  
Vice President, Innovation  
Kraft Foods



3:30 - 4:15  
Rick Darling  
President  
LF USA



4:15 - 5:00  
Gwen Dixon Morrison  
Chief Executive Officer  
The Store, The Americas  
& Australasia, WPP's  
Global Retail Practice



**FRIDAY, APRIL 13**  
8:15 - 9:00  
Robert F. Moran  
Chairman and Chief  
Executive Officer with Tatum  
PetSmart



9:00 - 9:30  
Poppy King  
Innovative Business  
Leader



9:30 - 10:15  
Debra A. Pruent  
Chief Operating Officer  
Member of the  
Management Board  
of GfK SE



10:45 - 11:30  
Michelle Gloeckler  
Senior Vice President  
GMM Home Walmart



11:30 - 12:15  
Steve Church  
Senior Vice President,  
Avnet, Inc; President,  
Avnet Integrated Resources  
Chief Corporate Business  
Development & Planning  
Officer



12:15 - 1:00  
Elie Dekel  
President, Saban Brands

1:00  
Conference Conclusion

### GLOBAL RETAILING CONFERENCE 2012 SPONSORS



## Stephanie Olinski | Macy's, Inc., NYC



This summer, I had the internship of a lifetime with Macy's, Inc. in New York City. I was lucky to be given the opportunity not normally given to our retailing students in the Macy's Merchandise Group (MMG) Product Development program. I was placed in the women's Ready to Wear for the INC (International Concepts) label under the supervision of the product director Julie Rivest.

Currently, INC is the second most popular brand sold at Macy's after Ralph Lauren.

From day one, I was engulfed in all the aspects of the product lifecycle. I participated in design concept meetings for spring, assisted in contracting samples from our three overseas factories, and sat in fit meetings to see the adjustments made to product. I also had the opportunity to sit with the SVP of INC, Stacey Rosenthal, during intense buy meetings observing her eye of the multimillion dollar brand she created herself 10 years ago. She partnered with the INC buyer, Melissa Hopkes, making a dynamic duo. In addition, I had the responsibility of collaborating with my supervisor to create the INC product for the Breast Cancer Research Foundation campaign that was launched October 2011.

In conjunction to our daily tasks as interns, we were all assigned group projects that were presented to Macy's executives at the culmination of our internship. My group had to identify a white space in the Junior's Special Occasion Dresses. Thankfully, to my RCSC classes I was able to work with my team that was full of contrasting personalities and present successfully.

As a part of the internship program I not only heard many of the Macy's executives speak about Research and Development, Marketing, macys.com, and MMG Private Brands, but I also got to tour the Macy's Parade Studio! It was so much fun to see how much work and creativity goes in year round to make the event an annual success and maintain the "Magic of Macy's from generation to generation.

I am so grateful for the learning and professional development I received from Macy's this summer. They put their heart and soul into giving all the interns a life changing internship and succeeded. To work for a number one retailer has taught me a lot, and I look forward to applying all that I learned into whatever my future brings me. After graduation, I will be relocating to NYC and joining the MMG Executive Training Program for Product Development.

## Sarah Chaboya | Kohl's



In the spring of 2010 I transferred from Pima Community College to The University of Arizona. During my first semester as a transfer student, I had the pleasure of hearing Kohl's representative, Vanessa Vigil, speak about how associates with the company are like a family and work as a team to achieve success. A key topic was how working for Kohl's allows you to maintain a balance between

work and life. After doing some research I found that *BusinessWeek* not only named the Kohl's Internship program one of the best in the nation, but "one of the best places for new college graduates to launch a career".

Last summer I was given the opportunity to complete the ten week Management Internship Program with Kohl's. I worked 40 hours per week and was on a two-week rotation through all departments. This gave me the opportunity to not only gain knowledge through hands-on training, but to receive school credit as well. I was able to apply what I learned in classes at The University of Arizona to the internship training as my coursework prepared me to analyze sales performance, lead teams, and delegate work effectively.

At the beginning of the internship I was assigned an Impact Analysis Project. I chose an area within my store and came up with a way to improve an existing process and offer new ideas. I chose people because Kohl's key focus is to always remember that the customer comes first. This meant delivering on the Kohl's promise to provide her with a GREAT experience every time. At the end of the ten weeks I presented my Impact Analysis to the senior executives at Kohl's.

An added bonus to Interns is a trip to corporate headquarters in Milwaukee, Wisconsin. At the conference I listened to top executives at Kohl's speak about how they got where they are and what I could do to ensure a successful internship. I was able to visit the flagship store and see where they put together the sets for the communication books. After the conference all the Interns were taken to Summerfest 2011, which is the largest music festival in the world.

I want to thank my teachers and mentors at The Terry J. Lundgren Center for Retailing for preparing me for my internship. I am grateful to have been given the opportunity to be an Intern for Kohl's. The ten week Management Internship has given me the added skills and confidence that will ensure my success upon graduating in May 2012. My life has been forever changed from this experience.

# 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 Achtzehn, Kohl's

Shakayla Byrd, JCPenney

Kendall Conedera, Bloomingdales

Brittany Ehrenfreund, PetSmart

Lisa Figueroa, CVS

Kelsey Lenihan, Mediacom Social Media

Andrew Ligget, TOMS Shoes

Robinson Maynes, Nordstrom

Alexandra Mroczka, Dick's Sporting Goods

Ryan Payne, Bloomingdales

Aubrie Rosely, Liberty Mutual

Melissa Seifert, Macy's

Christy Sobczak, Dillard's

Dana Spaniol, Walmart

## Updates on the RCSC Major and Student Placement



2011 was one of the most active years for Retailing and Consumer Sciences (RCSC) interns. Over 75 students participated in an internship and over 60 of those students received school credits towards their RCSC degree.

The internships ranged from entry level store sales, to hands-on visual prop manufacturing to corporate level positions. Businesses included were many of the Terry J. Lundgren Center for Retailing partners in addition to companies such as Chrysler. RCSC students are prepared for and seek out much more diversity for the final level of training they obtain from an internship.

Upper division RCSC courses are very rigorous and prepare the students for careers in buying, forecasting, food retailing, supply chain management, retailing financial services, e-commerce and most importantly, consumer behavior. Each course incorporates a segment on consumer behavior which differentiates the RCSC students from their general business peers.

Going Places is a partial listing for the May and December RCSC graduates and where they have opted to start their careers. We congratulate them all.

## RETAILING AND CONSUMER SCIENCES ALUM

## REBECCA GOLD



Rebecca Gold (L) and Shana Cutler

This past year has been quite a whirlwind. After starting my fashion business with my childhood best friend in March 2011, we've successfully launched our first clothing line in October 2011. Love Jay Girls is a high-end flower girl/special occasion dress line for young girls who want to show their own sense of style and dreams of fashion and fairytale.

Now we're getting ready to launch our next line in March 2012 and I've barely had a chance to sit down and let it all soak in. As

2011 ended, I reflected on everything that has helped me get to this point in my life. At times it still seems like yesterday that I graduated from the RCSC program.

It has been four years since I graduated from the U of A and went on to the Fashion Institute of Design and Merchandising in Los Angeles. I could not be more proud to share the experience I gained through the RCSC program.

One of the greatest advantages of attending the RCSC program at the U of A is the emphasis on internships. As I navigated my way through RCSC classes, I quickly recognized what an amazing opportunity an internship could be. I landed a summer internship with couture bridal designer Ines

Di Santo in Toronto, Canada. The skills I had learned in classes, such as Retail Math and Leadership, Ethics and Management Practices, proved invaluable in my internship. They gave me the confidence to become an important asset to the Ines Di Santo Corporation and gave me the chance to fully immerse myself in the business side of things. After I finished my internship, I continued on with Ines Di Santo for 5 more years and enrolled in fashion school.

My love for business and fashion design came together as I formed my first company, Felicia's LLC. These two passions combined with the bridal and children's industries compelled us to launch our first clothing line. After introducing Love Jay Girls to the world, we decided special occasion wear just wasn't enough to convey who we are as a company. So we created Sammi & David, an everyday clothing line for girls, ages 7-12, who want to express themselves freely through fashion.

I would never be where I am today without the incredible guidance and advice from my teachers at the University of Arizona. The Retailing Program will always hold a special place in my heart as the program that led me on the path to dreams coming true...

Please check out our websites; [www.lovejaygirls.com](http://www.lovejaygirls.com) and [www.sammianddavid.com](http://www.sammianddavid.com)

# Student Advisory Board: Focus on Leadership

By Stephanie Olinski, Chair, Student Advisory Board

The Student Advisory Board (SAB) serves as ambassadors of the Terry J. Lundgren Center for Retailing. As ambassadors, the SAB fosters the interaction between Retailing and Consumer Sciences students and the major retailing companies that sit on the TJL Center's Corporate Advisory Board. With this responsibility, SAB maintains constant communication with the corporate partners in order to provide great events that promote the students' professional development, networking skills, and relationship-building that help place students with internships and jobs with some of the industry's top companies. These events have opened up many doors for the students of the major.



This year the board is comprised of 17 members partnered with 32 Corporate Advisory Board members. In order to fulfill our goal of helping our peers develop professionally, we host various events throughout the semester such as the semi-annual Big Networking Event (BNE), an event which allows RCSC students to practice their networking skills with recruiters from various partner companies and the Busting Store Manager Myth, which provides students with the opportunity to listen to a panel of various store managers about the diverse opportunities following a management path within the retail industry. These SAB/Lundgren Center events have become such hits with the students that we cannot wait to continue these in upcoming semesters.

Additionally, this year the SAB has concentrated heavily on our fundraising efforts. Through our hard work organizing percentage nights with local food retailers, operating our student scholarship snack bar and other creative ventures we have already doubled what we raised last Fall semester! The money we raise goes back to our organization and supports student scholarships which are granted to our deserving peers in the RCSC program. This year we were also awarded a generous \$1000 grant for our annual Evening of Excellence event which honors and spotlights our students with stellar academic standing and supportive faculty members. Thanks to the entire board's hard work, we are on a great track and are excited to continue our success!



Gala in New York City where they had the opportunity to network with major retail businesses and their corporate executives. TJX generously provided funds to help pay for flights and rooms.

Spring 2012 is a busy and exciting semester for U of A BRAG. We are holding fundraising events such as "Fashion Night Out" which will connect students, local Tucson vendors, and the Tucson community in a night of fashion, fun and music. Our members will also be attending the 2012 Global Retailing Conference, along with an exciting trip to Los Angeles where we will be visiting one of our national affiliates, Eula Smith, owner of EMS Consulting. BRAG's mission this semester is to create awareness of our organization throughout the Tucson community and we are excited about the bright future of our growing chapter.

# 2012 Calendar of Events

## SPEAKER SERIES

February 9	Stacey Kretzmann, Enterprise Rent A Car: RCSC 197A
February 16	Alumni Panel, Kohl's: RCSC 214
February 17	Courtney Mcabee & Dara Silvergate, Macy's : RCSC 304
March 1	Gordon Erickson, The Home Depot: RCSC 340
March 1	Kevin Sternecker, Gartner: RCSC 340
March 7	Courtney Mcabee & Dara Silvergate, Macy's and Stacey Kretzmann, Enterprise Rent A Car: RCSC 295A
April 4	Kevin Sternecker, Gartner: RCSC 214
TBA	Kohl's: RCSC 214
TBA	Greg Gratteau, Gallo Wine: RCSC 214
March 19-20	Gerry Yeo, SAP America, Inc.: RCSC 330 and RCSC 350
April 11	Terry J. Lundgren, Macy's: Room 105

## OTHER EVENTS

February 8	Go Pro Etiquette Workshop #1: Business
February 14	Big Networking Event - McClelland Park
February 15	Spring Career Expo, SUMC (Collective Brands, Dick's Sporting Goods, E&J Gallo Winery, Enterprise Holding, Home Depot, Kohl's, Macy's, PetSmart, TJX Companies, Target, and Verizon Wireless)
February 15	E&J Gallo Info Session
February 15-16	Collective Brands Info Session and Campus Interviews
February 17	Brag Meet and Greet with Macy's
February 17	TJX Companies
February 17	Macy's One-on-One
February 22	Macy's CONNECT!
February 22	Go Pro Etiquette Workshop #2: Interview & Feedback
March 5-8	AT&T Interviews
March 7	Go Pro Etiquette Workshop #3: Dining Etiquette
March 7	Macy's Pre-night
March 9	Macy's Campus Interviews
March 13-18	New York Study Tour
March 20	Target Stores Case Study
March 20-21	Spring Career Fair
April 4	SIFE Regionals - Los Angeles
April 11	TJL Spring Corporate Advisory Board Meeting and Global VIP dinner Spencer Block Scholarship recipient and Gordon Brothers Scholarship recipient, JW Marriott Starr Pass
April 12-13	Global Retailing Conference "Innovating Customer Engagement", JW Marriott Starr Pass
April 24	Target Stores Case Study
April 25	Evening of Excellence
May 7	Last Day of classes

## Action-Oriented: BRAG

The Black Retail Action Group (BRAG) is a national organization with a mission to promote the inclusiveness of minorities at all levels in the retail industries. BRAG has partnerships with some of the largest retail corporations in the industry. These retailers, along with BRAG national members, provide BRAG students with internships, scholarships, and career opportunities as well as leadership and job training. Each semester BRAG holds various fundraising events, community service projects such as "Adopt-a-Street, and information sessions with our corporate sponsors. In October, eight BRAG students attended the annual National BRAG



TERRY J. LUNDGREN  
CENTER FOR RETAILING



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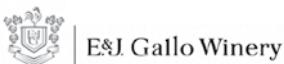
# Corporate Partners & Sponsors



**Bridgestone Retail Operations, LLC**



**COLLECTIVE BRANDS™**



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FINANCIAL SERVICES**



Gap Inc.

## 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**, Carl Gerhard, 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
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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.

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