

RetailLink

From Campus to Career



TERRY J. LUNDGREN
CENTER FOR RETAILING



Not your typical CEO, Jikki Hill might be known to do a bit of "field-trip research."



Frank Farias, Director of UA BookStores—one of our newest partners.



Retailing alum is currently a buyer-trainee—way to go, Shelley!



Director's Insight Melinda Burke

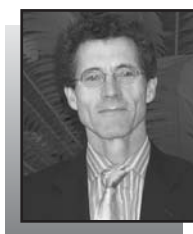
Welcome to the **Terry J. Lundgren Center for Retailing**. I am proud to announce our Center has been renamed to recognize one of our distinguished alumni, Mr. Terry J. Lundgren, President, Chairman and CEO of Federated Department Stores. A 1975 graduate of the University of Arizona, Mr. Lundgren has made a significant personal commitment to the Center's mission: the development of future retail leaders. His involvement is both motivating and inspiring for our students. "It encourages students to set very high goals for themselves when they have a role model like Terry Lundgren," commented one of our retailing and consumer sciences (RCSC) majors.

Federated has been a member of the Center since 1993 and provides scholarships and career opportunities for students. With this innovative leader's name on the Center, we will continue to strive for excellence in our outreach, education and research.

The relationships we maintain with our students, alums, and corporate and academic partners are critical to the success of our Center's programs. Federated is one of 26 partners in the Lundgren Center for Retailing that together have made the commitment to support the development of future retail leaders. Throughout this issue of the *RetailLink* you will read how these partnerships are creating visibility for the retailing industry on our campus and preparing students for the work force. We appreciate these relationships and say 'thank you' to the many corporate partners, professors, students, parents and community leaders who make the Terry J. Lundgren Center for Retailing, *The Future of Retail*.

Dr. Eric Arnould Distinguished Professor

Dr. Eric Arnould, became the PETSMART Distinguished Professor and TJL Research Director in the Norton School in August 2005. He plans to encourage retailing research via partnerships between academic and industry researchers, and in part through undergraduate and graduate research internships. He also hopes to foster more cross-disciplinary collaboration between faculty in the Norton School and other campus units. Since 1990, he has been a full-time academic, teaching consumer behavior, global marketing strategy, and research employing qualitative data. Most recently Dr. Arnould was the Interim Director of Agribusiness programs at The University of Nebraska, where he and his students pursued projects to improve the competitiveness of Nebraska firms in the agriculture sector. He also worked on a collaborative research project on success factors for family farms, and the impact of Fair Trade coffee buying on households in Nicaragua, Peru and Mexico. His academic research investigates service relationships, channels structure and market organization, consumer culture theory, and issues associated with the conduct and representation of multi-method consumer research. Dr. Arnould has written more than 40 articles and chapters that appear in the major US marketing journals, and other social science periodicals and books.



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

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Profile



Gordon Erickson has worked for Wal-Mart Home Office for nine years and currently serves as the Sr. Vice President General Merchandise Manager over some of the industry's most frenetic businesses. Managing departments like lawn and garden, seasonal, and stationery, Erickson oversees the merchandising teams of seven Vice Presidents and 130 people.

Gordon has been around retail in some capacity all of his life. Even at the age of 14, Gordon held a regular retail job where his father negotiated paying his salary in order for Gordon to gain exposure.

Gordon continued to build his retail background by working at lumber yards in college, and immediately entered the retail industry after college as a buyer trainee. He served as an Vice President at a 100-store home improvement chain until recruited to come to Wal-Mart in 1996.

He was persistently recruited to Wal-Mart by head hunters, and completed 14 interviews before accepting a position as a Vice President. Gordon cites accepting his job at Wal-Mart as what propelled his retail career.

by Shelley Huff
RCSC Alum

Gordon didn't stay in this initial position long. After a year and a half of great performance, he was promoted to his current position as a Sr. Vice President

General Merchandise Manager. He believes that he is successful in his job because he has surrounded himself with great people, who are team players. They are people who he has nurtured over the past nine years, and who share his philosophies. Many of his current Vice Presidents were buyers in his department before his promotion.

"I am able to do what I do because someone helped me," Gordon comments on his team. "My success depends on their success." Because Gordon believes so strongly that relationships are extremely important, he is one of the best known recruiters in the Wal-Mart company. Many of the buyers in his division were personally recruited by Gordon out of college to begin their careers with Wal-Mart Stores, Inc.

As a corporate board member for the Terry J. Lundgren Center for Retailing, Gordon has not only helped to better the quality of students

coming out of Retailing and Consumer Sciences, but has had an average of eight buyers from the University of Arizona working in his division.

"I like the University of Arizona students because they aren't afraid or intimidated by the size of Wal-Mart. These students are more worldly. They are more prepared due to having more challenges, especially students who participate in Students In Free Enterprise, who accept no academic credit for something that builds so much character."

As fast as Wal-Mart is growing, it is impossible not to promote talented people. Gordon finds students with a large capacity at the University of Arizona, which helps fulfill his biggest challenge of getting the right people into the right job. "This generation has no fear, and that is a good thing," comments Gordon.

The career possibilities at Wal-Mart are endless. With careers in merchandising, operations, accounting/finance, systems, logistics, marketing and human resources the sky is the limit for students seeking careers in retailing. The fast-paced environment promotes cross training and an in-depth knowledge of the retail industry within a global company.

Gordon is honored to work with Wal-Mart, and believes people readily work with him because Wal-Mart is on his business card. "We are tough on ourselves at Wal-Mart, but we really defend the people we work with." It is often said that Wal-Mart's culture is different than any other culture in the industry, and Erickson believes the people are its culture. "Our people are different, and that is what makes a company great."

Gordon Erickson's commitment to people and the development of others can be a unique quality in a large corporation. He also possesses unwavering commitment to the Center for Retailing and has helped develop countless students at the University of Arizona, whether or not they accepted jobs at Wal-Mart.

Kohl's Campus Partners Corporate Visit

Faculty members Tim Christiansen, Marcia Klipsch and Don Reinhart participated in the Kohl's Campus Partners Corporate visit in July and had a chance to get a glimpse inside Kohl's and learn more about where the company is headed. Telvin Jeffries, Executive Vice President Human Resources, talked about his vision of building partnerships with universities in order to "attract and retain great student talent." He emphasized that Kohl's will hire 300 junior and senior college students annually so it is obvious that Kohl's is "serious about campus partnerships." *continued on page 3*



Don Reinhart
Marcia Klipsch
Todd McClement, Kohl's
Tim Christiansen

Kohl's mission, according to Larry Montgomery, Kohl's CEO and Chairman, is to be "a family focused, value oriented retailer that offers quality and exclusive merchandise in a friendly and exciting manner." Over the years, Kohl's has grown into a \$12 billion company with 672 stores currently, expanding to 732 by year end. Kohl's plans on opening 100 stores per year, which will require hiring 400 store executives annually.

Kevin Mansell, Kohl's President, gave attendees an idea of what they will see in Kohl's lineup of merchandise. Along with their basic and classic brands, they have introduced exclusive private brands. Names like Daisy Fuentes, Apt. 9, Axxess, Nine and Co., Chaps, Hawk, and Candie's represent women's, junior's, men's and young men's updated fashions at Kohl's price points. With a store tour, followed by breakout groups covering topics such as New Markets/Store Growth, Expect Great Things, and Building Vendor Partnerships, all participants felt that they understood Kohl's mission. Faculty from the UA looks forward to sharing their experience with colleagues and students.

Dr. Tim Christiansen on Urban Anthropology

The saying "Everything old is new again" could easily refer to the work being done by a Master's student in our program. Charlette Padilla is examining what some of the factors are which make for a revitalized downtown area to encourage and support retailing. The central business district, or downtown, of a city used to be the hub of retail activity. Department stores built lavish facilities, independent retailers clamored for any empty retail space, and people would come into downtown on Saturdays just to go shopping. Currently, the department stores have moved to the suburbs, closed and boarded up spaces can make the downtown seem deserted, and shoppers are spending the weekend at the mall instead of the downtown. But some cities are seeing a resurgence in downtown activity, how they are doing this is the subject of Charlette's study.

Urban Anthropology

A Study on Downtown Revitalizations

Many cities have sought to redevelop their downtown areas, which were once flourishing areas of commerce and residence, as a means of attracting shoppers back and making it a more attractive place to live. The development of a vibrant and diverse retail economy has commonly been considered an important component in redevelopment efforts. A strong retail sector in the downtown area of a city has been credited with helping to create jobs, increase tax revenue, and lower crime rates. The objectives of this research are to explore factors that contribute to the success or failure of downtown areas in Western cities, and to examine factors associated with providing a retail mix that draws consumers to shop the downtown areas in those cities. Upon identification of both groups of success factors, a third objective will be to examine whether similar characteristics exist in the Tucson downtown market.

Sperlings Best Places, a software program that compares cities, will be combined with the 2000 US Census of Population to identify cities that are similar to Tucson in population, size, general housing, education, economy, crime and transportation. Among the comparable cities identified, three cities, which are considered to have successful downtowns/CBDs and three with failing downtowns/CBDs will be selected. The term downtown, for the purpose of this study, will be substitutable with central business district (CBD). Downtown and CBD both refer to the location of the oldest part of a city, which has generally undergone many decades of adjustment based upon changes in the surrounding city. Managers of economic development offices and retailers from the six cities chosen will be interviewed in depth.

by Charlette Padilla
Graduate Program, RCSC

Information gained in the interviews of economic development managers and retail managers located in the sample cities will be used to develop a survey to determine how the conditions in Tucson compare to the other cities in the study. The survey will be given to members of the Tucson Downtown Alliance, Inc. (TDA),

a non-profit, corporation created for the purpose of improving business conditions in the Tucson downtown. Results from the research will be provided to the TDA, and the economic development offices of the participating cities, to help them understand what can be done to enhance a city's redevelopment efforts.

A strong retail sector

in the downtown area

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This new-found business world is exciting and allows me to communicate and deal with many different people.

Paco Villa
Walgreens



Because I have been exposed to all aspects of the store, I have strengthened my management skills.

Brigid Horner
Sears Holding Corporation



I really enjoyed getting hands-on experience in the buying department and getting a chance to create relationships with vendors.

Meghan Powers
National Baseball Hall of Fame

Jakki Hill Red Letter Productions RCSC Alum



I started in an entry-level job in advertising and worked my way up to a director of sales position for a prop and scenery company before starting my own business.

Fashion, design and merchandising were my interests during my college years at the University of Arizona in the mid-80s. The era was filled with music from Madonna, Springsteen, Bon Jovi and U2. That world of music isn't much different today but I have come a long way thanks to the influences in the marketing and retailing environment at the Norton School. My business partner, Carmela Roth and I, quit our respective jobs in the special events business ten years ago to realize our dream of starting our own business. With just \$800 between us, we launched our special events production company on New Year's Eve in 1995 and christened it "Red Letter Productions". Red Letter Productions and Have a Red Letter Day! are copyrighted to the company and I have been able to focus my energy with the color red as my motivator throughout my successful endeavors. I produce specialty themed events for company picnics, chili cook-offs, holiday parties, product launches, trade shows, parades and vessel christenings as well as booking major name acts for many of these events.

With a passion for visual aesthetics, shopping was and still is my hobby and I am entranced by window/visual displays. In my view, the first impression of a store on Madison Avenue is not unlike an impression one receives when walking into a party fit for a special occasion. Those special occasions are now created by me as Red Letter Days. My first class in interior design at the University of Arizona had me hooked. One class project was to turn her "early garage sale" apartment into modern student living, at which time I found my passion. After graduating in 1987, majoring in merchandising and marketing, I maneuvered through the "catering boot camp" experiencing various aspects of artistic exposure. I started in an entry-level job in advertising

and worked my way up to a director of sales position for a prop and scenery company before starting my own business. Growing up in Colorado, I always wanted to own my own business, but I didn't know what the business would involve. With my retailing background from the University of Arizona and the influence of a mother and older sister who loved to shop and decorate, it was inevitable that I would someday end up in a career of having fun while creating fun with panache for others.

I have been successful in giving the Red Letter Day treatment to each corporate event and now I am in the process of writing a "how-to" celebrate Red Letter Days book, which will be a 12-month guide to turning an ambiguous holiday into a Red Letter Day.



Because of Enterprise's culture and values, I was able to excel and produce above average sales numbers. I was treated like family from day one.

Eric Gonzalez
Enterprise Rent-A-Car



I worked on multiple projects in wholesale, marketing, the RediPlant video and helped to create and implement a market research survey.

Cindy Lewis
Bear Creek Corporation



This internship with Nordstrom was a great extension of my classes—I used my retail math, visual merchandising and promotions classes every day to meet departmental objectives.

Allison Hammond
Nordstrom



Not only did I learn everything there is to know about pets—what they eat, their grooming needs, their health, but I also learned that the customer, Pet Parents, are the most important part of our business.

Matthew Hendersen
PETsMART

Nordstrom Interns

Linzee Fortunato

Catherine Dicochea

Mark Ludwig

Shannon Edson

Jessica Knuzynski

Lindsay Scarborough



Shelley Huff Wal-Mart RCSC Alum



Wal-Mart is an amazing company! After graduating in May 2005, I began my first job at the Wal-Mart Home Office in the buying program as a buyer trainee. Everything I learned in the Retailing and Consumer Sciences program is already proving extremely useful in the success of my first job. I am currently overseeing the plant food and sprayer categories.

In pursuing this task I have called on knowledge learned in all my retailing classes at the University of Arizona. For example, the Supply Chain Management course helped me understand the importance of my supplier relationships. Using information from this class I have been able to gain product knowledge and better understand merchandise flows and item performance from this season. As a result of my Consumer Behavior class I am able to read current surveys on file at the Home Office, and formulate my own surveys with regard to consumer and store feedback.

Every day I work with a database larger than the pentagon's to glean data related to my product and categories. Without the previous experience of my technical retail classes like Database Management and ECommerce, I would not have been able to hit the ground running.

My Global Retailing class has already helped me understand cultural differences in catering to a global consumer. Inevitably I will be working in import categories within my first few years at Wal-Mart and will be able to better understand implications of a global economy from what I learned.

My extracurricular experience at the University of Arizona, like

Students In Free Enterprise, Future Retail Leaders, and Student Advisory Board, have given me the confidence and foresight to predict potential problems, value a team, and be an effective communicator. In my few months of working at the Wal-Mart Home Office I have already given product presentations in front of all Hardlines buyers and Lee Scott, I would not have had the confidence to do it without my extracurricular college activities provided by the Center for Retailing.

I am one of the lucky college graduates who loves her first job! It is because of the people and environment of the Retailing program, the Center for Retailing, and our corporate partners, like Wal-Mart's Senior Vice President Gordon Erickson, that I am able to pursue my dreams. I feel extremely prepared, focused and completely responsible for my future due to my incredible college experiences.

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SPOTLIGHT ON SPEAKERS

September 13-15	JCPenney
September 20	Macy's
October 4-6	Mervyn's
October 13	PETsMART
October 26-28	Enterprise Rent-A-Car
November 2-4	Wal-Mart

EVENTS

5	September 6	Dress for Success Workshop, sponsored by Dillard's
0	September 13	Future Retail Leaders Association (FRLA) Meeting—5:00 pm "Preparing for your Career"
0	September 20	FRLA Meeting—5:00 pm "Coffee Tasting with Starbucks"
2	September 21	Dining Etiquette Dinner UA Park Student Union
	September 30	Take Charge America Institute (TCAI) Board Meeting— UA Memorial Student Union
	October 11	Sears—Info Session TJL Center for Retailing
	October 12	Mervyn's—Info Session TJL Center for Retailing
	October 19	PETsMART—Info Session TJL Center for Retailing
	October 26	Enterprise Rent-A-Car—Info Session TJL Center for Retailing
	November 2-3	TJL Corporate Advisory Board Meet and Greet UA Memorial Student Union
6	February 15	Spring Career Expo Memorial Student Union
0	March 2-5	Duel in the Desert National Personal Finance Case Study Competition Marriott University Park Hotel
0	March 13-18	California Retail Study Tour Los Angeles
2	March 29	TJL Spring Corporate Advisory Board Meeting and Dinner The Westin La Paloma Resort and Spa
	March 30-31	Global Retailing Conference The Westin La Paloma Resort and Spa

VAMOS A TUCSON RETAIL SPANISH 101



Through a partnership with the City of Tucson's Tucson-Mexico Trade Office, UA Students In Free Enterprise (SIFE) learned that Mexican visitors spend \$340 million annually on retail purchases in Tucson, 90% visit local shopping centers, and 76% visit the Tucson Mall. Because of these statistics, it seemed logical to maximize the Mexican shopper's economic impact by targeting the Mexican shopper through exceptional and culturally sensitive customer service.

Working with the Terry J. Lundgren Center for Retailing, the team has developed and delivered a set of sales training workshops for area retailers and offered free tools and techniques to help them maximize their sales. Seventeen hundred sets of laminated "tip sheets," called Retail Spanish 101, have been distributed to area retailers, which allow non-Spanish speakers to add important Spanish vocabulary like colors, numbers, and directions in order to forge relationships and facilitate sales. Workshops for merchants and sales associates have been provided at La Encantada Mall, and the Tucson and Park Place Malls, impacting 189 managers, owners, and sales associates at stores such as Build-A-Bear, The Finish Line and Macy's. Future plans include expanding the workshops to other cities and introducing the basic Spanish concepts to other sectors of industry, such as the hospitality and medical services. For information on the workshops, contact the Lundgren Center for Retailing.

The A Store, Not Just a Store!

The A Store, the first off-campus satellite store of the University of Arizona Bookstores, sells University of Arizona brand apparel, gifts, and accessories. The store opened on November 20th, 2004 at the Tucson Mall, staffed and run exclusively by UA SIFE members, who merchandise the floor, recruit, hire, develop a work schedule, figure out basic logistics, and train staff. In 300 square feet and in only 41 days, the team doubled their initial financial goals, realizing \$92,000 in sales by year-end, 109% more than projected. Sales per square feet for the holiday season averaged \$306.

The Terry J. Lundgren Center for Retailing offers this opportunity to students as a way to apply what they learn in the classroom and to develop the necessary customer service skills needed for success in the industry. All students working in the A Store earn academic credit for the experience. Students are assigned to work on a management team with a focus on either visual merchandising, buying, human resources, marketing, or general management. Students complete weekly logs and make decisions about inventory content, special events, policies and procedures scheduling. Based upon the early success of the A Store, a remodel is underway which will double the store's square footage.

Kim's View

from the Center

Unforgettable undergrads,

extraordinary experiences, riveting relationships—our RCSC alums are valued and recognized. From accountant to buyer, merchandising to IT, consultant to executive, the opportunities for our graduates within the retailing industry are seemingly endless. We continue to sustain memorable relationships with our students long after graduation. Many have careers in their dream jobs and are deeply engaged in their passion—retailing.



Our alums are moving up in their careers, pursuing a wide variety of opportunities, with great diversity, due to the changing scope of business and the world. More and more, major retailers are working closely with the Terry J. Lundgren Center for Retailing to meet their goal of finding their future business leaders. It is easy to see why the Retailing and Consumer Sciences major remains one of the top ten on campus—we offer a great education, incredible opportunity and a network of alumni willing to offer a helping hand.

1987
Jakki Hill
CEO
Red Letter Productions

1996
Cindy Myers
Manager
TMC Gift Shops

1997
Elizabeth Anderson
Area Manager
Neiman Marcus

1998
Danielle Meier
Sr. Consultant
Deloitte Consulting

1999
Jennifer Beattie
Mgr. Recruiting
& College Relations
Bear Creek

Louis Greth
Product Dev. Mgr
Wal-Mart

Jason Henry
Buyer ~ Lawn & Garden
Wal-Mart

2000
Shane Brogan
Buyer - Men's Apparel
Urban Outfitters

Hillary Frank
Manager
Google AdWords

Joey Huerta
Buyer
Wal-Mart

Leslie Moughty
Assistant Planner
Eddie Bauer

2001
Adam Abrason
Associate Attorney
Eric M. Berstein & Assoc.

Kellie Marlin
Remarketing Supervisor
Fleet SRVCS, Enterprise

Kristina Vermette
Area HR Manager
Nordstrom

2002
Jennifer Huerta
Sr. Recruiter
Wal-Mart Home Office

Nancy Phan
Trade Attaché
French Embassy

2003
Ian James
Exec. Assist. Manager
Walgreens

Sarah Newman
Assistant Buyer
Harry & David

2004
Shira Goldstein
Assistant Buyer
Ames Apparel

Alexandra Hieronimus
Merchandise Coordinator
Neiman Marcus

Carla Vildosola
Buyer Trainee
Wal-Mart ~ Stationery

Kristin Welton
Assistive Services
Coordinator
FHM Magazine

Amy Clyburn
Lindsey Dunst
Megan Davis
Sarah Michelle Evans
Adam Eklund
Jennifer Gjurgerich
Emily Guth
Jessica Hein
Shelley Huff
Dionne Johnson
James Keefe
Sheila Kidd
Meredith Magzen
Catalina Martinez
Megan Mihocko
Sumbul Naqvi
Leah Ochoa
Nicole Peralta
Gretchen Ploen
Lindsey Port
Nordstrom
Nordstrom
Gadabout Salon Spas
Pottery Barn
PhiKappa Tau Fraternity
Wells Fargo
Boston Beer Company
Dillard's
Wal-Mart Corporate
ADT Security
Enterprise Rent-A-Car
Industry Publicity
Texas Universities
Dillard's
Bear Creek Corp
Unilever
Dillard's
Davis Selected Advisers
JCPenney
Twanz, Inc. Contemporary
Women's Showroom

GOING PLACES

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

Thomas Romero	Kohl's
Elizabeth Short	Travel Director
Jonathan Siegel	FIDM, Los Angeles
James Tang-Mills	Federated Dept. Stores
Jennifer Vizcaya	Intern - France
Melissa Weinstein	Target
Kristin Welton	FHM Magazine
Patricia White	JCPenney
Amanda Zaluga	SIFE

Frank Farias Extraordinary Leader



We are pleased to welcome **The UA BookStore** as one of our newest partners in the Terry J. Lundgren Center for Retailing. Frank Farias, Director of The University of Arizona BookStores, will be the board member representing The BookStore. For many years The University of Arizona BookStores have supported the work of the Retailing and Consumer Sciences program by collaborating on class projects and providing internships and full-time jobs for students. Frank has been a very active business partner with the Terry J. Lundgren Center for Retailing and a member of SIFE's Business Advisory Board.

The BookStore functions as a completely self-financed auxiliary service that receives no state tax, student tuition fee money, or any other campus subsidies. As a result of Frank's extraordinary leadership, the BookStore has received national recognition and has redefined the entire concept of the campus BookStore. It is viewed as one of the top campus book store programs in the nation, meeting or exceeding most of the industry benchmark standards in terms of programming and financial performance. Besides operating an extremely successful business operation, Frank has positioned the campus BookStore as a very important resource for the entire academic community.

PROTIVITI

Center Welcomes New Partner

Protiviti is the leading provider of independent internal audit and business and technology risk consulting services. The company was founded in May 2002 when professionals formerly with a "big five" accounting firm took the opportunity to focus exclusively on assisting clients with assessing and managing risks. Protiviti professionals help clients identify, measure and manage the operational and technology-related risks they face throughout their systems and processes. The firm offers a full spectrum of internal audit services, technology, and

skills for business risk management and the continual transformation of internal audit functions. Rick Childs will represent Protiviti on the Board and is Managing Director in Protiviti's West Region as well as Protiviti's leader for services to the Consumer Products and Retail industries. He is also the Office Managing Director for Seattle, Portland, Boise and Salt Lake City. Rick is a CPA and has 20 years experience in public and private accounting, including process solutions, business consulting, internal audit, corporate governance and project management.

CORPORATE PARTNERS & SPONSORS



Harry & David



KOHL'S
expect great things



macy's west



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University of Arizona BookStore, Frank Farias, Director
Walgreens, Sue Bandurraga, District Manager
Wal-Mart Stores, Inc., Gordon Erickson, Senior Vice President/General Merchandise Manager

SPONSORING PARTNER

Kohl's Department Store

HONORARY BOARD MEMBERS

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Terry J. Lundgren, Chairman, President and CEO, Federated Department Stores

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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 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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THE FUTURE OF RETAIL



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