

RetailLink

From Campus to Career



TERRY J. LUNDGREN
CENTER FOR RETAILING



Director's Insight Melinda Burke

Education – Outreach – Research – these are core values at the University of Arizona. As the only land grant institution in Arizona, our mission was determined in 1891, when classes first met with 32 students and six teachers. Today, 115 years later, we still hold to the land grant mission as the driving force behind our strategic plan. Our outreach has changed dramatically over the centuries, to adapt to our changing society. We have moved from supporting families who settled the west, to supporting the retailers and other entrepreneurs of the 21st century as they

determine the appropriate systems, technology and human talent needed to prosper.

The Terry J. Lundgren Center for Retailing is dedicated to this outreach mission. With our talented research and teaching faculty and the funding support of 26 retail and supplier partners, we strive to develop the people and knowledge essential to success in today's global economy. From the research partnerships such as those established with **Fujitsu** and **Vertical Communications**, the educational partnerships with **General Growth Properties** and **Gateway** or experiential opportunities provided by all 26 corporate partners, we support the growth of both the retailing industry and future retail leaders.

Our industry partnerships are fundamental to the future success of our programs and our people. As the University of Arizona is challenged with shrinking resources from the State, we increasingly require business/university partnerships to provide the funding needed to support our mission. So, what is the ROI for our partners on this enterprise model? The generation of new knowledge to optimize business performance, the development of future business leaders essential to the application of these research findings, and a spirit of innovation in a world class university. Thank you to those partners who have committed to this journey and we welcome others to join us!



THE UNIVERSITY OF ARIZONA.

New Center Partner

Please join us in welcoming **Smith & Hawken** as our newest partner to the Terry J. Lundgren Center for Retailing Corporate Advisory Board. President Gordon Erickson is no stranger to the board, as he was formerly our Wal-Mart partner.

Smith & Hawken is the premier authority in outdoor living, dedicated to providing products distinguished by authenticity, style and above all, fine craftsmanship. Smith & Hawken's products are sold across the country through 59 Smith & Hawken retail stores, its catalog, Internet site and select high-end independent garden centers. An exclusive line of branded products is also sold at Target stores nationwide. Based in Novato, California, Smith & Hawken is a division of The Scotts Miracle-Gro Company.

PLAN TO ATTEND

Powering the Innovation Wave

April 12-13, 2007

GLOBAL
RETAILING CONFERENCE
2 0 0 7

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

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

Terry J. Lundgren Center for Retailing
phone 520.621.1715
Web site <http://globalretailingconference.org/>
email tjc@cals.arizona.edu

Please join us at
Loews Ventana
Canyon Resort
Tucson, Arizona

Profile



From national management trainee to Regional Vice President, Anne Hand is proof that Sears offers terrific opportunities for advancement. Corporate Advisory Board member Anne Hand, South Central Region Vice President for **Sears Holding Corporation**, has been with this evolving company for almost thirty years. She currently manages retail operations in eight states.

by David Pagel,
Student Advisory Board Ambassador

for new and unique ways to come to market and differentiate themselves with the customer. The environment at Sears is fast-paced and exciting, built on a corporate culture that values strong customer focus, developing people, teamwork and positive energy.

In recent years, Sears and Kmart merged and, as a result, many excellent synergies were created. With this merger, Sears Holding Corporation became the third largest retailer (largest department-type store), and has been able to expand their customer base and reach new markets with

Sears Holding Corporation, or what Chairman Eddie Lampert has referred to as a "55 billion dollar start-up company," is always looking

their private label brands, such as Kenmore and Craftsman. The merger of Kmart and Sears has fashioned a stronger company with exceptional career opportunities for students. Sears Holding Corporation is looking for individuals who are bright, energetic and enthusiastic about the business of retail.

Sears and Kmart have been partners with the Terry J. Lundgren Center for ten years. By being a Corporate Advisory Board member, Sears Holding Corporation has provided the opportunity to get to know RCSC students and future leaders of the retailing industry. Sears develops relationships with students through the internships offered throughout the company. The benefits provided by this partnership have been extraordinary – including the recruitment of University of Arizona retailing students who are already passionate about the company and have a love for retail, into the Sears management training programs. Being a partner with the TJL Center has also provided Sears and Kmart executives with personal development opportunities through events such as the Global Retailing Conference.

STUDENT ADVISORY BOARD

SUPPORTS THE TJL CENTER PARTNERS AND STUDENTS

The Terry J. Lundgren Student Advisory Board had many accomplishments throughout the 2005 - 2006 academic year such as the launch of the Student Advisory Board (SAB) Web site, outreach and recruitment activities for the retailing and consumer sciences major and our support of the successful annual Global Retailing Conference. Their activities serve to raise awareness about the major, recognize the achievements of our students and bring visibility to our corporate partners.

In our desire to raise awareness about the Terry J. Lundgren Student Advisory Board, the SAB Web site committee, with the help of Robert Lanza, our IT Coordinator, created an informative Web site for the student organization. Lexie Douglass, chair of the project, believes the Web site will "familiarize the RCSC faculty, staff, students, and Corporate Advisory Board partners about our initiatives, upcoming events and the most up-to-date news." Check out our Student Advisory Board Web site at terrylundgrencenter.org/sab.

Along with the increased presence through the SAB Web site, we have worked hard this year to meet our outreach and recruitment goals. It is our hope to generate increased awareness and interest on campus and throughout high schools in the retailing and consumer sciences program.

Chairperson of the outreach committee, Leah Scherotter attests, "In addition to the recruiting we do locally, we are very excited to launch our large scale outreach and recruiting effort in Phoenix this coming fall semester. I am confident we will receive a positive response from the advertising, apparel design, and interior design high school students in the Phoenix area." In addition, the SAB will visit Nordstrom Fashion Board meetings in Chandler and Scottsdale.

Each year the Student Advisory Board hosts the Spring Awards Ceremony to honor those students who have excelled in the Retailing and Consumer Sciences Professional Program. Leila Bahbah, second semester ambassador, says "This is the perfect time to mingle, and an excellent way to celebrate the accomplishments and leadership of our fellow classmates." Just one of many activities of the Student Advisory Board, SAB raises money throughout the year to fund its *Future Retail Leader Scholarship*. We are pleased this year to award our scholarship to Caily Roth for her outstanding academic and extracurricular achievement. "This scholarship is a great opportunity to remove some of the pressures that accompany being a full-time student and employee," stated Caily Roth.

The SAB is also fortunate and privileged to



take part in the Global Retailing Conference every spring semester, which took place this year at the beautiful Westin La Paloma Resort. Annie Millstone, Vice-Chair of SAB told us the "Speakers at this event were very powerful and inspirational leaders within the industry. This year we were honored with presentations from industry leaders like Tommy Hilfiger, CEO and founder of Tommy Hilfiger, Gloria Johnson-Goins, Senior Vice President of Human Resources at Home Depot, and Terry Lundgren, President, Chairman and CEO of Federated Department Stores." For the 250 students who participated in the Global Retailing Conference, this was a unique opportunity to interact and learn from leaders of the retail industry today.

The Forgotten Retail Channel: Inbound Telephony

How many retailers lose a potential sale as a result of the failure to adequately handle a customer's phone call? And how many customers' calls go unserved? Understanding the impact of this service failure could have major impact for retailers. Investigation of the inbound telephone channel is of importance to retailers for several reasons. First, an average store receives several hundred calls every day. For example, considering an industry value of 300 average calls per store per day, it is estimated that a major pet products retailer receives 80,136,000 calls to its 742 US stores each year. Second, in most cases these calls are from existing or potential customers making inquiries before the sale or offering a repeat sale of some kind. Third, call failure is likely to have an effect on sales and customer satisfaction as well as word of mouth and other outcomes.

In collaboration with new TJL Center partners Fujitsu and Vertical Communications graduate student Lin Guo and I have been working on a project focused on inbound retail telephony and the dynamics of call failure in this neglected customer-facing marketing channel. Surprisingly both the nature and dynamics of inbound retail telephony and the effects of call failure on managerial outcomes are largely unknown. This lack of knowledge and the lack of managerial attention to inbound telephony are due to a general failure to treat inbound telephony as a marketing channel just like the stores themselves, catalogues, and websites.

Fortunately, this situation is changing as new store level technologies for tailored call handling come on-line. Our collaborative research shows that the need for this technology is great as the incidence of call failure is relatively high. Call failure also varies among chains within retail categories and across those categories. The research also shows that call purpose varies across retail categories. Calls to a national drug retailer may be motivated by a request for a prescription or an inquiry into whether a prescription has been filled, coupled with an inquiry about whether a particular brand of cosmetics is available, entailing call transfers between departments, hold times, and information search. This is obviously quite different in purpose from calls to a major national restaurant chain that typically concern

reservations, menu requests, and catering prospects. Calls also vary in duration across chains. For example, the research found inbound calls to a major national document handling company averaged about 30 seconds, whereas calls to a major national media retailer averaged much longer. In the former case, we surmise callers are inquiring about local opening hours or wait times, while in the latter callers are inquiring about local inventory. Consequently, technology and procedures for handling inbound calls should be tailored to these differences. Sometimes cross-selling opportunities may also exist. But there is little in this research to argue for the desirability of a move to centralized off-shore call centers, and much to argue for a more decentralized approach to call handling, since most callers require locally available information.

The research also shows that if only a small percentage of failed calls could be converted to sales then the positive impacts on gross sales can, in some cases, be dramatic. For example, in two studies of a national book retailer, call failure rates varied from 15 to 30%. If only 5% of those calls could have been converted to sales, annual revenues could be increased by at least 1 million dollars assuming an average consumer market basket of about \$28. In other cases, failure rates were much higher, and consequently, the potential sales improvement much greater.

The research is ongoing; the first stage of a new before and after study of call handling at a major national retailer has just been completed. The second stage of the study will track the effects of the introduction of store-level call handling technology on call failure.

For additional information see our Web site: <http://cals.arizona.edu/fcs/rcsc/people/arnould.htm>



Dr. Eric Arnould
PetSmart
Distinguished Professor

On The Road **with Brett Klipsch**



I must confess I am very particular about where I spend my "vacations." In fact, sometimes I don't get to choose my vacation time like my pet parents, but, if I have to go, I have distinct preferences – **PetSmart's Pet's Hotel**. You see, for a 100 pound, 18-month-old "puppy," I regularly get what I want! And, like my parents, I want the best. You can guess that my family tries to please me (I think they feel guilty leaving me when they take their exotic vacations, but I might

as well take advantage....). I like my vacation digs (excuse the pun) to be comfortable, active, and spacious. I want treats (I love the \$7 Nyla bone that my folks leave for me on a daily basis!) and babysitters who think I'm cute, even though I'm seven feet tall when I stretch out. I like my time playing with other dogs at doggie boot camp and, sometimes, I require the "suite" with my own TV!

I've spent some time at the new Tucson PetSmart hotel and find that the

staff really looks forward to me coming. One sweet young woman said, "Oh Brett, I'm so glad you're back!" It made me feel good and made my parents relax about leaving me there for six days. (I'm glad they were a little worried.) Another advantage that I've just discovered is that when we travel, I can "hang out" at a Pet's Hotel rather than bugging my parents, and other guests, if I have to stay in boring "people" hotels during our annual cross-country drive to Wisconsin. Besides, staying in a people hotel is not such a good idea – I have a big bark that I think makes my parents crazy and really irritates the people in the next room!

Just so you know, I don't even mind when my pet parents start putting my food into BIG baggies for my daily free feed, and when they gather up my "papers" to show that I have all my shots and am healthy. I have to admit, though, that I get a little nervous when my parents pull out their suitcases, 'cause I know what's coming. But, it all works out. As we pull out of the driveway, travel for just a little while, and then march through the sliding glass door, my nose tells the "tail," my home away from home (and my Nyla bone!), my very own PetSmart Hotel!



I decided that Wal-Mart is a place I would like to start my career. The opportunities here are so vast, whether it is in merchandising, information systems, or logistics.

Ashley Talley
Wal-Mart



I have worked in retail before, but after working with such a large retailer like Sears I learned all the different aspects of retail and everything that is involved with running a successful \$40 million store.

Crystal Alkais
Sears Holdings

Jamie Steele Duty Free Stores (DFS) Intern



They say that "word of mouth" is the best form of advertising – that certainly was the case with me! My interest in **DFS** began when I learned about the company through Hadar Gordon, a retailing graduate who was offered a job with DFS one year ago. I knew that they were an international luxury goods retailer and from Hadar's experience, I knew I wanted to work for the company some day. So when DFS became a partner in the Terry J. Lundgren Center for Retailing and began interviewing on our campus I decided to pursue a summer internship. The recruiter's presentation was intriguing and I was even more interested in the company after hearing what she had to say about the internship program. I had a successful interview with their HR Specialist, Danielle Herrera, and attended the reception hosted at the Arizona Inn. I heard from the company within a week and received an offer that I could not decline! In addition to a very competitive salary, they offered to pay my flight to San Francisco and half of my living expenses were taken care of.

Since arriving in San Francisco I have learned a tremendous amount about the duty-free side of the retailing industry. I began with one week of training, loaded with retail math, Excel training, email etiquette, merchandising 101, DMS and DFacts training. When using DMS or Dfacts you can create new sku's, purchase orders, authorize/discontinue sku's, etc. It was a lot to take in but once I was assigned a department, all the skills I learned were useful on the job.

I was assigned to the Fragrance Department and from day one, I have been working on projects that will lead up to my ultimate project, the Clinique assortment project. I have supervised Christian Dior and Bvlgari fragrance assortment grids and store profiles for the past three weeks. From this I have looked at thousands of sku's to determine if they should be discontinued or authorized in store locations and divisions. I also have determined appropriate price margins for each division. Divisions are North America, Hawaii, Hong Kong, Singapore, New Zealand, Australia, and Mid Pacific. Emails are sent out to the appropriate division, updates are done on DMS and new assortment profiles are made with the new corrections. This has helped provide me with the data I needed to complete the Clinique assortment. This project will include analyzing sales and inventories to determine which items the stores should have in stock. The work has taught me what the merchandising side of retail is all about. The last five weeks of the internship I will be working more closely with the planning side and helping them project future trends and sales.

The experience here has been more than I ever expected. The company is great and very helpful in providing the support and training needed to be successful in the internship. Graduation is in the near future and although I am undecided exactly where I will begin my career, I know it will be in retail somewhere, maybe with DFS. I look forward to what the future holds!

Virginia Chen Oasis Intern



I jumped at the opportunity for this international internship, and am thrilled to be writing this overview from Taipei, Taiwan. I chose **Oasis**, a Taiwanese retailer, because it isn't your typical internship. Oasis is a United Kingdom based retailer that has seven stores in Taiwan. Oasis is a retailer and brand merchandiser that not only sells clothing but also does photo shoots of clothing lines for Taiwanese magazines and promotional advertising for designers. In addition to being a department store, Oasis is also an all-around retailer with free-standing stores. I learned so much about merchandising and sales. I was placed in charge of Visual Merchandising for three department stores and gained valuable experience in planning, inventory, advertising, and marketing.

My experience at Oasis taught me how to calculate out weekly sales for each department store, review the inventory books, order and ship merchandise, and how to transfer merchandise. As a result of this summer experience I have an expanded appreciation for my retailing and consumer sciences course work and look forward to applying my new knowledge in the future.

T R A N S I T I O N S

Patricia White JCPenney RCSC Alum

I feel like the luckiest person in the world. Since I graduated in May 2005, my life has been a whirlwind of change and opportunity. My role as an Allocator at **JCPenney** requires me to shape the profitability of a season by effecting merchandise levels in over 1,000 stores. Working with one of the largest retailers in the country gives me the opportunity to see retail from a unique perspective, offering a challenging and rewarding career.

I couldn't be happier in my position at JCPenney. My job offers amazing challenges with equal rewards. JCPenney fosters a culture of training, mentoring, and teamwork that made the beginning of my career a joy. I am now immersed in a fast-paced environment surrounded by helpful and friendly coworkers. The people of JCPenney have guided the company through a century of offering the customer quality, value, and service.

Before I could move to Dallas to embark on this incredible journey, I started at the University of Arizona School of Retailing and Consumer Sciences. At a time when I was still uncertain what direction my career should take the faculty and staff of the Norton School of Family and Consumer Sciences and the Terry J. Lundgren Center for Retailing embraced me. Being taught by professors with years of experience in the retail industry and advanced study of the retail business I was

guided through a challenging and insightful curriculum that helped me develop and refine my talents and interests.

I was encouraged by faculty and staff to take advantage of everything the School of Retailing and Consumer Sciences offered, including extracurricular activities. These activities served to build my confidence and reinforce the curriculum. Through class presentations, the Retail Speaker series, special events like the Global Retailing Conference and the many resources of the Terry J. Lundgren Center for Retailing I tapped into the pulse of the retail industry. Working with Students In Free Enterprise I gained experience in leading and working with teams, mentoring, networking, and presentation skills. As a student ambassador I fostered relationships with Corporate Board members and helped students learn about internships and careers with partner companies. In unique projects like the student-run "A Store" I tested my skills in management, merchandise assortment, and visual presentation.

Speaking about JCPenney in 1927, James Cash Penney remarked, "Growth is never by mere chance; it is the result of forces working together." This statement holds true today as the company continues to experience growth and leadership in the Industry. It is also the perfect way to describe the growth afforded me by the University of Arizona. I started college with an interest in retail; I graduated with a passion!

Alicia Alvarez PetSmart Intern

My internship experience was the perfect job - I had the privilege of working with both humans and pets! I interviewed for a summer internship position at **PetSmart** because I loved the creative take the company has on "pet parents" of the retailing industry. I am a pet parent myself with two dogs and wanted to stay in Tucson for the summer...and that is exactly what PetSmart wanted!

I joined the management team at PetSmart as a Pet Products Manager for the summer of 2006 and loved it because I wasn't seen as an intern, but as another manager with many responsibilities. I would handle all front end responsibilities including helping the cashiers, all types of customer service issues, and money handling for opening and closing the store. I received new inventory and visually presented it on the shelves. Accordingly, I was challenged to deal with inventory issues including markups, markdowns, returns, and damages.

Along with managerial responsibilities, each intern with the company was given a personal business challenge and asked to utilize manager problem solving skills. For my challenge, I chose to work with the in-store Adoption Center. I networked to develop more partnerships between local shelters and this PetSmart location. I also created a program offering a coupon to anyone adopting a pet; this coupon is then brought to a manager in exchange for a free gift bag. This exchange enabled management to inform the new "pet parent" about store services such as training and grooming. My ultimate goal was to increase adoption numbers and the sale of services. It was rewarding to see a program that I created work out successfully!

The business challenge for the internship was my favorite because it required initiative and creativity on my part, and I could watch it evolve. I have learned from this internship that a retail career has crazy hours, long days, and is full of unexpected situations; but I also learned it can be extremely rewarding and exciting! I am graduating in May 2007 with a degree in Retailing & Consumer Sciences and can't wait to see where my career in retailing will take me!

By Marcia Klipsch



This year the UA SIFE team took 27 projects to the Students in Free Enterprise National competition in Kansas City, ranging from multiple year programs such as Vamos A Tucson, San Carlos, Career Expo, and the

Ethics Bowl to the new projects such as International Rescue Center, Global Overdrive, and an on-line Ethics Bowl for high school students. The team dedicated a total of over 17,000 hours to their projects, worked with more than 267,000 people, and had media attention that reached over 15 million people! This extraordinary effort was recognized at the competition with the UA SIFE team placing Second Runner Up out of the 200 competing teams.

Some program highlights include the following programs:

The Nigeria Project: Seventy women in Oguta, Nigeria learned about market economics and personal finance through an original, customized curriculum called "Build Your Financial Future." These lessons were translated into Ibu and provided very simple vocabulary and curriculum on topics such as goal setting, budgeting, savings/investing, accounting, and supply and demand. Each section ended with a "check your understanding" quiz. Fifty high school girls acted as volunteer teachers and participants scored 81% on comprehension exams. The UA SIFE team, led by Retailing and Consumer Sciences senior, Jane Rishel, applied for and won an HSBC grant for \$1000. These funds will be used as micro loans for the participating women who will write a simple business plan on how to expand their businesses based on the concepts they learned.

SIFE Center for Business Consulting (SCBC): The UA SIFE team reached out to the Tucson business community by establishing the SIFE Center for Business Consulting (SCBC). The team "packaged" skills such as market analysis, secret shopping, comparative shopping, goal setting, financial management, and creative business solutions and marketed them to local businesses under the SCBC banner. Arizona Honda, a motorcycle/parts/clothing retailer asked for assistance in refining and upgrading their sporty apparel department. The UA SIFE team did customer intercept surveys and "shopped" competitors in Tucson and Phoenix, providing the owner with a better understanding of his customer and his competition. After a comprehensive presentation, UA SIFE SCBC team members were asked to deliver a customer service workshop to the Arizona Honda employees to emphasize and reinforce the suggestions that were advanced.

Common Unity: To create economic opportunity for others, UA SIFE took their repertoire of personal development activities to Common Unity, a refuge for homeless, pregnant teenage mothers. Workshops on basic budgeting, credit, saving, professional dressing, interviewing, and resume writing provided important skills for workforce entry, with the goal of building a secure future for themselves and their families. Pre- and post-tests on various topics showed an average 61% increase in knowledge gained and many participants said that they now felt much better prepared to seek employment.

Welcome

Kristy Ruiz

We welcome to the Terry J. Lundgren Center for Retailing and the Take Charge America Institute Kristy Ruiz, a 2002 University of Arizona graduate with a B.S. in Retailing and Consumer Sciences. As Program Development Specialist for Take Charge America Institute, Kristy will utilize her interpersonal relations skills along with her ability to execute and provide excellent results for Take Charge America, SIFE, Credit Wise Cats, and the Terry J. Lundgren Center for Retailing.

As an undergraduate Kristy was very active in the department as Co-Chair of the Retailing Center Student Advisory Board, CALS Ambassadors, Credit Wise Cats and Students in Free Enterprise, serving three years on the presentation team. After graduating she relocated to California to work for Mervyn's in Hayward, Pleasant Hill and Vacaville. She started training in corporate merchandising and embraced the challenges of store leadership. A natural teacher, her favorite part about leading a store team was training and developing team members. Her transition to higher education occurred in 2004 when she joined UA's Eller College of Management as an academic advisor for pre-business students. She empowered students to explore and identify their long-term career goals through campus resources and networking. As an academic advisor she also served as the staff advisor

for two student organizations designed to increase diversity awareness and education among the campus community.

Kristy will work closely with Marcia Klipsch to assist the SIFE Team and oversee the Jr. Duel case study competitions and the Duel in the Desert regional and national case study competitions. Planning for the Regional Duel Desert Competitions is already underway with concurrent focus on the Jr. Duel in the Desert. This year the Jr. Duel competition has expanded to include middle and high schools, thanks to generous funding from Hughes Credit Union.

Kristy is already reviewing applications submitted by SIFE teams across the nation competing for the opportunity to host a Regional Duel and compete in March at the 2007 National Duel in the Desert. Host application packets can be downloaded from our Web site at: <http://creditwisecats.org/home/duel-moreinfo-regionals.htm>

Kristy Ruiz can be contacted at kr Ruiz@email.arizona.edu



Kim's View from the Center

In my biased opinion, Fall is the best time of the year at the University of Arizona. With a new semester underway, we look forward to providing opportunities for professional development through our many events and activities. **We listen and respond to our partners on the Terry J. Lundgren Center Corporate Advisory Board** about the need to turn innovation into action, through optimizing and cultivating our students' experiences and building their career potential. Through the differentiation and specialization of programs we offer, we respond to industry initiatives and expectations, creating a framework for success for these future industry leaders. We observe first-hand the inspired internship experiences that dramatically transform our retailing and consumer sciences students over the summer – they return to school full of ideas and passion for the industry. We thank you for inviting them into your workplace and engaging their spirit.

We often work with our partners to develop new and innovative approaches to programming. This year, for example, we have partnered with **General Growth Properties** to offer a new course "Retail Real Estate Development and Management" which is designed to provide an overview of expectations for academic and career success in the field of retail shopping center development and management. The students will learn to think globally in order to assess environmental, competitive and political forces affecting retail development. In another new activity for us, we are proud that corporate partner **Enterprise Rent-a-Car** will offer their leadership development training program to all our student leaders in the Norton School.



We are also much closer to the realization of a **new Norton School Family and Consumer Sciences building, recently named McClelland Park**, which will further inspire a landscape of greatness and revitalize our commitment to providing an outstanding educational experience for our students. *Please join us for homecoming this year on November 10*, to visit with old friends and learn about the naming opportunities created for McClelland Park

to have your legacy live on. Several alums have purchased bricks or tiles to help raise funds for the building and many opportunities are still available. Email Kim Brooke at kbroke@u.arizona.edu to make your selection and have your name in perpetuity – seize the opportunity. See you on campus.



FROM CAMPUS TO CAREER

GOING PLACES

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

Sean Dugan	General Growth Properties
Allison Hammond	Rubbermaid
Lydia Koch	CORT Furniture
Sophie Kropf	Dillards
Rachel Meyer	MGM/Mirage Corp
Andrew Murland	Pictures Plus
Jessica Phelps	Sears Holding Corp.
Danielle Rankin	MGM/Mirage Corp
Dennis Razon	General Growth Properties
Jane Rishel	Gallo Wine Company
Theresa Rodriguez	Enterprise Rent-A-Car
Angela Rojo	Golden Eagle Distributors
Vanessa Romero	Tucson Electric Power
Stacie Scheufler	JCPenney
Krista Williams	Dillards
Erica Wirtz	Mervyn's
Ashley Wyse	Old Navy

LEADERSHIP, ETHICS, AND MANAGEMENT PRACTICES



Felicia Frontain
Undergrad
Advisor, RCSC

An applied major such as Retailing and Consumer Sciences (RCSC) requires experiential components both in and outside of the classroom to facilitate learning. To insure that the students are receiving relevant information about the industry, our faculty provides real world examples in all of the RCSC courses. I currently teach the "Leadership, Ethics, and Management Practices" course which integrates current events which are continuously shaping the retailing industry.

Of greatest influence for our students are the industry speakers who give presentations in the area of their expertise while tying in with the course content. By doing so they introduce the RCSC students to the many challenges and opportunities facing the industry today and offer potential interns and new hires tips for success. They also introduce students to a wide variety of career paths to which they may have had little exposure.

For example, during the past semester the students have interfaced with the Diversity Affairs Director for a highly respected department store chain; a multi-millionaire owner of a second-hand clothing chain; and the CEO for one of the largest department store chains in the country.

Professional development consultants are also an integral part of this experiential synergy, such as experts in the Myers/Briggs Profile; public

speaking and debate; and other personal assessment focus areas. These guest speakers help faculty develop well-rounded students who are better prepared for the challenges of internships or career placement.

There are several additional organized activities that round out this integration of experiential learning with the classroom curriculum. One of these is an "Ask an Entrepreneur" event wherein a group of successful entrepreneurs meet with students to discuss how to start a business and be successful from the start.

Finally, to put it all together, instead of a traditional final in the "Leadership... Practices" class, we conclude with a portfolio event. Fifteen to twenty human resource managers, store managers, district managers and college recruiters participate in this event. Each student is assigned to one of these experts and must present their portfolio, which is a compilation of every assignment from this class. The student is evaluated primarily on their communication skills when making a presentation. This event allows each student to receive feedback in a safe and encouraging environment that will assist them in future interviews and presentations.

This combination of classroom curriculum integrated with a variety of experiential activities continues to provide the RCSC students with the most advanced education in the field of retailing. It also allows the students to start off productively in both internships and in their first career positions.

CORPORATE PARTNERS & SPONSORS

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University of Arizona BookStore, Frank Farias, Director
Vertical Communications, David Loaf, V.P. Sales & Service
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STUDENT ADVISORY BOARD

FALL 2006

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TERRY J. LUNDGREN CENTER FOR RETAILING

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The Terry J. Lundgren Center for Retailing is housed in the Division of Retailing and Consumer Sciences in the College of Agriculture and Life Sciences, John and Doris Norton School Family and Consumer 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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