

# RetailLink

From Campus to Career

GLOBAL  
RETAILING CONFERENCE  
2 0 1 1



## From the Director

Melinda Burke, Director



Not even a snow storm could dampen the enthusiasm of the nineteen Retailing students attending this year's National Retail Federation convention in New York City. The convention is one of the stops on the New York Study Tour coordinated every January by the Lundgren Center. We joined 20,000 other attendees at the event to learn more about trends, challenges and innovations that will transform the retailing industry over the next twenty years. It was also the opportunity for the students to see more than 500 exhibiting vendors present the latest technology trends changing the face of retail. In addition to touring the exhibit hall, the students made visits to the corporate headquarters and design centers of Macy's, Inc., Polo Ralph Lauren, Ross, Walmart, Collective Brands and Jones Apparel Group to learn more about company culture and strategy. We were granted remarkable access, met many CEOs and the experience provided an opportunity for students to see the application of theory in the real world.

Activities like the New York Study Tour are important in preparing our students to transition from college campus to career. As we strive to be "the foremost, globally recognized center for the study of retailing and consumer sciences" it is essential that our students are exposed to retail research, finance and strategy in the classroom, as well as emerging trends and technologies in the real world. In addition to study tours, our students have numerous experiential learning opportunities through the Lundgren Center working with real world business challenges. We also offer the GoPro Business Etiquette Certificate for students beginning their job search, and The Competitive Advantage workshop series to prepare them for the transition from campus to a career. The Global Retailing Conference in April is also a "must attend" for all our Retailing students and provides them with the opportunity to network with leading CEOs and learn about real world issues.

As we learned on our NYC trip, the retailing industry is changing quickly and those retailers who accept the status quo and don't respond to these changes will be left far behind. As retailers anticipate the impact of social media, mobile commerce, international expansion and supply chain innovations they must also utilize the insights and aptitude of the millennial in responding to these challenges. It is today's millennial who will be leading these innovations in the future. Our Lundgren Center partners understand this, and have developed the internships and training programs to successfully transition these future leaders into their organizations. Retailers with strong university programs are well positioned to transition these millennials into the workplace and leverage their innovative spirit and expertise with technology. In partnership we are developing the leaders of tomorrow, and shaping the future of the retailing industry.



TERRY J. LUNDGREN  
CENTER FOR RETAILING

THE UNIVERSITY  
OF ARIZONA

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# Profile

Jean-Emmanuel Biondi  
Principal  
Deloitte



Jean-Emmanuel Biondi is a principal at Deloitte Consulting LLP. He has over 20 years of global experience and is passionate about the business of retailing. Originally from Paris, France, Jean-Emmanuel worked his way up the corporate ladder at Deloitte – the world’s largest professional services organization – where he started his career in France in 1991. After completing his studies in Europe, he was hired as a business

By Julie Gundrum, 2010 Retailing and Consumer Sciences Alum

analyst in the retail sector working with multinational clients. After years in Europe, Jean-Emmanuel transferred to the United States where he has resided with his wife

and nine year old son ever since. His cross-continental experience enables him to deliver original perspectives to North American retailers.

Jean-Emmanuel was promoted to principal at Deloitte in 2007. He serves as a trusted advisor to retail executives on strategic and operational issues. His typical week consists of catching an early Monday morning flight to a client site – one of many offices and cities he will visit within his four-day travel week. His role carries multiple responsibilities, including selling and delivering engagements for mid- and large-size global retailers. Biondi is also responsible for recruiting and developing Deloitte’s consulting staff through on- and off-the-job training and mentoring. He also contributes to advancing the organization’s brand, using his spare time to develop new tools and methodologies and leading research efforts for the retail practice.

Jean-Emmanuel believes that Deloitte’s distinctive culture, which is both collaborative and collegial, is a large reason it has been named to FORTUNE magazine’s “100 Best Companies to Work For.” “The magic

of Deloitte is that we work collaboratively with our clients all the way from strategy definition through implementation to deliver high-quality results,” said Jean-Emmanuel. “We also encourage our people to express their personalities and ideas while adhering to certain standards.” Its diverse work atmosphere, vast industry knowledge, and cross-functional approach enable Deloitte’s consultants to deliver the full value chain to clients, from strategy to operations to technology implementation and more.

Jean-Emmanuel is a subject-matter specialist on the topic of retail global expansion. He is also a leader in the areas of merchandising, pricing, business analytics and inventory productivity. When asked why he likes working in the retail industry, he notes “The industry is never idle and is constantly responding to consumers who are always changing.” Biondi enjoys the industry’s fast pace and finds it rewarding to see his recommendations applied to help retailers address their business challenges. He also enjoys coaching Deloitte’s consultants and living the apprenticeship model inherent to the organization’s culture.

Jean-Emmanuel is actively involved with the University of Arizona’s Terry J. Lundgren Center for Retailing. As a member of its executive board, he works closely to share industry insights with its corporate members and retail students where he enjoys offers guidance by asking questions that prompt industry leaders to think differently about critical issues. He is also a fervent supporter of the Lundgren Center’s annual Global Retailing Conference, where he assists in delivering speakers and content ideas.

# New Partner



**The Home Depot** is the world’s largest home improvement retailer. Since its start in 1978, The Home Depot has been the fastest growing retailer in U.S. history. The company has developed strategic product alliances with industry-leading manufacturers to deliver exclusive assortments to its customers. The Home Depot is still guided today by those values established by its founders: excellent customer service, taking care of people, entrepreneurial spirit, respect for all people, building strong relationships, doing the right thing, giving back to communities, and creating shareholder value.



Gordon Erikson  
Senior Vice President

# Contemporary Perspectives on Managing Team Diversity

When managing diversity within organizations, most people focus on the stratification of demographic groups within and across staff classifications. But it's just as important to consider the demographic diversity of teams. That's because diversity in teams is a double-edged sword; the same characteristics that give rise to multiple perspectives and creativity during problem solving are often the source of dysfunctional communication and conflict in groups. Research on diversity in teams has yielded some interesting new perspectives on the potential impact of demographic differences in teams, as well as how to effectively manage this diversity. I will summarize two such perspectives.

Empirical evidence suggests that we should attend to the formation of subgroups rather than simply focusing on the heterogeneity of team members. Teams are more prone to dysfunction and poor performance

By Anita D. Bhappu, Ph.D.  
PetSmart Associate Professor  
& Division Chair

if they possess subgroups based on **demographic faultlines**, which occur when team members can be divided into predictable subgroups based on multiple and aligned demographic

characteristics. For example, a product development team with three 20-year old female engineers and two 40-year old male brand managers has a strong faultline (two potential subgroups differing on three demographic dimensions) when compared to a similar team with both male as well as female engineers and brand managers of different ages. Demographic faultlines are activated by situational factors such as task uncertainty and time pressure but they can also remain dormant. Once activated though, tensions build as the subgroups take hold and divide the team. The only thing shown to counter this effect is the presence of strong team cohesion.

Team cohesion, which refers to individuals' identification with and attraction for their group as a whole, is reflected in team members' satisfaction with their group experience and their desire to continue working together. Strong team cohesion has been empirically linked to better group process and superior team performance. As individuals, we have a preference for working with similar others. Therefore, team cohesion is largely based on our **perceived similarity** to others on our team, which initially is anchored by the visible and known demographic distinctions

among team members. But as a team begins to interact and team members learn more about each other, especially their non-visible characteristics such as expertise and working style, team cohesion can fluctuate up or down depending on whether team members perceive themselves as being more or less similar to each other on these latent dimensions. Understanding that team cohesion accrues over time and is inherently linked to team members' changing perceptions of similarity gives us, as team leaders, an opportunity to intervene and ensure that our team effectively builds cohesion. By focusing your team members on their shared goals, incentives, and accountability, regardless of their demographic diversity, you can increase team cohesion and insulate your team from the detrimental effects of demographic faultlines should they be activated.



## Key References:

Bezrukova, K., Jehn, K., Zanutto, E., and Thatcher, S.M.B. (2009). Do workgroup faultlines help or hurt? A moderated model of faultlines, team identification, and group performance. *Organization Science*, 20: 35-50.

Zellmer-Bruhn, M.E., Maloney, M.M., Bhappu, A.B., Salvador, R. (2008). When and how do differences matter? An exploration of perceived similarity in teams. *Organizational Behavior and Human Decision Processes*, 107: 41-59.

## Author Biography

Anita D. Bhappu is a consumer scientist and management scholar. She has expertise in conducting qualitative and quantitative consumer research to develop, evaluate, and improve business strategy, as well as managing diversity in work teams. She is currently PetSmart Associate Professor and Division Chair of Retailing and Consumer Sciences, as well as Research Fellow of the Terry J. Lundgren Center for Retailing at The University of Arizona. She founded and co-directs their Consumers, Environment, and Sustainability Initiative (CESI). Anita was previously on the faculty of the Cox School of Business at Southern Methodist University and of the McDonough School of Business at Georgetown University. Prior to her academic career, she worked as a chemical engineer for Procter and Gamble.

## 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 AND THEIR NEW CAREERS:**

**Brittany Verloo – The Home Depot**

**Julie Gundrum – Club Monaco**

**Chelsea Fischer – Macy's, Inc.**

**Garrett Joviak – JCPenney**

**Allison Hom – JCPenney**

**Dana Spaniol – Walmart**

**Allie Mroccka – Dick's Sporting Goods**

**Chris Nalls – Bon Ton**

**Lauren Schmidt – Collective Brands**

**Brittany Ehrenfreund – PetSmart**

**Marina Wexler – PetSmart**

**Christy Holcomb – Macy's, Inc.**

**Stephanie Tsang – Yes to Carrots**

**Maddi Reynolds – The Home Depot**

**Natasha Forsythe – Enterprise Rent-A-Car**



# KIM'S VIEW from the Center

**Inspiring Innovation**, 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 ideas on how to enhance relationships between purchaser and seller.

These provocative, future-focused discussions bring to life the creativity of how these industry influentials build lasting brands. For those interested in advancements in e-commerce, marketing and multi-channel retailing, experts in these fields will moderate panel discussions on how technology continues to expand industry horizons, and drives practical solutions to many business challenges and opportunities. The conference truly brings the best and the brightest in their fields to help participants identify and achieve successful growth strategies for their businesses.

A new component enhancing the symposium's educational offerings is the Global Golf Tournament, a networking and fund-raising opportunity supporting the Lundgren Center Endowment for Excellence. The Endowment supports Retailing and Consumer Sciences students with professional development activities, scholarships and expanded curriculum choices. The Center's graduates and future retail leaders also benefit from the many Global Retailing Conference sponsors who are contributing five percent of their sponsorship to the Endowment.

It is only through education, inspiration and experience from efforts such as the Endowment and the Conference, that we develop a strong industry and the innovative professionals to lead it for generations to come. The Global Retailing Conference offers everyone the opportunity to gain in knowledge, in friendship and to invest in the brilliant future for our retail industry!



## INSPIRING INNOVATION APRIL 7-8, 2011

To register, visit: [GlobalRetailingConference.org](http://GlobalRetailingConference.org)

Global Retailing Conference  
Loews Ventana Canyon Resort  
Tucson, Arizona



### 2011 Global Retailing Conference Schedule

#### THURSDAY, APRIL 7

7:00 – 8:00  
Registration and Breakfast



1:30 – 2:30  
Barbara Turf  
Crate & Barrel



9:45 – 10:15  
Jiri Nechleba  
4R Systems



8:15 – 8:45  
Welcome  
Opening Keynote Speaker  
Terry J. Lundgren  
Macy's, Inc.

2:30 – 3:00  
Break



Co-Presenter  
Michael Archbold  
Vitamin Shoppe



8:45 – 10:00  
Martha Stewart  
Martha Stewart Living  
OmniMedia, Inc.



3:00 – 4:00  
Raul Vazquez  
Walmart

10:15 – 10:45  
Break



4:00 – 5:00  
Roberto Orci  
Acento



10:45 – 11:30  
Jesse W. Curlee  
Supima Cotton

10:00 – 10:30  
Break

5:00 – 8:00  
Sonoran Sunset  
Reception and Dinner



Co-Presenter  
Claudio Del Vecchio  
Brooks Brothers



10:30 – 11:30  
Mike George  
QVC

#### FRIDAY, APRIL 8

7:00 – 8:00  
Breakfast



Co-Presenter  
Jeff Elder  
J.G. Boswell Company



11:30 – 12:30  
Alan Dabbiere  
Airwatch



8:15 – 9:00  
Ira Kalish  
Deloitte Consulting LLP



11:30 – 12:30  
Tommy Hilfiger  
Tommy Hilfiger Group



Co-Presenter  
Javier Polit  
The Coca-Cola Company

12:30 Conference Conclusion

12:30 – 1:30  
Lunch



9:00 – 9:45  
Susan Lyne  
Gilt Groupe

**Melissa Seifert Li and Fung Group, USA**



This past summer I had the rewarding experience of interning with apparel manufacturer and supply chain management firm LF USA in New York City. I had been introduced to the company through my involvement with the YMA Fashion Scholarship Fund, and was intrigued by its diverse portfolio of divisions, brands, and overall functions. My internship role was primarily in sales in LF USA's Regatta division, whose focus is on proprietary

brands. Throughout the summer, I participated in various appointments with retailers such as Kohl's, Walmart, and Macy's, and worked with the

brands Daisy Fuentes, American Classics, America's Next Top Model, and Simply Vera. I was also able to learn many other aspects of the business by doing rotations between production, design, marketing, and brand management. LF USA's internship program also entailed an intern team project; my team completed a project on expanding the company's social networking presence, which we presented to the president of LF USA at the end of the summer. My internship experience, as well as living in New York City, truly expanded my knowledge of the retail and wholesale industries and my ability to work in a professional setting and "think outside of the box." It invigorated my passion for my studies, broadened my cultural horizons, and prepared me to embark on a career post-graduation.

**Lauren Schmidt Williams-Sonoma**



This past summer I lived in the San Francisco Bay Area and interned for Williams-Sonoma in their Pottery Barn brands division. My eight week internship was unique and allowed me to experience both the store and corporate environments.

Following founder Chuck Williams' "people first" attitude I was able to see firsthand how customers valued the relationships the brand built with them.

As an in-store management intern my role was to ensure customer expectations were met and that these relationships were maintained. I learned the importance of store visuals and the idea of selling a room and lifestyle as opposed to a piece. Working in the corporate office, I learned about merchandising, catalog pagination, visual merchandising, sourcing and e-commerce for a vertically integrated company. As an intern, I had the opportunity to sit with Sharon McCollam the CFO of Williams-Sonoma and one of San Francisco's most influential women where she gave career advice and told the story of Williams-Sonoma

overcoming the economic downfall. Our conversation with her was uplifting and inspiring. On our last day of the internship, CEO Laura Alber also gave career advice and explained her journey to becoming CEO. During our last week, we walked around the Pottery Barn Kids and Pottery Barn Teen mock stores with the VP of Pottery Barn Kids and gave feedback.

As interns we were able to get together and give back to the community. The best opportunity was the San Francisco AIDS walk where our Williams-Sonoma team was one of the top sponsors! After the walk the interns and executives enjoyed a delicious Williams-Sonoma lunch together.

I am thankful for my internship and the preparation the Retailing and Consumer Sciences major gave me. The Terry J. Lundgren Center for Retailing has provided me with resources on professionalism which aided in my interaction with executives and provided me with many opportunities - including finding this rewarding internship with Williams-Sonoma.

**Maddi Reynolds The Home Depot**



My summer internship at The Home Depot Corporate Office was an experience that is hard to sum up in one word, but one thing is for sure, it was nothing short of exciting. I was an intern in Merchandising, specifically in the Pricing Strategy Department, in the corporate headquarters in Atlanta, GA. Pricing Strategy is one of the support teams working cross-functionally with all the departments in merchandising as well as

implementing their own pricing initiatives throughout the company. I was fortunate to be able to work with many different departments outside of merchandising, including consumer behavior, operations, IT, The Boston Consulting Group, marketing, pricing analytics and many more.

I worked on a competitive loyalty comparison where I ranked Home Depot's performance in the industry and made recommendations on what should be changed in the current program. My results were presented to two of the Senior Vice Presidents in Merchandising and some of my findings were actually implemented into the program. I also worked in the Roofing department where I built a Special Order Rationalization Process on Access

which is used to analyze The Home Depot's business with its special order vendors and help determine vendor productivity. This was my most challenging project since it had a huge IT component, but I was able to leave a 25 page step-by-step process for roll out throughout the business. It was a great sense of accomplishment to know that I contributed something sustainable and lasting to the company.

Besides working on these two projects, I worked in the store (I think I am the best paint mixer in the company now), walked stores with merchants and learned about their business. I had opportunities to participate in Habitat for Humanity Builds, walk competitor's stores, travel to Dallas on surprise visits to stores, lead conference calls, work with people from the Canada Home Depot Office, and much more. My mentor for the duration of my internship was Senior Vice President of Merchandising Gordon Erickson. I had weekly meetings with him and one-on-one guidance that was the most valuable and inspirational thing about my internship. The fact that one of the top officers at The Home Depot took the time to mentor UA's four summer interns reflects their values and how much they invest in their employees. Thank you, Home Depot, for my life changing internship and I look forward to starting my career with you this June!

# NETWORKING

builds Career Connections  
for Retailing Students



From left to right **Chelsea Warren, Sara Koch, Paige Lawson, Christine Morrison, Lisa Figueroa**

Students in the Retailing and Consumer Sciences major (RCSC) were provided the opportunity to polish their networking skills at the recent Big Networking Event, or BNE, sponsored by the Terry J. Lundgren Center for Retailing. On Tuesday, February 15, fifty five RCSC students gathered in the lobby of McClelland Park to practice their elevator speech and

meet recruiters, all in preparation for the Spring Career Expo the next day. Lundgren Center partners were included in the 'invitation only' event, and twenty recruiters attended. "I was so nervous about meeting the recruiters, but I just jumped in and tried to speak to all of them. I really enjoyed the experience!" said Chelsea Warren, RCSC junior. The Lundgren Center student ambassadors coordinated the event and were on hand to facilitate networking. "We know that retailing is all about relationships, and we wanted to make it easier for students to approach recruiters at the career fair, so this event was a huge success," according to ambassador D'Arel Miller. Partner companies participating included Altria Sales & Distribution, Collective Brands, E&J Gallo, Farm Bureau Financial, Gap, Macy's, Nordstrom, Petsmart, SAP, Target and Walmart.

The Spring Career Expo the following day provided students campus wide with exposure to fifty companies searching for interns and graduating seniors. This spring event, coordinated by the Students In Free Enterprise Team in partnership with the Lundgren Center and Career Services, is the first campus wide recruiting event of the spring semester and kicks off the spring interview season. Recruiters from across the U.S. were in attendance and met with students from a wide range of academic programs. "The SIFE Team is responsible for this event, it provides a very important opportunity for students across campus to interact with employers. I appreciate the time and energy they put into creating a first rate event," said Melinda Burke, Director of the Lundgren Center.



From left to right **Carla Greene, Shammara Howell, Shea McCormick, Erica Espinosa**

# 2011 Calendar of Events

## SPEAKER SERIES

March 24	Julie Danielson, Director of Credit Customer Service, Macys, Inc.
April 12	Stacey Kretzman, Enterprise Rent-A-Car
TBD	Angela Kapp, Cosmetic Industry Executive

## OTHER EVENTS

February 28	Macy's Pre-night
February 28	Dick's Sporting Goods Campus Interviews
March 1	Macy's Campus Interviews
March 2	Target Student Luncheon
March 3	Kohl's Fashion Show
March 9	Go Pro Etiquette Workshop #3: Dining
March 10	AT&T Mobility Campus Interviews
March 14	SIFE Regional Competitions, San Francisco
March 12-20	Spring Break
March 22-23	Spring Career Fair
March 24-25	E&J Gallo Campus Interviews
March 25	Petsmart Campus Interviews
March 28	Macy's Pre-night (Store management)
March 29	Macy's Campus Interviews
March 29	Enterprise Rent-A-Car Campus Interviews
April 6	Verizon Wireless Information Session
April 7-8	Global Retailing Conference Loews Ventana Canyon Resort & Spa
May 10-12	SIFE National Competition
May 4	Last Day of classes
May 13	Spring Commencement



**From Top, Left to Right: Trevor Hinske, Christian Reed, Terry J. Lundgren, Raymond Mendoza, David Shapiro, Adena Stein, D'Arel Miller, Erica Espinosa, Addison Steinberg, Kim Brooke**

**From Bottom, Left to Right: Jennifer Friedman, Megan Fish, Bari Chesin, Chelsea Warren, Emmie Hughes, Maddi Weinstein, Stephanie Olinski, Alison Yurcak**



**Walmart NYC Apparel offices**



**Payless ShoeSource NYC Design Office**

# NYC Study Tour



By: Adena Stein  
Student Advisory Board  
Ambassador

Every January the Terry J. Lundgren Center for Retailing leads a group of Retailing students on a study tour to New York City. This year, I was lucky enough to be one of those students and the experience proved to be extremely valuable. The main components of the trip were attending the National Retail Federation's BIG Show and annual conference, and touring corporate offices and design centers of very successful companies.

At the conference, we were able to sit in on presentations led by CEOs and panel discussions between corporate executives. One of my favorites included a presentation on the newly redesigned and re-launched Disney stores, which feature high-tech interactions and are refocused on the customer experience. Another favorite was a panel facilitated by Terry J. Lundgren. He spoke to founders and CEOs of internet-based retailers like Gilt Groupe and RueLaLa about innovation and how they handle their businesses. All of these companies revealed that their average employee's age is around 26 years old, which was very reassuring to the students in attendance—especially those of us on the job hunt!

On our tours, we visited the design center of Payless ShoeSource and the fashion office of Walmart. We heard from Collective Brands CEO Matt Rubel, and saw short presentations by designers on how they are inspired to design shoes. At Walmart we spoke to Lisa Rhodes and Jimmy Olson, who gave great advice about the importance of loving your product and loving your job in being successful. Next, we went to the buying offices of Ross Stores and Polo Ralph Lauren, where we got to meet several executives as well as young Assistant Buyers who provided great insight on the opportunities of retail. We heard from the CEO of The Jones Group, Wes Card, and saw showrooms for Nine West shoes where we had an impromptu presentation from wholesalers who were able to give us a different perspective than buyers. We were also lucky enough to spend a full afternoon touring Macy's 34th Street location and Product Development showroom, and meet with Arizona alumni.

The NYC Study Tour was an all-around wonderful experience. We were able to meet many new people, work on our networking, and gain insight to the world of retailing. I think we all walked away knowing just a little better what we want in a career and the path to take to get there.

## Five Norton School students named 2011 Fashion Scholarship Fund Scholars

Five students at the Norton School of Family and Consumer Sciences – Neha Chandna, Jill Moore, Stephanie Olinski, Brittany Riopelle and Lauren Schmidt – have been named 2011 Scholars of the Fashion Scholarship Fund (FSF), one of the largest and most influential grant organizations in the fashion and apparel industry.

Students from the Norton School have been named FSF Scholars each of the prior two years the School has competed for the awards, but this is the first year that all five nominees were named scholarship winners.

"I think our success this year is a reflection on our program," said Melinda Burke, director of the Norton School's Terry J. Lundgren Center for Retailing and FSF coordinator for the University of Arizona. "Students often bring their love of fashion to the program, but it's not enough to know what you think looks good. In addition to building creative thinking, we teach them strategy and what really goes into making a brand a success."

**The Norton School's 2011 FSF Scholars at the gala awards dinner in New York City. Pictured left to right: Peter Sachse, Macys, Brittany Riopelle, Jill Moore, Stephanie Olinski, Lauren Schmidt, Neha Chandna, Marc Mastronardi, Macy's**



Those lessons play a critical role in the rigorous FSF Scholarship competition, as evidenced by the product concept developed by Lauren Schmidt as part of her application. "I realized that no major department store offers a line of nursery furniture, so that was my gap in the marketplace," Schmidt said. From there, she refined the concept strategically: identifying a chain that could accommodate the line in gallery floor space and articulating designs that would grow with a child to appeal to price-conscious parents.

Though the application was challenging – especially heaped on top of normal coursework – being named an FSF Scholar pays dividends after graduation, Burke said. "This award is a door-opener," she explained, "for internships, jobs, advancement. These students are now part of a group that's viewed as the future leaders in this industry."

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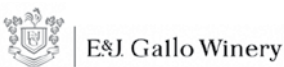


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**The Home Depot**, Gordon Erickson, Senior Vice President of Merchandising  
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**VAMOS A Tucson**, Felipe Garcia, Community Affairs and Mexico Marketing  
**Verizon Wireless**, Jonathan LeCompte, Director of Retail  
**Walgreens**, Lee Nevarez, District Manager  
**Walmart Stores, Inc.**, Andy Barron, SVP General Manager Hardlines  
**Wells Fargo**, Marsha Grist, Senior Recruiter

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### TERRY J. LUNDGREN CENTER FOR RETAILING

Editor: **Melinda Burke**  
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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.

To obtain more information contact:

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