



## From the Director Martha S. Van Gelder

### Global Retailing Conference 2013 Speakers include:



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



Tony Spring  
President & COO  
Bloomingdale's



Matthew Shay  
President & CEO  
National Retail Federation



Tory Burch  
Fashion Designer & CEO  
Tory Burch LLC

The Terry J. Lundgren Center for Retailing is off to a great fall semester with our offices once again animated with the buzz of returning students. You can't miss the excitement and enthusiasm of those just entering the Retailing and Consumer Sciences major, and the highly anticipated return of our partner executives to our classrooms. This year more than ever, we look forward to welcoming our growing number of alumni returning as they share their journey, career progression and love of the industry with our future executives.

Over the summer, we worked closely with partners to update the campus strategic 'roadmap' and strongly encourage all partners to get involved in the wide variety of the activities to chart your own unique course, grow your brand and to build upon a career fair tent pole.

Some of the opportunities include "Who's Managing the Store?", a rotational information session dedicated to store management careers, custom professional development content, study tours, the Senior Executive Lundgren Leadership Speaker Series, case studies, club and student competitions, and our own RCSC exclusive BIG Networking Event.

The summer also brought some exciting change to the RCSC curriculum with the addition of the Fashion Minor. Faculty taught multiple sessions of three online courses through a special grant developed by Dr. Anita Bhappu and Student Advisor Meredith Parker. We've been told to expect six courses next summer and faculty believe the online minor will provide added visibility to those interested in pursuing the RCSC major.

We are especially pleased to announce that Nike, Inc. recently joined as a university recruitment partner. Their focus on innovation and a wholesale and retail business model lends a wonderful dimension to our partner lineup. We also welcomed a lot of new faces this summer from our recruitment board members due to transfers and promotions, and we look forward to hosting you!

Lastly, one new face that you will all enjoy meeting is Abra McAndrew, our new Assistant Director of Student Leadership and Development. Abra comes to us with nine years at the University of Arizona, directing student outreach and growing private partnerships and matching grants for student development programs. Abra's experiences include teaching and she is active as a community volunteer. Abra graduated magna cum laude from Smith College and is a true Wildcat earning both an MA in English and Linguistics and an MBA from The Eller School of Management. A lover of travel and adventure, she speaks fluent Spanish. Please welcome her as she joins the Lundgren Center team.

PLAN TO ATTEND | Accelerate Your Brand, Get Ahead Of Your Shopper | April 11-12, 2013

# Corporate Partner

# Profile



**Renée Pictor**  
Vice President,  
District Manager  
Kohl's

By Talia Watts  
TJLC Student Assistant

A morning spent presenting funds to a children's hospital is followed by an afternoon walking the sales floor with store staff. The day comes to a close with an interview for a store management candidate. For Renée Pictor, Vice President, District Manager for Kohl's Department Stores in Southern Arizona, no two days are the same. However, every day allows her the opportunity to do what she loves. Overseeing twelve stores and approximately 1,500 employees, Ms. Pictor takes seemingly daunting responsibility in stride. She expresses her commitment to customers, employees, company, and community everyday through her role with Kohl's.

Ms. Pictor's retail leadership career began with Target Stores. During her 10 years with Target Stores, she held various leadership positions, beginning her tenure while completing her undergraduate education. In 2008, she was recruited by Kohl's to serve as District Manager for the Southern Arizona District. In 2012, Ms. Pictor was promoted to her current role, Vice President, District Manager.

Kohl's Department Stores began with a single store in 1962 and has quickly become one of the nation's largest retailers. Based in Menomonee Falls, Wisconsin, Kohl's is a family-focused, value-oriented, specialty department store that offers exclusive and national brand merchandise to customers in a convenient and friendly environment.

Kohl's commitment to community is a core value for the company. Kohl's is also committed to ethical business practices, environmental

awareness, and investment in people. According to Ms. Pictor, Kohl's commitment to these values set the company apart from other retailers. Ms. Pictor actively participates in Kohl's community outreach programs. "We believe in giving back to the communities we serve," she explains. Through community giving and volunteer programs, Kohl's supports kids' health and education as well as environmental initiatives nationwide. "In Arizona, we contribute to the Tucson Medical Center and Phoenix Children's Hospital," she says. Kohl's sells kid-friendly cause merchandise, with 100% net profit donated to support kids' health and education initiatives.

As Vice President, District Manager Ms. Pictor will represent Kohl's as an Executive Board Member for the Terry J. Lundgren Center for Retailing at the University of Arizona. She will be new to the Executive Board, but Ms. Pictor is already known for her commitment to students and the Center. As an active participant in the Kohl's partnership over the past four years, she has made connections with many Retailing and Consumer Sciences students by participating in various campus events and activities, offering advice and industry insight. "I continue to be inspired by students' intelligence, commitment, creativity," she explains, "The University of Arizona has amazing talent." Ms. Pictor hopes to share with students her passion for her company and career. "I absolutely love what I do. I wouldn't trade it. Kohl's can make your dreams come true."

## RCSC Alumni Spotlight Matthew Singer, Men's Fashion Director, Neiman Marcus

By Andrea Olinski, Student Assistant, Communications and Marketing TJLC



In the eleven years since Matthew Singer, Men's Fashion Director for Neiman Marcus, graduated from the Retailing and Consumer Sciences program at the University of Arizona, he has followed an inspiring career path. Following his 2001 graduation, Matthew landed a sales representative position with SCOOP NYC, an iconic New York City boutique. In four and a half years, he worked his way up to the Men's

Fashion Director. He recalls his experience of selling on the floor as being "insightful into the world of consumer behavior, allowing me to see all aspects of the retailing business."

In October 2008, Matthew found himself working for the highly renowned Bloomingdale's in New York City, as the Men's Fashion Director for tailored clothing, classic designers, and their private labels. Today, Matthew works as the Men's Fashion Director for the Neiman Marcus Group (NMG), which includes Neiman Marcus, Neiman Marcus Direct, and Bergdorf Goodman. Not only does he oversee all men's fashion direction, Matthew also works very closely with the merchant team, advertising, and creative to ensure their fashion message is executed throughout their stores, online and editorial. Although he just recently started this new position, Matthew has already been able to

travel the world, from participating in Pitti Uomo, the defining menswear tradeshow in Florence, Italy, to the Milan Fashion shows that will take place this fall.

Although Matthew travels to the most iconic cities for fashion, he says that his inspiration comes from places closer to home. "When traveling for market to Milan or Paris I become very inspired by what comes down the runway. However, I pull a lot of inspiration from the street. For me that is the most influential. Many times a trend will come from instinct. Making it come alive in the store is the best part." Matthew has also traveled to factories outside of Milan, where he gets to see the creation of his products firsthand, gaining a sense of appreciation for the "attention to detail of experts, the sartorial tradition, and the Italian atmosphere."

When Matthew was a student in the RCSC program, he recalls having an optimistic attitude whenever it came to his future career. He goes on to state, "My attitude towards my career as a student was positive, and has continued throughout my career. Obviously, there are times when I am stressed, but you have to keep a positive outlook. Don't ever be afraid to ask for help or advice as a newcomer to the industry. We have all been in the same place at some point or another and if you can keep that in the back of your mind, you will be ok!"



Park Place Mall A-Store

Visitors to our campus and UA students alike know that whenever they pop into University of Arizona BookStores, they'll be greeted by a batch of smiling student faces busy running the stores in their red and blue UA shirts.

In a college setting, an independent retail operation like University of Arizona BookStores deals with turnover and change on a semester-to-semester basis. We never know who exactly will join us each year, or how long they'll be around once they sign on. In order to ensure that customers have a great experience every time they visit our stores,

By Melissa Gutierrez, UA Student

we figured out early on exactly where we wanted our student employees, so we could streamline the process of getting them in and out as their schedules change, or as they transfer or graduate. The BookStores motto is we do more than exchange product for money, and student development is key. Says Debby Shively, Director of UA BookStores, "I love my job because I have the opportunity to work with talented students and help them pursue their career goals." When student employees leave University of Arizona BookStores, they have a wealth of skills that retail employers will value.

"Time management, teamwork skills, customer service, and the idea that hard work pays off can be self-fulfilling," says Jaclyn Lichterman, who worked as a sales associate and then a Store Assistant Manager and Buyer at the Tucson Mall A-Store from 2009 to 2012. Natalia Zbonack, who started as an Administrative Assistant here in 2004 agrees.

"I'm an Inventory Planning Analyst for Gap Inc. I would not have the job I do today if it weren't for my experience at the UA BookStores," she explains. "The job market was tough when I graduated in December 2009, but I was able to enter that competitive environment with firsthand knowledge of open-to-buy, markdowns, vendor relationships, visual merchandising, employee management, customer service, and a myriad of other skills."

Zbonack worked at the BookStores for six years, coming in as a basic student employee and working her way up to a major leadership position

on staff. "I ended my time at the company as the Store Manager/Buyer at the A-Store, where I supervised student employees and maintained inventory levels and product mix for the entire store," Zbonack says, acknowledging the vast amounts of experience and responsibility she gained in her time here.

What is it about the UA BookStores that really helps set student employees apart? UA BookStores' wide range of community involvement and public events gives students major special events experience to add to their résumés.

"Special projects like ordering merchandise for the Tucson Festival of Books, and opening a new store in the Student Recreation center," Zbonack says, when asked which parts of her UA BookStores career most helped prepare her for future jobs. Lichterman recalls a particular experience from her time here that not only distinguished her from her peers, but also catapulted her into a serious career. "The BookStores sponsored me to attend the NRF (National Retail Federation) Conference. I had the opportunity to meet many companies and recruiters, one being The Jones Group, Inc. From there I obtained an internship last summer, which turned into a full-time career position."

Whether seasonal employees, part-time student employees, Graduate Assistants, interns, or student staff, all UA BookStores student workers are treated with the same level of professionalism—addressed as colleagues, trained in customer-relations dexterity, invited to staff meetings to contribute their ideas. UA BookStores hiring committees match all students to their areas of expertise so students get the most career preparation out of their years here.

"It was invaluable to gain hands-on experience in my chosen field while I was still a college student," Zbonack says. "Working as a buyer while I was still in college let me take the profession for a 'test drive.' I was able to graduate with confidence, knowing that I loved the field I had chosen."

That kind of confidence complements everything that students get from classes or clubs.



# Kim's View from the Center

In the lightning speed world of retail, *Accelerate Your Brand, Get Ahead of Your Shopper* will explore how the industry's business and thought leaders are building nimble organizations to reach and fulfill customer needs. The 2013 Global Retailing Conference will be one of the premier educational conferences for the world's largest retailer executives, retailing and consumer sciences academics and industry consultants and forecasters.

The interaction between participants and speakers makes for an inspiring educational experience, creating life-long professional connections, bringing new business strategies to the workplace and strengthening the retailing industry. The Global Retail Conference is also a great way to enjoy the beauty of the desert in spring, network with friends and test those putting skills at the annual Global Golf Tournament.

Invited speakers joining Terry J. Lundgren, Chairman, President & CEO of Macy's, Inc., include:

- Tory Burch, Fashion Designer & CEO of Tory Burch LLC
- Bonnie Brooks, President of Hudson's Bay Company
- Gary Talarico, President & CEO of Gordon Brothers
- Neil Cole, President & CEO of Iconix Group Brands
- Deloitte Consulting

- Kevin Sternecker, Vice President, Research Consumer Value Chain for Gartner Inc.
- Matthew Shay, President & CEO of the National Retail Federation
- Walmart
- Tony Spring, President & COO of Bloomingdale's
- Joe Bona, President, Branded Environments for CBX
- Dave Burwick, President, North America, Weight Watchers International

Sponsorships of the two-day conference set for April 11 and 12 at Loews Ventana Canyon in Tucson, AZ, are almost filled. Not only will you have the benefit of your company's name on event sponsor boards, as a sponsor, your brand will be recognized on all outreach materials, including registration mailings, websites and participant materials. As a sponsor of the Global Retailing Conference, your company will be featured with such internationally known firms as Macy's, Inc, Airwatch, CBX, Saban Brands, Supima, Hudson River Group, Deloitte, SAP, PetSmart, Acento, Dick's Sporting Goods, Bridgestone Firestone, Gordon Brothers, The Home Depot, American Express and others.

The Global Retailing Conference is presented by the Terry J. Lundgren Center for Retailing, supporting one of the nation's outstanding educational programs for the next generation's retail leadership and industry research. Don't miss this outstanding opportunity from the Lundgren Center to learn, to connect and to become a retail industry leader.



**ACCELERATE  
YOUR BRAND  
GET AHEAD OF  
YOUR SHOPPER**

April 11-12, 2013  
Loews Ventana Canyon  
Tucson, AZ



## GLOBAL RETAILING CONFERENCE 2013 SPEAKERS



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



Kevin Sternecker  
Vice President, Research  
Gartner Inc.



Joseph Bona  
President, Branded  
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Neil Cole  
President & CEO  
Iconix Group Brands

Walmart  
Walmart

**Alexander Rivera | Walmart**

An internship at Walmart will change you. Throughout the 12-week internship, I not only gained business acumen unique to a corporate environment, I changed in the way that I process information and perceive the world. It was challenging work that helped me to actualize my strengths, identify opportunities for improvement and who I am as an individual.

My project was a space reallocation in the Pet Supplies Department to address various needs within the business on an individual store basis. So while my buyer's category was dog food, my work interacted with every category in my department. To be successful, I needed to ask a lot of questions, to collaborate with everyone in my department, and to understand the needs and nuances of every category in order to make the best judgments.

Every initiative carries a profound size and scope. But, my favorite part about Walmart is that there is a distinct values driven, grassroots, open-door culture that encourages interns to meet and interact with the company's leadership. The highest level executives, in the world's largest private sector employer, took time out of their schedules to present exclusively to the interns in an Executive Speaker Series. I was able to personally meet with Senior Vice Presidents across the company and Executive Vice Presidents, like Andy Barron and Scott Huff, who provided great insight into retail as a career.

Walmart is a company of mobility and opportunity. Associates have rapid access to move laterally or upward, so as an intern, I was exposed to any part of the business that I felt inclined to see. This gave me a comprehensive view of how all of the parts in the organization work together towards a common goal. Walmart is a great place to start your career made possible by exceptional people.

**Anya Elinson | Zappos**

I interned this summer with a company that separates themselves from the rest. Zappos mission is to deliver happiness and my responsibility, as an intern was to fulfill this by working in the handbags department and making our customers happy. I was a merchandising assistant intern, which seemed like a fantasy when I was first offered the position and I am still on cloud nine. I first

learned about the Zappos internship when Shannon, a buyer for private label and Kiersten, a recruiter in human resources came to speak to my Product Development and Brand Strategies course. From that moment I knew that I needed to work for Zappos. After a very quirky and unique interviewing process (including questions such as: how lucky are you on a scale from 1-10 and if you were a superhero who would you be), I was asked to be one of the very first interns for Zappos.

Zappos' culture goes beyond having a good work/life balance. They provide their employees an environment where they are excited to come to work every day, where the people on your team become your family, and you can completely be yourself and be accepted for it. Zappos fires and hires based upon their ten core values, deliver wow through service, embrace and drive change, create fun and little weirdness, be adventurous, creative, and open-minded, pursue growth and learning, build open and honest relationships with communication, build a positive team and family spirit, do more with less, be passionate and determined, and be humble. Seeing my colleagues bringing a llama to work for someone's birthday, parading around the office to congratulate the new hires, and participate in a hot dog eating contest I truly understand each of these values and how they are represented every day at Zappos.

You may be wondering how anybody was able to get any work done but let me reassure you that because of the friendly, energetic, and wacky culture, employees are actually more inspired to do their work and do it

well. There was not one day this summer that I looked at the clock hoping it would be 5 pm so that I could go home. I never wanted to leave, it never felt like work, and I woke up each morning enthusiastic about what new things I would be learning that day.

I assisted the buyers drive business by creating purchase orders for products that were right for our customer, communicated with vendors to keep them updated on the productivity of their brands, and competitively shopped so that I could take strategic markdowns for our savvy shoppers. I was really able to prove my dedication to my team when all of the buyers were in New York for market week and I held down the fort back at the office. When they were at market week, I kept each of the buyers organized by extending ship dates if vendors needed more time and adding more styles of what we were buying into. My *Merchandising, Planning and Control* class in retailing was very beneficial because it gave me the foundation that I needed in order to attend planning meetings and be capable of grasping the information. I loved helping the buyers plan their portfolio numbers and forecast their sales, as well as analyze how each brand is trending. Thanks to my incredible mentor, who is the lead buyer for handbags, and my supportive handbags team, I left this summer with more knowledge than I even thought was possible to gain in only a short three months.

I am thankful for the talented and encouraging professors, advisors, and mentors within the Retailing and Consumer Sciences program. They have given me the tools that I needed to complete my Zappos internship effectively and my Zappos family has challenged me to grow and learn things that I wasn't taught in the classroom. I am proud to say that I was offered a full-time position as the new merchandising assistant for the handbags department. After graduating in December 2012, I will be back at Zappos to embark on my career. What happens in Vegas...I'll just have to wait and find out!

# RCSC Major and Student Placement Updates



Felicia Frontain  
Retailing and Consumer Sciences Undergraduate/ Internship Coordinator, Sr.

Summer 2012 was one of the most rewarding summers for college internships. Of the eligible Retailing and Consumer Sciences (RCSC) students, 56 participated in for-credit internships. While a percentage of them made traditional internship choices, we observed an increase in diverse choices leading to new career opportunities.

Internships ranged from store operations management, to E-commerce/Omni-channel, to the grocery and food industry. Varied channel sponsors included Macy's, JCP, Nordstrom, Trader

Joe's and LFUSA. Some students opted for creative internships with publications such as Glamour, designers such as Michael Kors, and luxury brands such as BVLGARI. Others honed their skills in supply chain management and data analysis .

Within the past several years the career aspirations for the Retailing and Consumer Sciences (RCSC) majors have changed. According to a survey conducted in March of 2012 the top five career choices for the RCSC majors are:

- 1) Product development
- 2) Visual merchandising and displays
- 3) Forecasting and Buying
- 4) E-Commerce /Omni-channel
- 5) Entrepreneurship

In response, the RCSC faculty have amended courses and added a new minor. The RCSC course formerly called Multi-Channel Retailing has been altered and is now called Omni-Channel Retailing. A course in Entrepreneurship has been added to the curriculum as well. Also, the E-commerce/Omni-channel course is now offered as an online option to accommodate student's schedules. These three courses are upper division electives which the RCSC seniors take to enhance their portfolios.

A new minor in Fashion and Consumers was introduced in the Summer Sessions of 2012. The three courses offered were filled to capacity with plans to expand our capacity next summer. All of the courses are taught online which allows easy access from any location. Next summer six courses will be offered for the Fashion and Consumers minor.

## 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

Katie Adams – Roxy/Quicksilver	Samantha Mason – Gallo Wine
Erica Espinosa – Univision	Alexandra Meinken – Ross
Megan Fish – Donni Charm	Erica Norman – PetSmart
Melissa Homa – Macy's.com	Stephanie Olinski – Macy's, Inc.
Allison Houghton – Zappos	Julia Ottman – JCPenney
Erica Lenz – Insight Global	David Shapiro – Macy's.com
Lauren Lichterman – Kraft Foods	Maddi Weinstein – Dick's Sporting Goods

## Move over, the digital divas are here!

By Charles Aaron Lawry  
RCSC Doctoral Candidate



Last year, I witnessed the online launch of the *MyBoucheron* application for Boucheron, a Parisian luxury jewelry brand. After being encouraged to "live the experience," I was brought to a demonstration video featuring a young, female customer. From her home office, she visited Boucheron.com and began browsing their e-commerce site. As she clicked on an extravagant bracelet, she effortlessly waved her hand in front of the computer screen. While doing so, the bracelet materialized and gently followed every elegant hand gesture as if she were actually trying on the bracelet.

After watching this video, the apparel e-commerce woes of yesteryear seemed like distant memories to me. Over two decades ago, apparel retailers found the notion of a virtual store to be exciting, but somewhat unnerving. Could customers adapt to purchasing apparel online without the conveniences of a dressing room or sales staff? Could the retail store image even translate onto the Internet?

It is evident that these issues, for the most part, are no longer omnipresent. If anything, retailers are trying to adapt to the technical and affective needs of their customers. Shoppable videos, crowdsourcing, flash sales, social networking and smartphone apps are just some of the recent strategies that apparel brands have used to create and maintain customer relationships.

All in all, many apparel consumers have become full-fledged, digital "divas." They are technologically adept customers with strong fashion acumens. In order to know more about these digital divas, Dr. Anita Bhappu and I are partnering with Demandware Inc. to conduct a national research study on these customers.

Our research plan calls for an investigation of the psychological, demographic and social factors that contribute to the use of digital and mobile technologies among digital divas. Our goal is to understand who digital divas are, what they buy and why they buy it.

We additionally will study how digital divas engage in digital and mobile retailing. We will explore the ways that digital divas act as opinion leaders within their online and offline communities. Likewise, we also will consider how friends and family members consult with digital divas or seek their approval within their online and offline communities.

By profiling the digital diva, we intend to help apparel retailers update their segmentation to include customers who are technologically adept, fashion opinion leaders. More importantly, our findings may be able to help apparel brands create strategies that enable the opinions of their digital divas to trickle up and inform apparel brands of their needs.

Surprisingly, apparel brands may not need to search very far in order to find and learn more about their digital divas. We suspect that digital divas could very well be a personal colleague, friend, neighbor, family member. Look for the gregarious, fashion savvy customer in your hometown, typing on his or her smartphone and whose car is always filled with more packages from Bluefly.com, Gilt.com or Portero.com than traditional shopping bags.

### EXECUTIVE SPEAKER SERIES

Aug. 30	Stacey Kretzman, Enterprise Holdings
Sept. 6	Lisa Locker, Michael Wood, Altria
Sept. 17	Stacey Kretzman, Enterprise Holdings
Sept. 18-19	Kate Brown & Allie Mroczka, Dick's Sporting Goods
Sept. 18	Dick's Sporting Goods Breakfast with Student Advisory Board
Sept. 19	JCPenney Lunch with Faculty
Sept. 20	PetSmart Breakfast with Student Advisory Board
Sept. 20	Alumni Panel - Dick's Sporting Goods, Kohl's, JCPenney, PetSmart, Target, Walmart, Macy's, Inc.
Sept. 20	Louis Greth, Walmart
Sept. 20	Gap, Inc. Meeting with BRAG
Oct. 2	Macy's, Inc. Meeting with BRAG
Oct. 10	Jake Castro, Kohl's
Oct. 10	Andy Mirkin, Dick's Sporting Goods
Oct. 10	Liz Breiland, Target Stores
Oct. 11	Courtney McAbee, Macy's, Inc.
Oct. 23	Andy Barron, Walmart Merchandising
Oct. 24	Renee Pictor & Joel Hickok, Kohl's
Oct. 24-25	Liz Breiland, Target Stores
Oct. 25	Jamie Ghezzi, JCPenney
Oct. 25	Jean-Emmanuel Biondi, Deloitte
Nov. 8	Kerstin Block, Buffalo Exchange
Nov. 13	Stacey Kretzman, Enterprise Holdings
Nov. 13	JCPenney
Nov. 13	Renee Pictor & Joel Hickok, Kohl's
Nov. 20	Gwen Morrison, The Store, WWF

### FALL 2012

Aug. 20	First Day of Classes
Sept. 5	Altria - <i>Time 2 Shine</i> Interview Techniques Workshop
Sept. 19	<i>Who's Managing the Store? An Entrepreneur's Dream Job!</i>
Sept. 20-21	Fall Career Fair Days - UA Student Union
Oct. 2	Macy's Connect Information Session
Oct. 11	Macy's Pre-Night
Oct. 19	PetSmart Product Lifecycle Student Tour - Phoenix, AZ
Oct. 24	Peter Sachse, Macy's, Inc - YMA Interviews
Oct. 24	Angela Swanner, JCPenney - Lundgren Leadership Speaker Series
Oct. 25	Big Networking Event - UA Student Union
Oct. 25-26	Corporate Advisory Board Meeting Events
Nov. 6	Kal Patel, Walmart - Lundgren Leadership Speaker Series
Nov. 8	Bling by Wilkening Alumni Showcase
Nov. 8-10	UA Homecoming
Dec. 7	Last Day of Classes

### SPRING 2013

Jan. 9	First Day of Classes
Feb. 15	Spring SIFE Career Expo - UA Student Union
Mar. 9-17	Spring Break - Study Tour
Apr. 10-12	Corporate Advisory Board Meeting & Global Retailing Conference
May 7	Last Day of Classes

## RETAIL START-UP Club, Course Launches

By Scott Hessel, Senior Lecturer and Lundgren Teaching Fellow



Scott Hessel

When one thinks of entrepreneurial activity in the United States, one usually imagines areas such as Silicon Valley, Austin, TX, and Boston among others. One most likely does not immediately think about Arizona. But, in 2011, Arizona had the highest rate of entrepreneurial activity in the United States - far out pacing Texas and California - according to The Kauffman Foundation of Entrepreneurship - the country's leading

research and advocacy organization on entrepreneurship. In the spirit of this strong trend of entrepreneurial behavior in Arizona, the RCSC program and the Lundgren Center for Retailing have initiated a new focus in retail entrepreneurship that includes both a new elective course and a student club.

The new course, entitled Retail Entrepreneurship, is the first and, at the moment, only such course in the program and, as such, it necessarily covers a wide range of issues. Some of the key entrepreneurship areas that the course covers include the various dilemmas of founding a new venture such as when in one's career should one consider starting a new venture, deciding if one should go it alone or as a team, establishing team roles, and determining founder rewards. More specific issues relate to establishing a sound business model and customer value proposition, writing a new venture plan, and projecting monthly cash flow and long-term profitability for the venture. The culmination of the course will be a formal evening poster/pitch session - in the lobby of McClelland Park - during which student teams will present their venture to local retail entrepreneurs, angel investors and others in the local business and entrepreneurship community. This will give students a real world experience that many entrepreneurs must encounter during their fund-raising efforts.

In tandem with the class, a new Retail Entrepreneurship Student Club - or REC - was created that had a soft launch in the spring semester but is planning a more aggressive and broader launch this fall. Led by Diera Gooden, the club's first president, REC is focused on providing a variety of activities that will give students in the retailing program and the university, as a whole, exposure to the challenges and rewards of starting one's own retail venture. The going forward agenda of the club will be developed over the coming few months but initial discussions have been focused on a few innovative ideas. One of the more ambitious efforts is the creation of a fall semester entrepreneurship conference/workshop hosted in McClelland Park. Targeted at students and other Tucson residents who may have an interest in retail entrepreneurship, the workshop will cover many of the key issues important in entrepreneurial success. The program will be delivered by both RCSC faculty and other business leaders from Tucson. Club members are also working with two entrepreneurial ventures in helping them with their product launch through retail channels. This consulting work will provide a real world view of the challenges faced by retail entrepreneurs. It is intended that more such opportunities are pursued in the coming months and beyond.

Most, if not all, of the retailing center's partners have inspiring roots in retail entrepreneurship. Through the course and student club, it is the hope that new such stories will be borne among the program's current and future students.

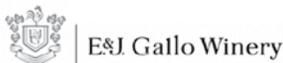
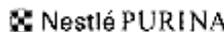
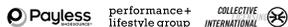
# Corporate Partners & Sponsors



**Bridgestone Retail Operations, LLC**



**COLLECTIVE BRANDS™**



## Corporate Advisory Board

- Acento**, Roberto Orci, President and CEO
- Altria Group Distribution Company**, Lisa Locker, District Manager
- AT & T Mobility**, Jay Brown, National Manager
- Bridgestone/Firestone**, Carl Gerhard, District Manager
- Collective Brands**, Edward J. Schloesslin, Division Senior VP, Human Resources
- Deloitte Consulting LLP**, Jean-Ermanuel Biondi, Principal
- Dick's Sporting Goods**, Kate Brown, Manager, University Relations
- Enterprise Holdings**, Stacey Kretzmann, Human Resources - Talent Acquisition Manager
- Farm Bureau Financial**, David Sebastian, VP of Sales & Marketing
- Gallo Wine Company**, Greg Gratteau, Director of Human Resources
- Gap, Inc.**, Heather Gille, Director, College Recruiting & Strategic Staffing
- Gordon Brothers**, Ann Merrill, Principal & Managing Director
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The Terry J. Lundgren Center for Retailing is housed in the Division of Retailing and Consumer Sciences in The John and Doris Norton School of Family and Consumer Sciences, College of Agriculture and Life Sciences at The University of Arizona. The Center works to illuminate the issues facing retailers today and to prepare college students for careers in retailing.

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