

## Center for Retailing Excellence University of Wisconsin-Madison

### Special Thanks to the Symposium Speakers...

#### Kohl's

Todd McClement  
Univ Relations Manager  
Cristen Lee

#### University Bookstore

Kevin Phelps  
Vice President

#### The Purple Goose

Halley Jones  
Owner

#### Ward Brodt Music

Mick Falhabber  
Owner

#### Crate & Barrel

Carol Sapoznik  
VP, East Coast C&B  
Pat Messina  
Talent Acquisition  
Erik VonHaden  
Furniture Designer  
Annie Kirschner  
Corporate Recruiter

#### Sears Holdings

Lew Hill  
Store Manager

#### Farm and Fleet

Jane Blain Gilbertson  
Owner

#### Trek Bicycle

Roger Bird  
Director

## Retailing Leadership Symposium Continues to Exceed Expectations

Intended to be a forum in which students are introduced to the vast array of careers available in the retail industry, the Retailing Leadership Symposium is in the middle of its second full semester.

**Kohl's Department Stores** kicked off the Symposium on September 12th with representatives from both the corporate office and stores. Highlights from the lecture included the opportunity to learn about the wide variety of careers that Kohl's offers, the impact of the company's rapid growth and expansion, and personal stories from presenters ranging from what they majored in, how they advanced within the company to how they maintain work-life balance.

**University Bookstore** was one of three companies that hosted the Symposium on September 26th. Vice President Kevin Phelps spoke to students about his career path to VP, the history of the business, and also the recent plans for expansion into the Hilldale Shopping Center. The presentation concluded with great tips for success in future careers and internships and even his own secrets on how he helps to run a successful store.

**The Purple Goose** Owner Halley Jones shared her experience in starting up a small retail store. As her second year hosting a symposium she spoke about changes in her two-year old Verona based

store. The presentation spoke about her stores recent expansion and success, exciting new women's and children's merchandise, and her stores unique ability to cater to families with young children. Jones left the students with her secrets of success.

Continued on page 2



The Purple Goose in Verona, Wisconsin

## UW Students travel to New York for 97th National Retail Federation Convention!!!

The University of Wisconsin has been invited as one of six universities to participate in the National Retail Federation's 97th annual convention in New York from January 13th-16th. The retailing program hopes to take 10 - 15 UW students to attend the convention and report back to UW students about their experience.

The convention will include speakers like Beall's Vice President Daniel Doyle and Macy's President and CEO Terry J Lundgren. In addition to hearing from these retail leaders, students

will be competing in a case study challenge and attending "Super Session," where visionary leaders share their expertise, "Concurrent Sessions," an hour examination of a single retail topic, 90 minute "Forums," and "Interactive" education opportunities.

Retailing Center Director Jerry O'Brien expresses his excitement for the first of what hopes to be an annual trip, "We believe this to be an amazing opportunity and are thrilled to have been invited. We

"We believe this to be an amazing opportunity... we intend to make the best use of [it]..."

Jerry O'Brien  
Director

intend to make the best use of the opportunity and to ensure that the insights gained are shared with our fellow students."

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### 5 Things to Remember About Brand Building

1. Your brand's image is the one thing that sets it apart. Differentiation is key
2. Consistency is essential. Consistency supports the brand and helps your advertising stand out
3. Clearly define the personality of your brand
4. Develop your brand personality through a careful review of competitive brands
5. Make sure every communication effort plays off the brand experience

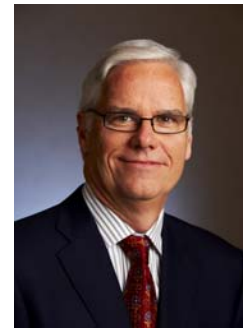
## Kohl's CEO Presents on Brand Building for Marketing Students

Kohl's CEO, Kevin Mansell, President and member of the Board of Directors of Kohl's Department Stores came to campus on October 8th to speak in Professor William Murphy's Marketing 300 lecture.

Mansell's presentation focused on the importance of strong brand building and gave insight into the 5 most important things to remember about building a brand. "A brand is defined by its identity - and its identity is born of a promise," stated Mansell. He continued by talking about the central role that personality plays in Kohl's, and how it is applied to every

aspect of the brand. The presentation concluded with examples of company advertisements, a description of the Kohl's "Fits You" marketing strategy, and how Kohl's executes each important element of building a strong brand.

"It was a great presentation. The information about Kohl's really helped to give our group great ideas for developing our brand!" says junior retail student Alexa Siker referring to the student's semester assignment to develop and market their own products and brands.



*"It was a great presentation. The information about Kohl's really helped to give our group great ideas for developing our brand!"*  
~Junior Retailing Major  
Alexa Siker

## Retail Leadership Symposium continued

**Wardt Brodt Music** Owner Mick Falhabber reminisced about days on State Street selling Player Pianos and summarized the expansion of the business into repairing and selling instruments and music, teaching privately, and in ensembles at their current location. The presentation finished offering insight about challenges being an independent company and how to be successful in your own careers.

UW Retail Alumnus and VP of East **Coast Crate and Barrel** Carol Sapoznik, led the symposium on October 10th with an overview of the company and discussion of expansion in US and Canada. Furniture



Carol Sapoznik, VP of East Coast Crate and Barrel, presenting in the Retail Leadership Symposium on October 10th

Designer Erik VonHaden described his responsibilities and the unique aspects of Crate & Barrel's design. Talent acquisition manager, Pat Messina, and Corporate Recruiter, Annie Kirschner, offered information on opportunities for careers and internships. The presentation did a wonderful job showing all of the different aspects of the company and what keeps Crate & Barrel unique and dedicated to quality.

**Sears Holdings** Store Manager Lew Hill led an energetic presentation on October 24th. Hill started off his presentation with a short summary of the company's history and the merger in 2005 that brought Sears and Kmart together under Sears Holdings. The presentation opened the eyes of many students to the range of services from pharmacy to auto that are offered. A Wisconsin Alumnus currently working for Sears Holdings later spoke about his great experience with the company and the opportunities available to students and graduates within

the corporation. The presentation concluded with the company's ideas for staying competitive and their plans to build a Sears Kmart combination store.

**Farm and Fleet** owner Jane Blane Gilbertson kicked off the November 7th Symposium remembering her experiences with the family business and how her career path brought her back to Farm and Fleet. The presentation included discussion of the challenges owning a family business, keeping up with technology, and remaining competitive within specific target markets. The announcement of a new store opening in Verona this summer is a huge expansion that the company is hoping will give them the opportunity to update their stores, image, and increase consumer awareness.

**Trek** director Roger Byrd shared the floor on November 7th with Farm and Fleet and wasted no time telling students about Trek's



Farm and Fleet EVP/Owner Jane Blane Gilbertson speaking to Students during the Nov. 7th Symposium

"concept stores." The company has developed a program to educate and assist those interested in opening a or improving a bike shop. Byrd spoke about the exciting advancement and new image for Trek's shops and concluded the presentation with Trek's plans to open Dream Bikes, a non-profit bike store in partnership with The Boys and Girls.

Thank you to these companies for making the start of this semester's Symposium a great suc-

## He Did it Big. He Did it Round. He Did it Red: Duppler Headlines Annual Target Lecture

Through a self-proclaimed “love for red” that spans from his days as a student at UW-Madison to his current role as Senior Vice President of Merchandising with Target, Greg Duppler captivated an audience of 450 at this year’s Target Lecture Series on Wednesday, September 19<sup>th</sup>.

As a representative from a company with a “relentless focus on brand,” Duppler aptly followed suit with a presentation that incorporated impressive video clips of Target’s industry leading and award winning advertising spots and pictures of Target stores looking their best – clean, bright, and impactful.

In between clips, Duppler spoke about Target’s commitment to four key concepts: Differentiation, Value, Reliability, and Frequency. When examined under the context of SuperTarget, this strategy is exemplified through the success of Target brand products like Archer Farms and Market Pantry (value) as well as innovative new private brands like Choxie (differentiation). Duppler further explained the importance of ensuring that food is in-stock and fresh (reliability) and the importance of focusing resources toward drawing in Target’s food-buying guest (frequency) who makes twice as many trips.

Students responding to the lecture were equally impressed with Target’s innovative advertising, branding, design, and merchandising strategies. Labels like Isaac Mizrahi, Sonia Kashuk, and Alice Temperley resonated strongly with the college-aged crowd. And catchy philosophies like “We Do It Big, We Do It Round, We Do It Red” left a lasting impression in the minds of students.

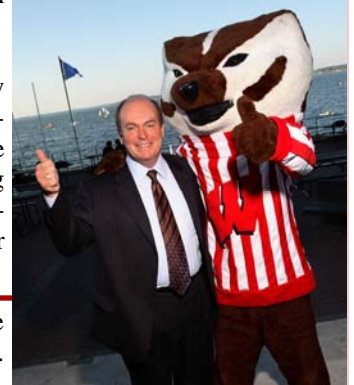
Students were invited to “See what all the buzz is about”, and it appears as though that mission was accomplished. As one student said, “I would love to be the employee to seek out up-and-coming designers to introduce a fresh label for a reasonable price.”

The fact that Duppler is a UW-Alum only added to his appeal. According to Senior Retailing Major Lindsay Senay, “I found the presentation especially exciting because Greg graduated from the University of Wisconsin-Madison. Seeing such a successful former badger was inspiring!”

Greg Duppler poses with Bucky at the Memorial Union Terrace.

“I found the presentation especially exciting because Greg graduated from the University of Wisconsin-Madison. Seeing such a successful former badger was inspiring!”

~Senior Retailing major  
Lindsay Senay



## Welcome to our Initial Group of Sponsors...

### Lead Sponsor:

**KOHL'S**  
expect great things

### Platinum Sponsors:

**ShopKo**



### Gold Sponsors:

- \* Blain’s Farm and Fleet
- \* Bridgestone/Firestone
- \* Crate & Barrel
- \* Macy’s
- \* Sears Holdings
- \* Trek



\*In photograph above representatives from Bridgestone/Firestone, Garry Criger and Scott Lansdownd present their membership check to Dean Robin A. Douthitt and Director Jerry O’Brien

## Retail Students in Action: 2007 Summer Internship Experiences

### 2007 Summer Internship Companies ~

7 for all Mankind  
 7 W New York  
 American Girl Place  
 Aspirus Wausau Hospital  
 Banana Republic  
 Byrd  
 Cost Cutters  
 Crate and Barrel  
 Creative Marketing Plus  
 Escada  
 Express  
 French Connection  
 Horseshoe Bay Golf Club  
 Kalahari Resort Convention Center  
 Kohl's Department Store  
 Lands' End  
 Launch Collectives  
 Nordstrom  
 Quit Qui Oc Golf Club  
 Rebecca and Drew  
 Sear's Holdings  
 Sergio Rossi  
 Target Stores  
 The Buckle  
 University Bookstore  
 University Directories  
 Victoria's Secret  
 Walgreens  
 Whistling Straits Golf Course  
 William Hamilton, LTD  
 Wisconsin Distributors  
 Zac Posen

### **Danielle La Vick** - Management Intern

**Company:** **The Buckle**

**Location:** Madison, Wisconsin

**Duties as an intern:** "I have been responsible for overseeing the layaway service, coaching my team on "getting in" with guests, and monitoring cash refunds that are given by each teammate on the register. I am also learning how my manager successfully runs a retail store. I have been specifically focusing on inventory control, coaching a diverse team, assembling and recruiting a staff, and understanding other various small-business "owner" decisions."

### **Elizabeth Muench** -

Sales Intern

**Company:** **Zac Posen/**

**House of Z**

**Location:** New York, New York

**Advice for future interns:** "No matter for which designer, label or retailer you work, devote maximum energy and commitment. Do not wait for your supervisor to assign tasks—

take initiative and ask how you can help. Definitely ask questions about your supervisor's job, the company, how your assignments relate to the success or growth of the company. Your supervisor will appreciate your desire to learn as much as you can and he/she will realize how dedicated you are to your job. Also, as your internship is nearing the end, ask your supervisor what your next steps should be toward reaching your professional goals. He/she will probably love to offer his/her advice and he/she is definitely a great source of information into your desired industry."

### **Kyle Adams** - Pro Shop Intern

**Company:** **Quit Qui Oc Golf Club**

**Location:** Elkhart Lake, Wisconsin

**Duties as an Intern:** "I was responsible for tracking the amount of inventory we had in the store, the pricing, and when it was time to order more. I also helped out with daily activities of allowing golfers onto the course and hosting golf outings."

### **Casey Peavey** - Management Intern

**Company:** **Nordstrom**

**Location:** Bloomington, Minnesota

**Highlight of internship:** "Getting the opportunity to meet with buyers/vendors/ and regional managers. The people I came across had such amazing career paths and histories it was inspiring to hear about how they got to where they are today."



### **Brittany Aluce** - Buying

Office Intern

**Company:** **Kohl's**

**Department Stores**

**Location:** Menomonee Falls, Wisconsin

**Internship experience:** "Many people would not expect that going into an internship in retail they

would learn about the environment; however, after working at Kohl's for only a short ten weeks this summer I can now say that it has become a new found priority of mine. I feel as though the environment is overlooked and taken for granted, when in actuality not a single person would exist on earth without it, and this is where Kohl's began with its campaign to "Go Green." Because the retailing industry is driven by product and people, there is no way that the two can exist without using the environment to create or sustain the life of both."

### **Amy Katschnig** - In Store Intern

**Company:** **Crate & Barrel**

**Location:** Skokie, Illinois

**Internship experience:** "I took my managers advice and dove right into everything...I was/am going after customers who look like they need help or have questions. By helping a customer find an item on a gift registry, it is helping me get more familiar with the products, their location, and also working on customer service skills. Most of the time customers are very appreciative and have no idea that I really wasn't sure where the product was before I showed it to them. Being proactive about my training has helped me become more knowledgeable about the company and advanced my level of familiarity with product."

### **Rachel Strong** - Executive Team Leader Intern

**Company:** **Target**

**Location:** Madison, Wisconsin

**Highlight of internship:** "The completion of my project and having the ability to meet others. This internship would be good for someone who likes to work with a lot of different people, likes fast-paced & task-oriented work, doesn't mind working nights & weekends, like systematic work & processes, is flexible and good at communicating."