

## Center for Retailing Excellence University of Wisconsin-Madison

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

#### Macy's

Kelly Gunderson  
 (VP—Home Merchandise Planning)  
 Michelle Krick  
 (DMM—Men's Furnishings)  
 Melanie Hallman  
 (Executive Recruiter)

Christine Brewer  
(Store Manager)

#### Fair Indigo

Robert Behnke  
 (Co-Founder)  
 Terry Nelson  
 (Director of Marketing)

#### Bridgestone / Firestone

Scott Lansdowne  
 (Retention & Recruiting Manager)  
 Jeff Morgan  
 (Education Manager)

#### Walgreens

Marty Slevin  
 (Retail Recruitment Manager)  
 Becky Ohan  
 (Store Manger)  
 Ilia McQuillan  
 (Recruitment Manager)

#### Lands' End

John Maher  
 (VP—Business Outfitters)  
 Collette Clemens  
 (Director—Organization Development & Communication)

#### Target

John Albrun  
 (VP—Merch Presentation Div)  
 Rich McLoone  
 (Group Manager—Merch Process and Systems Management)  
 Ginger Allen  
 (Buyer—Shoes)

### Big Changes For SOHE and the Center



#### School of Human Ecology Joins Business Career Center



Recognizing the increasing overlap of students, academic majors, recruiters, and the mutual strategic goals of the two schools, the School of Human Ecology (SOHE) will join the Business Career Center (BCC) on June 1, 2008. The new partnership will enhance the recruiting services to students from both schools while also streamlining the process for employees desiring to recruit and interview students from both schools. The School of Human Ecology students will register for BuckyNet and have access to all BCC online services and resources. In addition, students, faculty, and industry partners will now turn to the Business Career Center for workshops, interviewing, job searching, and other career support. SOHE is excited by the opportunities that this new partnership will present and looks forward to working with the BCC on many future endeavors.

#### New Professors Join the SOHE Team

The School of Human Ecology is pleased to welcome two newcomers to its staff! Nancy Wong and Sean Cash will be joining the SOHE team in the Fall of 2008. Nancy Wong will be the new Faculty Chair for the Center for Retailing Excellence, and Sean Cash will be a professor in the Consumer Science department. SOHE faculty and students are very excited to have new members join the school as it continues to grow into an institution filled with individuals that support our mission. At SOHE we believe that it is essential to recognize the interdependence of individuals, groups and families within their social, psychological, economic, designed and cultural environments. We work hard to understand these complex relationships in order to enhance the quality of people's lives and their environments through interdisciplinary research, creative innovation, teaching, learning and outreach. (SOHE mission)

### UW Students Have Great Outcome In New York at 97th National Retail Federation Convention!!!

Students from SOHE participated in the National Retail Federation Conference Challenge. Each student was placed on a team composed of other students from different universities with various majors to compose a presentation to be given to the leaders of the NRF. In addition, CRE director, Jerry O'Brien, served as a mentor for one of the groups who traveled to New York for the competition. Those who participated from SOHE include: Amy Katschnig, Sarah VanderHeiden, Emily Blankenheim, and Britney Bielenberg. Senior, Amy Katschnig and her team were awarded first place in the challenge. The mission of this NRF challenge was to build awareness of diverse career paths in retail by engaging university students in a competitive collaborative role play with support

from retail executive mentors to implement a multi-tiered business strategy. The scenario that each team was given went as follows: You are part of a team at a leading home improvement store. Numerous customers have been asking about green products and management agrees that this is a long-term, viable area of business that the company should address. (NRF site) In effect, each team worked to create a business strategy that addressed this problem and then present their findings to the NRF judges to determine who developed the best plan to tackle the environmental "green" issue. Also, while in New York the UW students met the infamous Bravo TV host of "Project Runway" and former Chair of Fashion Design at Parsons The New School of Design,

Tim Gunn. In addition, the group attended seminars held by numerous industry leaders and were active participants in NRF workshops which covered several new and innovative areas of retail and related industries. Overall, everyone had a great trip and cannot wait to return next year!



UW-Madison NRF challenge participants along with CRE Director, Jerry O'Brien and Retailing Professor, Betty Hurd

Jerry O'Brien - Director  
 1300 Linden Dr. Rm 33 Madison, WI 53706  
 gobrien@wisc.edu  
 (608) 263-7996

Mary Braucht - Internship Coordinator  
 1300 Linden Dr. Rm 134B Madison, WI 53706  
 Braucht@wisc.edu  
 (608) 265-3572

**★ UW-Madison Center For Retailing Excellence Board of Advisors Meeting ★**

The Center for Retailing Excellence held its first annual Board of Advisors meeting April 8th, & 9th at the Double Tree Hotel in downtown Madison. The meeting was chaired by Sharon Scanlan, the former VP of Sears Holdings, and an alumni of the UW Retailing program. Company leaders from each of our CRE sponsors attended along with SOHE student leaders from various organizations, CRE Director, Jerry O'Brien, and numerous SOHE faculty members. The meeting agenda covered brainstorming activities led by BrainReactions, a nationally recognized company known for their Idea Generations Workshops which help organizations to acquire expertise in promoting new thinking. In addition, a banquet was held as faculty presentations were given as well as numerous highlights from student and UW organizations on campus working with the Center for Retailing Excellence. "The first Board of Advisors meeting of the Center for Retailing Excellence greatly exceeded all our expectations," said Robin A. Douthitt, Dean of the School of Human Ecology. "Thanks to the industry representatives, the Retail Program Committee and its chair Sharon Scanlan, as well as students from across campus, this meeting created high benchmarks for the future of the center. With continued outstanding leadership from executive director Jerry O'Brien, I'm confident that the center will translate the energy and ideas generated in April into initiatives that set the standard for industry-academic collaborations."

**SoHE Students: Travel, Travel, Travel !**



SOHE Retailing students took ten days off from the hustle and bustle of the UW campus and headed to Italy for a ten day fashion marketing tour. From March 27th—April 7th the group was guided around and through the beautiful sites of many Italian cities including: Florence, Rome, Como, Pisa, Bellagio, and Venice. In addition, they stopped to view the infamous Leonardo Da Vinci's Last Supper, Michelangelo's David, the Ferrari Car Museum, the Ferragamo Shoe Museum, the Gucci and Fendi outlets, and much more. While there, the students experienced true Italian culture first hand as they ventured and shopped the "Eternal City" of Rome, took a gondola tour through the canals of Venice, and leaned on the ever-famous tower in Pisa. From May 28th - June 3rd, students will spend a week in NYC to experience and gain an understanding of important aspects of the fashion industry. The group has appointments with apparel designers, wholesalers, retailers, and fashion journalists which will be supplemented with visits to historical costume collections at the Met and F.I.T. They will also be sourcing the garment district for supplies, touring the F.I.T campus, viewing the museums and galleries for inspiration, and researching the many apparel markets the city has to offer. Students participating will be earning credit for this experience.

**Retailing Leadership Symposium Speakers Keep Students Informed**

**Student Responses:**

**MACY'S**

"Something that stood out at the presentation was how passionate the speakers were about their jobs. Just from hearing them talk, it was very obvious how much they truly love their jobs and the enthusiasm they feel about them. Hearing excitement from the speakers, especially knowing each had very different jobs, was an effective part of their presentation because it made me really believe what they were saying and trust them."

**TARGET**

"Target is a company and brand that has excited me for a long time, and so I really enjoyed learning about the company's culture, operations, past successes, and plans for the future. I was really drawn to the idea of their fast-paced, fun atmosphere that they discussed during their presentation. Also, they do a great deal of teamwork and team-building activities. I think this "team-oriented" mind frame helps a person develop even more as they advance their career in retail. "

**FAIR INDIGO**

"Overall I found this presentation to be very informative and interesting. I had previously not paid too much attention to the fair trade market, let alone fair trade clothing, but after the presentation I have a great deal of respect for Fair Indigo and fair trade in general. I thought the presenters did a wonderful job of relaying the information to the class and did a great job of answering questions at the end of class."

**WALGREENS**

"I see Walgreens as a great place for me to work in the future. The company has great values, and when discussing these values the presenters put a great deal of emphasis on diversity. Walgreens also hires several people with disabilities, which I thought said a lot about them as a company because they are willing to give all a chance. It was nice to see not only how it affected the workers, but their families and friends as well."



Melanie Hallman—Macy's Executive Recruiter / College Relations Manager speaks to students January 30, 2008 symposium.



Terry Nelson—Fair Indigo's Director of Marketing speaks to students about building Fair Indigo's brand during their February 13, 2008 symposium.



Target presenters spoke with students April 9, 2008



Walgreens presenters spoke with students March 12, 2008

**Retailing Leadership Symposium Speakers Continued**



Bridgestone/Firestone Store Design



Scott Lansdowne from Bridgestone/Firestone spoke on February 27, 2008

**BRIDGESTONE / FIRESTONE**

“One aspect of the presentation that I found to be particularly interesting was the extreme interest that the company has in women. In the past, I thought of men having the upper-hand in the automotive business; however, the presenters brought up a great point: women are their number one customers. Therefore, hiring women into management has become a top priority of Bridgestone / Firestone’s recruitment team.”

**LANDS’ END**

“Lands’ End is constantly evolving and expanding, which is really something I look for in a company. Their leaders support a culture where innovation and excellence are rewarded and valued. Another good quality is that Lands’ End is a fast paced company which won’t stop improving and grow dull. Part of the reason I love retail is because over time companies have to keep innovating themselves to beat the competition and I think that this is an area in which Lands’ End excels.”



Lands’ End spoke on March 26, 2008 for the symposium



John Maher, V.P. Business Outfitters, highlights the history of Lands’ End

**Center For Retailing Excellence Board of Advisors**

**Lead Sponsor:**

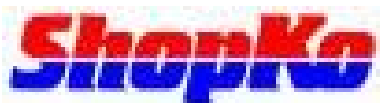


**Gold Sponsors:**

- \* Blain’s Farm and Fleet
- \* Bridgestone / Firestone
- \* Christopher & Banks
- \* Crate & Barrel
- \* The Diamond Center
- \* Lands’ End
- \* Macy’s
- \* Sears Holdings
- \* Trek
- \* Walgreens



**Platinum Sponsors:**



**BECOME A SPONSOR !  
JOIN THE CENTER FOR  
RETAILING EXCELLENCE  
TODAY!**

*Serving on the Board of Advisors of the Center for Retailing Excellence is a privilege which carries with it particular responsibilities. Participation on the Board is voluntary and requires time, energy and commitment. The Center is committed to staying focused on serving the industry. We recognize that active involvement of our board will be critical to staying effective and relevant.*