Center for Retailing Excellence Annual Report, 2008-2009

Sam M. Walton College of Business. Center for Retailing Excellence

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### Calendar of Events 2008-2009

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>May 23, 2008</td>
<td>Sam’s Club Friday Morning Meeting for Markets &amp; Consumer Students</td>
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<td>July 18, 2008</td>
<td>Vendors FORE Education Scholarship Golf Tournament</td>
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<td>August 25, 2008</td>
<td>First day of Fall Semester</td>
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<td>August 26, 2008</td>
<td>CRE Student Advisory Board Meeting</td>
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<td>August 28, 2008</td>
<td>Welcome Back Pizza Party</td>
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<td>September 2, 2008</td>
<td>Advisory Board Meeting</td>
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<td>September 3, 2008</td>
<td>Executive Board Meeting</td>
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<td>September 4, 2008</td>
<td>Growing in Today’s Retail Environment</td>
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<td>September 16, 2008</td>
<td>Career Business Fashion</td>
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<td>September 22, 2008</td>
<td>Pre-Business Career Fair</td>
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<td>September 23, 2008</td>
<td>Walton College Career Fair</td>
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<td>September 30, 2008</td>
<td>SIFE/Junior Achievement Lunchan</td>
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<td>October 7, 2008</td>
<td>CRE Student Advisory Board Meeting</td>
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<td>October 21, 2008</td>
<td>Professional Women’s Panel Luncheon</td>
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<td>October 22, 2008</td>
<td>Social and Dining Etiquette</td>
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<tr>
<td>October 30, 2008</td>
<td>SIFE/Junior Achievement Lunchan</td>
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<tr>
<td>November 4, 2008</td>
<td>CRE Student Advisory Board Meeting</td>
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<tr>
<td>December 2, 2008</td>
<td>CRE Student Advisory Board Meeting</td>
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<td>December 4, 2008</td>
<td>Honors Marketing Colloquium Dinner</td>
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<td>December 9, 2008</td>
<td>Last Day of Classes</td>
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<td>December 11-18, 2008</td>
<td>Finals</td>
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<td>March 4, 2009</td>
<td>Social and Dining Etiquette</td>
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<td>March 16-20, 2009</td>
<td>Wal-Mart Pre-Intern Program</td>
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<td>April 7, 2009</td>
<td>Professional Women’s Panel Luncheon</td>
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<td>TBA</td>
<td>Freshman Business Foundation Speakers</td>
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<td>American Marketing Association Student Organization Meetings</td>
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<td>Spring Advisory Board Meeting</td>
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<td>Spring Executive Board Meeting</td>
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<td>MISSION: The Center for Retailing Excellence, through a strong partnership with retailer and supplier industries, is one of the foremost internationally acclaimed centers for retail studies focused on research and the development of students as future leaders in the retailing and related industries. The Center provides a bridge between academics and industry for developing future leaders.</td>
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The 7th annual Today’s Challenges in Retail Conference focused on sustainability in the retail business as a whole.

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**OUR HERITAGE:** The Center for Retailing Excellence (CRE) is a privately funded center located in the Sam M. Walton College of Business at the University of Arkansas. The Center was established in 1998 as part of a $50 million endowment given to the Walton College by the Walton Family Charitable Support Foundation.
CAREER FAIRS

The Center for Retailing Excellence supported the Business Career Fair Expo in the fall of 2007 and again in the spring of 2008. The fall program was the first to be conducted in the new Willard J. Walker Hall, home of the Walton College Graduate School of Business.

A total of 88 companies participated in the career fair, making this the largest fair to date. An estimated 650 students attended during the four-hour program. There were 62 companies participating in the spring 2008 fair where approximately 400 students attended. As a benefit of their membership, the Center for Retailing Excellence executive board of directors participated in the fair at no charge.

Pictured Companies:
- Acxiom Corporation
- CaseStack, Inc.
- Colgate-Palmolive Company
- General Mills, Inc.
- Kimberly-Clark Corporation
- Lowe's Companies, Inc.
- Nestlé Purina PetCare Company
- Saatchi & Saatchi X
- Wal-Mart Stores, Inc.
- Wyeth Consumer Healthcare
linking students to the retail industry
Executive Brings First-hand Insight

MARKETING HONORS COLLOQUIUM
The Center for Retailing Excellence once again sponsored the Executive-in-Residence Program in conjunction with the Walton College Department of Marketing and Logistics. Rob Rivenburgh, senior vice president/general manager of MARS Advertising in Bentonville, co-taught the Marketing Honors Colloquium with Tom Jensen, department chair, professor and Wal-Mart Lecturer in Retailing. Rivenburgh taught classes twice a week and recruited MARS Advertising associates to address the students on topics such as in-store promotions, merchandising, and shopper insights.

BREAKFAST WITH CHAMPIONS
The Marketing Honors students attended the Center’s fall conference, “Today’s Challenges in Retail,” on October 11. Doug McMillon, president and CEO of Sam’s Club; H. Lee Scott, president and CEO of Wal-Mart Stores, Inc., and A. G. Lafley, chairman of the board and CEO of Procter & Gamble, met with the students over breakfast that day in the John Q. Hammons Center.

The breakfast conversation provided a once-in-a-lifetime opportunity for students to ask questions and network with these top executives. Class member Tamara Mason said, “I never personally thanked you for making the Center for Retailing Excellence opportunities happen last semester. It was awesome. I’ll never forget having breakfast with Lee Scott, Doug McMillon, and A.G. Lafley all at once. Thank you so much for such a memorable experience.”
The Center for Retailing Excellence appreciates the support of its retail industry associates. Each year friends and supporters volunteer to provide business insights for students in the classroom or address specific topics for a class. By sharing their time and expertise, they ensure the success and creativity of future generations of business professionals and the viability of the retail industry. The following professionals spoke in the classroom during 2007-2008:

Lori Lieblong, U.S. Tobacco Sales – Marketing Management
Doug McMillon, Sam’s Club – Honors Marketing Colloquium
H. Lee Scott, Wal-Mart Stores, Inc. – Honors Marketing Colloquium
A.G. Lafley, Procter & Gamble – Honors Marketing Colloquium
Joe Dowdy, NASA – Large Group Student Event
Robin Cook, MARS Advertising – Honors Marketing Colloquium
Scott Huff, Wal-Mart Stores, Inc. – Honors Marketing Colloquium
Rich Lawrence, Idelle Labs – Freshman Business Foundations
Jeff McClelland, Coca-Cola – Freshman Business Foundations
Julie Walker, Procter & Gamble – Freshman Business Foundations
Mike Ellgass, MARS Advertising – Freshman Business Foundations
Meggan Sexton, Saatchi & Saatchi X – Marketing Management
Sue Sedberry, Nielsen – MBA Classes
Derek Jenkins, Bridgestone/Firestone – Marketing Research
Derek Jenkins, Bridgestone/Firestone – Marketing Principles
Traci Barrios, Nielsen – International Marketing
Rich Lawrence, Idelle Labs – International Marketing
John Owen, Nielsen – International Marketing
Pedro Figueria, Colgate-Palmolive – International Marketing
The Center for Retailing Excellence works in partnership with the Walton College Career Development Center on numerous programs that enhance the curriculum for the students. This effort also provides opportunities for Center board member companies to interact with students to help develop their business knowledge and values. In the 2007-2008 academic year, the Center worked with the Career Center to connect students with mentors.

The Walton College Mentor Program gives students an opportunity to develop relationships with professionals that help guide them in career choices that are right for them. Mentors have a chance to have a positive, lasting impact on those students. The program gives students who will soon enter the workforce a clear understanding of the world of business. Mentors commit to one or two in-person meetings at the company office, a job shadowing experience, and a tour of the company, which includes specifics on company values and culture. Mentors can include their mentees in a variety of their daily activities, including meetings, visits with customers and/or co-workers, networking with co-workers, and a tour of their company. This includes any involvement the mentor believes will better help the student to understand the mentor’s job responsibilities and company.

Center board members and board company associates participating in the mentor program during academic 2007-2008 included: Dan Sanker, CaseStack; Deb Friar, Catalina Marketing; Van Bakke, Frito-Lay; Rich Lawrence, Idelle Labs; John Owen, The Nielsen Company; Tregg Brown, Revlon; Ebony Oliver, General Mills; Sandy Swan, The Nielsen Company; Angelo Welihindha, Nestlé Purina; Lindsey Benbrook, Wyeth; Kim Higson, Revlon; and Rick Dinsmore, Revlon.

Bill Lowe, Bayer Healthcare and Center Executive Advisory Board chairman of the mentoring committee, has organized his committee to provide additional mentoring opportunities and participation from the Center’s executive board. Lowe has been actively involved in the student programs during his tenure with the executive board and has identified the mentoring program as the next level of involvement for the board.
Through the support of executive advisory board chair Doug McMillon, president and CEO of Sam’s Club, the Center for Retailing Excellence sponsored several students at the retailer’s Friday “driving sales” business meeting at its headquarters. The students were interns at board member companies and included: Jyothishree Venkatachala, Novartis Consumer Health; Bailey Steelman, MARS Advertising; Matt Chesnut from Idelle Labs; and Jonathan Howland, Riley Stroud, Sarah Crandall, and Josh Moline from Saatchi & Saatchi X.

Venkatachala said, “It was an amazing experience and surely was of great value. It is not so often that students get to meet the CEO of a company and talk to him one-on-one.” Steelman, commented, “I was very surprised when they (Sam’s managers) all took time out of their day to answer our questions. Just listening to their answers helped me to see how hard they try to help their customers.” Chesnut said, “I found the Sam’s Club experience engaging. I felt as if they (staff) were genuinely excited to host us as guests for the day. The conversation with Mr. McMillon and his staff at the luncheon was marked with ease; yet, the questions raised and their subsequent discussions were highly engaging. I found the discussion of Sam’s future regarding size, strategy, and sustainability fascinating.”

Crandall added, “I learned about the intensity of the competition and how companies respond. I did not realize there were so many strategies in every single segment of the store. He (McMillon) discussed the value of the ‘treasure hunt’ within the store; this is something I would never think to do. He really challenged me to expand my mind beyond the obvious because that is the way to truly succeed in getting customers to buy the product. Howland added: “Getting to hear how Doug approaches business and how down to earth he is in his demeanor was also of value, because you know he is just a regular guy who is good at what he does and has had the opportunity to influence a lot of people for the better.”

Mohline commented, “I learned that the Wal-Mart family is truly concerned with sustainability. As a millennial generation, this has always been such a hot topic; I was pleased to hear of this corporation’s concern. I heard about the reasoning behind certain Sam’s promotions and initiatives. As a student of marketing, I always notice what is going on, but sometimes it is difficult to see the purpose behind a certain campaign.” Stroud said, “It was a great way to get insight on part of the force that is a huge driving factor within our business community. The most beneficial part of the experience for me was discussing the current and future plans and trends within the Sam’s Club operation.”
“Women Empowering Women: This is How We Do It”

On October 29, the Center for Retailing Excellence co-sponsored the presentation, “Women Empowering Women: This is How We Do It.” Esther Silver-Parker, senior vice president of diversity relations for Wal-Mart Stores Inc., presented the keynote address. A panel of distinguished women from Northwest Arkansas also spoke. The panel included Megan Boyd, representative of The J.M. Smucker Company and former graduate assistant of the Center for Retailing Excellence. The event attracted students, faculty, staff, and industry representatives to hear the advice and experiences of professional women.

Professional Women Panel

On April 8, the Center sponsored the Professional Women Panel luncheon. Panelists included Jenni Dinger, senior project manager, Wal-Mart; Brianna Gamble, analyst, Idelle Labs and recipient of the Walton College 2008 Senior Student Leadership Award; Heather House, account executive, Desoto Mills Inc.; and Marlena Sweeney, customer marketing manager, Kimberly-Clark Corporation. All panelists were alumnae of the Walton College or in Gamble’s case, a graduating senior in May 2008. This outstanding group of professionals brought a tremendous insight to the program for the students who will soon follow them into industry.

Industry Feedback Supports Class Competition

Center for Retailing Excellence executive board members teamed up with Carole Shook, instructor in the Walton College accounting department, to provide feedback for a class competition in her Markets and Consumers class. The class is a component of the Walton College core curriculum for freshman business students designed to build fundamental understanding of consumers and markets and the business processes related to attracting customers. Many volunteers stepped forward to serve as judges and provide feedback for the class projects, including Megan Boyd, The J.M. Smucker Company; John Nathenson, The Nielsen Company; and Deb Friar, Catalina Marketing.

Retail Insight for MBA Students

In the fall of 2007, the Center for Retailing Excellence sponsored training for MBA students on a better understanding of how to do business with Wal-Mart Stores Inc., the world’s largest retailer. The program was offered in partnership with 8th & Walton, a Bentonville-based supplier development company. The center provided the program to enhance the educational experience of these graduate students. 8th & Walton’s mission is to provide individuals at all levels a better understanding of Wal-Mart. The training consisted of the Wal-Mart Foundations course, which provided an overview of relevant fundamentals and key initiatives such as sustainability, in-store experience, retail systems, replenishment, and global formats. Sixteen students participated in the program.
Etiquette Matters

The Center for Retailing Excellence sponsored etiquette and networking training in partnership with the Walton College Career Development Center on November 7, 2007. Thirty-four students participated, including many in the Leadership Walton program. Executive representatives participating included: Sean Doyle, Pacific World Corp; Nina Brackeen, Goodmark, USA; Sue Sedberry, The Nielsen Company; Amy Callahan, MARS Advertising; Amy Benasco, MARS Advertising; Jeff Spencer, The Scotts Company; Craig Whited, The Scotts Company; and Rich Alberts, Electrolux. These representatives shared their suggestions for what to do and what not to do during a business event. Advice ranged from caution in the consumption of alcohol to how to initiate conversations throughout an event.

The Center held etiquette and networking training on March 5, 2008. Industry participants included: Tregg Brown and Kim Higson, Revlon Corporation; Jenna Ashbreck and Denise Davis, MARS Advertising; Bill Rouse, Nielsen; Deb Friar, Catalina Marketing; Jeff McClelland, Coca Cola; Melissa Lieblong, The J.M. Smucker Company; and Steve Adair and Adriel Ramirez, Nestlé Purina. Thirty-five students participated in this event, including 13 Leadership Walton scholars.

Supporting Academic and Community Programs

The Center for Retailing Excellence is privileged to sponsor its partners and student organizations at the University of Arkansas with programs that enhance the experience of co-workers, students, and industry supporters. The Center supported these programs during the 2007-2008 academic year:

- Students in Free Enterprise (SIFE)
- SIFE/Junior Achievement Luncheon
- Boys & Girls Clubs of Northwest Arkansas Mini Grand Prix
- Women in IT (Information Technology) Conference
- Federal Express International Graduate Logistics Case Competition
- The Disney Institute Keys to Excellence
Pre-Intern Produces Engaging Experiences

The Center for Retailing Excellence and the University of Arkansas Apparel Studies Program once again worked with Wal-Mart Stores Inc. to offer the spring break Pre-Intern Program. Ten students were selected to work at the retailer over the week and receive an intensive introduction to its processes and culture.

The following are comments from two participants.

Neil Mellers: The Wal-Mart Pre-Internship Program was a great opportunity to gain insight into many different areas of Wal-Mart. I really enjoyed hearing from experts in their field about different areas. One thing stands out for me: the realization of how many processes take place to deliver the best possible product to the customer. Taking all these processes and multiplying them by the amount of Wal-Mart stores globally is amazing. Just in the week I was there, the culture was very apparent. People are always saying hello, opening doors for each other, and just being very friendly and courteous. All the interns seemed to get along very well. I think the others were just as excited to learn as I was. By the end of the week I really felt we were a team. The program gives the students a great opportunity and Wal-Mart the opportunity to see if the students picked are a good fit for further opportunity.

Courtney Horn: I thoroughly enjoyed and value the opportunity to participate in such a comprehensive program. I look forward to the opportunity to further my experience by being selected to the summer internship. The week-long program exposed me to the Wal-Mart organization and all of the many support functions that make the company successful.
The Center for Retailing Excellence provides funding for scholarships and study abroad from the generous support of its executive board of directors and the fund-raising efforts of its industry supporters. In 2007-2008 academic year, the Center awarded $60,000 in discretionary scholarships, $2,500 from the Bob Connolly Endowed Scholarship, $2,500 from the Bridgestone/Firestone Scholarship Fund which is annually funded by that company, and $1,000 to the Delta Sigma Theta Scholarship. In addition, the Center contributed $5,000 to the Lady Razorbacks for their partnership in the Vendors FORE Education Scholarship golf tournament.

Due to the challenges in today’s economy the Center awarded its annual $50,000 to the Study Abroad program with an additional $10,000 earmarked for Study Abroad Japan. These important programs provide a global perspective to enhance the curriculum of Walton College students.

**Robert F. Connolly Endowed Scholarship**

The Center for Retailing Excellence established the Robert F. Connolly Endowed Scholarship in 2006 in honor of his service and dedication to the Center, the Walton College, and the future of the students who will one day lead the retailing industry. The first recipient of the Connolly Scholarship in Retailing is Lisa Briney, a sophomore marketing major from Fayetteville with a 3.8 overall GPA.
The Center for Retailing Excellence hosted the annual Vendors FORE Education Scholarship Golf Tournament, in partnership with Erik Wolff, E-Wolff Sales Solutions, and Russ Heithoff, Strategic Retail Solutions.

This year, as part of the Center’s intercollegiate outreach initiative, the Lady Razorback Athletes joined the suppliers for networking and friendly competition. The Lady Razorback Golf Team challenged golfers to “grip-n-rip” to outdrive the Lady’ Backs on hole nine. While many made an attempt, the Lady Razorbacks proved they are tremendous athletes as well as excellent scholars. As a show of support, the Center contributed $5,000 to a scholarship for the Lady Razorbacks.

First place went to the DAMAY team; second place to Click IQ, and third place to the Walton College team, including Claudia Mobley, Don Mobley, Josh Paulson, and Daren Bobb.

The Center appreciates Bayer Consumer Care for its title sponsorship for the fourth year and Hunters & Michaels for its title sponsorship for the fifth year. Their phenomenal support of students demonstrates an unwavering commitment to the future of the retail industry.

Ninety-six players representing twenty-seven companies participated in the fundraiser, which generated more than $18,000 in scholarship funding. Josh Paulson, a Sam’s Club associate, flew in from Las Vegas to participate in the tournament. Paulson is a former Walton College recipient of the Vendors FORE Education scholarship. He shared with the participants how much the scholarship meant to him.

Hole sponsors included: The J. M. Smucker Company, Continental Mills, and Lil’ Drug Store Products, Inc. Board companies participating in the event included V.F. Corporation, IBM Corporation, and General Mills. The Center extends a special thanks to Daren Bobb, KFSM Channel 5, for his support and coverage of the event.
The Center for Retailing Excellence, in partnership with Crossmark, conducted the Student Support Golf Tournament on October 10, 2007. Twenty-three teams competed in the fundraiser, which generated more than $11,000 to support student sponsorships and scholarships. Hole sponsors of the tournament include The J.M. Smucker Company, East Penn Manufacturing, Jarden Consumer Solutions, Adjimi Apparel, Nestlé Purina, BIC, H.J. Heinz, IBM, The Jel Sert Company, and Chemtura. Electrolux Home Care Products provided a $1,000 sponsorship to the event. The support and dedication of the retail industry makes possible unique opportunities for the Walton College students, and the Center appreciates these continuing alliances.
Outstanding Industry Sponsors

Each year, the Center for Retailing Excellence recognizes one retailer and one supplier board company for their contributions to the educational experiences of Walton College students. These board members have given their resources, time, and expertise to enhance the student experience and bring practical application to the academic environment.

Rob Rivenburgh –  
2007 Supplier Educator of the Year

Rob Rivenburgh, senior vice president and general manager, MARS Advertising, has served on the Center’s executive board since March 2006. In this period of time, Rivenburgh has demonstrated his commitment to higher education, the Center, and the future of our students in numerous ways. He served as an executive-in-residence for the fall 2007, co-teaching the marketing honors colloquium with Tom Jensen. In addition, he supported the Center and Walton College outreach by providing resources to develop marketing pieces and a unified strategy to promote the services of the outreach programs. Rivenburgh made available MARS’ expertise to develop a marketing video and enhance the appearance and functionality of the Center’s Web site.

Doug McMillon –  
Retailer Educator of the Year

Doug McMillon, executive vice president, president and CEO, Sam’s Club, has served as co-chair of the Center for Retailing Excellence Advisory Board since he replaced Bob Connolly on the board. McMillon has provided his support for the advancement of the Center and demonstrated his commitment as an industry leader by serving as a speaker at the fall conference, as a moderator of a panel presentation for new product introduction and by securing top executives throughout the retail industry as conference speakers. He has supported Walton College students by serving as keynote speaker for the SIFE (Students in Free Enterprise) luncheon, a primary project for the team to raise funds to support SIFE and Junior Achievement in Northwest Arkansas. As a guest speaker in the 2006 marketing honors colloquium, McMillon encouraged students to enter the retail industry.

Tasting Success

Center for Retailing Excellence board company member E. & J. Gallo Winery conducted a wine tasting for board members and invited University of Arkansas associates in appreciation for all of their support during 2007-2008. Board member Joe Farnan acted as the wine sommelier. He is president of sales at E. & J. Gallo. He did an excellent job of explaining the nuances and flavors of the various wines and the foods they compliment. The Center provided the dinner. Guests from the University included Don and Kathy Pederson, David and Jo Martinson, and Bill and Jackie Curington in addition to board members and guests from industry including keynote speakers from the “Future of Retailing” Conference Amy Oberg and Mark Rhodes from Kimberly-Clark Corporation.

Athena Award

Claudia Mobley, director of the Center for Retailing Excellence, was one of three nominees for the prestigious Athena Award presented at the ninth annual Northwest Arkansas Business Women’s Conference. The Athena Award is given to the professional woman who has attained the highest level of excellence in her field and is devoted to improving the quality of life for others in her community.
Retail Forum Serves the World

The Center for Retailing Excellence conducted the Senior Executive Retail Forum during February of 2008 for a second tier of Massmart Ltd. Managers, based in South Africa. The program was designed to provide an experiential and thought-provoking look at what elements drive success in merchandising and supply chain systems. The program examined how those insights can be applied to the Massmart model. Curriculum included shopper marketing, in-store merchandising and operations, merchandise planning, and area retail store tours. Jenna Ashbreck, Tonya Brunk, and Brad Ruth from MARS Advertising and Jabo Floyd and Mike Duke from Wal-Mart Stores Inc. were guest speakers for the program. Facilitators for the program included Claudia Mobley, Walton College; Don Bland, Walton College; Bob Connolly, retired Wal-Mart executive vice president of marketing; Donald Frieson, senior vice president of Wal-Mart Store operations; Tom Jensen, Walton College; Rob Rivenburgh, senior vice president and general manager of MARS Advertising; and Brent Williams, Walton College distinguished doctoral fellow. Seventeen managers from Massmart Ltd. participated in the program. Invited guests from Wal-Mart Stores Inc. included John Menzer, retired vice chairman and chief administrative officer, and John Aden, senior vice president of international operations.

Seeing the Future

The Center for Retailing Excellence, in collaboration with the Information Technology Research Institute and the Supply Chain Management Research Center, conducted a seminar on May 1 entitled “The Future of Retailing.” Amy Oberg, strategist, futurist, and competitive analyst with Kimberly Clark, provided a keynote address on the trends and future of the retailing industry. Oberg then moderated a panel of industry professionals. Perspectives on the future of information systems in the retail sector were addressed by Mark Rhodes, senior insights leaders with Kimberly Clark Corporation. Reg Yarbrough, vice president of commercial operations for Wyeth Consumer Healthcare, discussed insights in the future of supply chain. Bill Simon, executive vice president and chief operating officer of Wal-Mart Stores Inc. U.S., spoke on the evolution of retail and the future of the industry from the proactive approach.
Today’s Challenges in Retail

The Center for Retailing Excellence held its annual emerging trends in retailing conference, “Today’s Challenges in Retail,” on October 11, 2007 at the John Q. Hammons Center in Rogers, Ark. More than 650 participants attended the day-long program, including over 100 Walton College students. The conference opened with a “fireside chat” featuring H. Lee Scott, president and CEO of Wal-Mart Stores Inc., and A.G. Lafley, chairman and CEO of Procter & Gamble. Other presentations included Kevin Roberts, worldwide CEO, Saatchi & Saatchi; Harry Balzer, vice president, NPD Group, David Peacock, vice president, Anheuser-Busch Company; Peter Capozucca, principal and northeast leader, Deloitte Consulting; and Adam Werbach, Act Now; Jib Ellison, BluSkye Sustainability; and Jon Johnson, executive director, Applied Sustainability Center, Walton College. The University of Arkansas SIFE team performed a portion of their national competition presentation.
Research Addresses Industry Issues

The Center for Retailing Excellence supports research that addresses the issues within the retailing industry. The arena of retailing is a multi-discipline field, providing opportunity for a diverse approach to the research. The Center provided summer funding to support research for the 2007-2008 academic year, based the recommendations of its Advisory Board Committee. The following research was conducted by faculty in the Sam M. Walton College of Business at the University of Arkansas.

Completed Research 2007

“Understanding the Interplay among Health and Nutrition Knowledge, Motivation, and the Information Environment: Implications for Childhood Obesity Prevention”  
Elizabeth Creyer, Professor, Department of Marketing and Logistics, University of Arkansas

“Supervision of Retail Sales People that Maximizes Sales and Retention”  
Daniel C. Ganster, Professor and Charles C. Fichtner Chair, Department of Management, University of Arkansas

“Retail Pricing and Promotion Utilizing Information on Consumer Behavior”  
Cary Deck, Assistant Professor, Department of Economics, University of Arkansas

“Audit Quality Factors”  
Gary Peters, Associate Professor, Department of Accounting, University of Arkansas

“Globalization and Growth: A Network Approach to Trade and Growth”  
Raja Kali, Associate Professor, Department of Economics, University of Arkansas

Tomas Jandik, Assistant Professor, Department of Finance, University of Arkansas

Funded Research 2008

“The Consumer Implications of Carbon Neutral Labeling”  
Elizabeth Howlett, Professor, Department of Marketing and Logistics, University of Arkansas

“Long Term Performance of Privatized Firms in Transition Economies”  
Tomas Jandik, Assistant Professor, Department of Finance, University of Arkansas

“Risk Taking in Groups: How Risk Tolerance Changes When Choices Impact Others”  
Cary Deck, Assistant Professor, Department of Economics, University of Arkansas

“Making Decisions: When Do Managers Use Instinct Rather Than Data... And Should They?”  
John Aloysius, Associate Professor, Department of Information Systems, University of Arkansas

“The Economic Geography of Product Space”  
Raja Kali, Associate Professor, Department of Economics, University of Arkansas

“An Axiomatic Approach to the Measurement of Corruption”  
Fabio Mendez, Assistant Professor, Department of Economics, University of Arkansas

“Protecting Retail Trade Dress with the Lanham Act: Public Policy and Managerial Implications”  
Steven Kopp, Associate Professor, Department of Marketing and Logistics, University of Arkansas
Industry Board Members

The Center for Retailing Excellence is privileged to have the support of a strong and dedicated Executive Advisory Board and Executive Board of Directors. Board members meet twice each year, fall and spring, and serve on strategic committees to determine the Center direction and programs. The Center extends its deepest appreciation to these supporters of the Walton College and the University of Arkansas for their service to the students and the future of the retailing industry.

Axiom Corporation
Jim Harold
General Manager - Retail & Consumer Markets

Bayer Consumer Care
Bill Lowe
Director of Sales, CBA

BIC USA Inc.
Mike McNamara
Vice President of Sales
Wal-Mart/Sam's Club

Bridgestone/Firestone
Ron Tepner
Vice President, Human Resources

Bristol-Myers Squibb/
Mead Johnson
Tom Guthrie
National Account Manager
Wal-Mart

CaseStack, Inc.
Dan Sanker
President and CEO

Catalina Marketing
Deb Friar
Vice President
CPG New Development

Coca-Cola
Jeff McClelland
Director of Global Marketing
Wal-Mart

Colgate-Palmolive Company
Louis Ruggiere
Vice President & General Manager

ConAgra Foods
Robert Rosales
Senior Vice President Sales
Wal-Mart

Crossmark
Lance Anderson
Vice President, Operations

E. & J. Gallo Winery
Joe Farman
Vice President, Sales

Electrolux Home Care Products
John Case
President & CEO

EnergyStar
Brandon Davis
Vice President, Wal-Mart/Sam’s Club

Fortune Fashion Industries
Lee Rosenblatt
Executive Vice President and COO

Frito-Lay
Van Bakke
Vice President Sales,
Frito-Lay Sam’s Club Team

General Mills Inc.
Scott Tassani
Vice President of Sales,
Wal-Mart

Hampton Products International
H. Kim Kelley
Chairman & CEO

IBM
Rick Craig
Managing Director Global Wal-Mart Stores

Idelle Labs
Rich Lawrence
Regional Director

Information Resources (IRI)
Tim Hadaway
Vice President
Retail Client Solutions

Information Resources (IRI)
Jag Nair
Vice President Business & Consumer Insights

Jarden Consumer Solutions
Bill Henry
Vice President & General Manager

Kimberly-Clark
Sherry Ellies
Vice President Customer Development Sam’s Club

Lowe’s
Aaron Edwards
District Manager

MARS Advertising
Robert Rivenburgh
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