2011

Walton Outreach Center for Retailing Excellence Annual Report, 2010-2011

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

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The 2010-2011 year held exciting news for the Center for Retailing Excellence in many ways. The Sam M. Walton College of Business announced the creation of a retail major and minor beginning in the fall of 2011. This is exciting news for the members of the retail and supplier communities. The retail major will provide a foundation for students who seek careers in this sector with the ability to pursue concentrations in the traditional business areas with a focus from the retail perspective.

Through the support of its executive board of directors, the center provided more than $50,000 in academic scholarships, $60,000 to support study abroad programs and $20,000 for faculty summer research. The student programs reached more than 500 students, and industry events provided insights and information to more than 600 representatives from nearly 200 companies. The dedication and commitment of the executive board is the key to the center’s success.

The board of directors believes in the programs developed and implemented through their contributions. These programs impact the lives of students and shape the future of the retail industry.

I invite you to peruse this annual report with the hope that you will see the impact the center is making today for the benefit of tomorrow. Please feel free to contact the center to provide feedback and suggestions for programs as we move toward a better future for students and industry.

Regards,

Claudia B. Mobley, Ph.D.
The center is privileged to support student scholarships and extended learning activities through the generous support of its executive board. The center funded $60,000 in study abroad programs for student support as well as awarded $51,100 in discretionary scholarships. These discretionary scholarships are provided through the Vendors FORE Education student support fundraiser, the Robert F. Connolly Endowed Scholarship in Retailing, and through the Bridgestone/Firestone Scholarship funded each year by a donation from Firestone.

Diversity students represent 57 percent of scholarship recipients of the Center for Retailing Excellence awards. The center is dedicated to support for the diversity initiative of the Sam M. Walton College of Business and the University of Arkansas.

**CRE SCHOLARSHIPS**

Corey Ealy: “The scholarship will not just affect me, but all of those around me as well…I thank you so much and am looking forward to the day that I, too, can graciously give back to the students of this wonderful institution.”

James Kelly: “I am very privileged to receive a scholarship from the Center for Retailing Excellence for the second year running…As an international student, costs are more, and this scholarship helps me in every sense.”

Jessi White: “I was very happy and appreciative to learn that I was selected as a recipient of this scholarship…I cannot begin to tell you the many ways your scholarship will assist me as I pursue my educational and career goals.”

Nicholas Locke: “Thanks so much for your support…I look forward to working more closely with the Center for Retailing Excellence and the kind, intelligent staff of which it is composed.”

Sasha White: “I am honored to be one of the recipients of the Center for Retailing Excellence scholarship…the financial assistance you have provided will be of great help in paying for my educational expenses, and it will allow me to concentrate more of my time on studying.”

Stefan Trim: “I am sincerely grateful for having received the Center for Retailing Excellence scholarship…Thank you so much for your display of confidence in me.”

**STUDENT AMBASSADORS**

The Center for Retailing Excellence Student Ambassadors provide a valuable service to the center through recruitment of participants to sponsored programs and events, creating an awareness of the center and the opportunities for professional networking and professional development provided by the center, and through their representation of the center both internally and externally. Ambassadors participate in executive board of directors committee meetings to provide the student perspective on topics of interest.

To expand the scope of our student impact, the center sponsored travel for nine of its Student Ambassadors to participate in the National Retail Federation (NRF) Conference in New York City on Jan. 8-12, 2011. Students attended conference proceedings and also met with National Retail Federation leadership to provide input on the content, requirements and development of a National Retail Federation Student Organization currently being developed by NRF.
BUSINESS LEADERSHIP ACADEMY

In collaboration with the Office of Diversity Programs, the Center for Retailing Excellence conducted the second Business Leadership Academy designed to recruit and retain students of underrepresented groups to the University of Arkansas. The Business Leadership Academy provides an introduction to business concepts, career opportunities and the skill sets necessary for success.

The program allowed students to experience college life, develop a social network prior to attending the university and receive an introduction to business curriculum. Curriculum for the program included presentation skills, sales analytics, Excel skills and career track planning and objectives.

Students were given an intensive, behind-the-scenes look at factors that constitute daily operations for a Walmart Super Center. John Garrard, store manager of Walmart #144, and his associates conducted a half-day program focused on customer insights, inventory management, store design, company culture and career opportunities at the store level. The program was conducted at store #144, one of only two regional training locations in Arkansas. Manager trainees conducted much of the store tour and explained store layout and internal processes to the students.

Sam’s Club associates Carmen Kingston and Roland Rhoades conducted an information session and demonstration through Red Dot Square in Rogers showcasing digital layout technology and the efficiencies created through emerging technology. Kingston and Rhoades provided career insights to assist students in distinguishing themselves in a highly competitive job market. At the Fayetteville Sam’s Club, Rhoades and his associates shared the sustainability features of the store and conducted a branding exercise for the students.

SymphonyIRI associate Connie Serich led the data analysis session using a category analysis of cheese. Serich taught the students how Excel allows for the analysis of large datasets using pivot tables to extract specific data and perform mathematical calculations. Serich also explained the critical elements of a Walmart vendor scorecard in understanding inventory calculations, sales margins and gross margin return on inventory investment as performance measures.

The students worked with associates from Lowe’s, Unilever, Crossmark, and The Nielsen Company to investigate different opportunities within these companies, the culture, career tracks, training offered and job responsibilities in association with specific titles.

The program concluded with a presentation by each team on their assigned company.
The Center for Retailing Excellence sponsored etiquette and social networking training during fall 2010 and spring 2011. This program continues to be one of the most highly demanded student events each semester.

The fall program was attended by 34 students. Members of the center’s executive board of directors joined the trainees for dinner following the program to allow them to apply their networking skills. Industry guests included John Furner and Debra Paull from Sam’s Club, Robert Hite from Procter & Gamble, Matt Chesnut of Idelle Labs, Kris Widener of Just Born, Steve Fortner of Unilever and Kimberly Henderson of ConAgra Foods.

The spring 2011 event expanded to accommodate a large demand by trainees. The program is usually limited to 35 students. In order to accommodate all students in the Leadership Walton program in addition to center scholarship recipients, 37 students participated in the training. Board company representatives attending the networking portion of the program included Elizabeth Wann of ConAgra Foods, Shannon Shoptaw of Nice-Pak Products Inc., Kimberly Haseman of Kimberly-Clark Corp., Kris Widener of Just Born, Matt Chesnut of Idelle Labs, Scott Zenner of Unilever, Melissa Lieblong and Jim Mitchell from The J.M. Smucker Co., Lee Esmond of MARS Advertising, Mike White of First Quality and Jessica Hendrix of Saatchi & Saatchi X.

The Center for Retailing Excellence conducted its Professional Panel Luncheon Speaker series in fall 2010 and spring 2011. Panelists for the fall 2010 event included Amy Kihenia, category insights manager for SaraLee Corp.; Lindsey Benbrook, shopper and category insights manager for Pfizer Consumer Healthcare; Polly Rebich, co-founder and vice president of engineering at CaseStack; and Regina Bailey, director of category management, Walmart and club sector, for Unilever.

Panelists for the spring 2011 program included Cheryl Hatfield, executive vice president, human interests, for Saatchi & Saatchi X; Stephanie Nguyen, assistant buyer in merchandising at Sam’s Club; and Diane Yttri, vice president of sales/Walmart team leader for Nice-Pak Products. More than 100 students attended the two events where panelists shared insights on career development. The greatest challenge in today’s business environment remains balancing work and home life. The panelists stressed the importance of corporate culture and career aspirations as influencing many life impacting decisions.
The fall 2010 Executive in Residence became a dual role filled by Kip Olmstead, director of marketing for Procter & Gamble's Walmart Stores U.S. team, and Tony Rogers, senior vice president for marketing at Walmart Stores Inc. Olmstead and Rogers co-taught the Marketing Honors Colloquium in partnership with Tom Jensen, professor and department chair from the Walton College. The class consisted of six students. Students completed the semester by presenting their project findings on the impact of stock outs on consumer sentiment to Walmart executives at the Arkansas World Trade Center.

Students are invited to join speakers of the fall conference and board members for a private breakfast prior to the conference. Students joined speakers Bill Simon, president of Walmart U.S.; Richard Hastings, CCE macro and consumer strategist for Global Hunter Securities LLC, and Jim Lecinski, managing director of U.S. sales for Google Inc. for a networking opportunity. Board members Nina Brackeen, vice president of sales for Goodmark USA; Kip Olmstead, executive in residence and director of marketing for Proctor & Gamble's Walmart Stores U.S. team, and Scott McCall, senior vice president of operations for Walmart, also joined the students to discuss business strategy, career opportunities and the challenges in today's economy.

More than 600 students and 61 companies attended the Business Career Fair hosted by the Career Center of the Sam M. Walton College of Business on Sept. 21, 2010. The Center for Retailing Excellence is privileged to be a sponsor of the program.

The Business Career Fair helps connect students and employers and allows companies to recruit business students for internships and full-time positions. Center for Retailing Excellence board companies recruiting at the fall event included Acxiom, CaseStack, ConAgra Foods, Colgate-Palmolive, Crossmark, Energizer, Firestone Complete Autocare, Frito-Lay, Lowe's, Pfizer, Saatchi & Saatchi X, Sam's Club and Walmart.

The spring career fair express was once again held at the Donald W. Reynolds Razorback Stadium and attended by 74 companies and more than 650 students. Board companies participating in the spring program included Acxiom, CaseStack, Colgate-Palmolive, ConAgra Foods, Crossmark, Energizer, Firestone, Frito-Lay, Lowe's, Pfizer Consumer Healthcare, Saatchi & Saatchi X, Sam's Club, Walgreens and Walmart.
The Center for Retailing Excellence conducted its annual fall conference Oct. 6, 2010, at the Northwest Arkansas Convention Center in Springdale. Whether an indication of a rebound in the economy or a response to the phenomenal line up of presenters, the attendance for the 2010 event more than doubled in attendance from 2009.

The dynamic lineup of speakers included Kevin Roberts, Worldwide CEO of Saatchi & Saatchi; Bill Simon, president of Walmart U.S.; Bob McDonald, chairman of the board, president and CEO of Procter & Gamble; Richard Hastings, CCE macro and consumer strategist, Global Hunter Securities LLC; Leon Nicholas, director of retail insights, Kantar Retail; Don White, Ph.D., professor of management, Sam M. Walton College of Business; Ram Charan, Ph.D., highly acclaimed business adviser, speaker and author; and Jim Lecinski, managing director of U.S. sales, Google Inc.

The conference received the highest reviews of any program to date, culminating 10 years of increasingly more relevant business information provided to constituents. Recognition and gratitude goes to Andy Murray for 10 years of leadership and dedication to this program as the chairman of the advisory board fall conference committee. Due to his vision for this event, it has become recognized as a premier venue for retail trends and information providing insights to meet the challenges and opportunities of a changing retail environment.

The Center for Retailing Excellence housed in the Sam M. Walton College of Business conducted the premier of its spring event SHOP: The Industry Informant on May 12, 2011. The event was sponsored by MARS Advertising. The half-day program featured a star-studded line-up from the marketing industry including:


Ken Nisch, chairman of JGA, a global leader in brand strategy and retail design since 1971, has worked with such brands such as Godiva Chocolatier, Jaguar, Hershey’s, The NorthFace and Verizon Wireless.

Herb Sorensen, scientific advisor with TNS Global Retail and Shopper Practice and author of the 2009 book Inside The Mind of the Shopper: The Science of Retailing, a top seller for retail and consumer behavior. He has been utilized as an expert by The Wall Street Journal, Supermarket News and Business Week.

Bridget Brennan, a pioneer in developing business strategies that appeal to women, the world’s most powerful consumers, is the chief executive officer of the business strategy firm Female Factor and author of the acclaimed book Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers. Brennan has created marketing programs for clients such as Whirlpool, Johnson & Johnson, Colgate-Palmolive, United Airlines and AT&T.

Tony Rogers, senior vice president of marketing, joined Walmart Stores Inc. in 2005. Guiding a creative and award-winning team, Rogers is responsible for driving the Walmart brand into general and multicultural markets. Through traditional advertising, customer-facing public relations and digital and social media, he and his team are charged with communicating Walmart’s purpose to shoppers everywhere: to save people money so they can live better.

The event was attended by more than 165 industry representatives in addition to faculty and students of the Walton College.
Vendors Fore Education Golf Tournament

The Vendors FORE Education Student Support golf tournament continues to attract vendors from the Northwest Arkansas community in record numbers. Through the hard work of organizers Russ Heithoff, Erik Wolff and Gary Davis, the tremendous support from the Center for Retailing Excellence executive board of directors, and our many dedicated sponsors, the event raised more than $35,000 to support scholarships in the Walton College and the women’s golf program at the University of Arkansas. The center extends its deepest appreciation to Erik Wolff, E-Wolff Sales Solutions; Russ Heithoff, Strategic Retail Solutions; Gary Davis, ATK Marketing; and Scott Mathews, Bayer Healthcare, for their hard work in support of this program.

Title sponsors for the tournament include Bayer Healthcare, supported by CRE board representative Bill Lowe, and long-time supporter Ruiz Foods through the generosity of Don Atkinson, and our good friends Ray and Jason Smuland, Hunter & Michaels. Gold Sponsor for the event was Bob York, Atkins Nutritionalis. Silver sponsors included CRE board representative Jeff Greer from The J.M. Smucker Company; H.J. Heinz through the support of Mike Needham and Bill Whitehead, Sara Lee Food & Beverage through our friend Chris Baumhover, and Club Marketing thanks to Derek Bengston. Bronze sponsorships were received from center board representatives including Bill Henry – Jarden Consumer Solutions, Kerry Harmon – Hermes Otto International, and Paul Cantrell – the NPD Group, and from long-time supporters Lil’ Drug Store – Mike Robinson, McCain Foods – Mark Campbell, Bar-S Foods Company – Dustin Maestri, Irwin Naturals – Mike Berg, U.S. Nutrition – Greg Purdy, and WhiteWave Foods – Bryan Reidy.

The partnership with the women’s golf team demonstrates the fantastic intercollegiate opportunities at the University of Arkansas. Participants from the University of Arkansas women’s golf program in 2010 included Alex Schulte, a freshman from Suffolk, Va., and senior Kelli Shean from Cape Town, South Africa. Golf coach Shauna Estes-Taylor, assistant golf coach Mike Adams and former Razorback golfer Stacy Lewis conducted the chipping contest on hole 18. We deeply appreciate Stacy taking time from her LPGA schedule to be a part of this event for the third year in a row.

Spohnoships

The Center for Retailing Excellence believes in the enhancement of the academic experience and the value of Walton Outreach to the business community. As a part of this commitment to support initiatives that add value to our constituents, the center is privileged to support numerous programs conducted by other outreach programs and student organizations with the help of our executive board of directors.

The Center for Retailing Excellence is a Walton Academic sponsor of the Business Forecast Luncheon conducted each year by the Center for Business and Economic Research. Panelists of the 2011 event included: Ed Drilling, president, AT&T Arkansas; Maria Haley, executive director, Arkansas Economic Development Commission; Kevin Stephenson, managing director, Cambridge Associates; and Kathy Deck, director, Center for Business and Economic Research.

The Center for Retailing Excellence is a proud sponsor of the Supply Chain Graduate Logistics Case competition conducted by the Supply Chain Management Research Center each year which includes participants from Darmstadt, Germany, and Gottenburg, Sweden, in addition to top tier business schools within the United States. The Darmstadt University of Technology Team won the competition in fall 2010.

The center sponsored the Women in IT conference titled Discovering Tomorrow Together: How the IT Woman of the Future is Created Today, conducted by the Information Technology Research Institute. Keynote address was provided by Jill Pulieri, vice president and retail global industry leaders for IBM Global Business Services.

The center contributes $5,000 annually in support of the University of Arkansas SIFE team for their program and competition expenses. Claudia Mobley, Ph.D.; Patricia Edwards, and Pamela Styles of the Center for Retailing Excellence also serve as business advisory board members for the organization.

The center provided $3,500 in travel funding to the Walton College American Marketing Association student organization for their participation in the National AMA Meeting in New Orleans.

The center sponsored travel for a student entrepreneurial competition, University of Arkansas team led by Carol Reeves, associate professor of management, Cecil and Gwen Cupp Applied Professorship in Entrepreneurship and associate vice provost of entrepreneurship for the University of Arkansas.
Executives Provide Strategic Direction

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 direction and programs of the Center. The Center is deeply grateful 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.

Acxiom Corporation
Jim Harold
General Manager - Retail & Consumer Markets
Bayer HealthCare
Bill Lowe
Director of Sales, CBA
BIC Consumer Products USA
Michael Sevart
Walmart Team Leader
Bridgestone/Firestone
Ron Tegner
Vice President, Human Resources
CaseStack, Inc.
Dan Sanker
President & CEO
Catalina Marketing
Deb Friar
Vice President CPG New Development
Chattem Consumer Products
Charlie Stafford
Vice President of Sales
Coca-Cola
Bill Henry
Senior Director of Sales
Cosmetics
Jeff McClelland
Vice President, CPG New Development
Deb Friar
Catalina Marketing
President & CEO
Dan Sanker
CaseStack, Inc.
Vice President, Human Resources
E. & J. Gallo Winery
Rich Alberts
Senior Director of National Accounts
E. & J. Gallo Winery
Glen Walter
Vice President, Walmart Team
Energi
Michael Lampman
Group Director, Walmart Inc.
First Quality Enterprises
Kenneth W. Schuler
Vice President, Sales
Frito-Lay
Van Bakke
VP Sales, Frito-Lay Sam’s Club Team
General Mills Inc.
Scott Tassani
Vice President of Sales
Goodmark USA
Nina Brackeen
Vice President of Sales, Walmart
Hampton Products International
H. Kim Kelley
Chairman & CEO
Hermes-Orto International
USA
Kerry Harmon
Senior Vice President, Operations
IBM
Rick Craig
Managing Director Global, Walmart Stores
Idelle Labs
Rich Lawrence
Senior Director of Sales
Jarden Consumer Solutions
Bill Henry
VP & General Manager
Just Born
Kris Widmer
VP Sales
Kantar Retail
Christine Ojile
Vice President Business Development
Kimberly-Clark
Sherry Ellis
Vice President Customer Development Sam’s Club
Lowe’s
Aaron Edwards
District Manager
MARS Advertising
Robert Riven
Chief Operating Officer
Mead Johnson Nutrition
Jeff Brazeal
National Account Manager, Walmart
NRF Foundation
Kathy More
Vice President
Nestle’ USA
Jack See
Vice President
Nice-Pak Products Inc.
Robert Julian
Chairman & CEO
NPD Group
Paul Cantrell
Corporate Vice President
Pepsi-Cola of North America
Mario Palomino
Director of Sales, Walmart
Pfizer Consumer Healthcare
Bash Rezek
VP Walmart / Sam’s Club Team
Procter & Gamble
Kip Olmstead
Director, Marketing – Walmart Stores U.S. Team
QTG
Geanna Jurgens
Vice President, Sam’s Club
Saatchi & Saatchi
Andy Murray
Chief Executive Officer
Sam’s Club
John Funnell
VP DMM Merchandising & Sourcing
Symphony II Group
John Rippel
John Rippl
Vice President, Retail Client Solutions Group
The J. M. Smucker Company
Jeff Greer
General Manager, Walmart Team
The Nielsen Company
David Toothaker
Director, Solutions Consulting – Walmart
The Nielsen Company
John Owen
Global Vice President – Retail Accounts
The Nielsen Company
Mario Echevarria
Director, Tyson C&B & Strategic Business Consultant
Time Warner Retail
Stephen Butridge
Senior Vice President, Sales & Logistics West
Unilever
Regina Bailey
Director, Category Management
Walgreens
Bill Miller
VP Marketing
Walmart Stores Incorporated
Duncan Mac Naughton
EVP & Chief Merchandising Officer
Walmart Stores Incorporated
Scott McCall
Senior Vice President, Health & Wellness Merchandising
Walmart
Bob Connolly
Honorary Member
Wal-Mart World Wide retired
Doug McMillon
Honorary Member
Executive Vice President, Wal-Mart
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Executive Vice President, Wal-Mart
Walmart
International
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