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and Newsletter

Center for Retailing Excellence

Fall 2012

CRE8 Newsletter, Fall 2012

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

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WALTON COLLEGE

CENTER FOR RETAILING EXCELLENCE

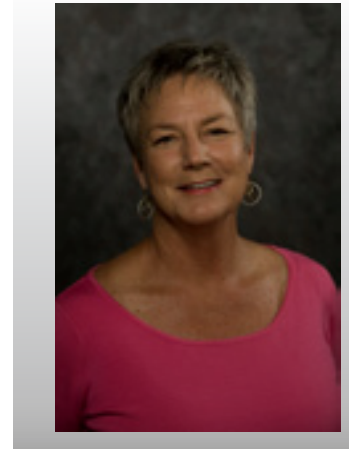
CRE8 Newsletter
Fall 2012

From the Director

It has been a busy and an exciting fall semester for the Center. Thanks to the phenomenal support of our executive board of directors, industry supporters, and academic partners the Center has launched its student association programs that provide insights into the skills and responsibilities of a multitude of careers within industry. I invite you to read about the numerous programs and events and for additional information please visit our website at <http://cre.uark.edu/> I look forward to your feedback.



Claudia B. Mobley, Ph.D.
Director, Center for Retailing Excellence



CREATING THE RETAIL LANDSCAPE OF TOMORROW

EXPERIENTIAL LEARNING FOR THE
DEVELOPMENT OF STUDENTS AS LEADERS IN
RETAIL AND RELATED INDUSTRIES!

FALL 2012 HIGHLIGHTS

The Center conducted a total of fourteen events during the fall semester aimed at educating students regarding the career opportunities in the retail and related industries or showcasing the newest trends in industry. The student association completed its first cohort of programs focused on industry insights and applied knowledge. A contest was held among the student membership to name the association with the winning submission made by Daniel Bennett of **STudents Of Retailing Excellence (STORE)**. We look forward to a successful spring semester in 2013.

**Welcome
New 2012 Member
Companies:**

**BIGinsight
Li & Fung
Lion Brand Yarn
Mr. Price
Samsung
Shopper Events
The Harvest Group**

MISSION STATEMENT

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.

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FALL 2012 IN REVIEW

EMERGING TRENDS IN RETAILING

The Center for Retailing Excellence conducted the **12th Annual Emerging Trends in Retailing Conference**, on October 17, 2012 at the Donald W. Reynolds Center for Enterprise Development on the University of Arkansas campus. More than 250 industry leaders attended the event to hear a diverse lineup of speakers which included: Gisel Ruiz, Executive Vice President, Chief Operating Officer, Walmart U.S.; Darrell Rigby, Partner, Bain & Company; Jason Lucash, Co-Founder and Business Development Director, OrigAudio; Gina R. Boswell, Executive Vice President, Personal Care, North America, Unilever; Andy Murray, Founder & CEO, Mercury 11; Duncan Mac Naughton, Executive Vice President and Chief Merchandising and Marketing Officer, Walmart U.S.; Tanya Domier, President and Chief Operating Officer, Advantage Sales & Marketing, LLC; Mike Fox, Director of Global Vertical Marketing, Facebook; and Wanda Young, Senior Director, Social Media Strategy, Walmart, U.S.

Hosted in partnership with Saatchi & Saatchi X, this year's conference focused on innovation in retail, the impact of social media on shopper marketing, and the importance of empowering women. A highlight of the conference was the wrap-up by Center for Retailing Excellence executive advisory board chairman, Duncan Mac Naughton. Held each year by the Center, seating for the event is strictly limited and the information presented is available only during the course of the program. For details on the 2013 Emerging Trends [click here](#).



Duncan Mac Naughton, Walmart



Darrell Rigby, Bain & Co.
with Claudia Mobley

PROFESSIONAL PANEL

The fall 2012 **Professional Panel Luncheon** on October 2nd featured panelists Van Bakke, Frito-Lay; Paige Lee, Mead Johnson Nutrition; Joshua Richardson, General Mills; Joe Farnan, E.&J. Gallo Winery; Taylor Gordy, Colgate-Palmolive; and Ryan Brawley, Advantage Sales and Marketing. The event received a record turnout with 272 students in attendance.

Panelists shared their career path, the decisions and challenges they faced, as well as advice for work/life integration. The Center has conducted the Professional Panel Luncheon each fall and spring semester since 2001. For more information on this program see our website at [this link](#).



Bakke, Lee, Richardson, Mobley, Farnan, Gordy, & Brawley



RETAILER & SUPPLIER EDUCATORS OF THE YEAR 2012

Each year the Center for Retailing Excellence recognizes board members from the retail and supplier communities who have demonstrated an outstanding commitment and dedication to the education and development of students as retail leaders through their support for the programs and initiatives of the Center.

In 2012 the Center recognized Walmart and Sam's Club, board representatives Scott McCall, Duncan Mac Naughton, and John Furner, as the Retailer Educators of the Year and The J.M. Smucker Company, board representative Jeff Greer, as the Supplier Educator of the year.



Scott McCall, Duncan Mac Naughton,
Claudia Mobley, & John Furner



Jeff Greer
The J.M. Smucker Co.

FALL 2012 IN REVIEW



STUDENTS OF RETAILING EXCELLENCE

NRFSA TO STORE

The fall semester has been very busy and highly productive at the Center for Retailing Excellence. In fall of 2011 the Center joined the National Retail Federation Foundation as a university partner providing for the creation of the University of Arkansas chapter of the National Retail Federation Student Association. The Center's student association held a contest this fall to rename the organization from the National Retail Federation Student Association (NRFSA) to personalize the program at the Walton College. Daniel Bennett a sophomore at the Walton College submitted the winning entry with **ST**udents **O**f **R**etailing **E**xcellence (**STORE**). The organization remains a branch of the NRFSA with the same mission to create a greater awareness of the career opportunities for all business majors in the retail industry. For further information on STORE and its program content please visit our website at <http://cre.uark.edu/>



Daniel Bennett & Patricia Edwards Student Coordinator

BUSINESS ANALYTICS, SUE SEDBERRY, CROSSMARK

Sue Sedberry, senior director of business insights for CROSSMARK, delivered the program on business analytics focused on the why and what of data analytics from the perspectives of the retailer, broker, and supplier. Business analytics is a core component of the STORE program. This program substantiates a comprehensive understanding of the use of POS data as part of the decision making process whether objectives are to extend a product line, revitalize a product, introduce a new product, or increase sales. Ms. Sedberry advised analyzing the market, the time, the product, the consumer and the measures. The Business Analytics program is conducted each semester for members of STORE.



Sue Sedberry, CROSSMARK



Maggie Arguelles, Walmart

BUSINESS ANALYTICS, MAGGIE ARGUELLES, WALMART

Maggie Arguelles is team leader for Global Customer Insights and Analytics which informs pricing for Sam's and Walmart. Ms. Arguelles conducted the consumer insights and analytics program focused on applying data to retail category management. Arguelles emphasized using all data sources in order to create a complete story. Scan data (point of sale data collected at the store) is indicative of what sells, how much sells, where, at what price, and promotion information (coupon, rollback, etc.). Arguelles explained that panel data demonstrates exhibited shopper behaviors such as who is buying, where they buy, how often, basket size and dollars spent.

GUEST SPEAKERS

Each month STORE hosts a guest speaker to highlight the opportunities in retail. In November STORE hosted guest speaker Tyler Merrick, Founder of Project 7 which donates over 50% of the profits from the sale of their bio-bottled water, gum, mints and coffee "to help the 7 most critical areas of need around the world: Feed the hungry, heal the sick, hope for peace, house the homeless, quench the thirsty, teach them well and save the earth."



Tyler Merrick, Project 7

FALL 2012 IN REVIEW

GROUP MENTORING

Under the direction of committee leader Erik Wolff, E-Wolff Sales Solutions, the premier group mentoring program was conducted for STORE members. Representatives from industry provided a path to purchase overview beginning with product research and development and ending at the store shelf. Fields of exploration included production, marketing, packaging, sales, buying, category management, replenishment, logistics, store operations, and merchandising. The program is designed to allow students to understand the many facets of product path to purchase in addition to networking with industry representatives. Students are provided contact information for the mentors and encouraged to reach out to those individuals that they would like as mentors for their career decisions. STORE members Daniel Bennett, Clair Finke, Alejandra Gonzalez, Roberto Moscoso, Lily Jin, Sophia Schindler, Maria Guzman, Micy Liu, and Katie Streepey participated in this pilot program. Mentors for this pilot program included: Mark Trowbridge; Bob Hope; Dan Kallesen, Ozark Poultry; Bob Wasiluk, Tyson Foods; Kyle Jack, Rapid Prototypes; Lori Bremer and Kevin Rapier, Blue Sky Chicago; Andy Schuch, The Harvest Group; Scott Poole, Premier; Chris Bell and Michelle Paschal, H.J. Heinz; Chad Bell, Newell Rubbermaid; and Erik Wolff, executive board member, E-Wolff Sales Solutions. Feedback from the students indicated this is a valuable program that all students should have available early in their academic experience. We extend our deepest appreciation to the industry representatives for contributing their time to this important program.



Group Mentoring Participants



THE ANDY MURRAY SHOPPER MARKETING SCHOLARSHIP

The Center for Retailing Excellence at the University of Arkansas' Sam M. Walton College of Business has awarded the first two Andy Murray Shopper Marketing Scholarships. Established in 2011 through a gift from Saatchi & Saatchi X and the Center for Retailing Excellence, the scholarship recognizes Andy Murray, founder and retired chairman of Saatchi & Saatchi X. Saatchi & Saatchi X is part of Saatchi & Saatchi, the Lovemarks company and a member of the Publicis Group, the world's third largest advertising holding company.

For more than a decade Murray has been a tremendous partner of the Center for Retailing Excellence, providing leadership and sharing his expertise in consumer insights and shopper marketing at the annual fall conference. During his tenure as executive advisory board member, Murray served as a highly acclaimed keynote speaker for seven conferences addressing numerous topics ranging from shopper logistics to leadership in shopper marketing. Murray also served as executive in residence during the fall 2005 semester, co-teaching the Marketing Honors Colloquium, and was named Supplier Educator of the Year by the Center for Retailing Excellence in 2004.

The first two recipients of the scholarship are Katie Streepey, a junior double major in marketing and management, and Yuhui (Micy) Liu, a junior double major in marketing and psychology with a minor in political science. Requirements for the scholarship award include a minimum cumulative GPA of 3.5 or higher, a major in business, marketing, or communications, and an interest in Shopper Marketing. Students must submit a written essay with their application describing their career aspirations.



Katie Streepey



Yuhui "Micy" Liu

2013 CALENDAR

JANUARY 11-16, 2013

NATIONAL RETAIL FEDERATION BIG SHOW - NEW YORK, NY
STORE SPONSORED STUDENT TRIP

JANUARY 29, 2013

ONE-TO-ONE MENTORING PROGRAM SPRING KICK-OFF

FEBRUARY 5, 2013 - 6:00 PM - 7:30 PM

STORE GENERAL MEETING - TOPIC STORE OPERATIONS

FEBRUARY 15, 2013 - 3:00 PM - 5:00 PM

GROUP MENTORING
WILLARD J. WALKER HALL ROOM

FEBRUARY 19, 2013 - 6:00 PM - 7:00 PM

BUSINESS NETWORKING - DR. CLAUDIA MOBLEY
WILLARD J. WALKER HALL ROOM

MARCH 5, 2013 - 6:00 PM - 7:30 PM

STORE GENERAL MEETING - BUSINESS ANALYTICS
WILLARD J. WALKER HALL ROOM

MARCH 9, 2013 - 7:00 AM - 9:30 AM

WALMART SATURDAY MORNING MEETING
WALMART HEADQUARTERS, BENTONVILLE, AR

MARCH 13, 2013 - 5:15 PM - 7:00 PM

SOCIAL DINING AND NETWORKING
JANELLE HEMBREE ALUMNI HOUSE

MARCH 16-19, 2013

SPRING BREAK STUDY TOUR
DALLAS, TX

APRIL 2, 2013 - 6:00 PM - 7:30 PM

STORE GENERAL MEETING - BUSINESS ANALYTICS
WILLARD J. WALKER HALL ROOM

APRIL 9, 2013 - 11:00 AM - 12:20 PM

PROFESSIONAL PANEL
RCED AUDITORIUM

APRIL 16, 2013

BOARD MEETING

APRIL 17, 2013

SHOP: THE INDUSTRY INFORMANT

APRIL 30, 2013

STORE GENERAL MEETING BUYING/MERCHANDISING

OUR EXECUTIVE BOARD OF DIRECTORS

Acxiom

Advantage Sales & Marketing

Bayer HealthCare

BIC Consumer Products USA

BIGinsight

Bridgestone Americas

CaseStack, Inc.

Catalina Marketing

Coca-Cola

Colgate-Palmolive

ConAgra Foods

Coty Beauty

CPM-US LLC

CROSSMARK

E. & J. Gallo Winery

Electrolux Home Care

Energizer

E-Wolff Sales Solutions

First Quality

Frito-Lay

General Mills

GoodMark USA

H.J. Heinz

Hampton Products itn;

IBM

Idelle Labs

Jarden Consumer Solutions

Just Born

Kantar Retail

Kimberly-Clark Corp.

Li & Fung

Lion Brand Yarn

Lowe's

MARS Advertising

Mead Johnson Nutrition

Mr. Price Group

Nestle' USA

Nice-Pak Products

NPD Group

NRF Foundation

PepsiCo

Pfizer

Procter & Gamble

Quaker

Saatchi & Saatchi X

Sam's Club

Shopper Events

SRS

SymphonyIRI Group

The Harvest Group

The J.M. Smucker Co.

The Nielsen Co.

Unilever

Walgreens

Walmart

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UNIVERSITY OF
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