

University of Arkansas, Fayetteville

ScholarWorks@UARK

---

Center for Retaining Excellence Annual Report  
and Newsletter

Center for Retailing Excellence

---

Summer 2013

## CRE8 Newsletter, Summer 2013

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

Follow this and additional works at: <https://scholarworks.uark.edu/cre-annual>

---

### Citation

Sam M. Walton College of Business. Center for Retailing Excellence. (2013). CRE8 Newsletter, Summer 2013. *Center for Retaining Excellence Annual Report and Newsletter*. Retrieved from <https://scholarworks.uark.edu/cre-annual/7>

This Periodical is brought to you for free and open access by the Center for Retailing Excellence at ScholarWorks@UARK. It has been accepted for inclusion in Center for Retaining Excellence Annual Report and Newsletter by an authorized administrator of ScholarWorks@UARK. For more information, please contact [ccmiddle@uark.edu](mailto:ccmiddle@uark.edu).

# WALTON COLLEGE

## Center for Retailing Excellence

Summer 2013

BRIDGING INDUSTRY AND ACADEMICS TO CREATE TOMORROW'S LEADERS.

## From the Director

Spring 2013 completed the academic year with exciting events for students and industry. The SHOP conference was the biggest to date receiving positive reviews for its content and amazing lineup of speakers. The student association membership was nearly double from the previous year demonstrating the determination these students have to become a viable member of 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



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

## Spring 2013 Highlights

The center conducted a total of 13 programs to educate students on the skill sets and career opportunities in retail and related industries. The SHOP conference provided our industry constituents with a unique perspective for finding and converting growth opportunities with shoppers. Members of the student association competed in an exciting case competition at Indiana University, a first for many of the students. As we continue our quest to provide those extracurricular programs that enhance the viability of our students and conduct industry programs that look to the future, we appreciate your continued support.

**Welcome  
New 2013 Member  
Companies:**

**ACOSTA Mosaic Group  
AT&T  
Hallmark  
Land O'Frost**

## 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.

2 Highlights:  
Spring 2013

3 - 6 STORE Programs:  
Spring 2013

7 Calendar of Events:  
Fall 2013

## SHOP 2013

The third annual SHOP conference delivered tremendous insights for finding and converting growth opportunities with shoppers. The platform offered a keynote address by Stephen Quinn, executive vice president and chief marketing officer, Walmart U.S. Additional presenters included: Fern Grant, executive vice president of Strategic Planning, MARS Advertising; David Marcotte, senior vice president, Retail Insights, Kantar Retail; and Greg Silverman, CEO, Concentric. SHOP concluded the day with an remarkable Walmart U.S. leadership panel moderated by Dr. Thomas Jensen, professor and Walmart lecturer in retailing, Walton College. The panel was comprised of Michelle Gloeckler, senior vice president, GMM Home Business; Gary Severson, senior vice president, GMM Hardlines; Ashley Buchanan, senior vice president, Snacks and Drinks; and Scott Huff, senior vice president, GMM Consumables. More than 250 attended SHOP.



Dr. Mobley, Stephen Quinn, Walmart, & Rob Rivenburgh, MARS Advertising



Jensen, Mobley, Gloeckler, Severson, Buchanan, & Huff

## PROFESSIONAL PANEL

The spring 2013 **Professional Panel Luncheon** featured panelists Andy Barron, Walmart; Kayla Fromm-Mendoza, IRI; Brian Sorensen, Saatchi & Saatchi X; and Marlena Bond, Walmart. More than 250 students attended the event to hear panelists discuss their diverse career paths, the decisions and challenges they faced, as well as receive advice for work/life integration. This program has been one of the most successful and long running events for the Center. For more information on this program see our website (click [here.](#))



Panelists Barron, Fromm-Mendoza, Sorensen, & Bond speak to students.

## WALMART SATURDAY MORNING MEETING

Members of Students of Retailing Excellence (STORE) attended the Walmart Saturday Morning Meeting, March 9, 2013, as guests of Duncan Mac Naughton, executive vice president and chief merchandising and marketing officer, Walmart U.S. Students attending the meeting included Tyler Salminen, Anita Walker, Qili (Lily) Jin, John A. Pierce, Zhifang Chen, and Quan Feng.

John Pierce shared the following statement, "This weekend at the Saturday Morning Meeting was a truly remarkable experience. It gave a close up firsthand insight into the culture of one of the strongest American companies to date. I walked away with the utmost respect for how Walmart does business and how it is impacting lives around the world. With American icons such as Harrison Ford, Drew Barrymore, and THE Hank Aaron in attendance, it was hands down one of the coolest experiences of my life."



Salminen, Walker, Jin, Pierce, Chen, and Feng attend the Walmart Saturday Day Morning Meeting.



## STUDENTS OF RETAILING EXCELLENCE

### ONE-TO-ONE MENTORING PROGRAM

The center kicked off the One-to-One mentoring program on January 29 with a mixer for mentors and mentees. Mentors for the spring 2013 program include Tim O'Brien, SymphonyIRI; Matt Parker, Idelle Labs; Chad Brizedine, Procter & Gamble; Erica Rogers, Nestle'; Jessica Hill, Saatchi & Saatchi X; Scott Danielson, IBM; and Michael Smith, The NPD Group. The One-to-One Mentoring Program is a component of the STORE requirements in level three as a more in-depth exploration of career choices. As of January 2013, seven students had attained eligibility for the program.

The Center suggests the one semester mentoring include a job shadowing/career exploration which may involve multiple team members from an organization; job preparedness and mock interviews; career strategies that examine areas of interest, and natural and acquired competencies; as well as participation in other appropriate meetings or a store walk. Mentors may explore other venues for advising students on career choices and educating them on the numerous opportunities in the retail sector.



Chad Brizedine, P&G & mentee Roberto Moscoso



Matt Parker, Idelle Labs & mentee Michael Nikolakakis

### BUSINESS LEADERSHIP ACADEMY 2013

Twenty-four incoming freshmen from under-represented groups received an introduction to campus life, learned about career opportunities for business majors and created a social network that will help in their transition to college life.

During that week, students participated in a mini-case study provided by The Nielsen Company with mentors from the Network of Executive Women and the Center for Retailing Excellence board companies Walmart, Kimberly Clark, Advantage Sales & Marketing and Idelle Labs. The case study introduced students to the tactics and considerations for launching a new product into the market using concepts of brand recognition, category positioning, production and supply chain. The curriculum included visits to the Coca-Cola offices; RedDot Square, which specializes in virtual merchandising; a Walmart distribution center tour; and a Walmart store walk with industry representatives, including Scott McCall, senior vice president of toys, seasonal and celebrations, Walmart Stores. Students also found time for bowling and a visit to the Walmart Five and Dime. The program concluded with presentations by the students of case findings which were critiqued by Matt Parker, Idelle Labs; Lori Brown, Kimberly Clark; Brad Godwin, ACOSTA Mosaic Group; Cindy O'Connor, Sam's Club; and Pam Styles, Center for Retailing Excellence.



BLA students pictured in team colors along with their student counselors.

## NATIONAL RETAIL FEDERATION BIG SHOW 2013

The Center sponsored nine STORE members who were officers or had completed level two of the program for participation in the National Retail Federation Big Show in New York City the third week of January. Daniel Bennett, Clair Finke, Alejandra Gomez, Maria Guzman, Lily Jin, Micy Liu, Roberto Moscoso, Michael Nikolakakis, and Katie Streepey attended the National Retail Federation Student Association Meetings representing the Center and the University of Arkansas. Additionally students met with Walton College alumnus Stacy Anderson-Suzuki, buyer for Macy's for tours of Macy's and a visit to Li & Fung USA.



Lily Jin, Kaye Cullum, director of global campus & diversity recruiting at Walmart, Katie Streepey, and Clair Finke at NRF.

NRF Big Show presentations included a keynote address by Bill Simon, CEO of Walmart U.S. According to Simon two thirds of the products on Walmart's shelves are grown, sourced and manufactured in the U.S. despite rumors to the contrary. Simon went on to suggest that with the rising cost of producing goods overseas and transportation for raw materials and finished products to and from the U.S. represents an opportunity to increase manufacturing in the U.S. creating jobs in country and bolstering the economy. Simon announced Walmart's commitment to buy an additional \$50 Billion in the next 10 years, a time frame that reflects the lead time manufacturers will need to bring U.S. facilities online. Walmart will sign longer term purchase agreements where appropriate to give suppliers the certainty they need to invest in the U.S.



Katie Streepey attends the student sessions of the NRF Big Show.

Students reported the experience was life changing, providing an amazing opportunity to network while learning about the magnitude of the retail industry.

## NETWORKING & SOCIAL DINING

The Center hosted the spring 2013 Social Networking and Dining Etiquette program in partnership with the George W. Edwards, Jr. Career Center on March 13. Twenty-three students participated in the program despite the scheduling challenges of mid-terms and spring break looming on the horizon. The program has enjoyed tremendous success with demand historically outranking the seating availability. Our partners in career development have identified key elements of networking and formal dining that provide students better skills in communicating their accomplishments and the contributions they will make to an organization in any networking situation. We extend our appreciation to our industry associates who contributed their personal time to share advice and experience with our students: Nina Beckman, Unilever; John Brannan, Just Born; Steve Joplin, Acxiom; Amy Kihenia-Davis, Walmart; Paige Lee, Mead Johnson Nutrition; Katherine McGraw, IRI; David Mullaly, Procter & Gamble; Mario Palomino, PepsiCo; John Powell, IRI; and Amanda Rosen, Saatchi & Saatchi X.



Mario Palomino (left) joins students for networking.

**The Students of Retailing Excellence (STORE)** is a registered student organization focused on the development of applied skills to enhance the academic experience. In spring 2013 in support of this goal, **STORE** focused on four primary areas through guest day-in-the-life presentations during the STORE general meetings held each month.

**STORE Operations:** Walmart leadership Ashley Taylor, vice president and regional general manager; Brent Rains, market manager, and Steven Tait, store manager opened the spring semester with a discussion on the unique characteristics of Walmart and the legacy of culture and heritage from founder Sam Walton that encompasses three basic beliefs: respect for the individual; strive for excellence; and service to the customer. Rains and Tait shared an overview of position responsibilities for an assistant store manager which include the supervision and development of hourly associates; driving financial performance of assigned areas; model, enforce and provide direction to associates on customer service techniques; participate in community programs; and drive sales by ensuring effective merchandising presentation.

**Business Analytics:** Sue Sedberry, senior director of business insights for CROSSMARK, provided a category overview for students asking them to consider analysis factors that included the market; time frame of analysis; the product such as competitors, characteristics, packaging; the consumer; and the measures. Depending on the audience for the analysis the measures may vary. When utilizing the sales dollars, sales units, and equivalent units (i.e. when looking at a liquid product, converting all package sizes to quarts or liters to determine amount sold,) this information can be used to calculate share, percent change and absolute change.

**Consumer Insights:** Maggie Arguelles, team leader for Global Customer Insights and Analytics which informs pricing for Sam's and Walmart, conducted the consumer insights and analytics program focused on applying data to retail category marketing. 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. Primary data refers to demonstrated trends and motivations, why the shopper does what they do, how they feel, and how a shopper's current need changes the shopping behavior. Arguelles stressed a manager needs to understand their business, the product characteristics, product assortment, its strengths and weakness, and competitors as well as know the customer and their individual shopping preferences in conjunction with their needs.

**Buying & Merchandising:** Debra Paull, senior sourcing director, Sam's Club, and Stephen Kohler, apparel buyer, Sam's Club, and graduate of the Walton College provided an interactive program on the many aspects of merchandising as well as those career decisions that led them to their current positions. Merchandising and buying is about relationships, planning and consumer insights. Strategic planning and data from consumer behavior form the foundations of buying and merchandising decisions. While historic sales data can serve for predictive modeling, there are many other factors that impact the sales results, one example is weather. Planning inventory a normal winter may suggest how many coats to purchase, but if the temperatures are moderate and mild it can easily result in markdowns and clearance to eliminate excess inventory. With the changes in fashion and trend each year, forecasting the correct styles, colors and patterns can be as tricky as forecasting numbers. Buyers and suppliers work in partnership to achieve the right balance of products using all of the data.



Taylor, Rains & Tait talk with students.



Sedberry discusses POS analytics.



Arguelles demonstrates data analysis.



Kohler and Paull talk merchandising.

## GROUP MENTORING

In partnership with board member Erik Wolff, E-Wolff Sales Solutions, STORE conducted the Group Mentoring Program on February 15. Industry experts discussed the product path-to-purchase providing an overview of the multiple processes of creating and selling a consumer packaged good. Beginning with product concept, experts briefly discussed the progression of an item's passage through research and development, marketing, packaging, promotion, sales, buying, category management, replenishment, logistics, store management, merchandising, and analysis. Key concepts for students included the analysis of products which is more than statistical measures but embraces the "why behind the buy" of shopper insights, knowing and understanding your business, and the relationships between each process in a packaged goods' life cycle. Industry representatives encouraged students to seek multiple shadowing opportunities to learn the specifics of each position providing greater insights into career opportunities.

Student participants in the program were Mike Blöse, Brittney Brown, Quan Feng, Francisco Gomez, Ian Rippl, Tyler Salminen, and Jian Zhang. Katie Streepey, STORE president coordinated the event. We extend our deepest appreciation to our industry supporters: Erik Wolff, E-Wolff Sales Solutions; Chris Bell, H.J. Heinz; Chad Bell, Team Direct; Lori Bremer, Blue Sky Chicago; Bob Hope, area expert for merchandising; Dan Kallesen, Customer Link; Kim O'Neill, Ventura Foods; Michelle Paschal, H.J. Heinz; Scott Poole, Premier; Kevie Rapier, Blue Sky Chicago; Tim Stachowiak, Ventura Foods; Mark Trowbridge; and Bob Wasiluk, Tyson Foods.

## INDIANA CASE COMPETITION

A first for students from the University of Arkansas was an invitation to participate in the Indiana University Case competition hosted by the Kelley School of Business. A young team placed fourth in the competition facing institutions such as Penn State University. Center board company representatives Chad Brizedine, Procter & Gamble and Matt Parker, Idelle Labs advised students in preparation for the competition.

Students representing the University of Arkansas included: Samantha Feng, sophomore international business major; Lily Jin, junior accounting major; Michael Nikolakakis, senior marketing major; and Ethan Segura, junior apparel studies major. In the case, each team represented a large retail store chain that is launching a new private brand. While addressing the business problem for this case, teams included elements of market research, target market engagement, brand strategy, brand logo and tag line, in-store and online merchandising considerations, product packaging, pricing strategy, and financials outcome projections. The Arkansas team was paired with graphic design students from Indiana. Mary Prusha and Heather Nelson were assigned to the Arkansas team for graphic design



Michelle Paschal discusses replenishment & logistics during group mentoring.



Erik Wolff addresses the numerous considerations for packaging and design.



Nelson, Segura, Jin, Nikolakakis, Feng, and Prusha - 4th place winners in the 2013 National Retail Marketing Case Competition

# Fall 2013 Calendar

**JULY 19, 2013** - 10:00 AM - 4:00 PM  
STONEBRIDGE MEADOWS GOLF COURSE  
VENDORS FORE EDUCATION

**AUGUST 28, 2013** - 11:00 AM - 2:00 PM  
SHOLLMIER PLAZA  
WELCOME BACK BLOCK PARTY

**SEPTEMBER 3, 2013** - 6:00 PM - 7:00 PM  
WILLARD J. WALKER HALL  
STORE GENERAL MEETING

**SEPTEMBER 17, 2013** - 5:00 PM - 7:00 PM  
WILLARD J. WALKER HALL  
ONE-TO-ONE MENTORING RECEPTION & KICK-OFF

**SEPTEMBER 29-OCTOBER 1, 2013**  
SHOP.ORG - CHICAGO

**OCTOBER 8, 2013** - 6:00 PM - 7:00 PM  
DONALD W. REYNOLDS CENTER  
STORE GENERAL MEETING

**OCTOBER 15, 2013** - 2:00 PM - 4:00 PM  
WILLARD J. WALKER HALL  
GROUP MENTORING

**OCTOBER 29, 2013** - 8:30 AM - 4:30 PM  
DONALD W. REYNOLDS CENTER  
EXECUTIVE ADVISORY BOARD

**OCTOBER 29, 2013** - 11:00 AM - 4:30 PM  
DONALD W. REYNOLDS CENTER  
EXECUTIVE BOARD MEETING

**OCTOBER 30, 2013** - 8:00 AM - 4:00 PM  
DONALD W. REYNOLDS CENTER  
EMERGING TRENDS IN RETAILING

**NOVEMBER 5, 2013** - 6:00 PM - 7:00 PM  
WILLARD J. WALKER HALL  
STORE GENERAL MEETING

**NOVEMBER 14, 2013** - 11:00 AM - 12:30 PM  
WILLARD J. WALKER HALL  
RETAIL ROUNDTABLE

**DECEMBER 3, 2013** - 6:00 PM - 7:00 PM  
WILLARD J. WALKER HALL  
STORE GENERAL MEETING

## OUR EXECUTIVE BOARD OF DIRECTORS

ACOSTA Mosaic Group	Nestle' USA
Acxiom Corporation	Nice-Pak Products Inc.
Advantage Sales & Marketing	NPD Group
AT&T	NRF Foundation
Bayer HealthCare	PepsiCo
BIC USA	Pfizer
Bridgestone Retail Operations	Procter & Gamble
CaseStack, Inc.	Prosper
Catalina Marketing	Quaker, Tropicana,
Coca-Cola	Gatorade
Colgate-Palmolive Company	Saatchi & Saatchi X
ConAgra Foods	Sam's Club
Coty Beauty	Samsung
CROSSMARK	Shopper Events
E. & J. Gallo Winery	Strategic Retail Solutions
Electrolux Home Care Products	The Harvest Group
Energizer	The J.M. Smucker Co.
E-Wolff Sales Solutions	The Nielsen Co.
First Quality Enterprises	Time Warner Retail
Frito-Lay	Unilever
General Mills Inc.	Walgreens
Goodmark USA	Walmart
H.J. Heinz	
Hallmark	
Hampton Products International	
IBM	
Idelle Labs	
IRI	
Jarden Consumer Solutions	
Just Born	
Kantar Retail	
Kimberly-Clark	
Land O' Frost	
Li & Fung USA	
Lion Brand Yarn	
Lowe's	
MARS Advertising	
Mead Johnson Nutrition	
Mr Price Group Limited	

