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Center for Retaining Excellence Annual Report
and Newsletter

Center for Retailing Excellence

Winter 2013

CRE8 Newsletter, Winter 2013

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

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Citation

Sam M. Walton College of Business. Center for Retailing Excellence. (2013). CRE8 Newsletter, Winter 2013. *Center for Retaining Excellence Annual Report and Newsletter*. Retrieved from <https://scholarworks.uark.edu/cre-annual/8>

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Walton College

Center for Retailing Excellence

Winter 2013

BRIDGING INDUSTRY AND ACADEMICS TO CREATE TOMORROW'S LEADERS.

From the Director

It has been a productive fall semester for the Center and a productive start to the spring semester despite the inclement weather. Thanks to the tremendous support of our executive board of directors, industry supporters, and academic partners the center launched the pilot 3000 level retail course. Conducted as a business competition, the course incorporated multiple industry experts to assist students in the development of applied path-to-purchase concepts. I invite you to read about this in addition to our other programs and events. I look forward to your feedback.

For additional information please visit our website at <http://cre.uark.edu/>



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

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

Highlights

The center sponsored a total of 19 programs to educate students on the multitude of career opportunities in retail and related industries. The Emerging Trends in Retailing conference provided our industry constituents with a unique perspective on innovative joint business planning and featured an amazing line-up of top leaders. Students participated in the SHOP.org conference in Chicago to hear about the future of retail in the digital age. The pilot program of the 3000 level curriculum developed by the board was conducted with tremendous success. As we continue our mission to provide those programs that enhance the viability of our students and conduct industry programs that look to the future, we greatly appreciate your feedback and support.

**Welcome
New Member Companies:**

**ATLAS Technologies
Heineken USA**

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:
Fall 2013

3 - 6 Programs:
Fall 2013 & Spring 2014

7 Calendar of Events:
Spring 2014

EMERGING TRENDS IN RETAILING 2013

Duncan Mac Naughton, EVP, chief merchandising and marketing officer, Walmart U.S.; Dina Howell, Worldwide CEO, Saatchi & Saatchi X; and Jeff Schomburger, president of the global Walmart Team, Procter & Gamble shared insights on innovative joint business planning with a full house at the 13th annual Emerging Trends in Retailing conference conducted by the Center for Retailing Excellence at the Sam M. Walton College of Business. Unique to this year's conference was a Walmart panel moderated by Scott Huff, senior vice president and general merchandise manager of consumables. Panelists include Walmart vice presidents and divisional merchandise managers: Tony Airoso, dairy and fresh; Al Dominguez, household paper goods and chemicals; Joe Grady, candy and impulse merchandising; Heather Mayo, grocery and snacks, Sam's Club; Kevin Pate, consumer electronics; and Latriece Watkins, merchandising, adult beverages. Sponsors of the conference included: Walmart, Saatchi & Saatchi X, Procter & Gamble, Sam's Club, all*you Magazine, The J.M. Smucker Company, and Shopper Events.



Dina Howell, Duncan Mac Naughton and Jeff Schomburger discuss innovative joint business planning.



Moderator Scott Huff with panelists, Latriece Watkins, Joe Grady, Heather Mayo, Tony Airoso, Kevin Pate, & Al Dominguez at the 2013 Emerging Trends in Retailing Conference.

RETAIL EDUCATOR OF THE YEAR 2013

Each year the center recognizes an outstanding board member who has demonstrated their commitment to our students and programs by contributing their time, their expertise and support above and beyond expectations. It is with great pleasure the Center for Retailing Excellence recognizes John Rippl, advisory board representative for IRI as the Retail Educator of the Year. John has devoted the past two years to the development and implementation of an applied curriculum for a retail course that provides real world expertise to the students. John developed the content and recruited board companies in the delivery of the program. The course consists of a path to purchase and brand development for a product using a project-based, cross disciplinary experiential learning model for applying business concepts.

For John's commitment and outstanding support in the development of our students, we recognize John Rippl as Retail Educator of the Year 2013.



Dr. Claudia Mobley with John Rippl, 2013 Retail Educator of the Year

PATH TO PURCHASE CURRICULUM IMPLEMENTED IN FALL COURSE

RETAIL SUPPLY CHAIN ANALYSIS

The pilot program for the 3000 level elective launched during the fall semester 2013. The course represents the final level of STORE; upon completion students may be offered an internship or position with a board company.

The course offered applied learning through a case competition approach working through a fact-based analysis identifying opportunity and preparing for a product launch. Concepts for the class introduced data sources and application for category planning and management, shopper insights, channel and retail strategy, shelf placement, pricing and promotion, store operations, and marketing strategy. In addition to the launch plan development, students were also required to develop a supply chain forecasting and retail replenishment plan.

The final presentation was managed as a “Hawg Pen” competition where members of the executive board of directors served as judges who would invest in the product or not. Presentation requirements included a market overview and category fit for the new product, a shopper profile with alignment to the retailer, pricing within the market with pricing and promotional strategy, differentiation of the product, and the reason retailers would invest their resources in this new product.

John Rippl, board committee chair from IRI, enlisted assistance from Tim O’Brien, also with IRI, and Paul Cantrell, NPD Group, in the development of the curriculum and case. The course was a true collective effort which enlisted support from numerous board members and associates for the delivery of the program. Each week industry experts presented to the class and mentored the students in the development of their case concepts and strategy. Participating as instructors and mentors were: Steve Carr, Jim Mitchell and Preston Baker, The J.M. Smucker Co.; Lynn Murray, Energizer; Ken Starr, ConAgra Foods; Joe Farnan and Matt Colosanti, E. & J. Gallo Winery; JoAnne Murphy and Lynn Gregson, Colgate-Palmolive; Jim Burt, IBM; Tim Ferguson, CROSSMARK; Danny Sanchez and David Mullaly, Procter & Gamble; Melanie Mumma, IRI; Walt Gallagher and Jim Parker, Advantage Sales & Marketing; Ashley Taylor, Walmart; Allan F. Peretz, MARS Advertising; Shannon Shoptaw, Shopper Events; Rob Rivenburgh, MARS Advertising; Kevin Kendall, PepsiCo; John Brannan, Just Born; Nick Jaskolski, Unilever; Cheri Thompson, Walmart; David Smith, IRI; and Michael Rateliff, The Harvest Group.



Lynn Murray speaks with students during the class mentoring session.



Jim Parker, Ashley Taylor and Walt Gallagher provide insights during the retail class.

SHOP.ORG IN CHICAGO AND NRF BIG SHOW IN NEW

STORE Members Lily Jin, Maria Guzman, Alejandra Gonzalez, and Sophia Waller represented the Center for Retailing Excellence at the **SHOP.org conference** in Chicago September 29 - October 1, 2013. The student program featured Scot Wingo, CEO, chairman of the board and co-founder of ChannelAdvisor Corporation, and Vicki Cantrell, SVP, communities and executive director, SHOP.org, presenting Retail and the Future: From the Stone Age to the Digital Age. SHOP.org kept with the theme of the digital age of retailing and an exploration of the omni-channel opportunities. [Pictured top right - keynote Vicki Cantrell addresses the audience.]



Seven students earned the privilege of attending the **NRF Big Show 2014** in New York City through their participation in learning programs conducted by the Students of Retailing Excellence (STORE) designed to educate participants on the many opportunities within the retail sector. Congratulations to Ian Rippl, sophomore finance major and Retail minor; Mike Blose, senior finance major; Anna Bogan, sophomore undeclared business major; Quan Feng, junior supply chain major and retail minor; Rebecca Moix, sophomore finance major; Anita Walker, senior marketing major; Angeline Hartono, senior marketing major; and Andrea Webster, sophomore information systems major as the 2014 NRF Big Show representatives from the University of Arkansas. [Pictured right: top row Ian Rippl, Mike Blose, Quan Feng; bottom row Rebecca Moix, Anna Bogan, Angeline Hartono]



NETWORKING & SOCIAL DINING

The center hosted the fall 2013 Social Networking and Dining Etiquette program in partnership with the George W. Edwards, Jr. Career Center on October 10. Twenty-nine students participated in the program. Our partners in career development have identified key elements of networking and formal dining to provide students better skills in communicating their accomplishments and the contributions they can 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: Kolten Carpenter, Advantage Sales & Marketing; Angie Kimes, Catalina Marketing; Adam Mastrelli, IBM; Matt Parker, Idelle Labs; Tim O'Brien, IRI; Victoria Van Dusen, Joel Ponce, and Chance Chapman, with Saatchi & Saatchi X; and Jordan Difani, The Harvest Group who was accompanied by his lovely wife Ann. We greatly appreciate your time devoted in support of our students.



Victoria Van Dusen draws a chuckle from Tim O'Brien and students during the "What I wish I had known in College" portion of the program.

WALMART SATURDAY MORNING MEETING IN BENTONVILLE

Pictured at right, Micy Liu, Alejandra Gonzalez, Jian Zhang, Lily Jin, Ian Rippl, and Angeline Hartono earned the privilege of attending the Saturday Morning Meeting at Walmart on November 16 as guests of Duncan Mac Naughton. Amid the business discussions and the celebrity appearances, students also learned how to roll on Saturday Mornings with Duncan Mac Naughton.



PROFESSIONAL PANEL

The center conducted the fall 2013 professional panel luncheon on October 8. Panelists pictured below included Carly Phillips, director of category analytics at Land O'Frost; Jay Howard, senior director – general merchandise with Sam's Club; Mike Harvey, senior account manager for The Harvest Group; Jim Breach, vice president US customer development with Unilever; Angie Kimes, vice president of mobile for Catalina Marketing; and Dacia Boehmler, senior director of the US division for DENOVO BRANDS. Panelists represented diverse academic backgrounds and shared the decisions that led them to their current careers. Panelists addressed the personal decisions that impact careers based on family and faith. Students were advised overall to be passionate in all pursuits. For more information on this program, visit our website, <http://cre.uark.edu/433.asp>



STORE GENERAL MEETINGS

STORE General Meetings are used to conduct organizational business to include announcements, program updates and general functions. Each General Meeting also features a day-in-the-life guest speaker that shares on-the-job responsibilities and processes needed for success. Guest speakers representing diverse careers in industry addressed students during the fall 2013 semester included: Brent Robinson and Matt Dromi, founding partners of Modthink, discussing social story telling; John Brunner, Red Dot Square, addressing virtual online research and the working relationship with suppliers and retailers; and Scott McCall, Walmart, presenting with Jessi White, PepsiCo, on the traits and characteristics of successful business leaders. STORE General Meetings are a level one requirement for active membership.

STORE
Students of Retailing Excellence

General Meeting
Guest Speakers

Scott McCall
SVP Toys, Seasonal & Celebration for Walmart

Jessi White
Customer Management Coordinator for PepsiCo on the Walmart Inc. Team

When: TUE, Dec. 3rd
Location: WJWH 203
Time: 6-7 PM

GROUP MENTORING PROGRAM

The Group Mentoring program is a precursor to the one-to-one mentoring program conducted each fall and spring as a component of level 2 within the student organization STORE.

Area experts provide a broad overview of career opportunities, how these positions build on one another throughout the product path to purchase, and touch on the skill sets that must be developed to successfully perform these career functions. Students have the opportunity to question these individuals in a comfortable small group network.

Rich Lawrence, Idelle Labs, and Erik Wolff, E-Wolff Sales Solutions, conducted the spring 2014 Group Mentoring Program on February 11. Seven students participated including Angeline Hartono, Dylan Wilson, Sophia Waller, Nicole Roman, Kelli Shoevlin, Liz Tanner and Brianna Maldonado.



Pictured above left to right: Rich Lawrence, Brianna Maldonado, Sophia Waller, Liz Tanner and Nicole Roman.

BUSINESS ANALYTICS SESSION

The Business Analytics Intersession focuses on the consumer insights that dictate the assortment, shelf placement, and promotion of consumer packaged goods. The program introduces students to the multiple data sources, the collection methods, and insights used to examine shopper behaviors across categories within different retail channels. Melanie Effertz, Jennifer Allison, Emily Walgenbach and Todd Charna from Nielsen, and Ron Byrd from Unilever instructed the class in January 2014. Students participating in the class included Alejandra Gonzalez, Kiley Huslig, Yuhui Liu, Ethan Segura, Sophia Waller and Liang Yuan.



Pictured below: Yuhui Liu, Sophia Waller and Alejandra Gonzalez

PROFESSIONAL PANEL

The Professional Panel Luncheon held February 27 featured panelists pictured at right Mary Rivard, Walmart; Nichole Nickerson, PepsiCo; and Meredith Wiktorowski, PepsiCo. Panelists represented diverse academic backgrounds and described the decisions that led them to their current careers. Panelists addressed the personal decisions that impact careers based on family and faith. Students were advised overall to be passionate in all pursuits. For more information on this program, visit our website, <http://cre.uark.edu/433.asp>



MARK YOUR CALENDARS! THE 4TH ANNUAL SHOP CONFERENCE WILL BE HELD MAY 14!

Spring 2014 Calendar

FEBRUARY 11, 2014 - 6:00 PM – 7:00 PM
STORE GENERAL MEETING
WJWH 203

FEBRUARY 11, 2014 - 2:00 PM – 4:00 PM
GROUP MENTORING
WJWH 203

FEBRUARY 27, 2014 - 11:00 AM – 12:20 PM
PROFESSIONAL PANEL LUNCHEON
RCED 120

MARCH 11, 2014 - 6:00 PM – 7:00 PM
STORE GENERAL MEETING
WJWH 203

MARCH 19, 2014 - 5:00 PM – 7:00 PM
SOCIAL DINING & ETIQUETTE TRAINING
JANELLE HEMBREE ALUMNI HOUSE

APRIL 8, 2014 - 6:00 PM – 7:00 PM
STORE GENERAL MEETING
WJWH 203

APRIL 29, 2014 - 6:00 PM – 7:00 PM
STORE GENERAL MEETING
WJWH 203

MAY 13, 2014 - 8:30 AM – 11:00 AM
EXECUTIVE ADVISORY BOARD MEETING
RCED

MAY 13, 2014 - 11:00 AM – 4:30 PM
EXECUTIVE BOARD OF DIRECTORS MEETING
RCED

MAY 14, 2014 - 7:00 AM – 4:30 PM
SHOP CONFERENCE
RCED

JUNE 7-12, 2014
BUSINESS LEADERSHIP ACADEMY
U. OF A. CAMPUS

JULY 11, 2014 - 10:00 AM – 5:00 PM
VENDORS FORE EDUCATION GOLF TOURNAMENT

EXECUTIVE BOARD

ACOSTA Mosaic Group	Land O'Frost
Axiom	Li & Fung
Advantage Sales & Marketing	Lion Bran Yarn
Anderson Merchandisers	Lowe's
AT&T	MARS Advertising
ATLAS Technologies Group	Mead Johnson Nutrition
Bayer HealthCare	Mr. Price Group Ltd.
BIC Consumer Products USA	Nestle USA
Bridgestone Americas	Nice-Pak Products, Inc.
CaseStack, Inc.	NPD Group
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General Mills	The Nielsen Company
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Jarden Consumer Solutions	
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Just Born	

