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Tom Murry, President & CEO
Calvin Klein, Inc.

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The Future of Retail

The Terry J. Lundgren Center for Retailing

The Center combines the resources and expertise of The University of Arizona and the corporate retail industry. Through this partnership, the Center brings focus to the issues facing retailers today for students, faculty and retail personnel. Those issues include addressing business and consumer needs of a changing and diverse market, the effects of retail globalization and the strategies necessary to compete successfully in today's marketplace. The Center also brings campus-wide attention to retail career opportunities, offers students experiences to enrich their personal and academic career preparation, supports consumer research and sponsors community outreach programs to Arizona youth, adults and businesses.

THE UNIVERSITY OF ARIZONA
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This conference consistently delivers practical information on specific techniques that will help you deliver executable strategies to improve the way your organization does business in an intensely competitive marketplace.

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INNOVATION *generation*

APRIL 8-9, 2010 | THE RITZ-CARLTON, DOVE MOUNTAIN | TUCSON, AZ

Thursday, April 8

7:00 - 7:45 am
REGISTRATION AND BUFFET BREAKFAST



7:45 - 8:15
WELCOME
Opening Keynote Speaker
Terry J. Lundgren, Chairman, President & CEO, Macy's, Inc.
Terry Lundgren is Chairman, President & CEO of Macy's, Inc. He assumed his current titles in January 2004. Prior to this, he served as President & Chief Operating Officer, a title he assumed in March 2003 after having served as President & Chief Merchandising Officer since May 1997. Macy's, Inc. is the parent company of Macy's and Bloomingdale's.



8:15 - 9:00
WHY IT PAYS TO BE AN INNOVATION LEADER – NOW MORE THAN EVER
Andrea Jung, Chairman and Chief Executive Officer, Avon Products, Inc.
Andrea Jung is responsible for developing and executing all of the company's long-term growth strategies, launching new brand initiatives, developing earning opportunities for women worldwide, and defining Avon as the premier direct seller of beauty products.



9:00 - 9:45
INNOVATING THROUGH A RECESSION
Carol B. Tomé, CFO & Executive Vice President – Corporate Services, The Home Depot
Carol Tomé has served as The Home Depot's Chief Financial Officer since May 2001 and was named Executive Vice President of Corporate Services in January 2007. Ms. Tomé's financial duties include financial reporting, financial planning and analysis, financial operations, divisional finance, internal audit, investor relations, treasury and tax.

9:45 - 10:00
Refreshment Break



10:00 - 10:45
INNOVATION FOR FUN AND PROFIT
Darrell Rigby, Partner and Author of Management Tools Survey, Bain & Company, Inc.
Darrell Rigby is a Director in the Boston office of Bain & Company. He leads Bain's Global Retail Innovation Practices and authored the recently published book, *Memo to the CEO: Winning in Turbulence*. In over 30 years of consulting, Mr. Rigby has helped to develop innovative growth strategies for more than 100 of the world's leading retailers. Prior to joining Bain & Company, Mr. Rigby earned an MBA from Harvard Business School with high distinction (Baker Scholar).



10:45 - 11:30
BUILDING BRANDS THROUGH CONSUMER INSIGHTS
Matthew E. Rubel, Chairman, CEO & President, Collective Brands, Inc.
Matthew Rubel brought his strategic leadership skills and extensive brand, marketing, merchandising and business knowledge to Payless ShoeSource in June 2005. Mr. Rubel rebranded the company into Collective Brands with the acquisition of Stride Rite, Sperry Top-Sider, Saucony, Airwalk and Keds. Collective Brands is the global leader in lifestyle footwear in the world.

11:30 - 12:45 pm
Lunch



12:45 - 1:30
CUSTOMER CENTRIC BRANDING
Stephen Quinn, Chief Marketing Officer, Walmart
Stephen Quinn joined Walmart in 2005 and became Executive Vice President and Chief Marketing Officer in January 2007. He is responsible for all aspects of Walmart's marketing efforts including customer research, marketing and business strategy, private brands and customer communications.



1:30 - 2:15
FOSTERING INNOVATION ACROSS THE DISTRIBUTED ENTERPRISE
Surya Kant, President of TCS North America
Surya Kant, or Sury as he is popularly known, is the President for the North America operations of TATA Consultancy Services, a leading global IT services firm. In this capacity, Mr. Kant is responsible for overseeing and strengthening customer relationships and revenue in the U.S. and Canada. Mr. Kant also plays a key role in growing TCS, business in new markets and expanding its range of technology and service offerings.

2:15 - 2:30
Refreshment Break



2:30 - 3:15
HOW BUFFALO EXCHANGE HAS TRANSFORMED THE RETAIL MARKETPLACE BY LEADING THE RESALE FASHION INDUSTRY
Kerstin Block, President & Co-Owner, Buffalo Exchange
Kerstin Block is President and Co-Owner of Buffalo Exchange, one of a small number of national companies headquartered in Tucson, AZ. Ms. Block started Buffalo Exchange in 1974 in Tucson with her husband, Spencer Block. The Block's still own and run Buffalo Exchange out of Tucson, along with their daughter Rebecca. Kerstin Block has successfully transformed the retail apparel marketplace by leading the resale fashion industry.



3:15 - 4:00
SEARCHING FOR SUSTAINABILITY: CONSUMERS AND THE CHALLENGE OF CLIMATE CHANGE
Diana Liverman, Co-Director, Institute of the Environment, The University of Arizona
Diana Liverman is an expert in the human dimensions of environmental change who recently joined The University of Arizona from Oxford University where she worked closely with UK businesses, including supermarkets and the music industry, to reduce their carbon footprints and educate consumers about climate change. Ms. Liverman's research encompasses climate impacts on food systems, carbon offsetting, and the role of non-governmental actors in climate policy and her current advisory roles include membership of the US National Academies committee on America's Climate Choices.



4:00 - 5:00
BREAKING BARRIERS - GLOBAL LEARNINGS FOR TRENDS AND STRATEGY
Tom Julian, President, Tom Julian Group
A trend expert with a strategic mind who understands the style worlds, retail channels and what consumers want. Tom Julian is known for guiding Fortune 500 brands to deliver powerful solutions for bottom-line results. He launched his own company Tom Julian Group in 2008 and develops powerful business strategies that are expertly tailored to a range of clients including Nordstrom, Lifetime TV and Nestle Purina.

5:00 - 8:00
Sonoran Sunset Reception and Dinner

Friday, April 9

7:00 - 7:45 am
BUFFET BREAKFAST



7:45 - 8:30
EMERGING PLATFORMS, TECHNOLOGY AND THE CONSUMER: HOW THE CONVERSATION IS THE KEY TO THE NEW RETAIL EXPERIENCE
John D. Heinsen, Principal, Bunnygraph Entertainment, Inc.
As a graduate of The University of Arizona, John's 18 year career in entertainment includes experience as Manager of Primetime Programming at the FOX Broadcasting Company and the New Media/Branded Entertainment Division of International Creative Management (ICM). As Principal at Bunnygraph, Mr. Heinsen works with writers and talent to develop multi-platform series formats for television, interactive/web and mobile platforms, challenging new technologies to create innovative branded programming and integrated marketing solutions. He currently serves as Co-Chair of Mobile for the Producers Guild of America (PGA).



8:30 - 9:15
KOHL'S: INTELLIGENT INVESTMENTS IN INNOVATION
Wesley S. McDonald, Executive Vice President and Chief Financial Officer, Kohl's
Wesley McDonald has served as Executive Vice President and Chief Financial Officer since August 2003 at Kohl's Department Stores. Prior to joining Kohl's, Mr. McDonald was Vice President and Chief Financial Officer of Abercrombie & Fitch since June 2000. Mr. McDonald served in a variety of management positions with Target Corporation from 1988 to 2000 and most recently as Director, Target Corporation IS Finance & Administration. Mr. McDonald has 21 years of experience in the retail industry.



9:15 - 10:00
TALENT TRENDS IN THE RETAIL INDUSTRY
Thomas McElroy, Principal, Deloitte Consulting LLP
Thomas McElroy is a Principal in Deloitte Consulting's Consumer Business Industry Group and leads Deloitte's Retail Human Capital practice. Over the past 17 years, Mr. McElroy has helped retailers to maximize the potential of their organizations. With deep expertise in transformational change management, organization architecture, post merger integration, culture change, leadership effectiveness, and performance management, Mr. McElroy has helped national and global retailers transform their businesses and deliver superior results.



Co-Presenter
John Rooney, Principal, U.S. Retail Sector Leader, Deloitte Consulting LLP
John Rooney is a Strategy & Operations Principal in Deloitte Consulting's Consumer & Industrial Products Practice; and serves as the Firm's National Retail Industry Leader. Mr. Rooney specializes in assisting client companies in significant technology-enabled transformation efforts. Mr. Rooney has 25 years of experience leading business process transformation efforts across all areas of the supply and selling chains. He has led large, global ERP implementation programs, Sales & Marketing process transformation programs, Pricing Optimization efforts, and Financial process redesign efforts.

10:00 - 10:15
Refreshment Break



10:15 - 11:00
THE WINNOVATION GENERATION
Michael T. Thielmann, EVP and Chief Human Resources and Administration Officer, JCPenney Corporation
Michael Thielmann has served as Executive Vice President, Chief Human Resources and Administration Officer since 2005 with additional responsibility for the company's communications, corporate social responsibility, logistics and supply chain functions. Previously, Mr. Thielmann served as Senior Vice President, International Human Resources and Information Technology Officer at Yum Brands, Inc. Before joining Yum, Mr. Thielmann worked in Human Resources at Burger King and Grand Metropolitan.



11:00 - 11:45
SEEKING THE WHITE SPACE – HOW TO GROW IN TODAY'S ENVIRONMENT
Wesley R. Card, President & Chief Executive Officer, Jones Apparel Group, Inc.
Wesley R. Card is President and Chief Executive Officer and Director of Jones Apparel Group, Inc., positions he has held since July 2007. Mr. Card had been Chief Operating Officer of Jones Apparel Group since March 2002. He had also been appointed Chief Financial Officer in March 2007, a position he previously held from 1990 to March 2006. Prior to joining Jones Apparel Group in 1990, Mr. Card was Executive Vice President and Chief Financial Officer of Carolyn Roehm, Inc. from 1988 to 1990, and Corporate Vice President, Controller and Assistant Secretary of Warnaco, Inc. from 1986 to 1988, having served in various divisional positions from 1979 to 1986.



11:45 - 12:45
INNOVATION IN DESIGN
Rachel Roy, Designer
Rachel Roy approaches the design of her eponymous collection with a feminine and modern point of view. Her goal is to create clothing for women who embrace fashion and dress with an effortless elegance and confidence. The results encapsulate a fresh version of glamour that evades the standard protocol for dressing today.

RACHEL ROY NEW YORK has grown to include four full collections each year. The Rachel Roy New York collection is available at Saks Fifth Avenue, Bergdorf Goodman, Neiman Marcus, Nordstrom and top specialty stores worldwide.

RACHEL BY RACHEL ROY, the diffusion companion to the Rachel Roy New York collection, was launched in August 2009. Available exclusively at Macy's and macys.com, the collection captures uptown glamour with downtown edge in Sportswear, Footwear, Handbags and Jewelry.

12:45 pm
Conference Conclusion