



American Collegiate Retailing Association
educating tomorrow's retail leaders

Retail Education Today

President's Corner

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In 1859, Charles Dickens wrote, "It was the best of times, it was the worst of times." These famous words were the opening sentence of his book, *A Tale of Two Cities*. I'm writing the *President's Corner* while taking a course on Structural Equation Modeling at Henley Management College in the UK, and Dickens certainly comes to mind. Each day I see rowers on the Thames along with perfectly manicured topiaries and lawns. Nevertheless, when I leave my hotel room I must bring my Henley pass card with me, or else I can't get into the classroom. Yes, all of the classrooms, the library and the buildings where faculty have offices – but not the common areas or the dining room – are pass card protected. However, I'm told that intruders continue to outsmart the security system.

This past academic term brought mixed emotions for all of us. The tragedy at Virginia Tech touched every member of the professoriate, but most of all, two of our ACRA members who were physically unharmed, but emotionally "feeling the burden of horror and sadness," as one of them described to me. While at first, the tragedy appeared to shatter a bond of trust that we have with our students, our colleagues at Virginia Tech told us that they were supported by their students and that many students returned to class, as difficult as we can

imagine this to be. The President of Ryerson University, Sheldon Levy, wrote, "It is hard to reconcile the openness of an academic environment founded on tolerance and the willing exchange of ideas with actions that are so impossible to comprehend...we extend (*to Virginia Tech*)...the reaffirmation of our shared belief that teaching and learning is the path of hope."

ACRA has touched the lives of students in many positive and defining ways during this past year. I hope you will refer to our website and take a look at the amazing work of our students. At the ACRA Business Meeting in Chicago, we discussed ways in which we can reach out to more students by increasing participation in our Case Study Competition, while maintaining its academic rigor. The next competition will invite both individual and team submissions and will feature a *sweet* (hint) organization with headquarters in Durango, Colorado.

In March, I was pleased to be part of a team that led the first ACRA Charrette. One of the industry judges, Diane Brisebois, President and CEO, Retail Council of Canada, was so impressed by the work of the students (retail knowledge, creativity, teamwork...) that RCC offered to assist us with securing sponsorships next year. The School of Retail Management at Ryerson agreed

to host the event, once again. Student evaluations of the Charrette were extremely positive and enthusiastic and a few students cited the experience as a highlight of their university studies. We're in the process of setting the dates for next year's Charrette, so please contact me if you would like to send students and/or attend the instructor training session.

ACRA's year ended with a superb Spring Conference. Congratulations to Jan Owens for organizing Chicago 2007. We gained a tremendous amount of knowledge through industry visits to *Walgreen's* and *Crate & Barrel*. JK Park and his team of reviewers also deserve special recognition. The papers were high quality, the sessions were dynamic and the session chairs kept the pace just right. Thanks to everyone who contributed to making the Spring Conference a success.

As we end this academic year on a bittersweet note, we cannot remain unscathed by the tragedy at Virginia Tech. Our profession is challenging, oftentimes perplexing and sometimes we need to step back and reflect. I sincerely hope you'll find the time to take a break during the summer months to enjoy life and to relax.

Have a great summer!

Donna Smith

Ryerson University
ACRA President

ACRA Blows into the Windy City for the Spring Conference

The ACRA Spring 2007 Conference was held at the Embassy Suites in downtown Chicago, April 12- 15.

Jan Owens did a wonderful job of organizing the event.

On Friday ACRA members heard a presentation from Walgreens that was very informative. Walgreens executives provided insight into the strategies that make Walgreens so successful. In addition Walgreens sponsored the luncheon where ACRA members got a chance to net-

work with the Walgreens executives. Next came the visit to the Crate and Barrel headquarters.

This visit also proved to be informative. The group heard presentations from various Crate and Barrel managers.

Afterward, a tour of the facility was provided. The group witnessed first hand where designs for the stores are undertaken, the merchandising and other retail decisions that have made

Crate and Barrel one of the top retailers of home accessories. On Saturday, Macy's provided a presentation on the store-within-stores concepts, store renovation in recent years, historic highlights, and Macy's general plans for the downtown location.

Jungkun Park also worked hard at coordinating the review of the submitted papers. The presentations went smoothly. Thanks to everyone who made the Chicago conference a great success!

Thanks to Everyone who Made the Chicago Conference a Great Success!



Left: Donna Smith is pictured with Jungkun Park and the winner of the best paper award, Youn-Kyung 'Lydia' Kim, who accepted the award of behalf of her co-authors.

Right: ACRA members at the Crate and Barrel tour



Walgreens SWOT Analysis Student Competition Winners Announced

The results of the Second Annual American Collegiate Retailing Association Student Retail Analysis Competition are as follows:

First place: Ms. Emily Barbero - Xavier University, Cincinnati. Faculty supervisor, Dr. David Burns.

Second place: Ms. Katy Mullis - Oregon State University. Faculty supervisor: Dr. Minjeong Kim

Third Place: Mr. Alex Villeneuve Xavier University, Cincinnati. Faculty supervisor, Dr. David Burns.



Shown are the 3rd and 1st place winners with Dr. David Burns and a Walgreens official

Each submission was double blind-reviewed by two independent reviewers. The decision process was difficult due to the high quality of the submissions.

Please thank your students on our behalf and encourage them to enter again next year. Thank you to all our reviewers!

ACRA Student competition co-chairs:

Carol Kaufman-Scarborough
Rutgers University School of Business

Doreen Burdalski
School of Business Administration,
Albright College

Vanessa Brantley
Cheney University of Pennsylvania

Minutes ACRA Business Meeting

Saturday April 14, 2007 8:00-8:50 AM

1. Welcome

Donna Smith called the meeting to order and welcomed everyone to Chicago. She extended thanks to Jan Owens for arranging conference.

2. Secretary's Report

Leslie Stoel presented the minutes from the Business Meeting of January 13, 2007. Pat Huddleston moved to accept the minutes and Nancy Stanforth seconded. Minutes were approved.

3. Treasurer's Report

Paul McGurr reported membership increased slightly over last year. Expenses increased due to NRF, website, newsletter, covering best paper award, the Charrette, student case study awards. Fund balance dropped about \$3000-\$4000 each of last 2 years. We're still in good shape, but Paul moved to increase dues for all members \$25 per year, commencing 2008 (invoices mailing in fall 2007 will reflect new dues). Linda Good seconded. Dues increase was approved.

4. Conference Reports

- a. **Spring '07 Conference.** Jan Owens thanked everyone for coming. The conference drew about 56 attendees this year. In future be aware that the number of people staying overnight determines # of free conference rooms available for research presentations. Thank you to Columbia College for bringing laptops & projectors.
- b. **Spring '07 Paper Presentation Session.** JK Park reported that 32 papers were submitted and 26 were accepted for presentation. Five papers were nominated for Best Paper & the winner will be forwarded to *Journal of Customer Behaviour* for potential publication. There were 28 reviewers for papers and 5 for the best paper competition. The best paper award was presented to: Chae Mi Lim, Youn-Kyung Kim & Soo-Hee Park from the University of Tennessee for their paper entitled "Consumer Perceptions toward Retail Attributes of Value Retailers: Functions of Gender and Repatronage." Congratulations.
- c. **Spring '08 Conference.** Paul McGurr reported that the Spring 2008 ACRA meeting will be held in Durango, CO with a theme of tourism retail. Dates are Thursday, May 15-Sunday, May 18, 2008. Research sessions will be held at Fort Lewis College. The Best Western Rio Grande Inn is the conference hotel. The rate is \$118 per night, single or double occupancy. Breakfast & 2 cocktails daily are included. A free airport shuttle is available. Numerous flights into town are available daily, so access is good. Speakers/activities: speaker from Rocky Mountain Chocolate Factory, narrow-gauge train ride to Silverton from Durango with lunch at Silverton's Grand Imperial Hotel and a talk from one of Silverton's retailers. Friday evening barbeque will be hosted at McGurr residence— western attire is encouraged. Research presentations will be on Saturday, in addition to a presentation from a Durango city representative. JK Park will take care of the research paper submissions and reviews with assistance from Ann Fairhurst. Paul will make arrangement to post conference information on the ACRA website. He is working on a spouse package also for the train ride. Keep in mind that the usual Durango dress code is very casual. Be sure to encourage your hospitality colleagues to attend also.
- d. **Spring '09 Conference.** Ann Fairhurst reports that things look positive for ICSC to host our 2009 conference in Las Vegas in conjunction with the ICSC show. Dates have not been set yet, but anticipate early-mid May. ICSC is changing their focus on education, so research proposals have not yet been announced.
- e. **Future Conferences:** Ann Fairhurst suggests we look forward to 2010 for our conference planning. Ideas: Charleston, Savannah, Asheville and San Diego. David Burns mentioned Chicago 2011 or after.

5. Membership Report

Donna Smith reported for Rob Robicheaux that 6 people have joined since January 2007.

6. Development Report

Donna Smith reported for Jane Thomas that she has had no new success with development. If you have ideas, let Jane know.

7. Student Competitions Report

- a. **Case Study.** Donna Smith reported for Carol Kaufman-Scarborough that there were 11 entries this year. We'd like to increase the number of entrants. Previously only entries from single individuals were accepted. Can groups do the case study, rather than individuals? We recommend it be handled like conference papers with individual or multiple authors. This is more sensible for the larger programs that assign group work in classes.
- b. **Charrette.** Donna Smith discussed the Charrette; it was an amazing experience. There were 15 students from outside Ryerson and 15 from Ryerson. Half of the Ryerson students were fashion and half were retailing. The problem to solve: the students worked on developing a retail plan for the Festival Centre which is a multi-use building that will house the Toronto International Film Festival Group. Excellent team building & problem solving experience. Presentations are on the ACRA website. Retail Council of Canada has offered to support the Charrette for next year with \$6,000. Therefore, Ryerson will host it again next year.
- c. **Master's & Doctoral.** JK Park distributed report on summary of survey of number of students in our member programs (academic year 2006-07) at undergraduate & graduate levels. Also included is a list of other organizations supporting dissertation awards. The survey will be posted back on the webpage, so please complete it if you have not. Also, check the list to be sure you're included – if you're not, take the survey again. The numbers of students show that we are a powerful organization in terms of student access. A "war on talent" exists in the search for retail faculty – so we want to encourage doctoral study with dissertation award. Jinsook Erin Cho, from Parsons volunteered to serve to determine the parameters of such an award.

8. Website Report

Nancy Stanforth & Bill Hauck noted the beautiful website. Our new webmaster will be a paid professional – in Donna Smith's office at Ryerson University. Nancy & Bill will work on marketing of ACRA instead.

9. Newsletter Report

Denise Ogden reported that the newsletter process is going well. The third issue is now under way. The topic of charging for position announcements was discussed. It was agreed that ACRA will start charging now for ads and begin charging in September for position announcements. Paul McGurr noted that we need to be aware of our tax exempt situation – we can only cover costs, not generate revenue. Our Rate Sheet needs to indicate that the charges are to cover costs of publishing extra pages in Newsletter for the announcements and ads. There will be a charge even if the advertiser/poster wants only to be on the website.

10. New Business

- a. **Other**
 1. NRF Liaison: Lewis Niesner, the previous liaison has retired. Sandra Forsythe will assume that roll
- b. **Special Presentation:** Jan Owens was recognized for her role in putting together the conference; JK Park was recognized for creating website for submission of papers to conference and creating a relationship with *Journal of Customer Behaviour* for the best paper.

11. Adjournment

The meeting was adjourned at 8:50 am.

Call For Papers



Conference or Publication	Due Date	Description	Contact
Co- Sponsored Event ACRA and SMA in conjunction with the SMA annual conference Nov. 7-10, 2007 San Antonio, TX	June 30, 2007	2 Tracks: Retail strategy and management and Consumer decision process related to the choice of retail organizations. Selected papers can become eligible to be published in a special section of the <i>Journal of Business Research</i> .	Details are on the ACRA website. The SMA site is http://marketingadvances.org/ Also contact Bob Robicheaux at bohr@uab.edu with questions
<i>Retail Management</i> 7th Edition Levy and Weitz		Call for Cases for possible inclusion in the 7th edition of <i>Retail Management</i> (see article this issue)	Prof. Barton Weitz Warrington College of Business Adm University of Florida email: bart.weitz@cba.ufl.edu

Upcoming Conferences

- ACRA/SMA Co-sponsored Seminar, San Antonio, TX—Nov. 7-10, 2007
- Spring '08: ACRA Spring Conference, Durango, CO
- Jan. 13-16, '08 —ACRA Winter Conference/NRF Convention, New York City
- Jan '09: ACRA Winter Conference/NRF Convention, New York City

1st Charrette a Success!

A Charrette is an intense, interdisciplinary activity in which students are placed in diverse teams to solve a complex problem. The 1st ACRA Charrette took place on Wednesday, March 21 to Sunday, March 25th, 2007 at Ryerson University in Toronto, Canada.

The students worked on developing a retail plan for the Festival Centre which is a multi-use building that will house the Toronto International Film Festival Group. This was an excellent team building & problem solving experience. Students were impressed with the learning oppor-

tunity.

Presentations are on the ACRA website. Retail Council of Canada has offered to support the Charrette for next year with \$6,000. Therefore, Ryerson will host it again



Congratulations to the winning teams!

1st Prize: Team Pink

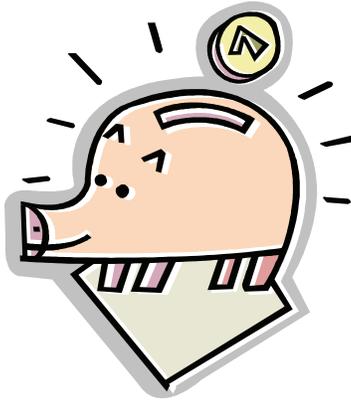
Maggie Williams, Auburn
Ashley Ferguson, Georgia Southern U.
Joel Schriver, Ryerson University (Retail)
Hesba Qadri, Ryerson University (Retail)
Kelli Miller, Ryerson University (F.Comm)

2nd Prize: Team Red

Maria Valentine, Albright
Chris Wilson, Georgia Southern University
Tammy Yiu, Ryerson University (F. Comm)
Susan Coffin, Southern New Hampshire U
Neth Phin, Ryerson University (Retail)

Dues Increase and Advertising Rates Announced

An increase in Dues of \$25/year for the upcoming year was approved at the Spring Conference in Chicago. The money will go toward expenses and maintaining the ACRA Fund Balance. In addition, to offset expenses,



ACRA will start charging for position openings placed in Retail Education Today and the website. This charge is to cover the additional costs of the newsletter. The charge for a position opening will be \$100/issue. A rate sheet will be sent to all parties that inquire about a posting. We have already begun charging for

non-faculty positions and will begin charging for faculty postings for the Sept. 2007 issue. The full rate sheet is available at the ACRA website (www.acra.retail.org).

- *Paul McGurr*
Fort Lewis College
ACRA Treasurer

Opportunity to Publish Retail Cases

Michael Levy and Barton Weitz are beginning their Seventh Edition of *Retailing Management* published by McGraw-Hill. As in past editions, the new edition will contain about 20 relatively short (3 to 5 pages) cases and a few longer cases. They are very interested in considering cases that ACRA members might have written for publication in the Seventh

Edition. They take a broad view of retailing as any business that sells products or services to retailers. Thus restaurants and other consumer service businesses are considered retailers. Cases that deal with location, store design, branding, retail strategy, merchandise management, store management, global retailing, information systems, CRM, customer

service, and supply chain management are in demand. If a case is selected for publication, the author's name will be prominently displayed as the case author. Please direct any questions you might have and/or email your cases to Barton Weitz at bart.weitz@cba.ufl.edu.

Congratulations...

Brenda Sternquist has just completed the second edition of *International Retailing*, available from Fairchild Books. The text is available from Fairchild Press.

The text provides a framework for understanding how different legal, social, and economic environments affect the distribution of consumer goods worldwide. Coverage includes retail strategies



from department stores to independent retailers and superstores to convenience stores.

She is available to schools desiring a seminar in international retailing. If interested, her e-mail is sternqui@msu.edu.

Position Openings

There are many positions starting in the Fall of 2007 (summary below). If interested, the complete listing is on the ACRA website at <http://www.acraretail.org/PositionAnnouncements.htm>. Notification when a position is filled is appreciated.

University	Position	Rank Depending on Qualifications/Experience	To Start	Review of Applicants Begins
East Carolina University, Greenville	Merchandising	Asst	Aug. 20, 2007	3/19/ 2007
Auburn University, AL	9M Tenure Track Apparel Merchandising Design & Textiles	Asst—Full	Aug. 16, 2007	2/1/2007 Until position filled
CA Polytechnic Univ., Pomona	9 M—Tenure Track 1 or more positions Fashion Retailing/ Apparel Management	Asst—Assoc	Sept. 2007	1/15/07 Until position filled
Texas Tech University, Lubbock	9 M —Tenure Track Retailing	Asst	Sept. 1, 2007	Until position filled
New Mexico State University, Las Cruces	9M Tenure Track Clothing, Textiles & Fashion Merch	Asst	Aug, 2007	4/16/2007 Until position filled
Ohio University, Athens	Tenure Track Retail Merchandising	Open	Sept. 1, 2007	Until position filled
North Carolina State University Raleigh	College of Textiles Product Design and Development	Asst—Full	Not Indicated	Until position filled
Edifice Information Management	Business Intelligence Analyst	Professional Position Refer former students or newly graduated	Sept. 2007	Review begins June 2007 until position filled
University of MN	100% Lecturer Retail Merchandising (9 M)	Lecturer	Aug. 2007	Review beings June 15, 2007

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Submit address changes to Paul McGurr, ACRA Treasurer. Do not send changes of address to the editor of Retail Education Today!

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Feature articles can be submitted for review at anytime. Send submissions in electronic format to the editor.

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