



American Collegiate Retailing Association
educating tomorrow's retail leaders

Retail Education Today

President's Corner

Inside this issue:

President's Corner	1, 2
Winter Conference	2
Upcoming Conferences	2
Position Openings	2
Spring 2008 Meeting	3
Call for Papers	5
Keeping in Touch	6
Treasurer's Report	6
Congratulations	6
Student Competition	7
ACRA Contacts	8

Synergy comes from the Greek word, *synergos*, meaning working together. *Synergy* essentially means that the *whole is greater than the sum of its parts*. ACRA is only as strong as its membership. This year promises to be an ambitious one for us, as we have set our objectives high. We endeavor to seek additional corporate sponsorship for student-related activities; add components to our website that will facilitate community outreach and marketing activities; continue to build our presence and profile within the academic research community. ACRA needs your help to move forward. What can you do to assist and become involved?

Talk to your students about ACRA and put a link to the ACRA website on your course outlines. Engage your students in the *Student Retail Analysis Competition* (see article and website for additional information), encouraging them to enter the competition either **individually** or as **teams**, either inside or outside of class. Changes in the competition rules were based on your feedback, so we're hoping for lots of participation this year. The second ACRA *Charrette* will be held in Toronto in March, 2008. A short video on what a *Charrette* is all

about is posted on the ACRA homepage; the video is a great tool for marketing and fundraising purposes. The bottom line...students need to know that there is a professional academic association that provides retail-focused educational activities that enables them to explore new ideas, challenging them to stretch their learning potential. Discuss these opportunities in class.

Mention your ACRA contributions in your annual reports, curriculum vitae, and biography; link your personal website to the ACRA website. ACRA offers all of the *traditional* ways you can become involved in a professional academic association, such as *paper reviewer* and *paper session chair*. If you desire a leadership role, and wish to *chair* a future Conference or become a *Conference Paper Session Chair*, please contact Ann Fairhurst at fairhurs@utk.edu or Doreen Burdalski at dburdalski@alb.edu. In addition, we will be announcing the details of our *Doctoral Student Competition* very soon. If you would like to chair or participate in this **new committee**, please contact me at drsmith@rverson.ca. There are numerous volunteer opportunities on the

horizon, so e-mail any one of our officers if you would like to become more active, or if you need to build up the *service* component of your CV. We're here to support you, too...

Have you completed the ACRA Schools Survey?

We will leave the survey up on the ACRA website until Friday, September 28th, after which we will tabulate the results. The survey will be used as a marketing tool to promote retail education, ACRA and your individual programs.

Speak to or e-mail your colleagues about ACRA.

Spread the word about our student outreach activities. Perhaps a colleague would be interested in adopting the *Student Retail Analysis Competition* for his/her class, or would be willing to circulate the flyer; same for the upcoming *Charrette*. Communicating conference activities are a *must*. Colleagues in other departments, such as Hospitality & Tourism, might be interested in the upcoming conference in Durango, due to the *tourism retailing* theme. All of this WOM will eventually lead to increased membership for our organization.

Research opportunities abound – catch them!

You've probably noticed that ACRA *Best Paper*

Continued pg. 2

President's Corner, Continued

Awards have offered publishing opportunities that are extremely attractive. Publications have included the *International Journal of Retail & Distribution Management*, *Journal of Customer Behavior*, *Journal of Shopping Center Research* and the special issue of the *Journal of Business Research*. In addition, we also

publicize highly relevant *Calls for Papers* on our website.

I sincerely hope you will find time in your busy schedule to interact with your ACRA colleagues, while simultaneously giving back to students and/or to the retail academic community. *The sum of the parts is greater than the whole*, and the time

spent is not onerous. I really look forward to hearing from you.

Have a great semester!

Donna Smith

Ryerson University
ACRA President

Winter Conference Quickly Approaching

The "must attend" event for retailers from around the world is quickly approaching. The National Retailing Federation 97th Annual Convention and EXPO, better known internationally as the Retail's BIG Show will take place Sunday, January 13 – Wednesday, January 16, 2008 at the Jacob K. Javits Convention Center in New York City. The show attracts more decision-making retail executives



than any other even of its kind. It's a chance for ACRA professors to join retail practitioners and renew and make new friendships. The website for the event is

<http://events.nrf.com/annual08/public/enter.aspx>.

As is customary, ACRA's winter conference is held in conjunction with the event. This year the best

paper from the ACRA conference will be published in the *International Journal of Retail and Distribution Management*.

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Upcoming Conferences

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

Position Openings

For rates on posting a position announcement or ad, contact the editor. The complete listing is available on the ACRA website at <http://www.acraretail.org/PositionAnnouncements.htm>.

Notification when a position is filled is appreciated.

University	Position	Rank	To Start	Review of Applicants Begins
Auburn University, AL Dept. of Consumer Affairs	Apparel Merchandising Design and Textiles	Asst/Assoc/Full 9M Tenure Track	To be determined after offer made	Oct. 15, 2007 until filled See www.humsci.auburn.edu/cahs for application procedure

Spring 2008 Conference - Durango, Colorado

Put aside the dates of May 15 -18, 2008 to attend the ACRA Spring 2008 Conference. Sunny Durango Colorado will be the site of the conference and the theme will be tourism retailing. The conference will be held at Fort Lewis College, Colorado's "campus in the sky". Durango has nine air connections daily – six through Denver (United), two through Phoenix (US Air) and one through Salt Lake City (Delta).

Durango Colorado is in the southwest corner of the state and is the main city in the Four Corners area. Durango has a tourism-based economy and we will be examining how retailing is helped and hindered by a reliance on tourism. The major tourist attraction is the Durango and Silverton Narrow Gauge Rail Road which travels fifty miles over some of the most beautiful scenery in the country. Travel on the railroad, which was used in many movies including "Butch Cassidy and the Sundance Kid", will be included in the conference fees and is the reason for the somewhat later date of the conference (there is snow on the mountain train tracks until late April).

Our host hotel will be the Best Western Rio Grande (www.bwriograndeinn.com) located in historic downtown Durango near the train station, retail shopping and world-class restaurants. We have reserved a rate of \$118 per night for a single or double and \$138 for a triple (breakfast included). Durango has a bus system which will take us from downtown up the 500 foot mesa to the Fort Lewis campus.



Events scheduled include:

Thursday, May 15

- Arrivals. We suggest you visit the Center of Southwest Studies Museum Galleries at Fort Lewis College, Durango. (swcenter.fortlewis.edu)
- 5:00 – 6:30 p.m. Registration and Cocktail reception at Student Memorial Lounge. Help from the fabulous faculty and students from Fort Lewis College, Durango.
- 6:30 p.m. Dinner at Student Memorial Lounge with presentation by Rocky Mountain Chocolate Factory Vice President of Franchise Development and Operations

8:00 p.m. Executive Board meeting. Blue and Gold Room of College Union Building.

Friday, May 16

- Breakfast at hotel.
 - 9:00 depart on Durango and Silverton Narrow Gauge Railroad (DSNGRR) for 50 mile steam engine train ride to Silverton, CO.
 - 12:15 p.m. arrive in Silverton
 - 12:30 p.m. Lunch at historic Grand Imperial Hotel in Silverton with presentation by Scott Fetchenhier (Fetch's Mercantile) on retailing challenges in a tourist destination.
 - 2:00 p.m. – 3:00 p.m. Experience tourism retailing in Silverton.
 - 3:00 p.m. Depart by bus to Durango
 - 4:00 – 6:00 p.m. relax in hotel
 - 6:00 p.m. Depart by bus to Paul McGurr's house for dinner barbeque.
- 9:00 p.m. Return to Durango by bus.

Saturday, May 17

- Breakfast at hotel.
- 8:00 a.m. ACRA annual meeting. Fort Lewis College EBH building room 065
- 9:00 a.m. Coffee and Danish. Fort Lewis College EBH atrium.
- 9:30 a.m. – 12:30 p.m. Conference sessions. Fort Lewis College EBH building. Three rooms equipped with overhead projection equipment for PowerPoint presentations.
- 12:30 p.m. Lunch at Student Memorial Lounge with presentation by representative of Downtown Durango or the Durango Business Improvement District
- Afternoon. Gallery Walk and tour of downtown retail district of Durango Colorado.
- Evening. Enjoy world quality restaurants on own in Durango.



Sunday, May 18

- Breakfast at hotel.
 - Hotel check-out by 11:00 a.m.
- Departures

We urge you to participate by submitting research papers and/or volunteering to review papers. JunKung Park has generously agreed to once again coordinate this process. Please see the call for papers soon to be on the ACRA website (www.acraretail.org) or contact Jungkun at park4@purdue.edu.

Your students can participate by entering the undergraduate student retail analysis competition, which focuses on retail site selection for a franchise of the Rocky Mountain Chocolate Factory, a Durango-based company. The competition is co-sponsored by Rocky Mountain Chocolate Factory and SimplyMap, a web-based demographic and business mapping application. Please see the detail on the ACRA website (www.acraretail.org/2007rmcf_competition.html) or contact Hyunjoo Oh at hyunjoo.oh@cba.ufl.edu.

More information will be provided in the next couple of months. Look for the registration information on the ACRA website or contact Paul McGurr at 970-247-7543 or mcgurr_p@fortlewis.edu.

Call For Papers



Conference or Publication	Due Date	Description	Contact
EIRASS Conference on Retailing and Services Studies Zagreb, Croatia July 14—17, 2008	Oct. 15, 2007	The aim of the EIRASS conference is to bring together scholars from various disciplines and countries interested in retailing and consumer services. The conference will give delegates an opportunity to present their completed projects but also to present work in progress. Papers on any topic relevant to progress in retailing and consumer services (tourism, recreation, banking, aspects of transportation, etc.) are welcome. Submit a one page abstract for consideration.	Professor Harry Timmermans Eindhoven University of Technology E-mail: eirass@bwk.tue.nl
<i>Journal of Retailing</i> Special Issue: Modeling the Retail Phenomenon	March 31, 2008	Marketing scientists and practitioners have devoted considerable attention to quantitative models in retailing. Recently, their attention has intensified with the emergence of wide array of customer data combined with solid computing horsepower and the science of retailing. The special issue will be published in the <i>Journal of Retailing</i> in early to middle 2009. We invite both empirical and analytic models. Papers should be submitted to journal at (JournalOfRetailing@mail.wvu.edu or jr@coba.usf.edu) with a cover letter indicating that the paper is intended for the Special Issue. See www.elsevier.com/locate/jretai for submission guidelines.	Special Edition Co-Editors: Professor James D. Hess University of Houston Bauer College of Business Department of Marketing 334 Melcher Hall Houston, TX 77204-6021 Phone: 713-743-4175 E-mail: jhess@uh.edu Professor Praveen K. Kopalle Dartmouth College Tuck School of Business at Dartmouth 100 Tuck Hall Hanover, NH 03755 Phone: 603-646-3612 E-mail: praveen.k.kopalle@dartmouth.edu
<i>Journal of Retailing</i> Special Issue: Consumer Behavior and Retailing	March 31, 2008	Manuscripts that focus on consumer behavior in retail settings are welcome. Manuscripts testing theoretical propositions tied to consumer behavior are particularly relevant. Papers should be submitted to <i>Journal of Retailing</i> (JournalOfRetailing@mail.wvu.edu or jr@coba.usf.edu) with a cover letter indicating that the paper is intended for the Special Issue. See www.elsevier.com/locate/jretai for submission guidelines.	Special Issue Co-Editors: Professor William O. Bearden Bank of America Chair Professor in Marketing Moore School of Business University of South Carolina Columbia, SC 29208 Phone: 803-777-4914 Email: bbearden@moore.sc.edu wbearden1@sc.rr.com Professor David M. Hardesty 455Q Gatton College of Business & Economics University of Kentucky Lexington, KY 40506-0034 Phone: 859-257-9419 Email: david.hardesty@uky.edu
<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

Treasurer's Report

The ACRA dues invoices for the 2008 calendar year have been sent out. Please note that all levels of dues (domestic and international) have been increased by \$25, as approved at the April 2007 ACRA general meeting. This is the first dues increase in over ten years and is necessary due to increased subscription costs for the *Journal of Retailing*, increases in mailing costs of *Retailing Education Today*, the membership list and



other mailings, and new initiatives now being sponsored by ACRA. Membership in ACRA is still among the lowest of professional organizations and all the benefits of ACRA membership are being retained (most prominently, the subscription to the *Journal of Retailing*, which would cost nearly \$150 if purchased independently)

Please be sure to pay the new amount for your membership by October 31 to ensure your inclusion in

the 2008 membership directory. Please check the membership data and update the information if there are any changes. Not to name any names, but a former officer of ACRA went three years without noticing the office phone number was incorrect. If you have any questions, feel free to contact me at mcgurr_p@fortlewis.edu.

- *Paul McGurr*
Fort Lewis College
ACRA Treasurer

Congratulations...

Youn-Kyung Kim, Pauline Sullivan and Judith Cardona Forney are the authors of a newly published textbook called "Experiential Retailing—Concepts and Strategies that Sell". The text is about understanding recent consumer and retail trends. Taking an innovative and interdisciplinary approach, the authors move beyond the traditional



model of product assortment. They examine the history of retailing and consumption, and how cultural attitudes have changed over time. Different types of shopping experiences are described. Anecdotes and illustrations demonstrate strategies for success. Fairchild Book is the publisher.

Keeping in Touch....

Lewis Neisner, Former National Retailing Federation Liaison to ACRA and a past ACRA president retired from the University of Maryland. His wife and he moved to a 55+ retirement community in Rochester NY associated with the Rochester Institute of Technology. Since Lewis lived in Rochester for the first 50 years of his life, it is homecoming for him. He says that retirement agrees with him. He will return to the



classroom this fall teaching a 10 week course on Sherlock Holmes, one of his major interests. According to Lewis, "It will be the ideal teaching situation having mature adult students, no exams to prepare and grade, no finals and term papers and probably best of all, no students complaining about their grades!"

The Third Annual American Collegiate Retailing Association's Undergraduate Student Retail Analysis Competition: Location Analysis



Submission Deadline: January 10th, 2008

ACRA is pleased to announce the third annual ACRA Undergraduate Student Retail Analysis Competition to be held in conjunction with the Spring 2008 conference, scheduled in Durango, Colorado, April, 2008. Since the upcoming Spring 2008 conference is in Durango, Colorado, the competition this year will focus on Rocky Mountain Chocolate Factory (RMCF). Faculty are asked to recruit undergraduate students who are interested in retailing to participate. Students (or student teams) will compete by selecting a new site for a RMCF franchise store and developing a business plan to support their site selection. The competition is chaired by Hyunjoo Oh of the University of Florida, Vanessa Brantley of Cheyney University of Pennsylvania, and Doreen Burdalski of Albright College.

Recruiting Students:

Faculty can choose multiple methods of involving students: class assignment, directed study, outside class project, etc. Students must be attending a four-year degree program, but are not required to be in a specific major or to have completed specific courses in order to participate. Participating students and faculty will have access to SimplyMap, a geo-demographic mapping application similar to GIS. (More information can be found by clicking the link, SimplyMap). Please send names and email addresses of participating students and sponsoring faculty to acracompetition@geographicresearch.com or Hyunjoo.oh@cba.ufl.edu to have access to SimplyMap.

Sponsoring Faculty Member:

All submissions must be sponsored by an ACRA member. Membership materials are available at the ACRA website www.acraretail.org.

Information on Rocky Mountain Chocolate Factory (RMCF), Inc.:

RMCF is one of Fortune 100's fastest-growing small business companies. Its headquarter is in Durango, CO. The Company's principal activity is to manufacture an extensive line of premium chocolate candies and other confectionery products. It operates through two segments: Franchising and Manufacturing. The products of the Group are sold through franchisees and at Company owned stores. The Company's revenues are currently derived from three principal sources: sale of chocolates and other confectionery products manufactured by the Company; the collection of initial franchise fees and royalties from franchisees' sales; and sales at Company-owned stores of chocolates and other confectionery products. As of 31-Mar-2006, there were 301 franchised Rocky Mountain Chocolate Factory stores operating in 40 states, Canada, Guam and the United Arab Emirates. Its website is found at www.rmcf.com. Franchise information can be found at www.sweetfranchise.com.

Winner:

Three cash prizes will be awarded to the winners as follows: first (\$750 - \$500 from ACRA and \$250 from Geographic Research Inc.), second (\$450 - \$300 from ACRA and \$150 from Geographic Research Inc.), and third prizes (\$300 - \$200 from ACRA and \$100 from Geographic Research Inc.). The first-place winner will be invited to the ACRA Spring 2008 Conference. The student winners and sponsoring faculty member will each receive a plaque from ACRA. Winning student papers will have the opportunity to be posted on the ACRA website.

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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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