On March 4, 2003, Office Depot, Inc. presented the University of Florida’s Miller Center for Retailing Education and Research a $1,000,001 check in a memorable ceremony to create an endowment for the Miller Center for Retail Education and Research’s Retail Smarter Symposium held every June in Orlando, Florida. With the gift being over $1 million, the University is eligible to receive matching funds from the State of Florida.

After a warm welcome from Dr. Charles E. Young, the President of the University of Florida, Dr. Barton Weitz, Executive Director of the Miller Center, expressed his appreciation to Bruce Nelson, Chairman and Chief Executive Officer of Office Depot by saying that the gift would be helpful to the Miller Center in educating students about retailing and persuading them to consider retailing as a career.

Bruce Nelson stated that Office Depot’s intention is to support retail. He continued by stating that this partnership with the Miller Center was the right thing to do because he feels strongly about Office Depot’s ongoing commitment to the communities it serves. Nelson said, “We strive to invest back into the communities in which we live, work and sometimes play.” This endowment demonstrates the company’s interest in students at the University as well as an investment in future retail leaders. Mr. Nelson said he was delighted Office Depot is successful enough to be involved with the University in this way as he is proud to be affiliated with such a great school.

After the ceremony, Bruce Nelson took the time to present to a standing-room only crowd of students. His heartfelt words began with advice to students to find something they really like to do for their career because it will make the difference between being merely compliant and being fully committed.

See OFFICE DEPOT on page 2...
compliant and being fully committed. He stressed that by being committed, you will enjoy your work and feel fulfilled rather than feeling obligated to comply with management’s requests.

Students felt that it was refreshing that Mr. Nelson was not an Ivy League graduate. Rather, he spoke of being a self-made man who had worked hard since he was a boy. Born without the privilege of a wealthy family, he managed to position himself and climb the ladder using his own set of ethical rules. He said his strategy behind managing so many people was that he considered it to be about honesty, respect and “…always doing what you say you will.”

In addition to managing well, he advised students to heed what they learn in school as he felt the most valuable information you could have when running a business was a running knowledge of accounting and finances. “You need to have knowledge of what your stores and employees are doing. By having this knowledge, you can successfully manage the company.”

Bruce Nelson shared that Office Depot is an organization that values respect for the individual, fanatical customer service and excellence in execution. The company has grown through excellent management, innovation and hard work. Bruce Nelson felt that the company will continue to grow because it continues to contribute positively to the community and the retail industry.

The annual Retailing Smarter Symposium put on jointly by the David F. Miller Center for Retailing and Education and Research and Office Depot will be held on June 23 and 24, 2003, at the Royal Pacific Resort at Universal Studios, Orlando.
Michael Levy, PhD, the Charles Clark Reynolds Professor of Marketing at Babson College and Barton Weitz, PhD, the executive director of the David F. Miller Center for Retailing Education and Research at the University of Florida have developed a fifth edition to Retailing Management. This best-selling retail textbook responds to three important developments in retailing. First, retailers are increasing the sophistication for retail operations and decision-making tools for coordinating their supply chains, buying merchandise and managing store operations. Next, retailers are looking at international markets for growth opportunities and finally, large and small store-based catalog retailers are making significant investments in the Internet to communicate and sell merchandise to their customers.

The objective of the fifth edition is to capture the excitement and challenge of the developments in retailing as well as inform students about the management practices of retailing institutions. Levy and Weitz continue to focus on the broad spectrum of retailing examining key strategic issues emphasizing financial considerations and store management issues. Notable new additions include a new chapter on customer relationship management examining how retailers use customer databases to build repeat business, realize greater share of wallet from key customers and build loyalty. Another new chapter on multichannel retailing focuses on the opportunities and challenges faced by retailers when interacting with customers through multiple channels like stores, catalogs and the Internet. The new Retailing Management offers a more extensive treatment of new technologies and methods throughout the book. International retailing strategies are examined so students can understand how retailers adapt their business practices to the cultural and infrastructure differences in international markets. There is extended treatment of brand development issues, updated material on legal and ethical issues, Go Out and Do It! Exercises, monthly newsletters with short cases and a completely redesigned student CD.

The new Levy and Weitz Retailing Management has been described as reader-friendly through its use of interesting Refacts, Retailing Views, Profiles of Retail Experts and a helpful website for students and instructors. The text provides a balanced treatment of strategic “how to” and conceptual material written in a comfortable and interesting format. For more information, go to www.mhhe.com/levyweitz.
as scheduled time for networking. Specifics on the symposium of the Miller Center for Retailing Education and Research can be found at the Center's web site at http://www.cba.ufl.edu/CRER. Come and join us; you'll be glad you did!

REGISTRATION NOW!

RETAILING SMARTER 2003
SYMPOSIUM

June 23 - 24, 2003
Royal Pacific Resort at Universal Orlando®
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