

## 2008 Retailing Smarter Symposium Speakers



**Scott Edmonds**  
President & CEO  
[Chico's FAS, Inc.](#)

Scott Edmonds is President and CEO of Chico's FAS, Inc. Scott began his career with Ferguson Enterprises, Inc in Newport News, Virginia. Ferguson is a national wholesaler of plumbing, heating and electrical supplies. Scott joined Ferguson in 1973 as a truck driver. He very quickly moved up the corporate ladder holding various positions in sales. In 1985 he became the President and General Manager for the company.

In 1993 Scott joined Chico's FAS, Inc. as an Operations Manager. Scott held positions as Vice President Operations, Senior Vice President Operations/Chief Operating Officer, President and Chief Operating Officer, President and Chief Executive Officer. Scott became the President and Chief Executive Officer in 2003. He also became Chairman of the Board in 2007.

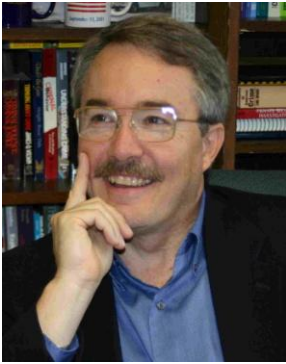
Scott is currently a board member of the Florida Council of 100 and The Foundation for Florida Gulf Coast University. He is the Campaign Chairman for the United Way of Lee County. Scott is an advisory board member for the Jay H. Baker Retailing Initiative, The Wharton School at the University of Pennsylvania. He is the founding director for the FineMark National Bank & Trust. He is also a board member for Robb and Stucky and Mainline Supply Company.



**Jill Griffin**  
Author  
"Customer Loyalty: How to Earn It, How to Keep It"

Jill Griffin's clients call her The Loyalty Maker®, and for good reason. Her book, **Customer Loyalty** was named to Harvard Business School's "Working Knowledge" list and has been translated into six languages. Her co-authored book, **Customer Winback** earned Soundview's "Best Books" award. Since 1988, she has led Austin-based Griffin Group, helping firms around the globe build fiercely loyal customers. Clients served include Microsoft, Toyota, Marriott, Hewlett Packard, Days Inn, Wells Fargo, Western Union and Sprint.

Jill has served on the marketing faculty at the University of Texas McCombs School of Business. She is a Magna Cum Laude graduate and Distinguished Alumna recipient of the University of South Carolina Moore School of Business from which she holds an MBA.



## **Richard Hollinger**

Professor

Department of Criminology, Law and Society

Director, Security Research Project

[University of Florida](#)

Dr. Richard Hollinger is a Professor at the University of Florida in Gainesville. He is on the faculty of the Department of Criminology, Law and Society. Dr. Hollinger is the Director of the Security Research Project -- an academic research institute that focuses exclusively on retail loss prevention and security issues. The Security Research Project annually conducts *the National Retail Security Survey* along with a number of other empirical research activities.

Dr. Hollinger received both his baccalaureate and masters degrees at the University of Georgia. He then completed his graduate studies at the University of Minnesota where he received a Ph.D. in Sociology in 1979.

Throughout his career Dr. Hollinger's research has been principally focused on the topic of "white collar crime" - more specifically, deviant and criminal behavior committed in the course of one's occupation. In addition to numerous articles published in scholarly and professional journals, Dr. Hollinger is the author of three books, *Theft by Employees* (with John P. Clark) (Lexington Books, 1983), *Dishonesty in the Workplace: A Manager's Guide to Preventing Employee Theft* (London House Press, 1989), and *Crime, Deviance and the Computer*, published by Dartmouth Press in 1997.

Dr. Hollinger currently serves on the editorial advisory board of the *Security Journal* and is a regular columnist for *LP Magazine*. He sits on the Loss Prevention Advisory Committee of the National Retail Federation. In June of 2007 he was elected into the prestigious "Ring of Excellence" by the National Retail Federation in recognition for his contribution of research on loss prevention and retail crime over his academic career. In addition, he is a member of various academic professional associations, such as, the American Sociological Association, the American Society of Criminology, and the Academy of Criminal Justice Sciences.

Dr. Hollinger has presented his research nationally and internationally to numerous, corporations, professional groups and associations, such as the American Society of Industrial Security, National Retail Federation, RILA, International Association of Hospital Security, Association of Certified Fraud Examiners, Institute of Internal Auditors, Urban Land Institute, Home Center Institute, Retail Council of Canada, National Association of Recording Merchandisers, the National Association of Chain Drug Stores, PROVAR (University of Sao Paulo, Brazil), and ANTAD (Mexican retail association).



## **Richard Lawlor**

Vice President Retail Sales & Marketing

[Hess Corporation](#)

Mr. Lawlor began working for Mobil Oil Corporation in 1984. Over the next 13 years, he held various positions within the Company. His last position was as Franchise Manager USA, where he helped in the development of the "On the Run" Convenience Store Concept.

In 1996, he joined Hess Corporation as Director of Convenience Store Marketing. In 2001, Mr. Lawlor was promoted to Vice President Retail Marketing, a position in which he has played an instrumental role in the aggressive growth of the retail business.

Hess has grown in 10 years from 400 locations to over 1350 units along the Eastern Seaboard. It was during this time that the Hess Express Convenience Store was created, and today it continues its strong expansion. Hess is committed to becoming the leading independent retailer along the East Coast.

Rick resides in Washington Crossing, Pennsylvania with his wife, Annette, and three sons - Grant (13), and twins, Luke and Pierce (11).



**Chuck Rubin**  
President, North American Retail  
[Office Depot](#)

Chuck Rubin was named President, North American Retail for Office Depot in January 2006. Rubin was formerly Office Depot's Executive Vice President, Chief Merchandising/Marketing Officer. Rubin has responsibility for leading Office Depot's retail business in North America, including store operations, merchandising, marketing, real estate, and construction.

Since joining Office Depot in March of 2004, Rubin has successfully implemented several new marketing and merchandising concepts. He was an instrumental partner in the launch of the Company's award-winning M2 retail format, created a new national sponsorship platform featuring NASCAR and Roush Racing star Carl Edwards, and significantly expanded the selection of private brand products and exclusive offerings.

Before joining Office Depot, Rubin was a partner with Accenture. During his six years with the consulting firm, he led engagements across retail formats, including the department, specialty and e-commerce channels, as well as new business startups. His results-proven experience included helping companies improve sales, marketing, pricing, supply chain and store operations strategies and implementation tactics.

Prior to joining Accenture, Rubin spent six years in the sporting goods specialty retail business where he served as General Merchandise Manager and a member of the Executive Committees for two publicly held companies.

Rubin began his career with Federated Department Stores where he spent 11 years in merchandising and store management.

He holds a B.A. degree from Brandeis University.



**Suzanne Shelton**  
President and CEO  
[The Shelton Group](#)

Suzanne Shelton is president and CEO of the Shelton Group, an advertising agency specializing in taking energy efficiency-related products and services to market. Shelton conducts an annual nationwide study called Energy Pulse, which explores consumer attitudes towards conservation, energy-efficiency and energy-efficient products and homes. It also profiles U.S. households by their perceptions of the importance of conservation and energy efficiency, their current conservation activities, awareness of energy-efficient building, perceived price points and purchase potential for energy-efficient homes, home features and appliances.

Shelton Group's client list includes the American Institute of Architects, Andersen Windows, BP Solar, Knauf Insulation and Vectren Energy. Her firm's mission is to grow its clients businesses, which they do through research-driven market planning and targeted creative work. Suzanne speaks to groups across the country about what consumers are thinking about energy efficiency and green products and how to effectively implement advertising, marketing and public relations campaigns in that space.



**Dan Stanek**  
Executive Vice President  
[Retail Forward](#)

Dan is Executive Vice President of TNS Retail Forward and directs the firm's consulting services. He has more than 20 years of experience in consumer marketing and retailing for Fortune 500 companies. His areas of emphasis include brand strategy, marketing strategy, channel strategy, market positioning, retail concept development, and consumer research.

During his career, Dan has led and conducted consulting programs with hundreds of leading retailers and consumer products companies including: Bloomingdale's, Hard Rock Café, UPS Stores, Wilsons Leather, Hallmark, AutoZone, Circuit City, CVS, Frito-Lay, General Motors, Eastman Kodak, Lowe's, Microsoft, World Kitchen, OshKosh B'Gosh, Toys "R" Us, Wal-Mart, and Wrangler.

Dan was formerly with the international brand design firm of Fitch Worldwide where he served as a Partner directing the firm's strategy and research offer for North America. Prior to that, he was Executive Vice President and Director of Operations of Columbus, Ohio-based Retail Planning Associates, an international retail consulting and design firm. Dan also spent several years as Manager in the Strategic Channel Marketing group at Management Horizons, a Division of Price Waterhouse.

Dan has extensive experience speaking at various industry and trade association audiences including GlobalShop and the National Retail Federation. He has also been frequently quoted in national and international media outlets including Fortune, Business Week, The New York Times, ABC News, CNBC-TV, BBC Radio, National Public Radio, Chain Store Age, Visual Merchandising and Store Design, Display and Design Ideas, and Women's Wear Daily among others.

Dan received his MBA and Bachelor of Science in Business Administration from The Ohio State University.



**Don Whetstone**  
Senior Director, Merchandising Strategy and Development  
[Walgreen Co.](#)

Don Whetstone is the Senior Director overseeing Walgreen's Merchandising Strategy and Development organization. Don's newly created organization is responsible for the development of an expanded portfolio of store formats and strategies to better meet the needs of key markets and trading areas; deeply focused on innovative strategies associated with advancing Walgreen's marketing efforts to individual neighborhoods.

Don has spent his entire 27 year career at Walgreens, with a variety of experience in strategic planning, consumer marketing research and business assessment. In addition, he has served on several industry advisory boards and currently sits on the Board of Directors for the Point of Purchase Advertising International (POPAI) organization.

He holds a B.A. degree from the University of Illinois, Urbana-Champaign.

**John Worthington**  
Executive Vice President and Director of Stores  
[Kohl's](#)

**John M Worthington** is the **Senior Executive Vice President and Principle Officer** for Kohl's Department Stores. Worthington is also a member of **Kohl's Executive Committee** and has responsibility for Store Operations, Store Administration, Merchandise Presentation and Loss Prevention. Prior to becoming a Principal Officer, Worthington was Executive Vice President – Director of Stores and Senior Vice President of Store Operations. John has been intimately involved in the growth of Kohl's over the past decade, as the company has grown from 100 stores to over 900 stores and \$17 Billion in annual sales. During this explosive growth, John has been involved in opening the South Central, Mid-Atlantic & Northeast divisions of the company. Worthington currently has the pleasure of leading a team of over 100,000 Kohl's associates nationwide, who deliver the Kohl's Experience in EVERY STORE, to EVERY CUSTOMER, EVERY TIME. John also serves as a member of the Kohl's Cares for Kids Committee that generates millions of dollars annually to local Children's Hospitals and Children's Education. Worthington also serves on the BYU retail advisory Board. Prior to joining Kohl's John worked for May Department Stores, St. Louis, Missouri.