



## Presents Build-A-Bear Workshop® Founder Join Us for a Q&A Webinar with Maxine Clark

The University of Florida's David F. Miller Center for Retailing Education and Research and the Florida Retail Federation Pathways Webinar Series provides college students and others in the retail field to engage with and learn from C-level executives on how to be successful in a retail career.

**Young Professionals Register Today for this free Webinar!**  
November 19, 2:00 PM EST  
Register for the Webinar at [www.bit.ly/pathways01](http://www.bit.ly/pathways01)



**Maxine Clark**  
Founder, Chief Executive Bear  
and Chairman  
Build-A-Bear Workshop®  
Where Best Friends Are Made®

Maxine Clark is one of the true innovators in the retail industry. During her 30-year career, her ability to spot emerging retail and merchandising trends and her insight into the desires of the American consumer have generated growth for retail leaders, including department store, discount and specialty stores. In 1997, she founded Build-A-Bear Workshop, a teddy-bear themed retail-entertainment experience. Today there are more than 400 stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. In 2007 the company extended its in-store interactive experience online with the launch of its virtual world at [buildabearville.com](http://buildabearville.com)®. In 2009

Build-A-Bear Workshop was named to the FORTUNE 100 Best Companies to Work For® list. Maxine's first book "The Bear Necessities of Business: Building a Company with Heart" was published in 2006.



