My Viewpoint
by Lynda Stadler, editor

It's true what they say that people never think bad things will ever happen to them. Until it does. Honestly, I consider myself pretty healthy and the thought of getting breast cancer or heart disease is usually far from my mind. But after hearing the powerful and poignant stories of Belk breast cancer survivors at the corporate office last month and learning more about heart health risks, I have a different outlook. The statistics are staggering – one in eight women will develop breast cancer in their lifetime, and every 69 seconds a woman dies of breast cancer. And, heart disease is the #1 killer of women in America. Indeed, it could happen to me.

I am now taking a stronger interest in what I eat, how much I eat, and my exercise habits. Most importantly, I made an appointment to get a mammogram. I am glad Belk is focusing its community involvement activities around these important issues for women. It motivates me to become more informed and to take action. Because, after all, it's just too easy to sit back and say "it won't happen to me."

Thanks to all associates for your support of the "Our Heart to Yours" Campaign and for the incredible grassroots efforts that were made in the stores on behalf of breast cancer awareness. Your encouragement and support of these activities helped raise over $390,000 which will benefit the Foundation for the National Institutes of Health in support of The Heart Truth® and women's heart health education and research. See Tim Belk's column below as he talks more about supporting important causes and how we can all help make a difference.

Also, in honor of Women's History Month, we choose Ambassador Nancy G. Brinker as our honoree for the amazing work she has done through the Susan G. Komen For the Cure. Read her story – it is truly inspiring.

Peace and good health - Lynda

Chairman's Note
Tim Belk, Chairman and CEO

One of our six values is "be involved in our communities." Our partnership with Susan G. Komen for the Cure is a great example of what we can do as a company when we get involved in a significant way to address the critical needs of our customers and associates.

Last month, we were honored to have Ambassador Nancy Brinker, founder and CEO of Susan G. Komen for the Cure make a special appearance at the corporate office to celebrate Belk’s first year success with the "Pink Is Our Passion" campaign. I admire her tremendously for her unwavering dedication and commitment to eradicate the horrible disease of breast cancer.

Working with Ambassador Brinker and the Komen organization has been an enlightening experience for us and I am proud to say that we have reached the first $1 million of our three-year, $3 million commitment we announced last fall. Our commitment is not all about the money – it’s about the lives of the people we know and love, how this disease touches our own lives and how we can make a real difference.

Most importantly, we continue to reach thousands of women with the important message that early detection can save their lives.

I want to thank Lisa Nelson, ASM at Belk in Birmingham, Ala., Barbara Matthews, sales associate in Greenville, S.C., Wendi Garza, ASM, Southern Pines, N.C. and Carla Chester-Zimmerman of GE, for sharing their very personal stories about surviving breast cancer and inspiring us to do all that we can through our stores, customers and associates to bring attention to this cause. I am convinced that when we spread the passion and commitment of these women to the rest of our organization we will make a significant impact on the battle against breast cancer in our communities.

This year we will expand our breast cancer awareness campaign into a year-round effort and will become actively involved with all 38 Susan G. Komen for the Cure affiliates through grassroots efforts in affiliate communities, as well as Belk stores in the surrounding areas. Feel the passion by viewing the following story from WNCN TV in Charlotte that covered the event.

Together, we can make a difference. | WCNC TV Video

IN THIS ISSUE

- Chairman's Note
- Associates Take RCC Pledge
- Safety Focus: Slips, Trips and Falls
- Remote Monitoring Center Helps Apprehend Repeat Offender
- Polo Business in Charlotte Exceeds $2 Million Sales Goal

Women's History Month
We honor:

Ambassador Nancy G. Brinker
Founder and CEO
Susan G. Komen For The Cure

Ambassador Brinker is regarded as the leader of the global breast cancer movement. After making a promise to her dying sister, Susan G. Komen, she founded Susan G. Komen for the Cure in 1982 with the goal of ending death by breast cancer forever.

Although she faced an uphill battle in the early years, Brinker broke the silence around breast cancer and her organization is now the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cure.

Nancy Brinker Biography

CUSTOMER SERVICE & SALES ACHIEVEMENTS

Complete Report

January Customer Satisfaction Survey (CSS)

Top 5 Stores – Overall Satisfaction

<table>
<thead>
<tr>
<th>Store Location</th>
<th>YTD</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Weatherford, Texas #385</td>
<td>96%</td>
<td>90%</td>
</tr>
<tr>
<td>Myrtle Beach, S.C. #244</td>
<td>96%</td>
<td>83%</td>
</tr>
<tr>
<td>Bainbridge, Ga. #269</td>
<td>95%</td>
<td>87%</td>
</tr>
<tr>
<td>Gainesville, Ga. #87</td>
<td>94%</td>
<td>88%</td>
</tr>
<tr>
<td>Conway, S.C. #114</td>
<td>93%</td>
<td>78%</td>
</tr>
</tbody>
</table>
Spring 2011 Style Statements
By Arlene Goldstein, Vice President, Trend Merchandising and Fashion Direction

Step up to the season with all the modern styles of the time. Arlene Goldstein gives us the fashion news on style statements for the season:

**Flirt** is our first statement and fashion is a flutter. Femininity says it all. Bows, ruffles and ruching detail frothy concoctions. Crochet, lace, eyelet, sheers and satin seem so right. Flowers and other botanical motifs send an inspiring pattern message with a myriad of 3D floral accents, as well as pearls, luxuriously long necklaces, romantic hair accessories, ballet flats and kitten heels are the icing on the cake (so to speak)!

**American Beauty**'s go-to-lunch classics define our next trend and make it easy to look great every day, everywhere. Tried and true sportswear favorites with a modern twist: maritime influences, trench details, waist definition, banding and piping, black and white, all play an important role. Stripes, stripes, stripes, dots and checks are the preferred patterns. With American Beauty accessories, it will be easy to be fabulously fashionable. Bold gold, chains and watches reinvented. Stacks of bangles and pearls reworked work wonders. Statement belts, structured bags, new pumps, strappy sandals and espadrilles all a perfect fit for this country club chic message.

**Urban Adventurer** is a balance of strong utility pieces with a neo-ethnic flavor – brass zips, studs, grommets, metal buttons along with epaulets and interesting pocket treatments. Ethnic patterns, especially ikats, tonal stripes, animal prints and new camo interpretations, create a cultural collage. Textiles take on a workwear feel: cottons, linens, and distressed denim, as well as softer silks, rayon and mesh for an eclectic mix. Up the ante with a trove of tribal treasures – amazing accessories that have an authentic feel – worked leather belts, bags and sandals.

Store Associates Take Pledge to Deliver Relentless Customer Care
As a part of Belk’s service commitment to customers, store managers and associates have signed an official pledge card that commits them to providing exceptional care with customers at all times. Improved systems to gather customer feedback will give store management critical information about customer expectations and associate service behaviors.

**New Data Collection Provides Easy Way for Customers to Recognize Associates**
Through the new RCC survey process, customers will be invited to take a customer service survey at www.belksurvey.com (invitations will continue to print out randomly on customers’

**I pledge to** be relentless with customer care at all times.

**I PLEDGE TO:**
• Smile and greet every customer warmly and immediately.
• Ask customers questions to determine their needs.
• Suggest appropriate merchandise based on their needs.
• Ring transactions efficiently.
• Tell them how much they saved.
• Treat their merchandise with great respect and care.
• Thank them by name.

**Store Standings**
Top 10 stores in each division that met or exceeded sales and profit plans for the month of January:

**Northern Division**
- Ahoskie, N.C. #589
- Whiteville, N.C. #593
- South Boston, Va. #48
- Williamston, N.C. #584
- Kinston, N.C. #449
- Rockingham, N.C. #14
- Williamsburg, Va. #321
- Lincolnton, N.C. #22
- Statesville, N.C. #11
- Eden, N.C. #197

**Southern Division**
- Haines City, Fla. #391
- Douglasville, Ga. #623
- Tallahassee, Fla. #627
- Norcross, Ga. #270
- Bainbridge, Ga. #269
- Griffin, Ga. #495
- Thomasville, Ga. #274
- Moultrie, Ga. #179
- Gaffney, S.C. #72
- Douglas, Ga. #107

**Western Division**
- Paragould, Ark. #199
- Mary Esther, Fla. #658
- Conway, Ark. #288
- Auburn, Ala. #289
- Stillwater, Okla. #362
- Waxahachie, Texas #341
- Greenville, Texas #124
- Mt. Juliet, Tenn. #358
- Clarksville, Tenn. #539
- Tuscaloosa, Ala. #508

**SERVICE ANNIVERSARIES**

**UPCOMING SPECIAL EVENTS**
Friends & Family
Friday - Sunday, March 4 - 6
All Belk Stores

Elite Night
Wednesday, March 16
All Belk Stores

Educator Appreciation Day
Thursday, March 24
All Belk Stores
SAFETY FOCUS
Slip, Trip and Falls – Don’t Let These Obstacles Get In Your Way
These are the top three hazards that cause accidents in the store. Don’t let it happen to you!

• Carts and Z-racks on floors during store open hours
• Boxes left unattended in common pathways
• Collateral signs on floors

LP AWARENESS
Remote Monitoring Center Helps Kentucky Store Apprehend Repeat Offender
On a recent Thursday afternoon, Dan Stamey, loss prevention associate with Belk’s Remote Monitoring Center in Charlotte, received a call for assistance from Cathy Jones, store manager at Belk in Middlesboro, Ky. #496, one of 49 stores that Stamey and co-worker, Thomas Thweatt, monitor each day. Jones explained that a customer selected a large quantity of jewelry and walked through the home department into the restroom. Jones informed Stamey that this customer visits the store approximately once a week and has been suspected of shoplifting in the past. As the “eyes in the sky” of the store, Stamey adjusted his remote monitoring system to reveal the Middlesboro store and quickly located the area in which the suspect was hiding.

Stamey knew that patience would be required since the subject was known to spend a long time in the store before making her move to leave. When the subject came out of the restroom, Stamey observed her place something under a display table. “Cathy checked under the table and found ten empty jewelry cards,” said Stamey. “Over the next hour, I observed the woman selecting clothing and two handbags.” The woman then worked her way into the fitting room and came back out immediately and took a Belk bag from behind a register.

“As she walked along the back wall, she pulled out the shopping bag and stuffed all the stolen merchandise into it,” said Stamey. “I told Cathy to have an associate call the police and the officers walked into the store just as the subject was about to exit.” After seeing the police, the woman turned and threw the bag down claiming that it was not hers. However, the officers already had observed the bag in her possession and took her in for questioning. During her interview, the woman admitted to the theft and was arrested for felony shoplifting. Jones recovered 15 pieces of jewelry, two handbags and four shirts valued at $890.

PHOTO | Dan Stamey (left) and Thomas Thweatt

About Belk’s Remote Monitoring Center
In the first program of its kind in the retail arena, 49 of Belk’s smaller stores are being monitored by remote video surveillance systems located at the corporate office in Charlotte, N.C. Managed by Thomas Thweatt, remote monitoring center (RMC) manager, and Dan Stamey, loss prevention associate, the RMC’s goal is to assist stores in preventing theft, reducing shortage and keeping the store associates and customers safe. The closed-circuit television (CCTV) cameras and digital video recorders (DVR) located in each store are networked into and controlled live from a sophisticated control room.

The program was piloted in 2005 and operated by Belk’s security department. In 2006, the loss prevention department took over and further developed the technology and programs using existing equipment. “We used standard equipment and reprogrammed it to do what we need it to do,” said Toby Steckler, loss prevention coordinator. “Tom Thweatt has developed his own program that offer information about the stores, including a call tracker, “Be on the Lookout” photos (BOLO), new store information, case recaps and store floor plans. He also distributes a weekly newsletter.”

All of the participating store management staff are trained in loss prevention and security. However, the program also relies on the support and cooperation of local law enforcement agencies and other assistance providers.
CHARLOTTE, N.C.

SouthPark Polo Team Exceeds $2 Million Sales Goal

The Polo sales team at Belk in Charlotte, N.C. #458, SouthPark Mall has become the first Polo shop in the company to reach the $2 million sales threshold. A dedicated and multi-talented team was at the center of the success, said Tracie Borawski, ASM, men’s, and Lorraine Richardson, ASM, better.

“We have several of the top Polo specialists in the company and in the nation,” said Borawski. “They all have individual skills that complement each other perfectly. They are the brand. They set their sights on this goal, worked the plan and talked about it until it happened. There was just no way they were going to miss.”

The Polo sales team members Lonnie Roberts, Mark Metcalf, Charlene Werner and Connie Davis feel right at home in the shop, holding up high standards for the department and service quality. They serve a large base of customers who frequent the store often for new merchandise offerings. “We genuinely like working with the people,” said Metcalf, who has been with Belk for ten years and is ranked as the number three Polo specialist in the company and second in the Northern Division. “Our success is about exceeding the merchandise needs and service expectations of the customers,” he said.

Cathy McGuire Retires After 30-Year Belk Career

Cathy McGuire, vice president of human resources development, has retired from Belk after a 30-year career with the company. McGuire joined Belk in 1980 as human resources and operations manager of the Belk Beery group of stores based in Wilmington, N.C. She was named director of human resources for the Matthews Belk group in Gastonia, N.C. in 1990, and was promoted to vice president of human resources for the Belk group based in Orlando, Fla. (and later Gainesville, Fla.) in 1994. McGuire moved to Charlotte in 1997 as vice president of human resources for the Belk Charlotte group and two years later became vice president of executive recruitment at Belk Stores Services. She was named to her current post in 2002.

Belk Southern Division

Luoma Named SVP, Director of Stores

David Luoma has been named senior vice president and director of stores for the Belk Southern Division. Luoma was most recently district vice president and director of stores for Macy’s Inc. in New York, N.Y., where he had responsibility for 10 Macy’s stores in Macy’s New England Central Region.

Prior to joining Macy’s in May 2003, Luoma held a number of store management positions with Filenes in Boston, Mass. including general manager of its stores in Hyannis, Mass., Albany, N.Y., Cambridge, Mass., divisional vice president and general manager of its Chestnut Hill, Mass., store and vice president and general manager of its Braintree, Mass. store. He is a graduate of California State University in Sacramento with a bachelor’s degree in marketing.

Contributors:

Tim Belk, Shannon Davis, Tolly Harris, Kristin Haas, Scott Laws, Becky Pinion, Darlene Starcher, Emily Spratt, Toby Steckler, Chattanya Tamane, Darrell Williams, and all Belk executives and merchants who provide information for View Online

Send submission requests to: view@belk.com
# Customer Service & Sales Achievements

## Customer Satisfaction Survey – January 2011

### Overall Satisfaction

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Total</th>
<th>MTD</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>#385 Weatherford, Texas</td>
<td>96%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>#244 Myrtle Beach S.C.</td>
<td>96%</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>#269 Bainbridge Ga.</td>
<td>95%</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>#87 Gainesville Ga.</td>
<td>94%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>#114 Conway S.C.</td>
<td>93%</td>
<td>78%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Total</th>
<th>Prev Mnth</th>
<th>Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>#682 Kingsport, Tenn.</td>
<td>88%</td>
<td>65%</td>
<td>23%</td>
</tr>
<tr>
<td>#269 Bainbridge, Ga.</td>
<td>95%</td>
<td>72%</td>
<td>23%</td>
</tr>
<tr>
<td>#558 Stuttgart, Ark.</td>
<td>82%</td>
<td>62%</td>
<td>20%</td>
</tr>
<tr>
<td>#658 Mary Esther, Fla.</td>
<td>93%</td>
<td>73%</td>
<td>20%</td>
</tr>
<tr>
<td>#234 Deland, Fla.</td>
<td>91%</td>
<td>73%</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Most Improved vs. Previous Month Overall Satisfaction

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Total</th>
<th>MTD</th>
<th>Prev Mnth</th>
<th>Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>#281 Spanish Fort, Ala.</td>
<td>100%</td>
<td>78%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#263 Shallotte, N.C.</td>
<td>98%</td>
<td>90%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#115 Boone, N.C.</td>
<td>97%</td>
<td>89%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#691 Chattanooga, Tenn.</td>
<td>97%</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#244 Myrtle Beach, S.C.</td>
<td>96%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Courtesy/Friendliness of Associates

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Total</th>
<th>MTD</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>#385 Weatherford, Texas</td>
<td>96%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>#244 Myrtle Beach S.C.</td>
<td>96%</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>#269 Bainbridge Ga.</td>
<td>95%</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>#114 Conway S.C.</td>
<td>93%</td>
<td>78%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Total</th>
<th>Prev Mnth</th>
<th>Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>#682 Kingsport, Tenn.</td>
<td>88%</td>
<td>65%</td>
<td>23%</td>
</tr>
<tr>
<td>#269 Bainbridge, Ga.</td>
<td>95%</td>
<td>72%</td>
<td>23%</td>
</tr>
<tr>
<td>#558 Stuttgart, Ark.</td>
<td>82%</td>
<td>62%</td>
<td>20%</td>
</tr>
<tr>
<td>#658 Mary Esther, Fla.</td>
<td>93%</td>
<td>73%</td>
<td>20%</td>
</tr>
<tr>
<td>#234 Deland, Fla.</td>
<td>91%</td>
<td>73%</td>
<td>18%</td>
</tr>
</tbody>
</table>

**View Online**

March 2011
# CUSTOMER SERVICE & SALES ACHIEVEMENTS

## AVAILABILITY OF ASSISTANCE

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Belk</strong></td>
<td>64%</td>
<td>65%</td>
</tr>
<tr>
<td>#348 Guntersville, Ala.</td>
<td>91%</td>
<td>69%</td>
</tr>
<tr>
<td>#263 Shallotte, N.C.</td>
<td>86%</td>
<td>79%</td>
</tr>
<tr>
<td>#372 Bossier City, La.</td>
<td>86%</td>
<td>71%</td>
</tr>
<tr>
<td>#11 Statesville, N.C.</td>
<td>85%</td>
<td>67%</td>
</tr>
<tr>
<td>#320 Paris, Texas</td>
<td>83%</td>
<td>75%</td>
</tr>
</tbody>
</table>

## SPEED OF CHECKOUT

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Belk</strong></td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>#348 Guntersville, Ala.</td>
<td>96%</td>
<td>75%</td>
</tr>
<tr>
<td>#680 McComb, Miss.</td>
<td>91%</td>
<td>81%</td>
</tr>
<tr>
<td>#142 Jacksonville, Fla.</td>
<td>90%</td>
<td>79%</td>
</tr>
<tr>
<td>#614 Florence, Ala.</td>
<td>90%</td>
<td>74%</td>
</tr>
<tr>
<td>#187 Winchester, Va.</td>
<td>88%</td>
<td>73%</td>
</tr>
</tbody>
</table>

## DIVISION OVERALL SATISFACTION

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Belk</strong></td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Northern</td>
<td>81%</td>
<td>80%</td>
</tr>
<tr>
<td>Southern</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Western</td>
<td>80%</td>
<td>80%</td>
</tr>
</tbody>
</table>
CUSTOMER SERVICE & SALES ACHIEVEMENTS

STORE STANDINGS
The following list represents the top 10 percent of stores in each division (excluding closed stores) that met or exceeded sales and profit plans for the month of January.

Northern Division
Ahoskie, N.C. #589
Whiteville, N.C. #593
South Boston, Va. #48
Williamston, N.C. #584
Kinston, N.C. #449
Rockingham, N.C. #14
Williamsburg, Va. #321
Lincolnton, N.C. #22
Statesville, N.C. #11
Eden, N.C. #197

Southern Division
Haines City, Fla. #391
Douglasville, Ga. #623
Tallahassee, Fla. #627
Norcross, Ga. #270
Bainbridge, Ga. #269
Griffin, Ga. #495
Thomasville, Ga. #274
Moultrie, Ga. #179
Gaffney, S.C. #72
Douglas, Ga. #107

Western Division
Paragould, Ark. #199
Mary Esther, Fla. #658
Conway, Ark. #288
Auburn Ala. #289
Stillwater, Okla. #362
Waxahachie, Texas #341
Greenville, Texas #124
Mt. Juliet, Tenn. #358
Clarksville, Tenn. #539
Tuscaloosa, Ala. #608

TOP DEMAND CENTERS
Based on sales percent increase to plan for comparable stores during the month of January:

7035  Designer
7015  Swim
7111  Hard Home
7090  Men’s Better
7065  Fine Jewelry
SERVICE ANNIVERSARIES – MARCH 2011
Associates Honored for Years of Loyal Service

45 Years
Julia Lane, McComb, Miss. #680

35 Years
James Floyd, Tupelo, Miss. #671
Joseph Mooring, Williamston, N.C. #584
Ouida Powell, Meridian, Miss. #668
Billy Sellers, Tupelo, Miss. #671

30 Years
Regina Barber, Mt. Hope, W.Va. #498
Richard Hudson, Raleigh, N.C. #243
Betty Lane, Bristol, Va. #52
Lyn Lawrence, Corporate Office
Shirley Powell, Easley, S.C. #454
Viola Stribbling, Asheville, N.C. #112
Edmond Wilson, Williamston, N.C. #584

25 Years
Sheila Alston, Conway, S.C. #114
Karen Bell, Morehead City, N.C. #283
Steve Bryan, Corporate Office
Susan Hillyer, Greenville, Tenn. #693
Charmaine Horne, Savannah, Ga. #239
Emma Hughes, Jackson, Tenn. #588
Janice Myette, Myrtle Beach, S.C. #244
Mike Parsons, Corporate Office

20 Years
Todd Corbin, Charlotte, N.C. #452
Bernadette Daniels, Roanoke Rapids, N.C. #360
Betty Francis, Waynesville, N.C. #562
Selena Hanks, Corporate Office
Laurie Horne, Corporate Office
Donna Johnson, Roanoke Rapids, N.C. #360
Gloria Juico, Deland, Fla. #234
Simone Kozlov, Columbia, S.C. #178
Joel Lisenby, Monroe, N.C. #1
Maria Papadakis, Charlotte, N.C. #452
James Preston, Huntsville, Ala. #607
Brenda Rodgers, Gautier, Miss. #673
Josefa Wainscott, Macon, Ga. #189
Donna Wakefield, Jacksonville, Fla. #142

15 Years
Laura Ball, Hattiesburg, Miss. #670
Cynthia Dennis, Pineville, N.C. #553
Margie Fisher, Concord, N.C. #10
Bette Fugmann, Greensboro, N.C. #25
Juwairiyah Halim, Charleston, S.C. #202
Jean Halpape, Melbourne, Fla. #323
Donna Jackson, Pensacola, Fla. #626
Sherrel King, Jacksonville, Fla. #142
Linda Limbach, St Marys, Ga. #573
Alisa Lindsay-Jones, Columbia, S.C. #178
Rosetta Lymon, Flowood, Miss. #678
Sherril Money, Tuscaloosa, Ala. #608

15 Years - Continued
Linda Moore, Florence, Ala. #614
June Napier, Raleigh, N.C. #458
Cynthia Newman, Wilmington, N.C. #13
Barbara Pelling, Wilmington, N.C. #13
Lillie Roark, Boone, N.C. #115
Bobbie Roberts, Duluth, Ga. #439
Margaret Rose, Harrisonburg, Va. #353
Cheryl Russell, Franklin, Tenn. #629
Andrea Shanks, Winston-Salem, N.C. #17
Carole Steele, Winston-Salem, N.C. #17
Amy Walker, Knoxville, Tenn. #685

10 Years
Shannon Abrahamson, Corporate Office
Barbara Aninye, Kennesaw, Ga. #620
Rebecca Baird, Wise, Va. #561
Brenna Baker, Conyers, Ga. #331
Jennifer Brown, Spartanburg, S.C. #482
Brenda Cheek, Corbin, Ky. #251
Bobbie Clark, Columbia, S.C. #117
Eleanor Coffin, Columbia, S.C. #182
Dorcas Deltch, Mobile, Ala. #652
Joycelyn Douglas, Nacogdoches, Texas #255
Donna Durbin, Americus, Ga. #528
Ernie Ernst, Cookeville, Tenn. #585
Lori Funk, Wilmington, N.C. #13
Rebecca Gibson, Hartsville, S.C. #560
Shonea Gladfelter, Rocky Mount, N.C. #28
Quatrail Greer, Ridgeland, Miss. #676
Brad Holbrook, Maryville, Tenn. #683
Denise Hook, Orangeburg, S.C. #513
Evelyn Ingram, Florence, S.C. #84
Phyllis Jackson, Trussville, Ala. #349
Elaine Jackson, Dublin, Ga. #238
Tomeka Johnson, Columbia, S.C. #182
Stephanie Jones, Asheville, N.C. #112
Dana Jones, Canton, Ga. #33
Billy Mcdonald, Southern Pines, N.C. #532
Melissa Mcelvey, Snellville, Ga. #184
Tina Milgrim, Wilmington, N.C. #394
Terry Minor, Trussville, Ala. #349
David Nobles, Chattanooga, Tenn. #691
Mary Robinson, Blythewood, S.C. #737
Weldon Rodgers, Spartanburg, S.C. #482
Karen Sanderson, Deland, Fla. #234
Sylvia Satterfield, Murrells Inlet, S.C. #551
Ali Sherrill, Corporate Office
Jodi Smith, Laurel, Miss. #674
Patricia Solana, Elizabeth City, N.C. #108
Karen Taylor, Corporate Office
Brandi Thompson, Orangeburg, S.C. #513
Shirley Tillis, Ridgeland, Miss. #676
John Vaughan, Raleigh, N.C. #458
Lora Williams, Flowood, Miss. #678
Nancy G. Brinker is regarded as the leader of the global breast cancer movement. Her journey began with a simple promise to her dying sister, Susan G. Komen, that she would do everything possible to end the shame, pain, fear and hopelessness caused by this disease. In one generation, the organization that bears Susan’s name has changed the world.

Shortly after Susan’s death from breast cancer at the age of 36, Brinker founded Susan G. Komen for the Cure® in 1982. Brinker faced an immediate uphill battle: newspapers balked at printing the words “breast cancer,” no one talked openly about the disease, there were no 800-numbers, no internet and few, if any, support groups. Few treatment options existed for breast cancer patients and limited resources were committed to the disease. In a matter of years, Brinker broke the silence around breast cancer, and Komen for the Cure is now the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Today, the organization has invested more than $1.9 billion in breast cancer research, education, screening and treatment.

Her creativity in raising awareness led to programs that at the time were revolutionary: In 1983, she founded the Susan G. Komen Race for the Cure®, which is now the world’s largest and most successful education and fundraising event for breast cancer. She also pioneered cause-related marketing, allowing millions to participate in the fight against breast cancer through businesses that share Komen’s commitment to end the disease forever. Susan G. Komen for the Cure’s unswerving advocacy for breast cancer survivors led to new legislation and greater government research funding. To date, virtually every major advance in breast cancer research has been touched by hundreds of millions of dollars in Komen for the Cure funding.

Brinker’s determination to create a world without breast cancer is matched by her passion for enlisting every segment of society – from leaders to citizens – to participate in the battle. In 2009, President Barack Obama honored her with the Presidential Medal of Freedom, the nation’s highest civilian honor, for this work. The same year, she was named Goodwill Ambassador for Cancer Control for the United Nations’ World Health Organization, where she continues her mission to put cancer control at the top of the world health agenda.

In 2010, Brinker released her New York Times best-selling memoir Promise Me, an inspirational story of her transformation from bereaved sister to the undisputed leader of the ongoing international movement to end breast cancer. She was named one of TIME magazine’s “100 Most Influential People” in 2008. From 2001 – 2003, she served as U.S. Ambassador to the Republic of Hungary and most recently served as U.S. Chief of Protocol from 2007-2009 where she was responsible for overseeing all protocol matters for visiting heads of state and presidential travel abroad. In 2008, President George W. Bush appointed her to The Kennedy Center Board of Trustees.

She has received numerous accolades for her work, including the prestigious Mary Woodard Lasker Award for Public Service, the Trumpet Foundation’s President’s Award, the Independent Women’s Forum Barbara K. Olson Woman of Valor Award, the Champions of Excellence Award presented by the Centers for Disease Control, the Porter Prize presented by the University of Pittsburgh Graduate School of Public Health, the Forbes Trailblazer Award, Ladies Home Journal’s 100 Most Important Women of the 20th Century and Biography Magazine’s 25 Most Powerful Women in America.