

My Viewpoint

by Lynda Stadler, editor



As part of July's Health Awareness Month activities hosted by Belk's corporate office, I am participating in a walking program. Since it has been three years since I purchased a new pair of walking shoes, I finally gave into the marketing hype and bought myself a pair of Sketchers Shape Ups. I have been eyeing this brand for awhile, but was a bit skeptical of all the benefits they promised. I thought that any shoes that could deliver on helping tone my legs, strengthen my back and shape my behind had to be worthy investment. But will they deliver? Since the shoe was on sale at 20 percent off, and I got my associate discount, I justified the purchase and took a leap of faith. I'll let you know the results.

Every brand represents a promise to consumers and delivering on that promise becomes an integral part of the company's DNA. Belk is the same, as it promises fashion, style and service with every customer encounter. This fall, Belk will introduce a new branding strategy supported by a new corporate mission, vision and values which is aimed at communicating to associates, customers and other stakeholders what Belk today is all about and what the company stands for. Read about Belk's new branding initiative in the August issue of *View Magazine* to find out more details about the exciting plans for announcing this historic development that will involve every associate.

Peace - Lynda



Contemporary Denim - A Fit for All

Ever wonder what the real difference is between contemporary and better denim brands? The answer is in the fit, according to **Tam Nguyen**, buyer of contemporary sportswear. "The fit is the key component, and there is a myth that not everyone can wear contemporary styles; they can!" Top vendors in the contemporary department include 7 for All Mankind, Joe's Jeans, Citizens of Humanity, Miss Me and Easy Money. Each offers styles from boot cuts to skinny jeans, low waist to high rise, and cargos to non-denim fabrics. "We have a great selection of affordable contemporary brands for all customers; contemporary denim is the right fit for you!" added Nguyen.

Annual Safety Week Planned for September

This is the time of year when there is an increase in the number of associate and customer safety incidents due to more customer traffic, increased stock and more sales associates on the floor.

By actively participating in Belk's third annual Safety Week Sept. 19-25, your store can encourage a safe culture and ultimately, increase your profitability by avoiding the expenses associated with accidents.

During Safety Week stores will be provided a daily safety topic to be discussed during store meetings. Handouts include tips on store safety, games and puzzles, and support ideas for associates and their families.

Read more about Safety Week activities and contests in the August issue of *View Magazine*.



Belk Toastmasters Club Celebrates New Charter

Belk Sto-Re-Tellers Toastmasters Club at the corporate office in Charlotte has achieved a major milestone by recruiting 28 members and becoming a charter club member of [Toastmasters International](http://www.toastmasters.org).

The Club hosted members, guests and Toastmasters dignitaries at a Charter Celebration on Thursday, July 15. Deb Lee, immediate past district governor of the North Carolina District #3, presented **Eric Davis**, president of Sto-Re-Tellers, with an official charter designation, certificate and banner.

Toastmasters International is a worldwide program designed to help members build public speaking and



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EDITOR'S PRODUCT PICK



Sketchers Shape Ups

A short walk in these shoes proves that something is much different than other walking shoes. Shape Ups' claim to fame is that they "may" help tone legs, improve core strength and improve posture, among other things. After my test I'll let you know my results.

CUSTOMER SERVICE & SALES ACHIEVEMENTS

[Complete Report](#)

June 2010 Customer Satisfaction Survey (CSS)

Top 5 Stores – Overall Satisfaction

	Month	YTD
Total Belk	80%	80%
Leesburg, Fla. #497	97%	82%
Shreveport, La. #356	96%	85%
Lady Lake, Fla. #228	95%	84%
Weatherford, Texas #385	93%	90%
Gainesville, Ga. #87	93%	88%

Top 10 percent of stores in each division that met or exceeded sales and profit plans for the month of June 2010:

Northern Division

- Roanoke Rapids, N.C. #360
- High Point, N.C. #30
- Williamsburg, Va. #321
- Burlington, N.C. #386
- Salisbury, N.C. #7
- Raleigh, N.C. #458

leadership skills. The Belk Sto-Re-Tellers Club was started in November 2009 by the Belk Black Employee Resource Group (BERG) offering Belk associates an in-house resource for improving communication and leadership skills.

Photo: Members celebrate Belk Sto-Re-Tellers Club's new charter. From left: Joe Armstrong, April Penn, Lynda Stadler, Eric Davis, Medina Kay, Idania Hutchins, Isolette Logan, Becky Pinion, Deb Lee and Hatim Benmlih (kneeling).

Thomas Named Vice President, Planning, Children's

Kathryn Thomas has been appointed vice president of planning for children's. Thomas was previously divisional vice president of format renewal – online and in-store merchandising for Sears Holdings Corporation, Hoffman Estates, Ill. She began her career at Sears in 1982 in store management and held a number of merchandise planning and buying positions with increasing levels of responsibility before being named divisional vice president of accessories, intimates, hosiery and jewelry in 2003 and vice president and general merchandise manager of Kmart Jewelry Business Unit in 2008.

Belk Southern Division Announces Management Updates

Jamie Alexander has been named store manager of Belk at North Creek Shopping Center in **Thomaston, Ga. #366**. Alexander has served as merchandise coordinator at Belk in Macon, Ga. #398 since joining Belk last year. She is a graduate of Florida State University with a Bachelor of Arts degree in fashion merchandising and a concentration in business.

Lori Brown Jackson has been named store manager of Belk at Town Center Mall at Cobb, **Kennesaw, Ga. #620**. Jackson joined Belk in 2001 and most recently was store manager of Belk at Lakeland Plaza, Cumming, Ga. #337. She is a graduate of the University of Louisiana with a Bachelor of Arts degree in fashion merchandising.

Renee Grice has been named store manager of Belk at Lakeland Plaza, **Cumming, Ga. #337**. Grice joined Belk in 2006 and most recently was store manager of Belk of Posner Commons, Haines City, Fla. #391. She is a graduate of Buena Vista College in Marshalltown, Iowa with a Bachelor of Arts degree in psychology and a minor in business.

Editor's Correction:

In the June issue of *View Magazine*, Special Recognition Issue, **Mike Lucas**, store manager at Belk in **Statesboro, Ga. #284** was omitted from the store's list of Pacesetters. **Stella Northington**, store manager at Belk in **N. Augusta, S.C. #229** was listed incorrectly under the Statesboro, Ga. store list. The Belk store in **Reidsville, N.C. #31** was omitted from the list. Two associates in Reidsville, **Joan Graves** and **Joy Satterfield**, were Pacesetter award winners. Three Pacesetter associates from Belk in **Huntsville, Ala. #607**, Janet Brown, Mandi Darji and Elona Lilly, were incorrectly listed under Huntsville, Ala. #606. Congratulations to these winners!

Rockingham, N.C. #14
Statesville, N.C. #11
Ahoskie, N.C. #589
Corbin, Ky. #251

Southern Division
Canton, Ga. #33
Norcross, Ga. #270
Land O' Lakes, Fla. #344
Mt. Pleasant, S.C. #74
Macon, Ga. #398
Lakeland, Fla. #355
Simpsonville, S.C. #89
Hartwell, Ga. #78
Vidalia, Ga. #547
Lake City, S.C. #594

Western Division
Jackson, Tenn. #588
Franklin, Tenn. #629
Waxahachie, Texas #341
Rogers, Ark. #285
Clarksville, Tenn. #539
Mt. Juliet, Tenn. #358
Kingsport, Tenn. #682
Pensacola, Fla. #626
Mobile, Ala. #609
Springfield, Tenn. #316

SERVICE ANNIVERSARIES August 2010

UPCOMING SPECIAL EVENTS

KidFest
Saturday, Aug. 14
All Belk stores

Bridal Engagement Party
Thursday, Aug. 26
All bridal stores

**Fashion Show Benefiting the
Autism Society of North Carolina**
Saturday, Aug. 28
Raleigh, N.C. #458



HUNTSVILLE, ALA.
Belk Team Walks For One of Its Own

Belk associates in **Huntsville, Ala. #604** supported fellow sales associate **Judy Rogers** in raising money for autism research in honor of Rogers' granddaughter, Ashlyn Smith, who has autism.

The store team walked in the "Walk for Autism" event during National Autism Month in April, raising \$272. According to **Jill Driscoll**, special events



LEESBURG, FLA.
Charity Day Participant Inspires New Associate

Vicki McNair, human resources payroll and benefits coordinator at Belk in **Leesburg, Fla. #497**, was new in her position when she experienced her first Belk Charity Day event. "I had just been promoted and wanted to do a good job and make a good impression on my first day," she said. "Charity Day was such a great event and I met one of the charity participants, Barb Litner, who

coordinator, the store's associates are especially excited about supporting community causes when it involves fellow associates. "It brought everybody together as a team and it made Judy and her family feel special," she said. "This is the first year we participated and the motivation for giving up your free time has to genuinely come from the heart."

Photo: From left, Novene Jones, Julie Willis, Judy Rogers, Ashlyn Smith, Teresa Pidcock, Caryn Rayan. Team members not present include Wayne Pincheon and Avery Murphree.

is president of Joining Hands of Florida and was quite the lady!" Litner's mission is to help terminally ill children realize their dreams and with the help of Belk's Charity Day event, she was able to send four children on "dream" trips.

"She single-handedly sold 1,500 tickets and on the day of the event got up before the sun and came shopping at Belk with a friend," said McNair. Even though Litner is wheelchair bound, her enthusiasm and passion is stronger than ever, said McNair. "She said her motto is 'I may have lost the use of my legs, but it gave me wings for my kids.' She is definitely a force of nature and a woman with a heart of gold."

Photo: Barb Litner, president, Joining Hands of Florida

Contributors:

Tolly Harris, Kristin Haas, Scott Laws, Becky Pinion, Darlene Starcher, Emily Spratt, Chaitanya Tamane, Darrell Williams and all Belk executives and merchants who provide information for *View Online*

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CUSTOMER SERVICE & SALES ACHIEVEMENTS

Customer Satisfaction Survey – June 2010

OVERALL SATISFACTION

	MTD	YTD
Total Belk	80%	80%
#497 Leesburg, Fla.	97%	82%
#356 Shreveport, La.	96%	85%
#228 Lady Lake, Fla.	95%	84%
#385 Weatherford, Texas	93%	90%
#87Gainesville, Ga.	93%	88%

MOST IMPROVED VS. PREVIOUS MONTH

OVERALL SATISFACTION

	MTD	Prev Mnth	Var
Total Belk	80%	80%	0%
#687 Knoxville, Tenn.	89%	66%	23%
#558 Stuttgart, Ark.	91%	68%	23%
#295 Gulfport, Miss.	84%	63%	22%
#569 Georgetown, S.C.	91%	73%	18%
#573 St. Marys, Ga.	88%	71%	18%

COURTESY/FRIENDLINESS OF ASSOCIATES

	MTD	YTD
Total Belk	82%	82%
#388 Cape Coral, Fla.	95%	95%
#334 Marietta, Ga.	95%	91%
#234 Deland, Fla.	95%	88%
#491 Charlottesville, Va.	95%	88%
#87 Gainesville, Ga.	93%	88%

AVAILABILITY OF ASSISTANCE

	MTD	YTD
Total Belk	64%	66%
#482 Spartanburg, S.C.	86%	66%
#327 Sherman, Texas	85%	76%
#107 Douglas, Ga.	84%	78%
#87 Gainesville, Ga.	84%	77%
#491 Charlottesville, Va.	84%	75%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

SPEED OF CHECKOUT

	MTD	YTD
Total Belk	73%	74%
#680 McComb, Miss.	93%	83%
#107 Douglas, Ga.	92%	84%
#234 Deland, Fla.	90%	83%
#491 Charlottesville, Va.	89%	81%
#350 St. Augustine, Fla.	87%	79%

DIVISION OVERALL SATISFACTION

	MTD	YTD
Total Belk	80%	80%
Northern	79%	80%
Southern	80%	81%
Western	80%	81%

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 **June**.

Northern Division

Roanoke Rapids, N.C. #360
High Point, N.C. #30
Williamsburg, Va. #321
Burlington, N.C. #386
Salisbury, N.C. #7
Raleigh, N.C. #458
Rockingham, N.C. #14
Statesville, N.C. #11
Ahoskie, N.C. #589
Corbin, Ky. #251

Southern Division

Canton, Ga. #33
Norcross, Ga. #270
Land O' Lakes, Fla. #344
Mt. Pleasant, S.C. #74
Macon, Ga. #398
Lakeland, Fla. #355
Simpsonville, S.C. #89
Hartwell, Ga. #78
Vidalia, Ga. #547
Lake City, S.C. #594

Western Division

Jackson, Tenn. #588
Franklin, Tenn. #629
Waxahachie, Texas #341
Rogers, Ark. #285
Clarksville, Tenn. #539
Mt. Juliet, Tenn. #358
Kingsport, Tenn. #682
Pensacola, Fla. #626
Mobile, Ala. #609
Springfield, Tenn. #316

TOP DEMAND CENTERS

Based on sales percent increase to plan for comparable stores during the month of **June**.

7035	Designer
7111	Hard Home
7092	Men's Furnishings
7100	New Borns and Infants
7070	Cosmetics

SERVICE ANNIVERSARIES – AUGUST 2010

Associates Honored for Years of Loyal Service

35 Years

Delores Davis, Danville, Va. #24
Sue Greene, Southern Pines, N.C. #532
Arvetta Mitchell, Homewood, Ala. #605
Glenn Thompson, Ridgeland, Miss. #676

30 Years

Lorene Johnson, Tuscaloosa, Ala. #608
Delores King, Raleigh, N.C. #79
Connie Madurski, Savannah, Ga. #239
Micky Napp, Pensacola, Fla. #657
Barbara Thompson, Charlotte, N.C. #452
Teresa Turner, Thomaston, Ga. #366

25 Years

Vickey Cannon, Greenville, N.C. #552
Melinda Chauvin, Boone, N.C. #115
Nelson Daniel, UES, Danville, Va.
Chris Davis, Corporate Office, Charlotte, N.C.
Danita Dillard, Ridgeland, Miss. #676
Frankie George, Trussville, Ala. #349
Jeannie Hairston, Winston-Salem, N.C. #17
Kathy Hornbuckle, Huntsville, Ala. #607
Dody Mobley, Hartwell, Ga. #78
Rebecca Raines, Spartanburg, S.C. #482
Norma Riegel, Washington, N.C. #130
Michael Riser, Greenville, Miss. #667
Johnny Rowland, Macon, Ga. #398
Judy Skeans, Johnson City, Tenn. #688
Mary Stewart, Flowood, Miss. #678
Vernita Tubbs, Vicksburg, Miss. #669
Yolanda Turner, Homewood, Ala. #605

20 Years

Paula Barber, Newnan, Ga. #404
Dennis Caruso, Greenville, S.C. #16
Brenda Collum, Florence, Ala. #614
Vickie Crider, Dalton, Ga. #188
Janice Funderburk, Charleston, S.C. #202
Marilyn Gloster, Douglas, Ga. #107
Teresa Housley, Monroe, La. #645
Frances Jones, Greenville, S.C. #16
Maggie Jones, Myrtle Beach, S.C. #244
Sharon McGeorge, Middlesboro, Ky. #496
Clinesteen Mixon, Vicksburg, Miss. #669
Sandra Moore, Reidsville, N.C. #31
Frankie Reardon, Henderson, N.C. #598
Gloria Sims, Florence, S.C. #84
Teresa Stone, Durham, N.C. #242
Myron Unruh, Fayetteville, N.C. #419
Mariela Vera, Raleigh, N.C. #458
Johnette Williams, North Augusta, S.C. #299
Carolyn Wright, Fredericksburg, Va. #347

15 Years

Myra Baensch, Sanford, Fla. #660
Janice Baker, Lancaster, S.C. #56
Adrian Bethel, Danville, Va. #24
Linda Biser, Myrtle Beach, S.C. #244
Albert Brooks, Corporate Office, Charlotte, N.C.
Mary Christos, Columbia, S.C. #378
Rosie Foster, Huntsville, Ala. #606
Garry Gibbons, Shelby, N.C. #80
Brenda Harris, Wilkesboro, N.C. #233
Eva Jackson, Wilson, N.C. #368
Diane Jones, Greensboro, N.C. #25
Peter Jourdan, UES, Danville, Va.
Patricia Kley, Hattiesburg, Miss. #670
Kyong Mancos, Charlotte, N.C. #452
Diane Marbury, Homewood, Ala. #605
Lissie Mercer, Greenville, N.C. #552
Jeff Miller, Franklin, Tenn. #629
Patricia Mills, Florence, S.C. #84
Pauline Moore, Roanoke, Va. #462
Mary Nipper, Knoxville, Tenn. #687
Donald Pelliccia, Jacksonville, Fla. #142
Robert Penn, Winston-Salem, N.C. #17
Ralph Pitts, Corporate Office
Charlotte, N.C.
Martha Smith, Tupelo, Miss. #671
Susan Smith, Macon, Ga. #189
Teresa Spruill, Carrollton, Ga. #44
Arlene Traugott, Columbia, S.C. #178
Tonya Verbal, Raleigh, N.C. #458
Patricia Walters, Decatur, Ala. #611
Margie Wood, Vicksburg, Miss. #669

10 Years

Alexis Atkinson, Wilmington, N.C. #13
Kimberly Bartone, Wise, Va. #561
Pamla Billups, Columbus, Miss. #675
Brenda Bolding, Farmville, Va. #530
Genesis Burbridge, Florence, S.C. #84
Amada Cain, Ocala, Fla. #109
Teresa Carlyle, Morristown, Tenn. #282
Larry Carter, Christiansburg, Va. #540
Carolyn Cave, Mt. Airy, N.C. #42
Carolyn Copeland, Ridgeland, Miss. #676
Marilyn Deblase, Mobile, Ala. #609
Svetlana Downum, Palm Coast, Fla. #363
Joan Evans, Zebulon, N.C. #529
Yoon Foran, Jacksonville, Fla. #141
Larry Francis, Distribution Center,
Blythewood, S.C.
Alice Freeman, Camden, S.C. #227
James Fuquay, UES, Danville, Va.
James Gifford, Greer, S.C. #464

10 Years (con't)

Wilda Gordy, Cary, N.C. #489
Julianne Gross, Snellville, Ga. #184
Yashika Harris, Dothan, Ala. #615
Eleanor Henson, Easley, S.C. #454
Claude Hill, Trussville, Ala. #349
Ladonna Jackson, Selma, Ala. #655
Eddie Jenkins, Sumter, S.C. #503
Julia Joiner, Conway, Ark. #288
Barbara Lagrand, Columbus, Miss. #675
Jatelya Lamb, Raleigh, N.C. #458
Yvonne Lawson, Jacksonville, Fla. #142
Nancy Lesslie, Corporate Office,
Charlotte, N.C.
Brenda Lewis, Gadsden, Ala. #616
Marcus Marcum, Franklin, Tenn. #629
Wanda McKeegan, Corbin, Ky. #251
Demetra Miller, Gastonia, N.C. #6
Shondra Moman, Birmingham, Ala. #603
Henrie Monteith, Columbia, S.C. #162
Lindsay Moore, Morgantown, W.Va. #697
John Murphy, Danville, Va. #24
Selena Odom, Bainbridge, Ga. #269
Jan Pelaez, Asheville, N.C. #112
Dell Reed, Greenville, Texas #124
Brenda Rogers, Centerville, Ga. #582
Mary Sims, Gainesville, Ga. #87
Marcia Taylor, Brunswick, Ga. #514
Tonya Taylor, Southern Division
Sandra Valentine,
North Augusta, S.C. #299
Susan Walters, Florence, Ala. #614
Rebecca Ward, Bristol, Va. #52
Brenda Washburn, Ashland, Ky. #663
Cynthia Watson, Wilson, N.C. #368
Mae Williams, Mt. Airy, N.C. #42
Laura Winfield, Mobile, Ala. #609