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.

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

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

June 2010 Customer Satisfaction Survey (CSS)

Top 5 Stores – Overall Satisfaction

<table>
<thead>
<tr>
<th>Store</th>
<th>Month YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leesburg, Fla. #497</td>
<td>97% 80%</td>
</tr>
<tr>
<td>Shreveport, La. #356</td>
<td>96% 85%</td>
</tr>
<tr>
<td>Lady Lake, Fla. #228</td>
<td>95% 84%</td>
</tr>
<tr>
<td>Weatherford, Texas #385</td>
<td>93% 90%</td>
</tr>
<tr>
<td>Gainesville, Ga. #87</td>
<td>93% 88%</td>
</tr>
</tbody>
</table>

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, Isolatte Logan, Becky Pinson, Deb Lee and Hatim Benmilh (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. #388 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. #289 was listed incorrectly under the Statesboro, Ga. store list. The Belk store in Reidsville, N.C. #33 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!

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 manager at Belk in Huntsville, Ala. #607.

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
The store's 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.

Barb Litner 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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**View Magazine** is Belk's print publication for and about Belk associates. It is published five times each year. Copies of **View Magazine** are available in each department area (corporate office) and associate break rooms (stores). **View Online** is a supplemental electronic publication to **View Magazine**.

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View Magazine and View Online are internal publications produced by Belk's Corporate Communications Department. The information contained in them is intended solely for Belk associates and is not for external distribution.
### Customer Service & Sales Achievements

**Customer Satisfaction Survey – June 2010**

#### Overall Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>YTD</th>
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</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>#497 Leesburg, Fla.</td>
<td>97%</td>
<td>82%</td>
</tr>
<tr>
<td>#356 Shreveport, La.</td>
<td>96%</td>
<td>85%</td>
</tr>
<tr>
<td>#228 Lady Lake, Fla.</td>
<td>95%</td>
<td>84%</td>
</tr>
<tr>
<td>#385 Weatherford, Texas</td>
<td>93%</td>
<td>90%</td>
</tr>
<tr>
<td>#87 Gainesville, Ga.</td>
<td>93%</td>
<td>88%</td>
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</tbody>
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#### Most Improved vs. Previous Month

**Overall Satisfaction**

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>Prev Mnth</th>
<th>Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>80%</td>
<td>80%</td>
<td>0%</td>
</tr>
<tr>
<td>#687 Knoxville, Tenn.</td>
<td>89%</td>
<td>66%</td>
<td>23%</td>
</tr>
<tr>
<td>#558 Stuttgart, Ark.</td>
<td>91%</td>
<td>68%</td>
<td>23%</td>
</tr>
<tr>
<td>#295 Gulfport, Miss.</td>
<td>84%</td>
<td>63%</td>
<td>22%</td>
</tr>
<tr>
<td>#569 Georgetown, S.C.</td>
<td>91%</td>
<td>73%</td>
<td>18%</td>
</tr>
<tr>
<td>#573 St. Marys, Ga.</td>
<td>88%</td>
<td>71%</td>
<td>18%</td>
</tr>
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#### Courtesy/Friendliness of Associates

<table>
<thead>
<tr>
<th></th>
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<th>YTD</th>
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<tbody>
<tr>
<td>Total Belk</td>
<td>82%</td>
<td>82%</td>
</tr>
<tr>
<td>#388 Cape Coral, Fla.</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>#334 Marietta, Ga.</td>
<td>95%</td>
<td>91%</td>
</tr>
<tr>
<td>#234 Deland, Fla.</td>
<td>95%</td>
<td>88%</td>
</tr>
<tr>
<td>#491 Charlottesville, Va.</td>
<td>95%</td>
<td>88%</td>
</tr>
<tr>
<td>#87 Gainesville, Ga.</td>
<td>93%</td>
<td>88%</td>
</tr>
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#### Availability of Assistance

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>YTD</th>
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</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>64%</td>
<td>66%</td>
</tr>
<tr>
<td>#482 Spartanburg, S.C.</td>
<td>86%</td>
<td>66%</td>
</tr>
<tr>
<td>#327 Sherman, Texas</td>
<td>85%</td>
<td>76%</td>
</tr>
<tr>
<td>#107 Douglas, Ga.</td>
<td>84%</td>
<td>78%</td>
</tr>
<tr>
<td>#87 Gainesville, Ga.</td>
<td>84%</td>
<td>77%</td>
</tr>
<tr>
<td>#491 Charlottesville, Va.</td>
<td>84%</td>
<td>75%</td>
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CUSTOMER SERVICE & SALES ACHIEVEMENTS

SPEED OF CHECKOUT

<table>
<thead>
<tr>
<th></th>
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<th>YTD</th>
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<tbody>
<tr>
<td>Total Belk</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>#680 McComb, Miss.</td>
<td>93%</td>
<td>83%</td>
</tr>
<tr>
<td>#107 Douglas, Ga.</td>
<td>92%</td>
<td>84%</td>
</tr>
<tr>
<td>#234 Deland, Fla.</td>
<td>90%</td>
<td>83%</td>
</tr>
<tr>
<td>#491 Charlottesville, Va.</td>
<td>89%</td>
<td>81%</td>
</tr>
<tr>
<td>#350 St. Augustine, Fla.</td>
<td>87%</td>
<td>79%</td>
</tr>
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DIVISION OVERALL SATISFACTION

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>YTD</th>
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</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Northern</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>Southern</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>Western</td>
<td>80%</td>
<td>81%</td>
</tr>
</tbody>
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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
## 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, S.C. #552
- Melinda Chauvin, Boone, N.C. #115
- Chris Davis, Corporate Office, Charlotte, N.C.
- Danita Dillard, Ridgeland, Miss. #676
- Frankie George, Trussville, Ala. #349
- Jeannie Hairston, Winston-Salem, S.C. #17
- Kathy Hornbuck, 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 Glover, 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
- Gloria Sims, Florence, S.C. #84
- Teresia 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
- Julienne 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 McKeehan, Corbin, Ky. #251
- Demetra Miller, Gastonia, N.C. #6
- Shondra Moman, Birmingham, Ala. #603
- Henri Montel, 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