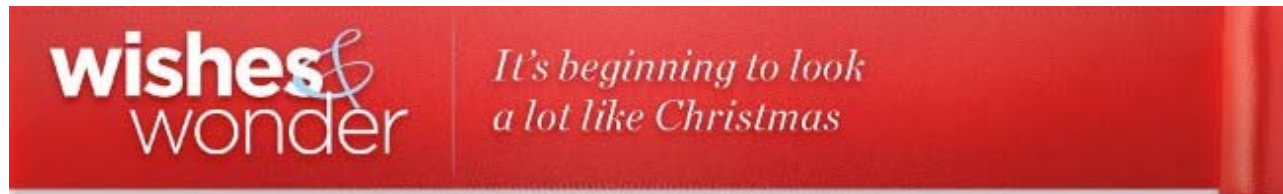


My Viewpoint
by Lynda Stadler, editor



This holiday season I have the extraordinary opportunity to work on a team with several Charlotte Good Neighbor Fund volunteers to serve families in need in our Charlotte community. Believe me, it's been an eye-opening experience. So many times we get caught up in our own world of "troubles" and become oblivious to others who are in dire need. Can you imagine having heat, food and toilet paper on the top of your Christmas list? When I shopped for Thanksgiving dinner items for our "adopted" family, I realized the power of giving and how most people in need have fallen on hard times and simply need a lift. Sometimes it is difficult to accept help, but when people allow it into their hearts, their appreciation is overwhelming.

It was back in 1962 when a group of Belk corporate office associates joined together to capture the spirit of the holiday season by helping disadvantaged families in North Carolina's Charlotte-Mecklenburg County. They established the Charlotte Good Neighbor Fund (CGNF), and now, more than 50 years later, the fund's mission remains the same: to assist less-fortunate members of our community by giving them the support they need to get back on their feet.

Through generous financial donations and in-kind support from associates, retired Belk associates, vendors and professionals in the community – we call them CGNF "Angels in Action" – we raised over \$67,500 and will assist more than 43 families and students.

I hope that you all have an opportunity to help someone in your community, or if you need it, accept help from those graciously willing to provide it. And please share these values with your children and young friends. There is a blessing in giving *and* in receiving. I wish you and your family a joyous and blessed holiday season.

Peace - Lynda



P.S. Warm your heart! Watch the latest [Belk Holiday TV](#) ad on Belk.com



ROCC'N OUR ASSOCIATES
Learning and Promotion Opportunities Abound During ROCC Process
By Jaime Valdez, Vice President, Store Re-Engineering

Project ROCC has been a phenomenal accomplishment for the over 150 stores that are certified. ROCC-the-Dock (RTD) certified stores have experienced faster merchandise processing, better service, happier store teams, and as you'll see below, some fantastic learning and development. Over 3,500 associates and managers have been trained on truck unloading, processing and merchandising procedures.

Thirty associates were selected and trained to roll out the RTD processes across their store regions. Of those thirty, four have been promoted as a result of demonstrating outstanding leadership while implementing RTD. I'd like to recognize them below:



Brian McIntosh is from our Pensacola, Fla./Biloxi, Miss. region. He joined Project ROCC from Belk's Mobile, Ala. store where he was merchandise coordinator. "ROCC allowed me to travel stores throughout several regions and view the different store layouts by volume. I was able to build great relationships as I worked with store managers to coach and train the management staff on how to successfully conduct the ROCC process. The organization and communication skills that ROCC reinforced will continue to further my Belk career." Brian is now store manager at Belk in Mary Esther, Fla. #658.

Megan Rodriguez is from our Texas region. She joined Project ROCC from our Flower Mound, Texas store where she was sales support manager. Megan said, "I particularly enjoyed meeting and working with all of the associates in each store. It was refreshing to see the amount of teamwork involved during preparation, rollout and certification." Megan has been promoted to store manager in Weatherford, Texas #358.



David West is from our Asheville/Hickory, N.C. region. He was serving as human resources/operations manager at Belk in Asheville, N.C. #112 when we recruited him to work with Project ROCC. "As a regional trainer for ROCC, I had the opportunity to work with many different stores. These stores had different sales volumes, footprints and unique personalities. Implementing the ROCC program in these stores gave me the hands-on experience to learn how to take one program and apply it successfully to all environments." David is now store manager in Asheville at Biltmore Square #568.

IN THIS ISSUE

- Associates Promoted During ROCC Process
- Belk Blog Special: Setting Your Holiday Table
- Belk Gives \$300,000 to Tuscaloosa Recovery Fund
- LP Awareness: Holiday Safety Tips

EDITOR'S PRODUCT PICK



Holiday Decor and Ornaments

Traditionally I like to add a few new pieces to my collection of holiday ornaments each year. I am particularly fond of the new Home Accents Heritage Christmas for the nature and hand-crafted theme. Biltmore For Your Home also offers some elegant new selections in the stores this year. Choose from your favorites and enjoy the season.

Home Accents \$4 - \$120
Biltmore For Your Home
\$5.60 - \$51.80

CUSTOMER SERVICE & SALES ACHIEVEMENTS

Relentless Customer Care
[October - Complete Report](#)

Top 5 Stores – Overall Satisfaction

	Month	YTD
#120 Lumberton, N.C.	94%	84%
#149 Orange Park, Fla.	93%	84%
#162 Columbia, S.C.	93%	77%
#582 Centerville, Ga.	91%	78%
#263 Shallotte, N.C.	91%	88%

[November - Complete Report](#)

Top 5 Stores – Overall Satisfaction

	Month	YTD
#363 Palm Coast, Fla.	97%	83%
#388 Cape Coral, Fla.	92%	89%
#27 Greenwood, S.C.	91%	74%
#398 Macon, Ga.	90%	84%
#328 Kerrville, Texas	90%	85%

Jerry Melvin is from our Raleigh, N.C. region and was an ASM in the Crabtree Valley Mall store #458 when we recruited him to join the Project ROCC training team. "Being tapped for being a ROCC field trainer in the Raleigh region was quite an honor. It gave me a chance to work with some amazing people who are very passionate about their contributions to Belk. I learned through my ROCC experience that most people really are open to change when it is presented in a positive manner. This has helped me tremendously in my current position as merchandise coordinator in Hickory, N.C. #26."



We look forward to continued store performance improvements and even more associate development and growth. The remaining stores will be trained on the RTD process during the first quarter of next year. Thanks to all of the RTD trainers for leading this critical effort and supporting the success across the company. Also - congratulations to Brian, Megan, David and Jerry!



BELK BLOG SPECIAL
Setting Your Holiday Table
 By Lauren Jamison, Belk.com Copy Writer

I love the holidays for so many reasons, but like many of my Southern gal pals I adore festive occasions that call for fun entertaining and celebrating with friends and family the most. When it comes to setting my holiday table I want to create a warm and welcoming atmosphere for my guests. Rich colored linens, festive dinnerware and sparkling goblets ready for toasting good cheer are a must. But don't let your signature pumpkin pie burn in the oven while you fret over place settings, set your table in impressive style with ease.

- **Linens** - Whether you're true to traditional style or would rather spice it up with an unconventional color palette, rich colored table linens set the perfect background for your beautiful spread. Green and red mark the holiday season and I love the gorgeous saturated color of this dark green tablecloth accented with subtle poinsettia damask designs.
- **Dinnerware** - The holidays present the perfect time to break out your fine china. I grew up in a family where holiday inspired dishes were passed down through the generations and seeing the fun Christmas trees on our plates filled my heart with joy. The traditional holly design on this Lenox china is just what I'm looking for to set off my table-scape.
- **Drinkware** - Sparkling goblets add a touch of glitz to your table. Everything from water to a bold red wine looks elegant in faceted crystal or the simple timeless style of Riedel stemware.
- **Finishing Touches** - Sometimes the smallest details make the biggest impressions when creating a theme for your holiday event. Your guests will feel the individual attention you paid to carefully folded formal napkins neatly threaded through decorative napkin rings and the thought behind finding elegant serving dishes to present your hard work. Finish your table with a bold centerpiece bursting with seasonal trinkets like glitter flecked pine cones or an elegant candelabra set in a wreath of real evergreen to round out your gorgeous seasonal display.



Holiday meals are more than just the food on the table; they're a celebration of fellowship and the season that warrants extra special attention.

Read more of Lauren Jamison's posts on BelkBlog.com.

COMMUNITY INVOLVEMENT

Belk Donates \$300,000 in Education Funds for Tuscaloosa Tornado Recovery



From left, Gary Siler, senior vice president and director of stores, Belk Western Division; Tuscaloosa councilman William Tinker, III; Tuscaloosa councilman Bobby Howard; Jan Clevenger, chair of Belk Western Division; Yvonda Jackson, regional vice president and store manager, Tuscaloosa Region, Tuscaloosa Mayor Walt Maddox; and Tuscaloosa councilman Bob Lundell.

In the spirit and commitment Belk makes to "be involved in our communities," the company donated \$300,000 to the City of Tuscaloosa to help city and county schools hardest hit by April's tornadoes. Alberta Elementary School, University Place Elementary School, University Place Middle School, and Holt Elementary School will each receive \$50,000, for a total of \$200,000. The City of Tuscaloosa Storm Recovery Fund will receive \$100,000, designated for education.

This donation is part of a financial commitment Belk has made to contribute 2.5% of our pre-tax profits annually to support charitable efforts in three major focus areas: education, breast cancer awareness and research, and building stronger communities.

"We are truly grateful for the kindness and sincerity from the entire Belk team for this generous donation," said Tuscaloosa

Store Standings

Top 5 stores in each division that met or exceeded sales and profit plans

October

Northern Division
 New Bern, N.C. #85
 Cary, N.C. #489
 Corbin, Ky. #251
 Smithfield, N.C. #60
 Clinton, N.C. #86

Southern Division
 Deland, Fla. #234
 Cape Coral, Fla. #388
 Sebring, Fla. #583
 Palm Coast, Fla. #363
 Winter Haven, Fla. #248

Western Division
 Fort Worth, Texas #381
 Greeneville, Tenn. #693
 McKinney, Texas #336
 Russellville, Ark. #359
 Flower Mound, Texas #379

November

Northern Division
 New Bern, N.C. #85
 Culpeper, Va. #526
 Franklin, Va. #537
 Middlesboro, Ky. #496
 Zebulon, N.C. #529

Southern Division
 Lake City, Fla. #204
 Cordele, Ga. #522
 Laurens, S.C. #592
 Winter Haven, Fla. #248
 Winder, Ga. #401

Western Division
 Greenville, Miss. #667
 Cullman, Ala. #417
 Birmingham, Ala. #604
 Vicksburg, Miss. #669
 Natchez, Miss. #677

SERVICE ANNIVERSARIES

December

UPCOMING SPECIAL EVENTS

Happy Hanukkah
 Wednesday, Dec. 21

Merry Christmas
 Sunday, Dec. 25

Happy Kwanzaa
 Dec. 26 - Jan 1



Tuesday, Dec. 27
 Bank of America Stadium
 Charlotte, N.C.
 8 p.m. Kickoff

Happy New Year!
 Sunday, Jan. 1, 2012

Mayor Walt Maddox. "This gift will support the rebuilding and reestablishment of our schools in the affected storm communities and will ensure that the resilient spirit of Tuscaloosa be carried on through the coming generations."

"The citizens of Tuscaloosa have supported Belk for so many years," said **Jan Clevenger**, chair of Belk's Western Division. "The April tornadoes touched all of us in the company because we knew so many of our loyal customers and employees were among those affected. We're thankful for this opportunity to help."



LP AWARENESS

Watch for Customer Mischief and Stay Safe During Holiday Season

By **Matthew Senn**, Loss Prevention Manager, Belk Corporate Office

During the busy holiday season, be mindful of your personal safety and pay attention to suspicious customer behaviors that may be associated with shoplifting. Also, recognize the potential for distraction at the point of sale as your customers and transactions multiply. The loss prevention department is here to help.

Do not hesitate to contact the manager on duty or a loss prevention associate if you have any doubt about a customer's intentions or if you have concerns for your safety. Remember, Loss Prevention personnel have the equipment and expertise to watch customers through surveillance techniques and they must witness an act of theft in order to press charges. Even if you are not sure that what you're observing is behavior related to theft, do not hesitate to call. As always, it is better to err on the side of caution than to become a victim of a crime.

Here are a few tips to help you this season:

Personal Safety

At Belk, our associates' personal safety is our first priority. When you get to work and leave the building after your shift, follow these safety tips:

- Park in well-lit areas when you get to work so that your path will be illuminated when you leave in the evening.
- Be sure to leave the building in groups. If you need extra support, call the manager on duty or Loss Prevention.
- Walk swiftly with your keys in your hand. Stand tall and look other people in the eye when you pass. Criminals prefer to target people who appear vulnerable (looking down, distracted, etc.) so they can have the element of surprise.
- Place valuables, personal items or packages out of sight in your car or lock them in your trunk for safe keeping.

Be Aware of Suspicious Behaviors

Suspicious customer behavior includes actions not usually associated with "honest" shoppers.

Look for the following:

- People who are not dressed appropriately for the weather (e.g., not wearing a coat on a winter day).
- People who appear nervous.
- People who pay more attention to store associates than to the merchandise.
- People who select multiples of one item without regard to price, size or color.
- People who seem to be looking up at cameras or who deliberately handle merchandise security tags.

Keep An Eye on Your Merchandise

Many high-risk items are targeted during the holiday season. Become familiar with the merchandise you have around your department, especially on outpost displays, so you will notice if things are missing. Also pay close attention to novelty electronics and fragrances, which are popular items to snatch during the holiday rush. Be familiar with procedures for removing specialty security tags so that customers are not inconvenienced in having to return to the store to have them removed. When an item is returned, be sure to place a new sensor tag on it before it goes back to the floor, if applicable.

Focus on Sales Transactions and Returns

When you are ringing a sale, be sure to scan every item and remove any sensor tags. Ensuring that each item is properly processed at the register during sale, refund, and exchange transactions minimizes ringing errors and helps to control inventory shortage. Also, talk with your manager or loss prevention department about how to spot fraudulent forms of payment such as counterfeit bills and traveler's checks.



PENSACOLA, FLA.

Belk 'Steps Out in Style' with Annual Fashion Show

Belk in Cordova Mall partnered with The Women's Board of the Baptist Healthcare Foundation for the 35th Annual Fashion Show and Luncheon "Stepping Out in Style." The Woman's Board of Baptist Healthcare is an



ATLANTA, GA.

Belk Celebrates the Season with Community Partners at Atlanta Ballet's Nutcracker

Two hundred students, board members and staff members from

organization committed to making a positive impact on the health care needs of families in the community. This event is the largest fundraiser in Pensacola and has involved Belk for the past 11 years.

"This year's event was a sell-out with more than 400 people attending," said **Linda Colson**, store manager. "We had local celebrity models and professional models featuring our best seasonal offerings, as well as fabulous door prizes and a silent auction that raised over \$30,000 to help support indigent care, new technology and other needs."

Colson shared comments from a local newspaper columnist who wrote: "Professional models, male and female, with a sprinkling of locals dazzled the crowd with fabulous clothes and accessories. Upbeat music and lighting set the stage as the New York quality fashion show, done by Belk, could not have been better."



HUNTSVILLE, ALA.

Former Belk Building To Be Developed Into Urban Lofts

Ever wonder what happens to some of those original Belk buildings standing empty in small downtown communities across the South? According to [al.com](#) (Everything Alabama) the Belk Hudson building in Huntsville will be part of a new downtown revitalization effort. The building will become part of the Belk Hudson Lofts being developed by Charlie Sealy, who hopes the project will encourage more private investment in the downtown area. The project will include 75 apartment/lofts.

Photo | An architect's rendering of the new \$11.5 million Belk Hudson Lofts in downtown Huntsville. Construction is expected to be finished by next July. (Courtesy Schoel Architecture)

organizations associated with the YWCA of Greater Atlanta and the East Lake Foundation joined Belk and its associates at opening night of Atlanta Ballet's Nutcracker on Dec. 8. Belk hosted a milk and cookies reception with Belkie Bear prior to the performance.

Belk has served as the presenting sponsor of Atlanta Ballet's Nutcracker since 2008 and recently extended the partnership through 2013. The YWCA of Greater Atlanta and the East Lake Foundation are long-standing community partners of Belk. Both organizations are also recipients of The Belk Foundation grants.

Photo | Attendees from organizations associated with the YWCA and East Lake Foundation show off their Belk gift bags in front of the Fox Theatre stage.

DIVISION NEWS

New Managers Announced

Belk Southern Division, Atlanta, Ga.

Christie Telep has been named store manager of Belk in Jacksonville, Fla. #142. Christie joined Belk in 1997 and most recently was store manager of Belk in St. Augustine, Fla. #350.

Phillip Mabe has been named store manager of Belk at Ponce de Leon Mall in St. Augustine, Fla. #350. Phillip joined Belk in 1968 and subsequently held a number of merchandise management positions in various Belk stores and groups.

Adam Stern has been named regional loss prevention manager for the Atlanta Region. Adam joined Belk in 2007 and was previously area loss prevention manager for the North Atlanta Region.

Tina Enskat has been named store manager of Belk at The Avenue Viera in Viera, Fla. #323. Tina joined Belk in 2004 as a visual specialist at the Norcross, Ga. store and most recently was merchandise coordinator for the Kennesaw, Ga. store.

Lupe James has been named store manager of Belk at Lakeshore Mall in Sebring, Fla. #583. Lupe joined Belk in 2003 as a Polo specialist in the Lakeland, Fla. store and most recently was merchandise coordinator in the Lady Lake, Fla. store.

Derek Stokes has rejoined Belk as store manager of Belk at Albany Mall, Albany, Ga. #484. Derek was most recently store manager at Macy's in Arlington, Texas, and previously held store management positions with Belk and Federated Department Stores.

Belk Western Division, Birmingham, Ala.

Marianita Montero has been named vice president and regional manager of the Arkansas-Oklahoma Region. Marianita joined Belk in 2006 as vice president and regional vice president of the Wilmington, N.C. Region, and served as vice president of staffing and productivity in the corporate office from February – December 2009, before she was appointed to her most recent position as vice president and regional store manager of the Pensacola, Fla. Region.

Contributors:

Linda Colson, Shannon Davis, Jessica Graham, Kristen Haas, Tolly Harris, Lauren Jamison, Becky Pinion, Matthew Senn, Jaime Valdez, Darrell Williams, and all Belk executives and merchants who provide information for *View Online*

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CUSTOMER SERVICE & SALES ACHIEVEMENTS



Customer Satisfaction Results – October 2011

Belk salutes and congratulates the following stores who achieved the highest scores for Overall Satisfaction and Courtesy/Friendliness of Associates. The new Relentless Customer Care program focuses on service behaviors which have been identified as key drivers of customer satisfaction. When we apply these service behaviors sincerely and effectively, our customers are more satisfied and more likely to return to shop with us.

OVERALL SATISFACTION

(% of customers surveyed who said they were “highly satisfied” with their experience)

	MTD	YTD
Total Belk	74%	74%
#120 Lumberton, N.C.	95%	84%
#149 Orange Park, Fla.	93%	84%
#162 Columbia, S.C.	93%	77%
#582 Centerville, Ga.	91%	78%
#263 Shallotte, N.C.	91%	88%

MOST IMPROVED VS. PREVIOUS MONTH: OVERALL SATISFACTION

	MTD	Prev Mnth	Var
Total Belk	74%	75%	-1%
#687 Knoxville, Tenn.	88%	61%	26%
#189 Macon, Ga.	88%	64%	24%
#547 Vidalia, Ga.	77%	54%	23%
#154 Siler City, N.C.	90%	68%	23%
#120 Lumberton, N.C.	95%	73%	22%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

COURTESY/FRIENDLINESS OF ASSOCIATES

(% of customers surveyed who said they were "highly satisfied" with the courtesy/friendliness of associates)

	MTD	YTD
Total Belk	76%	76%
#120 Lumberton, N.C.	95%	87%
#149 Orange Park, Fla.	93%	84%
#320 Paris, Texas	93%	82%
#263 Shallotte, N.C.	93%	90%
#516 Myrtle Beach, S.C.	93%	83%

WARMTH & FRIENDLINESS OF GREETING

(% of customers surveyed who said they were "highly satisfied" with the warmth and friendliness of the greeting they received)

	MTD	YTD
Total Belk	79%	79%
#352 Owasso, Okla.	100%	82%
#385 Weatherford, Texas	95%	85%
#598 Henderson, N.C.	94%	89%
#680 McComb, Miss.	93%	87%
#149 Orange Park, Fla.	92%	84%

PROMPT GREETING

(% of customers surveyed who said they received a prompt greeting)

	MTD	YTD
Total Belk	84%	84%
#522 Cordele, Ga.	100%	91%
#72 Gaffney, S.C.	97%	93%
#553 Pineville, N.C.	97%	90%
#687 Knoxville, Tenn.	97%	86%
#270 Norcross, Ga.	96%	93%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

ASKING QUESTIONS TO DETERMINE NEEDS

(% of customers surveyed who said the associate asked questions to determine needs)

	MTD	YTD
Total Belk	54%	54%
#598 Henderson, N.C.	80%	79%
#366 Thomaston, Ga.	78%	57%
#149 Orange Park, Fla.	77%	73%
#120 Lumberton, N.C.	76%	75%
#141 Jacksonville, Fla.	75%	69%

SUGGESTING MERCHANDISE

(% of customers surveyed who said the associate suggested merchandise to them)

	MTD	YTD
Total Belk	43%	43%
#149 Orange Park, Fla.	77%	56%
#120 Lumberton, N.C.	71%	68%
#598 Henderson, N.C.	71%	73%
#162 Columbia, S.C.	67%	53%
#346 Ft Myers, Fla.	63%	59%

THANKING BY NAME

(% of customers surveyed who said they were thanked by name)

	MTD	YTD
Total Belk	73%	73%
#162 Columbia, S.C.	93%	83%
#24 Danville, Va.	91%	87%
#582 Centerville, Ga.	91%	85%
#522 Cordele, Ga.	91%	78%
#520 Waycross, Ga.	91%	79%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

INVITED BACK

(% of customers who said they were invited back)

	MTD	YTD
Total Belk	83%	83%
#522 Cordele, Ga.	100%	87%
#149 Orange Park, Fla.	100%	84%
#344 Land O' Lakes, Fla.	98%	91%
#366 Thomaston, Ga.	98%	89%
#506 Richlands, Va.	98%	92%

OVERALL SATISFACTION BY DIVISION (% HIGHLY SATISFIED)

	MTD	YTD
Total Belk	74%	74%
Northern	73%	73%
Southern	76%	75%
Western	73%	74%

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 **October**.

Northern Division

New Bern, N.C. #85
Cary, N.C. #489
Corbin, Ky. #251
Smithfield, N.C. #60
Clinton, N.C. #86
Middlesboro, Ky. #496
Sanford, N.C. #8
Salisbury, N.C. #7
Lancaster, S.C. #56
Charlotte, N.C. #329

Southern Division

Deland, Fla. #234
Cape Coral, Fla. #388
Sebring, Fla. #583
Palm Coast, Fla. #363
Winter Haven, Fla. #248
Cumming, Ga. #337
Athens, Ga. #54
Lake City, Fla. #204
Statesboro, Ga. #284
Winder, Ga. #401

Western Division

Fort Worth, Texas #381
Greeneville, Tenn. #693
McKinney, Texas #336
Russellville, Ark. #359
Flower Mound, Texas #379
Huntsville, Ala. #606
Auburn, Ala. #289
Oxford, Miss. #396
Natchez, Miss. #677
Cullman, Ala. #417

TOP DEMAND CENTERS

Based on sales percent increase to plan for comparable stores during the month of **October**:

7111 Hard Home
7088 Men's Bottoms
7093 Young Men's Sportswear
7110 Tabletop
7109 Soft Home

CUSTOMER SERVICE & SALES ACHIEVEMENTS



Customer Satisfaction Results – November 2011

Belk salutes and congratulates the following stores who achieved the highest scores for Overall Satisfaction and Courtesy/Friendliness of Associates. The new Relentless Customer Care program focuses on service behaviors which have been identified as key drivers of customer satisfaction. When we apply these service behaviors sincerely and effectively, our customers are more satisfied and more likely to return to shop with us.

OVERALL SATISFACTION

(% of customers surveyed who said they were “highly satisfied” with their experience)

	MTD	YTD
Total Belk	74%	74%
#363 Palm Coast, Fla.	97%	83%
#388 Cape Coral, Fla.	92%	89%
#27 Greenwood, S.C.	91%	74%
#398 Macon, Ga.	90%	84%
#328 Kerrville, Texas	90%	85%

MOST IMPROVED VS. PREVIOUS MONTH: OVERALL SATISFACTION

	MTD	Prev Mnth	Var
Total Belk	74%	74%	0%
#302 Milledgeville, Ga.	80%	56%	24%
#587 Brevard, N.C.	81%	59%	23%
#693 Greeneville, Tenn.	76%	54%	22%
#522 Cordele, Ga.	83%	61%	22%
#353 Harrisonburg, Va.	83%	64%	20%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

COURTESY/FRIENDLINESS OF ASSOCIATES

(% of customers surveyed who said they were "highly satisfied" with the courtesy/friendliness of associates)

	MTD	YTD
Total Belk	75%	75%
#388 Cape Coral, Fla.	95%	93%
#363 Palm Coast, Fla.	94%	86%
#328 Kerrville, Texas	93%	88%
#385 Weatherford, Texas	92%	85%
#336 McKinney, Texas	92%	84%

WARMTH & FRIENDLINESS OF GREETING

(% of customers surveyed who said they were "highly satisfied" with the warmth and friendliness of the greeting they received)

	MTD	YTD
Total Belk	78%	78%
#388 Cape Coral, Fla.	95%	92%
#353 Harrisonburg, Va.	94%	80%
#408 Bluefield, W.Va.	93%	80%
#328 Kerrville, Texas	92%	89%
#371 Tulsa, Okla.	91%	83%

PROMPT GREETING

(% of customers surveyed who said they received a prompt greeting)

	MTD	YTD
Total Belk	85%	85%
#684 Athens, Tenn.	100%	90%
#341 Waxahachie, Texas	98%	88%
#366 Thomaston, Ga.	97%	88%
#27 Greenwood, S.C.	97%	90%
#120 Lumberton, N.C.	97%	91%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

ASKING QUESTIONS TO DETERMINE NEEDS

(% of customers surveyed who said the associate asked questions to determine needs)

	MTD	YTD
Total Belk	55%	54%
#388 Cape Coral, Fla.	82%	69%
#8 Sanford, N.C.	78%	60%
#341 Waxahachie, Texas	77%	59%
#598 Henderson, N.C.	77%	79%
#120 Lumberton, N.C.	76%	75%

SUGGESTING MERCHANDISE

(% of customers surveyed who said the associate suggested merchandise to them)

	MTD	YTD
Total Belk	43%	43%
#388 Cape Coral, Fla.	73%	57%
#120 Lumberton, N.C.	72%	69%
#598 Henderson, N.C.	70%	72%
#379 Flower Mound, Texas	69%	51%
#363 Palm Coast, Fla.	66%	51%

THANKING BY NAME

(% of customers surveyed who said they were thanked by name)

	MTD	YTD
Total Belk	72%	72%
#544 Martinsville, Va.	91%	86%
#24 Danville, Va.	88%	87%
#366 Thomaston, Ga.	87%	78%
#522 Cordele, Ga.	87%	80%
#593 Whiteville, N.C.	87%	82%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

INVITED BACK

(% of customers who said they were invited back)

	MTD	YTD
Total Belk	83%	83%
#3 Union, S.C.	100%	88%
#336 McKinney, Texas	97%	87%
#363 Palm Coast, Fla.	97%	86%
#388 Cape Coral, Fla.	97%	91%
#593 Whiteville, N.C.	96%	91%

OVERALL SATISFACTION BY DIVISION (% HIGHLY SATISFIED)

	MTD	YTD
Total Belk	74%	74%
Northern	73%	73%
Southern	76%	76%
Western	73%	74%

STORE STANDINGS

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

Northern Division

New Bern, N.C. #85
Culpeper, Va. #526
Franklin, Va. #537
Middlesboro, Ky. #496
Zebulon, N.C. #529
Smithfield, N.C. #60
Henderson, N.C. #598
Richlands, Va. #506
Wise, Va. #561
Lenoir, N.C. #319

Southern Division

Lake City, Fla. #204
Cordele, Ga. #522
Laurens, S.C. #592
Winter Haven, Fla. #248
Winder, Ga. #401
Tifton, Ga. #266
Orange Park, Fla. #149
Lady Lake, Fla. #228
Cornelia, Ga. #177
Conway, S.C. #114

Western Division

Greenville, Miss. #667
Cullman, Ala. #417
Birmingham, Ala. #604
Vicksburg, Miss. #669
Natchez, Miss. #677
Trussville, Ala. #349
Oxford, Miss. #396
Sevierville, Tenn. #335
Birmingham, Ala. #603
McKinney, Texas #336

TOP DEMAND CENTERS

Based on sales percent increase to plan for comparable stores during the month of **November**:

7035 Contemporary/Resort/Bridge
7065 Fine Jewelry
7109 Soft Home
7100 Newborn/Infant
7111 Hard Home

SERVICE ANNIVERSARIES – DECEMBER 2011

Associates Honored for Years of Loyal Service

40 Years

Susanna Campbell, Columbia, S.C. #182
Kelly Wehby, Birmingham, Ala. #603

35 Years

Carolyn Wade-Norman, Corporate Office

30 Years

Ramona Clark, Morganton, N.C. #81
Richard Cooper, Greenville, Miss. #667
Drusilla Varney, Fayetteville, N.C. #476

25 Years

Elizabeth Pope, Greenville, Miss. #667
Janet Renninger, Wilmington, N.C. #13
Douglas Tyndall, Charlotte, N.C. #452

20 Years

Rosia Davis, Birmingham, Ala. #604
Diane Deal, Statesboro, Ga. #284
Angilene Lynch, Lake City, S.C. #594

15 Years

Oktay Akbay, Huntsville, Ala. #607
Joy Aldridge, Tuscaloosa, Ala. #608
Samson Bolton, Huntsville, Ala. #607
Teresa Bridges, Ridgeland, Miss. #676
Virginia Chambers, Charlottesville, Va. #491
Tommie Dickson, Waycross, Ga. #520
Alisa Jackson, Beaufort, S.C. #325
Lou Ellen Miller, Culpeper, Va. #526
Reita Sebastian, Lake City, Fla. #204
Lucinda Thigpen, Florence, Ala. #614
Patricia Wadsworth, Prattville, Ala. #400
Dorothy Watson, Christiansburg, Va. #540

10 Years

Catrice Alexander, Lake City, S.C. #594
Evelyn Alexander, Columbia, S.C. #182
Michele Bledsoe, Kennesaw, Ga. #620
Mildred Cash, Florence, S.C. #84
Donna Chapiewski, Fayetteville, N.C. #476
Jeanne Conner, Florence, Ala. #614
Janice Daniels, Duluth, Ga. #439
Mary Davis, Greenville, S.C. #16
Mary Dusenbury, Sanford, N.C. #8
Grace Edmonds, Camden, S.C. #227

10 Years - Continued

Carmen Edwards, Chattanooga, Tenn. #694
Tina Foreman, Jacksonville, Fla. #141
Deidra Fuller, Corporate Office
Frances Givens, Franklin, Tenn. #629
Amanda Granger, Thomasville, Ga. #274
June Houston, Fayetteville, Ga. #196
Carol Jamison, Raleigh, N.C. #458
Jessica Jones, Myrtle Beach, S.C. #516
Jesse Lloyd, Blythewood, S.C. #737
Ron Mellott, Corporate Office
Amanda Mitchell, Corporate Office
Marty Remme, Westminster, Md. #521
Michael Renwand, Simpsonville, S.C. #89
Nidya Ritchie, Mobile, Ala. #609
Randolph Scott, Blythewood, S.C. #737
Dorothy Smith, Shelby, N.C. #80
Tamandra Strickland, Corporate Office
Linda Thomas, Jacksonville, N.C. #294
Lee Ann Thompkins, Shallotte, N.C. #263
Tiffany Watkins, Johnson City, Tenn. #688
Charlene Williams, Fayetteville, N.C. #476
Jennifer Williams, Greenville, N.C. #552
Cynthia Wooldridge, Paragould, Ark. #199
Mary Yowell, Murfreesboro, Tenn. #380