

My Viewpoint

by Lynda Stadler, editor



I don't know about you, but I'm fairly new to the whole social media phenomenon going on in today's society. I haven't spoken with – or thought about – many of the people I knew back in the day and suddenly through Facebook I have a fan club that grows every day. It's quite remarkable. Not only are individuals expanding their worlds through the use of internet media sites, but businesses, too, are benefiting from an interactive, two-way communication with customers at a level they've never been able to achieve before.

Belk recently caught the Facebook and Twitter bug and launched a dynamic new Facebook page that offers real-time information about promotions, sales and special events. **Arlene Goldstein**, Belk's fashion director, is tweeting away on the "Belk Fashion Buzz" Twitter feed offering on-the-go fashion news from around the world. Consider joining the growing 35,000+ fan base on Belk's Facebook page. Sign up to follow Arlene and become instantly "in the know" on developing fashion trends and news. Invite your friends and family members to join also.

In this issue we also summarize the Men's Summer Most Wanted list which includes great versatile styles in bold colors and patterns, and dresses – always a summer favorite. Belk has repositioned itself as "The South's Dress Address" with new assortments of updated, modern styling this season. Check it out! Peace -

Men's Most Wanted Summer Fashion

This summer, men's apparel is iconic. Look for items that are fresh yet familiar, relaxed yet polished and pulled together. We will re-examine important core items and then build on those basics with the season's statement pieces.



- **New Plaids and Checks** – Whether it's shirts, shorts, jackets or ties, we're still mad about bold patterns, especially when they are mid-sized and larger.
- **Graphic Tee** – Check out larger-than-life graphic placements that are more interesting, innovative and eye-catching than ever.
- **Something Denim** – From ripped and repaired to straight legs and classic fits, jeans in vintage and lighter washes get our attention.
- **Patterned Shorts** – Check out cargo details, compelling colors, muted plaids and new preppy prints - just a few of the trend-right options that make a wardrobe of shorts a must for spring.
- **Casual Sportcoat** – From solids to seersucker, the relaxed sportcoat goes from desk to dinner with ease and elegance. This favorite completer piece adds the ultimate style element to any look.
- **Bold Color Dress Shirt** – Check out bolder yellows, greens and aqua. These more intense colors are the "of the moment" shirting choices for warm weather. These hues could not be happier.
- **Bow Tie** – Prepare to prep. The cool quotient of this old favorite - in an amazing array of patterns - has just been raised!
- **Summer Sandals** – Put your feet first this season. You will be completely at ease slipping on sandals that are both relaxed and fashion-right.

IN THIS ISSUE

- Men's Most Wanted Fashions
- Belk: "The South's Dress Address"
- Part II: Miracle on the Hudson: Belk Survivors Speak Out
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- Laurenti Named EVP and CIO

EDITOR'S PRODUCT PICK



Dresses

The dress is my favorite piece for the summertime. Dresses are feminine, cool and are easy to put on and go! There is a dress for every occasion. No matter where you go you'll always be "dressed" appropriately and comfortably.

CUSTOMER SERVICE & SALES ACHIEVEMENTS

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

Northern Division

High Point, N.C. #30
 Burlington, N.C. #386
 Siler City, N.C. #154
 Raleigh, N.C. #458
 Suffolk, Va. #110
 Rocky Mount, N.C. #28
 Staunton, Va. #531
 Martinsville, Va. #544
 Mooresville, N.C. #580
 Culpeper, Va. #526

Southern Division

Port Orange, Fla. #392
 Canton, Ga. #33
 Greenwood, S.C. #27
 Hartwell, Ga. #78
 Columbia, S.C. #162
 Greenville, S.C. #16
 Florence, S.C. #84



Belk: "The South's Dress Address"

The "South's Dress Address" is the phrase coined by **Kathy Bufano**, president of merchandising and marketing, to describe Belk and its offerings of this season's largest and finest dress assortments to be found among any of the company's competitors. **Robin Joseph**, vice president and DMM of dresses and intimates, added, "Belk is the destination for dresses, for any occasion whether its for church, work, special occasions or weekends."

Belk's dress assortments complement an array of style sensibilities while containing elements of the hottest trends, said Joseph. Spring and summer collections feature "In the Garden" floral designs, feminine detailing, denim and chambray, ruffled accents, bold and exotic embellishments, and the all-important "little white dress". "We want to raise awareness with our customers that Belk has an impressive dress selection and that we should be their first stop when searching for the ideal dress, no matter the occasion," she said.

Communication of the "The South's Dress Address" message to stores and customers will be supported with e-mail blasts and direct mail, fashion shows and modeling events in every store, visual signage throughout the dress floors, and announcements in the media and on Belk's new Facebook page and Belk Fashion Buzz Twitter feed.



Passengers on US Airways Flight 1549 struggle to stay on the wing of the downed plane as they await rescue. Belk survivor, Michael Leonard, can be seen comforting another passenger.

Part II: Miracle on the Hudson - Belk Survivors Share Their Stories

By Donisha Freeman, Assistant Product Manager, WLN Communications Chair

On the frigid morning of January 15, 2009, US Airways Flight 1549, piloted by Captain Chesley "Sully" Sullenberger crash landed into the Hudson River shortly after the plane struck a flock of Canada geese during its takeoff from New York's LaGuardia Airport. All of the passengers and crew survived. Six of those passengers were merchants from the Belk corporate office.

The following is Part II of *View's* coverage of the stories of five of the Belk survivors who personally recounted their experiences for a standing room only crowd at the Belk corporate office on Feb. 10 during the "Miracle on the Hudson - Belk Survivors of Flight 1549 Speak" event hosted by Belk's Women's Leadership Network. Part I is published in the May issue of *View Magazine* now available on the Hanger and Associate Portal.

It was the end of a typical New York City market week for Belk merchants **Laurie Crane**, **Lisa English**, **Michael Leonard**, **Eileen Shleffar** and **Laura Zych** as they settled into their seats for the short flight back to Charlotte. By the end of the day, however, nothing would be typical or ordinary in their lives ever again.

Lisa English, juniors buyer, admitted that she is a nervous flier. Just before the airplane hit the river all she could do was close her eyes and think about her son. "I said a prayer asking that my family be taken care of," English said. "I embraced the hands of my seat mates Freida Muscatell and Kristy Spears and turned to ask Eileen (Shleffar) if she was alright."

English said she struggled to turn off her cell phone off because she thought it would interfere with the mechanics of the plane, but "all I wanted to do was talk to my son," she said. It was a very rough landing, and English knew she had to get out of the plane so she decided to jump into the water. She watched from the water as other survivors boarded the ferry. "There were periods when I wondered if we were going to die or not. I was turning blue and numb and I was worried about the plane blowing up," she said. Once rescued and back on shore, she was overwhelmed by the outpouring of people trying to help.

Laurie Crane, buyer, girls, said she closed her eyes for a brief nap after the plane took off when she heard a loud thud. She gazed out the window from her aisle seat 9D and thought the pilot was turning around and heading back to the airport. She then heard someone yell, "bird strike".

"I heard that and thought, "there is no way a bird could bring down this big metal plane," she recalled. Seconds later, the flight attendant instructed all passengers to get into "crash position" before the plane plummeted into the river.

Crane said for some reason she still thought they were going to change planes and continue to Charlotte. She even took



Cumming, Ga. #337
Mt. Pleasant, S.C. #74
Atlanta, Ga. #619

Western Division

Jackson, Tenn. #588
Paragould, Ark. #199
Kingsport, Tenn. #682
McKinney, Texas #336
Mobile, Ala. #609
Pensacola, Fla. #657
Rogers, Ark. #285
Ft. Worth, Texas #381
Waxahachie, Texas #341
Oxford, Miss. #396

CUSTOMER SATISFACTION SURVEY (CSS)

March 2010

[Complete Report](#)

Top 5 Stores- Overall Satisfaction

	Month	YTD
Total Belk	81%	81%
#379 Flower Mound, Texas	98%	93%
#388 Cape Coral, Fla.	95%	94%
#350 St. Augustine, Fla.	94%	88%
#196 Fayetteville, Ga.	93%	83%
#87 Gainesville, Ga.	93%	92%

Division Overall Satisfaction

	Month	YTD
Total Belk	81%	81%
Northern	80%	81%
Southern	80%	81%
Western	81%	82%

SERVICE ANNIVERSARIES

May

UPCOMING SPECIAL EVENTS

Happy Mother's Day!

Sunday, May 9
All Belk Stores

Men's Night Out

Wednesday, May 12
Top 115 Belk Tailored Clothing Stores

Contemporary Department

Summer Event
Friday, May 21
Belk stores #452, #458, #604, #607 and #629

Coming Soon!

Extra Discount Days for Associates
Friday, June 4 - Sunday, June 6

her mink coat and a few other personal items before leaving the plane. When she walked to the door and saw water, she knew differently. With her items in hand, she proceeded to walk down the wing until the water was up to her waist and grabbed a seat cushion to stay afloat.

"I couldn't feel my hands or legs, but I was still holding onto my mink (coat)," said Crane. "A man yelled to me 'hey lady, drop your stuff it's weighing you down!' It would have been very easy to sink and die, but I saw my reflection in the water and there was a moment of peace within and I said to myself 'you're not supposed to die today'."

[Read Entire Story](#)

Photos: Belk survivors include, from left, Lisa English, Laurie Crane (standing), Laura Zych, Michael Leonard, and Eileen Shleffar.

Belk Launches Corporate Facebook Page



On April 1, Belk launched a Facebook page at facebook.com/belk as part of a social media strategy designed to inform, engage and have dialogue with customers, associates and others who participate in Facebook and Twitter online networks.

"Today, social media is an essential component in a company's communications arsenal," said **Ivy Chin**, senior vice president of e-commerce. "Our Facebook page will provide immediate and timely opportunities for Belk to engage our audiences in an open dialogue. By forging an exchange of real time information, we will be able to share our story and create consumer relationships that provide valuable feedback and interaction."

Belk's Facebook page will provide a variety of company information to site visitors, including the latest fashion trends, product launches, community involvement and upcoming special events and sales promotions. It will also feature interactive elements such as product surveys, and fan comments. The new Belk Fashion Buzz Twitter feed at twitter.com/belkfashionbuzz will feature timely fashion tips, forecasts and live "in the moment" commentary from **Arlene Goldstein**, Belk's vice president and fashion director.

Belk's Facebook page will be managed by **Jaimee Scott**, the company's new social media manager. Each of the Belk operating divisions has designated a Social Media Champion who will submit content ideas and special events information to Scott from the division offices and stores. They are **Lee Danley**, vice president and regional manager, Wilmington, N.C., Northern Division; **Bill Hebert**, vice president and regional store manager, Myrtle Beach, S.C., Southern Division; and **Jaime Valdez**, vice president and regional store manager, Birmingham, Ala., Western Division.

According to Scott, Belk associates' participation in Belk's online marketing initiatives such as Facebook, Twitter, blogs and other social networking media is entirely voluntary. "Unless it is officially an approved part of your job description, your on-line activity will be voluntary and is not part of the paid work you do at Belk," she said. "However, whether you choose to participate on your own or it's an official part of your job, Belk has adopted some important rules and guidance to assist you in keeping social media participation fun and informative, and to help you avoid creating liability for yourself or the company. Scott encouraged all associates to become familiar with these guidelines by reading the Rules of Engagement in Social Networking Media for Belk Associates located on the Hanger.

Laurenti Named Executive Vice President and Chief Information Officer at Belk



Michael Laurenti has been appointed to executive vice president and chief information officer, reporting to Johnny Belk, president and chief operating officer, effective on March 29, 2010. Laurenti succeeds Robert K. "Roddy" Kerr, Jr., who retired on March 1, 2010 after 38 years of service. Laurenti previously served as vice president of information technology for Family Dollar Stores, Inc. in Charlotte since August 2006.

Laurenti began his retail career in 1994, and prior to joining Family Dollar held the post of vice president of business and technology services for Linens N' Things in Clifton, N.J., and various roles in both the domestic and international divisions of U.S. Toy Stores Division of Toys R Us in Paramus, N.J. Laurenti is a graduate of Cornell University with a Bachelor of Science degree in applied economics and business administration.

LP AWARENESS

Effective Communication Leads to Apprehension

Close communication among loss prevention associates in areas served by multiple Belk stores is imperative to catching thieves who victimize the stores by buying and returning items with fraudulent checks and/or credit cards and later returning the items for credit or cash. Such was the case one weekend in September in Jacksonville, Fla.

It was late on a Saturday afternoon when **Stanley Clark**, loss prevention manager at Belk in **Jacksonville, Fla. #141**, The Avenues, received a phone call from **Connie Sheffield**, ASM, at Belk in **Orange Park, Fla. #149** saying she had been alerted by a sales associate to a possible fraudulent return taking place in her store. "The associate had become suspicious when she noticed that the man had just purchased the merchandise a few hours before in The Avenues store using \$600 worth of travelers checks," said Clark. "When she excused herself to make a call to her ASM, the man suddenly left the store." Sheffield then called Clark to verify that the travelers checks used for the purchase were authentic.



Clark quickly pulled the six \$100 American Express travelers checks and determined that they were fake. "We can compare checks against a template of the 'real thing' that American Express provides us to help us verify the authenticity," explained Clark. As an extra precaution, Clark also called American Express to verify the check numbers. Clark immediately alerted all Jacksonville area Belk stores to warn them about the fraudulent transaction and urge them be on the lookout for the suspect.

A short time later, the suspect arrived at Belk in **Roosevelt Mall #151** attempting to return the merchandise. Store manager **Leslie Caruso** noticed him immediately and alerted Clark and the police. "Leslie was very responsive and instrumental in identifying the suspect," said Clark. "It is to the credit of the store's LP associates who have trained store associates how to manage different situations. In this case, Leslie knew exactly what to do in the absence of her LP manager. Police made the apprehension and charged the subject with "uttering forged notes." He was arrested and extradited to DeSoto County, Florida where he faced prior charges for similar crimes.

Photo: from left, Stanley Clark, Connie Sheffield and Leslie Caruso.



CORPORATE OFFICE

Belk Angels Raise \$17,000 For JDRF Walk For A Cure

More than 60 "Belk Angels" team members took to the street with more than 7,000 other walkers in the Juvenile Diabetes Research Foundation (JDRF) Walk For The Cure on Saturday, April 17 in Charlotte, N.C. raising more than \$17,000 to help find a cure for juvenile diabetes.

The weather was sunny and cool as walkers set out on the three-mile journey. Belkie Bear, aka, **Jeff O'Hanlon**, vice president, executive recruitment, charged through the crowd to build excitement among walkers and entertain children as he walked the entire 3-mile route.

"The event was very successful and we're pleased," said Nina Fox, JDRF events coordinator. "We have raised more than \$800,000 to date toward our goal of \$1.3 million. We appreciate Belk's sponsorship and participation in the Walk!"

Scott Delmar, communications gatekeeper and **James Ward**, vice president, credit services, are co-chairs of the 2010 corporate campaign. Campaign events continue with FUNdraising activities through May including the ever popular jeans days, a silent auction, trunk show, flower sale, wine tasting event, Jail Day, and leave early days.

Thanks to all Belk Angels Team Captains!

Marty Anderson, Amanda Astrologo, Judy Bamping, Annette Brinson, Holly Chamra, Lisa Edwards, Shantee Hope, Karen Hyatt, Honor Parnell, Christy Stover and James Ward.

Thanks to associates from surrounding Belk stores - **Hickory, N.C. #26**, **Pineville, N.C. #553** and **Rock Hill, N.C. #581** who also participated in campaign events to help raise money for JDRF.

Photos: Belk walkers gather at the starting line; Campaign co-chairs, Scott Delmar (and family) and James Ward share the road with Belk Bear.

FRANKLIN, TENN.

Store Manager Receives Prestigious Volunteer Award

Greg Smith, store manager at Belk in **Franklin, Tenn. #629**, Cool Springs Galleria, has been named the Gloria Jackson Volunteer of the Year by the Williamson County Chapter of Friends of Monroe Carell Jr. Children's Hospital at Vanderbilt. The Friends organization annually gives the award in memory of Jackson, a past member of the chapter who embodied the volunteer spirit. The award recognizes an individual who shows commitment to serving both Children's Hospital and the community.

"Support from volunteers such as Greg and community leaders like Belk enables Monroe Carell Jr. Children's Hospital at Vanderbilt to continue helping children from throughout the Middle Tennessee area and beyond." said Julie Casteel, co-president of the Williamson County Chapter of Friends of Children's Hospital.

Smith has volunteered with the Friends organization for 13 years raising awareness and funds for Children's Hospital. He often hosts Belk fashion shows, including the "Friends and Fashion" event hosted by the Williamson County Chapter of the Friends organization on March 29.

The event, which drew more than 550 guests from the community, featured a Belk fashion show that included professional models who were joined on the runway by 20 Children's Hospital patients and their siblings. Additionally, Belk's annual Vanderbilt Appreciation Night offered a special shopping discount to Vanderbilt employees and featured refreshments donated by local restaurants.

"In the 13 years I've lived in Franklin, the biggest reward for me has been my ability to give back to the community," said Smith. "We are so fortunate to have a hospital with such an outstanding reputation for caring for children in Nashville and the Middle Tennessee region. Whether giving time or raising funds, no job is too little or too big for this great purpose."

Photo: Greg Smith with co-chair Linzi McConnell, Trace Adkins, co-chair Julie Casteel and U.S. Rep. Marsha Blackburn. Photographer: Jodi Rall



LINCOLN, N.C.
Belk Hosts Appreciation Dinner to Celebrate FY10

On Sunday evening April 11, associates of Belk in Lincoln, N.C. #22, Lincoln Center celebrated a successful year in style on the Court Square at 36th Street Café. With funds allocated to each store as a "thank you" from Belk for a successful fiscal year 2010 performance, **Chuck Yoder**, store manager, hosted 26 associates for dinner at the popular restaurant. Ten spouses and/or special guests were also included (dutch treat) in a great evening of delicious food and fellowship. "The evening was a great time to relax and reflect upon the great past year with old and new friends," said Yoder.

Photo: From left , Kim Fisher, Sharon Sain, Pam Caudle, Mary Lynne Plaxco, Robin Houser, Beth Wise, Gabriela Rios, Shauna Gilbert, Shanna Warren, Barbara Dudley, Jane Jenkins, Richard Brewer, Larry Beaver, Chuck Yoder, store manager, Sheila Gantt, Sharon Lineberger and Val Baranyk.



ROCKWALL, TEXAS
Networking Helps Lancôme Counter Close \$1,100 Sale

When it comes to making sales, take advantage of the personal connection you have with your customers, says **Christina Flores**, Lancôme counter manager at Belk in **Rockwall, Texas #377**. By personally inviting a longtime customer to come to the store to meet the Texas region's new event rotator, **Rebecca Nichols**, they secured a \$1,100 sale and a happy customer.

"This was one of my loyal customers who has not been able to sit in my chair for a while," explained Flores. "I called her to let her know that Rebecca was going to be here and that I wanted to show her new ways to update her skincare routine with some new and exciting Lancôme products." The customer was so impressed with Nichols' knowledge that she brought her daughter in to do the same. The total sale included 13 items, seven of which were feature items.

"Rebecca Nichols is a 'Rock Star' and we are so thrilled and lucky to have her help building our business," added Flores.

Contributors:

Stan Clark, Dianna Dix, Pam Fernandez, Donisha Freeman, Arlene Goldstein, Tolly Harris, Kristin Haas, Scott Laws, Valerie May, Megan McWaters, Sara Patterson, Becky Pinion, Darlene Starcher, Chaitanya Tamane, Darrell Williams and all Belk executives and merchants who provide information for *View Online* .

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SERVICE ANNIVERSARIES * MAY 2010
ASSOCIATES HONORED FOR YEARS OF LOYAL SERVICE

40 Years

Judy Kesterson, Morristown, Tenn. #282
William Littleton, Chattanooga, Tenn. #691

35 Years

Anthony Congleton, Corporate Office Charlotte, N.C.
Clyde Jimerson, Meridian, Miss. #668
Darcey Mussato, Birmingham, Ala. #603

30 Years

Janet Brenneisen, Pensacola, Fla. #657
Helen Louzis, Trussville, Ala. #349
John Payne, Rock Hill, S.C. #581
Dolores Shelton, Huntsville, Ala. #607
Brenda Thompson, Ocala, Fla. #109
Ned Weavil, Corporate Office, Charlotte, N.C.

25 Years

Loren Brown, Charlotte, N.C. #452
Mark Cerrito, Greensboro, N.C. #25
Tammy Chappell, Boone, N.C. #115
Susan Faddis, Knoxville, Tenn. #685
Melanie Godwin, Charlotte, N.C. #452
Susan McAbee, Corporate Office, Charlotte, N.C.
Rhonda Morris, Winchester, Va. #187
Larry Parish, Hattiesburg, Miss. #670
Jeffery Robinson, Alabaster, Ala. #339
Mary Tetterton, Greenville, N.C. #552
Carolyn Weaver, Mobile, Ala. #652

20 Years

Edna Blackwelder, Greensboro, N.C. #465
Peggy Broyles, Greeneville, Tenn. #693
Patricia Butler, Wise, Va. #561
Dorothy Bynum, Wilson, N.C. #368
Jeanne Carter, Morristown, Tenn. #282
Cheryl Garris, Fayetteville, N.C. #419
Debra Ingram, Greenville, Miss. #667
Brenda Joyner, Wilson, N.C. #368
James McKing, Myrtle Beach, S.C. #516
Fran Prince, Athens, Ga. #54
Peggy Wyatt, Gaffney, S.C. #72

15 Years

Sherry Camper, Bristol, Va. #52
Kathryn Ciardi, Greenville, S.C. #16
Beatrice Flunder, Natchez, Miss. #677
Shaunda Gibson, Dothan, Ala. #615
Carol Greider, Columbia, S.C. #162
Tracy Hall, Mt. Airy, N.C. #42
Suzanne Hayes, Franklin, Tenn. #629
Jacky Howlett, Newnan, Ga. #404
Vernon Humphries, Columbus, Miss. #675
Sandra Hunter, St Augustine, Fla. #350
Dawn Jefferson, Wilmington, N.C. #13
Annie Mae Johnson, Florence, S.C. #84
Anna Kimball, Whiteville, N.C. #593
John Kiser, Charlotte, N.C. #452
Paul Kramlick, Charlotte, N.C. #986
Betty Lightfoot-Gomes, Elizabeth City, N.C. #108
Patricia Schwartz, Greensboro, N.C. #25
Lula Thornley, Chattanooga, Tenn. #694
Elizabeth Tucker, Atlanta, Ga. #619
Elisa Tyson, Charlotte, N.C. #967

Charles Vidonne, Hattiesburg, Miss. #670
Wanda Wagner, Whiteville, N.C. #593
Sandra Wilson, Toccoa, Ga. #599

10 Years

Lynette Anderson, Sumter, S.C. #503
Billye Austin, Anderson, S.C. #19
Pamela Bailey, Waycross, Ga. #520
Christy Berry, Kingsport, Tenn. #682
Teresa Bridges, Destin, Fla. #308
Shelley Bumgarner, Corporate Office, Charlotte, N.C.
Anna Busby, Hartwell, Ga. #78
Samantha Carroll, Murrells Inlet, S.C. #551
Bannhune Chanthakhot, Charlotte, N.C. #452
John Collins, Bluefield, W.Va. #408
Jacquelyn Comer, Kennesaw, Ga. #620
Susan Conroy, Raleigh, N.C. #458
Stephen Crosby, Southern Division #908
Mary Dill, Danville, Va. #24
Mary Dodd, Ocala, Fla. #109
Sharon Enoch, Moultrie, Ga. #179
Summer Evans, Corporate Office, Charlotte, N.C.
Anna Francis, Douglasville, Ga. #623
Rochelle Franklin, Corporate Office, Charlotte, N.C.
James Gaddy, Pineville, N.C. #553
Liz Gonzalez, Hilton Head, S.C. #534
Janet Halbrooks, Decatur, Ala. #611
Vicky Hatchett, UES, Danville, Va. #984
Lula Herron, Trussville, Ala. #349
Wynter Hester, Wilson, N.C. #368
Jeannie Hill, Mobile, Ala. #652
Karen Hillman, Hattiesburg, Miss. #670
Lyn Hobbs, Clinton, N.C. #86
Leah Hurst, Florence, Ala. #614
Marlon Jenkins, Ridgeland, Miss. #676
Maria Jimenez, High Point, N.C. #30
Allyson Lance, Pineville, N.C. #553
Jeffrey Lewis, Knoxville, Tenn. #685
Nancy Mills, Knoxville, Tenn. #685
Paul Moore, UES, Danville, Va. #984
Nancy Morton, Gadsden, Ala. #616
David Nelson, Gastonia, N.C. #6
Laima Pfohl, Cumming, Ga. #337
Terry Pittman, Lumberton, N.C. #120
Ammie Rasmussen, Laurinburg, N.C. #565
Joanne Rentz, Charleston, S.C. #202
Betty Rhodes, Columbia, S.C. #178
Bill Roberts, Northern Division #921
Sompong Robinson, Greenville, N.C. #552
Doris Russell, Snellville, Ga. #184
Shawn Sanders, Tuscaloosa, Ala. #608
Mary Ann Smelley, Tuscaloosa, Ala. #608
Lori Surlak, Corporate Office, Charlotte, N.C.
Robyn Teachey, Wilmington, N.C. #13
Lisa Toms, Myrtle Beach, S.C. #244
Dorothy Wadsworth, Douglasville, Ga. #623
Betty Wickline, North Charleston, S.C. #463
Heather Wolfe, Corporate Office, Charlotte, N.C.
Conley Wood, Gainesville, Fla. #490
Patsy Yow, Asheboro, N.C. #61

CUSTOMER SERVICE & SALES ACHIEVEMENTS

Customer Satisfaction Survey – March 2010

OVERALL SATISFACTION

	MTD	YTD
Total Belk	81%	81%
#379 Flower Mound, Texas	98%	93%
#388 Cape Coral, Fla.	95%	94%
#350 St. Augustine, Fla.	94%	88%
#196 Fayetteville, Ga.	93%	83%
#87 Gainesville, Ga.	93%	92%

MOST IMPROVED VS. PREVIOUS MONTH

OVERALL SATISFACTION

	MTD	PREV Mnth	VAR
Total Belk	81%	82%	-1%
#114 Conway, S.C.	83%	61%	22%
#196 Fayetteville, Ga.	93%	74%	19%
#537 Franklin, Va.	83%	65%	18%
#42 Mount Airy, N.C.	88%	71%	17%
#288 Conway, Ark.	75%	59%	16%

COURTESY/FRIENDLINESS OF ASSOCIATES

	MTD	YTD
Total Belk	83%	83%
#328 Kerrville, Texas	97%	95%
#388 Cape Coral, Fla.	96%	97%
#544 Martinsville, Va.	95%	95%
#335 Sevierville, Tenn.	95%	94%
#633 Little Rock, Ark.	95%	89%

CUSTOMER SERVICE & SALES ACHIEVEMENTS

AVAILABILITY OF ASSISTANCE

	MTD	YTD
Total Belk	67%	67%
#379 Flower Mound, Texas	88%	86%
#269 Bainbridge, Ga.	86%	81%
#388 Cape Coral, Fla.	85%	82%
#585 Cookeville, Tenn.	85%	76%
#87 Gainesville, Ga.	85%	86%

SPEED OF CHECKOUT

	MTD	YTD
Total Belk	75%	76%
#379 Flower Mound, Texas	93%	92%
#285 Rogers, Ark.	91%	87%
#350 St. Augustine, Fla.	90%	82%
#320 Paris, Texas	89%	82%
#262 McDonough, Ga.	89%	80%
#388 Cape Coral, Fla.	89%	90%

DIVISION OVERALL SATISFACTION

	MTD	YTD
Total Belk	81%	81%
Northern	80%	81%
Southern	80%	81%
Western	81%	82%

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 **March**.

Northern Division

High Point, N.C. #30
Burlington, N.C. #386
Siler City, N.C. #154
Raleigh, N.C. #458
Suffolk, Va. #110
Rocky Mount, N.C. #28
Staunton, Va. #531
Martinsville, Va. #544 Mooresville,
N.C. #580
Culpeper, Va. #526

Southern Division

Port Orange, Fla. #392
Canton, Ga. #33
Greenwood, S.C. #27
Hartwell, Ga. #78
Columbia, S.C. #162
Greenville, S.C. #16
Florence, S.C. #84
Cumming, Ga. #337
Mt. Pleasant, S.C. #74
Atlanta, Ga. #619

Western Division

Jackson, Tenn. #588
Paragould, Ark. #199
Kingsport, Tenn. #682
McKinney, Texas #336
Mobile, Ala. #609
Pensacola, Fla. #657
Rogers, Ark. #285
Ft. Worth, Texas #381
Waxahachie, Texas #341
Oxford, Miss. #396

TOP DEMAND CENTERS

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

7102 Boys
7081 Men's and Kids shoes
7092 Men's Furnishings
7015 Swim
7020 Dresses