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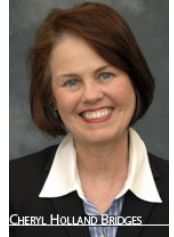
September Birthdays

- 7 Woo-Jin Choi
- 12 Wendy Castro
- 20 Allen Chen

This month's Aggie symbol...



Congratulations to Cheryl Bridges! Recipient of the Association of Former Students Award for Excellence in Teaching



This honor was awarded to Cheryl because of her dedication, commitment and passion for excellence in teaching. Congrats, Cheryl!!!!

Karen Winterich in JMR



“Power-Distance Belief and Impulsive Buying” by Karen Winterich has been accepted at the *Journal of Marketing Research*. Congrats, Karen!!!!

Abstract

That power-distance belief (accepting and expecting power disparity) influences impulsive buying beyond other related cultural dimensions like individualism-collectivism. This research supports an associative account for linking PDB and impulsive buying, a manifestation of self-control such that those with higher PDB display less impulsive buying. Further, this effect manifests for vice products but not for virtue products. We also find the restraint to resist temptations can occur automatically for those with repeated practice (i.e., chronically high PDB). Taken together, these results imply that products should be differentially positioned as vice or virtue products based on consumers' power-distance beliefs.

Sanjay Receives Award



Sanjay Jain has been awarded the Management Science Distinguished Service Award for 2009. This award is based on “outstanding service to the journal as a reviewer.” This year, 11 people were named out of the more than 1500 reviewers for Management Science across all business disciplines. Congrats, Sanjay!!!!

Venky and Kotler



Venky Shankar has been invited to be an editor of a volume entitled "Creating and Managing the Product Mix" as part of a forthcoming book entitled "Legendary Marketers: Phil Kotler." This volume will feature critical commentaries on Phil Kotler's contributions, limitations, current developments, and future research needs by distinguished marketers. Congrats, Venky!!!!

New CRS Sponsors

Welcome Dick's Sporting Goods and The Retail Coach as new CRS sponsors!

The Pittsburg-based sporting goods retailer is aggressively expanding westward and has selected Texas A&M University and the Center for Retailing Studies as a top campus partner. Recruiter Jessica Eberley says of the new partnership, "Dick's Sporting Goods needs smart, hardworking people to lead us through our growth from 400 stores to a projected 800. At Texas A&M we know that we can find top talent that will not only achieve our goals for today, but our vision for the future. When we look for talent at Texas A&M we are hiring for the Sales Management Trainee Program, but what we are really looking for are the Store, District, and Regional Vice Presidents of the future. It is a great time to recruit at Texas A&M and a great time to grow with Dick's Sporting Goods. We are very excited to continue our recruiting efforts on campus and get the best talent in Texas."

The Retail Coach also joins CRS this month. The consulting agency offers data analysis of demographic trends paired with "on the ground" visits to client communities in order to provide customized retail recruitment and economic development strategies to local governments. The City of Caldwell is among their newest clients.

Center students already occupy a solid representation among the boutique firm's ranks, with 2005 Certificate in Retailing graduate Mylea London serving as Director of Marketing and current MS student and Certificate candidate Matt Wolak completing an internship with the company this fall.



Welcome New Staff Member

Lindsay Slaydon joined the Center for Retailing Studies as the Program Coordinator in August 2009. She will coordinate all campus programs including Retailing Career Fairs, the M.B. Zale Visionary Merchant Lecture, Sponsor Forum and executive professor teaching program. She will also serve as advisor to the Student Retailing Association.

Lindsay graduated from Texas A&M University in 2006 with a Bachelor's degree in Leadership Development with an emphasis in Business. During her time at Texas A&M, she was involved in several student organizations around campus, worked in the Graduate Business Career Services office, and was a recipient of the Buck Weirus Spirit Award. Prior to joining the Center, she served as the Event Coordinator for Mannatech, Incorporated, a health and wellness products company, in Coppell, TX.



Reminder

- Please put the Retailing Career Fair on your syllabus. It will be held **Wednesday, September 23** from 9:30 AM-3:30 PM in Wehner.
- Retailing Summit will be held **Oct. 1-2** in Dallas. Hotel reservations should be made directly with the Westin by calling 972-934-9494. The final agenda was placed in your boxes last week, or you can view one [here](#).



We want to include your activities and news in the next issue of *Marketing Monthly*. Please submit them to ksmith@mays.tamu.edu

Bridges Discusses the Urban Landscape at Houston Conference

On August 25, Cheryl Bridges participated as a discussion leader at the Urban Land Institute's Urban Marketplace conference in Houston. The mission of the Urban Land Institute (ULI) is to provide responsible leadership in the use of land in order to enhance the total environment. ULI is composed of over 30,000 members worldwide; over 400 attended the conference. Members represent every segment of the real estate development community, including property owners, investors, advisers, developers, architects, lawyers, lenders, planners, regulators, contractors, engineers, university professors, librarians, students and interns.

The conference's overall theme was Upward Mobility, with a special focus on Houston's inner city development. An anchor of that vision is retailing, and Bridges led a roundtable on "Current Retailing Trends" with developers, financial advisers and even non-profit groups as they discussed ways to compliment the retail landscape and revitalize Houston's urban areas.

Fall Semester Executive Professor Calendar

Over twenty retailing executives will join the Center in classes this semester, including thirteen as part of H-E-B Day at Texas A&M University. We thank all of the professors who have generously shared of their class time to welcome these visitors. They provide an important compliment to our academic curriculum and an invaluable look into the dynamic business world that our students will one day join.

CALENDAR:

- September 9 Joe Stallard, Vice President of Human Resources, Sewell Automotive
- September 30 Pete W. Woods, Vice President of Marketing Services, Lowe's Company
- October 14 H-E-B Day at Texas A&M University
- October 28 Jeff Allison, Executive Vice President, GMM JCPenney

Firestone Complete Auto Care, AT&T Mobility and Dicks' Sporting Goods have all requested opportunities to speak in classes. If you would like topics such as sales, promotion strategy, retail management, branding and more addressed in your class, please contact [Lindsay Slaydon](#) to request a speaker. If there are additional topics you would like covered, please inform CRS so that we can connect you with the right executive. All speakers address meaningful business content that will compliment your course content.

This summer, the Marketing Advisors helped welcome and prepare some of the nearly 850 new students accepted into Mays Business School through the New Student Conferences.

Advisors were also able to personally congratulate about 20 new "Former Students" who finished their Marketing degrees this past summer at graduation on August 14th.



Check out the bulletin board outside the marketing department. Advisor, Leslie Seipp, is featured.

