

What is the School of Retailing ?

The University of Alberta School of Retailing, formerly known as the Canadian Institute of Retailing and Services was formed in 1991. A collaboration between business leaders, academics and the School of Business, the School of Retailing is devoted to the advancement of management practices and the enhancement of professionalism within the retailing and services sectors.

The School of Retailing conducts a number of activities that included academic, partner, student, and community involvement. The School consistently meets the university's mandate for centres to facilitate academic research, instruct at both the undergraduate and graduate levels, provide community outreach in the form of executive education, and create networking opportunities for students, faculty, and members of the business community.

Vision

To be Canada's foremost school of retailing and services expertise through excellence in leadership training and management studies.

Mission

To be the foremost Canadian School of Retailing by:

- Preparing students for successful career paths in retailing.
- Providing a talented workforce to the retail sector.
- Developing and delivering programs for the retail community.
- Advancing Canadian-relevant retail studies.
- Promote excellence in retailing.

Goals and Objectives

- Enhance interaction and networking among industry, student, and academic participants.
- Meet the real-world needs of the retail and services sector through the provision of research, education, and training programs that are academically sound and of clear practical value.
- Provide industry sector leadership in dealing with an increasingly challenging business environment through continuous improvement.
- Operate as a business, driven by close collaboration between partners, students, and academics.
- Take an entrepreneurial approach to opportunities for service program and curriculum development.
- Achieve recognition for academic excellence.
- Promote professionalism in retailing and services.



The School of Retailing is located at the Alberta School of Business, University of Alberta

What can the School of Retailing do for YOU?

Training, Education, Research

One of the School of Retailing's primary goals is to cultivate learning opportunities. Through our Management and Executive Training Workshops, The School of Retailing delivers high-quality industry-related practical theory. In addition, the School of Retailing was instrumental in developing a Retailing and Services major and minor for the School of Business. Because of its affiliation with the University of Alberta, those involved with the School of Retailing may utilize the research capabilities of our nationally-published Academics.

- Management and Executive training in Retailing and Services, including our 3 day "Retail Essentials Program" in association with Executive Education.
- Seminars, Workshops, and Conferences: The School of Retailing will organize and market your functions for a small administration fee. Choose from hosting your AGM at the University to presenting information sessions on your area of expertise to the general public and partners.
- Customized research projects: Enlist in research expertise of our University of Alberta's Academics. These world-renowned professors can supply you with information on such topics as consumer behavior, buying patterns, entrepreneurship, office atmospherics, and retail trends.



2009 Executive-in-Residence
Chip Wilson

Recognition & Networking

The School of Retailing's nationally-recognized events bring networking opportunities to businesses partnering with the Institute. Sponsorship of these events and seminars is available to our partners. Some of our annual events include:

- Henry Singer Award
- Executive-in-Residence
- Corporate Wine and Cheese
- Retail Career Fair

Student Internship

The School of Retailing has developed a course for University of Alberta students to participate in a summer internship program. Internships increase the pool of future managers, bring a new perspective to businesses, and allow students to apply their theory in a real-life work environment. The School of Retailing is continually looking for businesses eager to fill these exciting roles. As of 2007, only School of Retailing partners may participate in the Internship Program.

HENRY SINGER AWARD

The Henry Singer Award for Exceptional Leadership in Retailing and Services is designed to honour an outstanding leader in the industry – an individual whose contributions to society go hand in hand with business; an individual whose vision encompasses the blend of community service with business. In addition to the award ceremony event, the recipient returns to the faculty in the spring as the Executive in Residence for a two-day visit lecturing both undergraduate and graduate business classes.

Commerce students who attend the awards are given the opportunity to rub elbows with the business community at the event. Students and the School of Retailing partners have the unique opportunity to hear the recipient's real-life challenges and experiences when the recipient returns for the Executive-in-Residence. This has always been a highlight for students and partners. The Henry Singer Award has become a highly honored distinction within the business community and The School of Retailing is proud to be a part of this exciting event.



Past Award Recipients:

- **Chip Wilson**, Chairman and Chief of Product, lululemon athletica (2009)
- **Wynne Powell**, President & COO, London Drugs (2008)
- **Edward Kennedy**, President & CEO, The Northwest Company (2007)
- **Stephen Gunn and Christine Magee**, Co-founders, Sleep Country Canada (2006)
- **Robert Dutton**, President and CEO, RONA Inc. (2005)
- **Jim Treliving and George Melville**, Chairmen and Owners, Boston Pizza International (2004)
- **Brian Hesje**, CEO, Fountain Tire Corporation (2003)
- **Steve Matyas**, President, STAPLES (2002)
- **Harry Buddle**, CEO, Capital City Savings and Credit Union (2001)
- **John Forzani**, Chairman & CEO, The Forzani Group Ltd. (2000)
- **Don James**, CEO & Vice Chairman, Deeley Harley Davidson (1999)
- **David Bloom**, Chairman & CEO, Shoppers Drug Mart (1998)
- **John Stanton**, President, Running Room (1997)
- **J. Lorne Braithwaite**, President & CEO, Cambridge Shopping Centers Limited (1996)
- **Hugh Smythe**, President, Resort Operations Group of Intrawest Corporation (1995)
- **Bill Comrie**, Chairman of the Board, The Brick and Owner, BC Lions (1994)
- **Margot Franssen**, President, The Body Shop Canada (1993)
- **Jefferson J. Mooney**, CEO, A & W Food Services (1992)

The School of Retailing Team

Dr. Kyle Murray - Director

Professor Murray's research focuses on consumer judgment and decision making with an emphasis on how consumers make choices in electronic environments.

Kyle's work in this area has been published in journals such as the *Journal of Consumer Research*, *Organizational Behavior and Human Decision Processes*, *Journal of Consumer Psychology*, *MIT Sloan Management Review*, and *Communications of the Association for Computing Machinery*. The results of his research have also been featured in a number of book chapters and newspaper articles.



As an educator, Dr. Murray has developed and taught undergraduate, MBA, PhD, and executive level courses in marketing, consumer behaviour, retailing and e-commerce.

He has also been active as a consultant for a variety of organizations in fields as diverse as oil and gas, manufacturing, financial services, retailing, and not-for-profit enterprises.

Kyle Murray is a Senior Research Fellow at the Institute for Online Consumer Studies (iocs.org), the current Director of Ivey's Behavioural Research Laboratory, and the Director of the School of Retailing at the University of Alberta.

Dr. Paul McElhone - Executive Director

Paul McElhone has spent more than twenty years helping companies define their corporate image and understand the relationship between branding, core values, and company culture. With a passion for detail and extensive retail management, Paul has worked with regional, national, and international companies. As well, he has delivered keynote addresses and workshops to businesses, the Chamber of Commerce, educational institutions including the European School of Management in Paris and Paul has delivered workshops for a group of retailers in Trinidad Tobago.



Paul's concentration has been in the areas of strategic retail management, branding, image and image development, management consulting, merchandising and display, and selling and sales management.

For almost eighteen years, Paul worked for the Henry Singer Fashion Group holding a variety of positions from buyer, to store manager, to head of merchandising and display, to director of corporate sales. Since 1998 Paul has held the position as Executive Director of the Canadian Institute of Retailing and Services (CIRAS) at the University of Alberta School of Business. Currently Paul is the Executive Director of the University of Alberta School of Retailing. He was awarded the sessional teaching award in 1999. Paul also completed his PhD with the ESCP-EAP (European School of Management) in Paris on July 11, 2008.

School of Retailing Calendar of Events

Month	Activity
January	<ul style="list-style-type: none">• Executive in Residence
February	<ul style="list-style-type: none">• Retail Case Competitions with the University of Alberta Marketing Association (UAMA)• Henry Singer Award Selection
March	<ul style="list-style-type: none">• Career Fair
April	<ul style="list-style-type: none">• Canadian Business Leadership Awards (CBLA)
May	<ul style="list-style-type: none">• School of Retailing Internship Program (runs May through August)• Retail Essentials Program
June	<ul style="list-style-type: none">• Executive Roundtable
August	<ul style="list-style-type: none">• Internship Presentations
September	<ul style="list-style-type: none">• Career Fair• IBM Retail Lecture Series (runs throughout the school year)
October	<ul style="list-style-type: none">• Henry Singer Awards
December	<ul style="list-style-type: none">• Henry Singer Award call for nominations



INDUSTRY LEADING PARTNERS

Alberta Real Estate Foundation
Avison Young Commercial Real Estate
Campers Village/Norseman Group
Canada Safeway
Comark Inc.
Cushman & Wakefield
Deeley Harley-Davidson
Derk's Formals and Menswear
Fountain Tire
Henry Singer Fashion Group
Hole's Greenhouses and Gardens
Ivanhoe Cambridge
Liquor Stores Group

London Drugs
Ricki's
Royal Bank of Canada
Running Room of Canada
Staples Business Depot
TD Canada Trust
The Brick Group
United Cycle
University of Alberta Bookstore
Value Drug Mart Associates Ltd.
Wal-Mart
West Edmonton Mall

SUPPORTING PARTNERS

International Council of Shopping Centers

Retail Council of Canada