




2009
Annual Retail Industry
Luncheon
PROGRAM

SPONSORED BY:



National Retail Federation®
325 7th Street, N.W.
Suite 1100
Washington, D.C. 20004
www.nrf.com



WELCOME AND INTRODUCTION

Christopher Hollins
Vice President, Retail Industry
Strategic Relationship Group
Establishment Services Group, NA
American Express Company

AWARDS PRESENTED BY

Kip Tindell
Chairman and CEO
The Container Store

INTERNATIONAL RETAILER OF THE YEAR
AWARD

To
NICK BADMINTON
CEO
Pick n Pay Stores, LTD
South Africa

GOLD MEDAL AWARD

To
MICHAEL S. JEFFRIES
CEO
On behalf of Abercrombie & Fitch

2008 CUSTOMERS' CHOICE AWARDS

American Express and the NRF Foundation
congratulate the
2008 Customers' Choice Award Winners
(Listed in alphabetical rather than rank order)

Amazon.com, Inc.

Coldwater Creek, Inc.

JCPenney Company, Inc.

Lands' End

L.L. Bean, Inc.

Newegg.com

Nordstrom, Inc.

Overstock.com

QVC, Inc.

Zappos.com

American Express and the NRF Foundation are deeply committed to supporting retailers and promoting the delivery of superior customer service. The Customers' Choice Awards were developed to celebrate the efforts of the retailers who truly put their customers first. More than 8,100 consumers have spoken and these outstanding retailers have been named as our 2008 Customers' Choice Award Winners. Thanks to our partner, **BIGResearch**, for their work in fielding, collecting and analyzing the information that yielded these results.

*PAST NATIONAL RETAIL FEDERATION
GOLD MEDALISTS*

2008

TERRY J. LUNDGREN
Chairman, President and CEO
Macy's Inc., New York, NY

2007

MILLARD DREXLER
Chairman and CEO
J. Crew Group, Inc., New York, NY

2006

PAUL R. CHARRON
Liz Claiborne, Inc., New York, NY

2005

HOWARD SCHULTZ
Starbucks Corporation, Seattle, WA

2004

BURT TANSKY
The Neiman Marcus Group, Dallas, TX

2003

M. FAROOQ KATHWARI
Ethan Allen, Inc., Danbury, CT

2002

ARNOLD B. ZETCHER
Talbots, Inc., Hingham, MA

2001

ROBERT J. ULRICH
Target Corporation, Minneapolis, MN

2000

GORDON I. SEGAL
Crate & Barrel, Northbrook, IL

1999

BERNARD MARCUS
The Home Depot Inc., Atlanta, GA

1998

ARTHUR C. MARTINEZ
Sears, Roebuck and Co., Chicago, IL

1997

DONALD G. FISHER
The Gap, Inc., San Francisco, CA

1996

BERNARD F. BRENNAN
Montgomery Ward & Co., Inc., Chicago, IL

1995

CHARLES LAZARUS
Toys 'R' Us, Inc., Paramus, NJ

1994

JOSEPH E. ANTONINI
Kmart Corporation, Troy, MI

1993

LESLIE H. WEXNER

The Limited, Inc., Columbus, OH

1992

W.R. HOWELL

J.C. Penney Company, Inc., Dallas, TX

1991

MARVIN TRAUB

Bloomingdale's, New York, NY

1990

BRUCE, JAMES & JOHN NORDSTROM

Nordstrom, Inc., Seattle, WA

1989

WILLIAM DILLARD

Dillard's, Inc., Little Rock, AR

1988

SAMUAL MOORE WALTON

Wal-Mart Stores, Inc., Bentonville, AR

1987

SUMNER FELDBERG

Zayre Corp., Framingham, MA

1986

WILLIAM A. ANDRES

Dayton Hudson Corporation, Minneapolis, MN

1985

ROBERT E. DEWAR

Kmart Corporation, Troy, MI

1984

ALLAN R. JOHNSON

BATUS Inc., New York, NY

1983

DONALD V. SEIBERT

J.C. Penney Company, Inc., New York, NY

1982

STANLEY J. GOODMAN

The May Department Stores Company, St. Louis, MO

1981

JAMES R. WILLIAMS

National Retail Merchants Association, New York, NY

1981

MERVIN G. MORRIS

Mervyn's, Hayward, CA

1980

THOMAS M. MACIOCE

Allied Stores Corporation, New York, NY

1979

ARTHUR M. WOOD

Sears, Roebuck and Co., Chicago, IL

1978

JOHN M. BELK

Belk Stores Services, Inc., Charlotte, NC

1977

HERBERT E. STRAWBRIDGE

The Higbee Company, Cleveland, OH

1976

HARRY B. CUNNINGHAM

S.S. Kresge Company, Troy, MI

1975

C. VIRGIL MARTIN

Carson Pirie Scott & Co., Chicago, IL

1974

RALPH LAZARUS

Federated Department Stores, Inc., Cincinnati, OH

1973

GORDAN M. METCALF

Sears, Roebuck and Co., Chicago, IL

1972

JACK I. STRAUS

R.H. Macy & Co., Inc., New York, NY

1971

EDWARD W. CARTER

Broadway-Hale, Los Angeles, CA

1970

MARTIN B. KOHN

Hochschild, Kohn & Co., Baltimore, MD

1969

WILLIAM M. BATTEN

J.C. Penney Company, Inc., New York, NY

1968

CARL N. SCHMALZ

R.H. Sterns Company, Boston, MA

1967

THEODORE SCHLESINGER

Allied Stores Corporation, New York, NY

1966

SIDNEY L. SOLOMON

Abraham & Straus, Brooklyn, NY

1965

NATHAN J. GOLD

Gold & Co., Lincoln, NE

1964

GEORGE W. DOWDY

Belk Brothers Company, Charlotte, NC

1963

RICHARD H. RICH

Rich's, Inc., Atlanta, GA

1962

BARRY M. GOLDWATER
Goldwater's, Phoenix, AZ

1961

STANLEY MARCUS
Neiman Marcus Co., Dallas, TX

1960

HAROLD E. BENNETT
ZCMI, Salt Lake City, UT

1959

FRED LAZARUS, JR.
Federated Department Stores, Inc., Cincinnati, OH

1958

DR. CHARLES M. EDWARDS, JR.
New York University, New York, NY

1957

PHILIP M. TALBOTT
Woodward & Lothrop, Washington, DC

1956

A. W. HUGHES
J.C. Penney Company, Inc., New York, NY

1955

DAVID E. MOESER
Conrad & Chandler, Inc., Boston, MA

1954

MORTAN J. MAY
The May Department Stores Company, St. Louis, MO

1953

GEORGE HANSEN
Conrad & Chandler, Inc., Boston, MA

1952

MALCOLM P. MCNAIR
Harvard College, Boston, MA

1951

CHARLES M. NICHOLS
The G.M. McElvey Company, Youngstown, OH

1950

LINCOLN FILENE
Wm. Filene's Sons Co., Boston, MA

1949

JAY D. RUNKLE
Crowley-Miller & Company, Detroit, MI

1948

IRWIN D. WOLF
Kaufmann Department Stores, Pittsburgh, PA

1947

CHARLES B. DUNCAN, SR.
The Hecht Co., Washington, DC

1946
ROBERT A. SEIDEL
W.T. Grant Co., New York, NY

1945
DONALD M. NELSON
The War Production Board, Washington, DC

1940
BENJAMIN H. NAMM
Namm-Loeser's, Brooklyn, NY

1929
LEW HAHN
Hahn Department Stores, Inc., New York, NY

1929
CARLOS B. CLARK
The J.L. Hudson Co., Detroit, MI

*PAST NATIONAL RETAIL FEDERATION
INTERNATIONAL RETAILER OF THE YEAR
AWARD RECIPIENTS*

2008
JENNIFER WOO
Lane Crawford
(Hong Kong) Limited
Hong Kong, Hong Kong

2007
KISHORE BIYANI
Pantaloon Retail (India) Limited
Mumbai, Maharashtra, India

2006
MIGUEL KRIGSNER
O Boticário
Curitiba PR, Brazil

2005
ISADORO ALVAREZ
El Corte Inglés
Madrid, Spain

2004
ÁNGEL LOSADA MORENO
Grupo Gigante
S.A.B. de C.V. Mexico City, Mexico

2003
DR. HANS-JOACHIM KÖRBER
Metro AG
Düsseldorf, Germany

2002

JOSÉ MARIA CASTELLANO RIOS

Zara

La Coruña, Spain

2001

STEFAN PERSSON

H & M Hennes & Mauritz AB

Copenhagen, Denmark

2000

DANIEL BERNARD

Carrefour, S.A.

Paris, France

1999

MARIEKE & WILLEM OLSTHOORN

Oilily BV

Alkmaar, Netherlands

1998

MASATOSHI ITO

Ito-Yokado Group

Tokyo, Japan

1997

SUTHICHART CHIRATHIVAT

Central Retail Corporation

Bangkok, Thailand

1996

PIERGIORGIO COIN

Gruppo Coin S.P.A.

Venice, Italy

1995

DR. MICHAEL OTTO

Otto Versand

Hamburg, Germany

1994

GEORGE R. EATON

The T. Eaton Co., Ltd.

Toronto, Ontario, Canada

1993

ANDRE L.S. de BOTTON

Mesbla, S.A.

Rio de Janeiro, Brazil

1992

IKEA INTERNATIONAL A/S

Humblebaek, Denmark

1991

JØRGEN BASSE

Magasin du Nord

Copenhagen, Denmark

1990

THOMAS J. BATA, SR.

Bata International

Don Mills, Ontario, Canada

1989

DENIS DEFFOREY

Carrefour

Paris, France

1988

BRIAN E. QUINN

Coles Myer, Ltd.

Tooranga, Victoria, Australia

1987

C. RICHARD SHARPE

Sears Canada Inc.

Toronto, Ontario, Canada

1986

HANS H. MAHLER

Globus

Zurich, Switzerland

1985

TAKUYU OKADA

JUSCO CO., Ltd.

Tokyo, Japan

1984

GEORGES MEYER

Galleries Lafayette

Paris, France

1983

LORD SIEFF

Marks & Spencer, PLC

London, England

1982

DANIEL S.C. KOO

The Shui Hing Co., Ltd.

Kowloon, Hong Kong

1981

A.C.R. DREESMAN

Vendex

Amsterdam, The Netherlands

1980

DENIS S. GREENSMITH

Selfridge's

London, England

1979

FREDERICK S. EATON

The T. Eaton Co., Ltd.

Toronto, Ontario, Canada

1978

GOTTFRIED NAGEL

Kauthol AG, Cologne

Federal Republic of Germany

1977

IVAR SAMRÉN

Magazijn de Bijankorf

Amsterdam, The Netherlands

1976

ERIK SODERBERG

Nordiska Kampaniet AB

Stockholm, Sweden

1975

ALFRED LOMBARD

Nouvelles Galeries Reunies

Paris, France

1974
HENRIQUE de BOTTON
Mesbla, S.A.
Rio de Janeiro, Brazil

1973
SIR HUGH FRASIER, BT
The House of Fraser
London, England

1972
SUZUSABORO ITO
Matsuzakaya Co., Ltd.
Tokyo, Japan

1971
MAURICE CAUWE
GB Enterprises
Antwerp, Belgium

1970
KENNETH B. MYER
The Myer Emporium Ltd.
Melbourne, Australia

1969
HERBERT G. WETTERSTRAND
Oy Stockmann AB
Helsinki, Finland

1968
R.G. BURTON
The Robert Simpson Co., Ltd.
Toronto, Ontario, Canada

*PAST NATIONAL RETAIL FEDERATION
INNOVATOR OF THE YEAR
AWARD RECIPIENTS*

2008
John L. Morris
Founder
Bass Pro Shops, Inc.

2007
NETFLIX
Reed Hastings
Founder, Chairman and CEO

2006
CHICO'S FAS, INC.
Scott A. Edmonds
President and Chief Executive Officer

2005
WILLIAMS-SONOMA
Edward Mueller
Chief Executive Officer

2004
COACH, Inc.
Lew Frankfort
Chairman and Chief Executive Officer

2003
ROOMS TO GO
Jeffrey Seaman
President and Chief Executive Officer

2001
THE BUILD-A-BEAR WORKSHOP
Maxine Clark
Chief Executive Bear

2000
SEPHORA
Daniel Richard
Chief Executive Officer

1999
THE CONTAINER STORE
Garrett Boone
Chief Executive Officer & Co-Founder

THE CONTAINER STORE
Kip Tindell
President & Co-Founder

1998
ZAINY BRAINY
David Schlessinger
Chairman & Founder
Keith C. Spurgeon
President & Chief Executive Officer

1997
RAINFOREST CAFE, INC.
Steve Schussler
Senior Vice President