



CIRCULAR TO ALL MEMBERS

15 July 2011

035/7/11

RETAIL EXCELLENCE SEMINAR, 21 SEPTEMBER 2011 MARRIOTT HOTEL, SINGAPORE

On behalf of Orchard Road Business Association, Singapore, we are pleased to inform members that they will be presenting the first-ever 'Retail Excellence Seminar' this September 2011.

The Seminar will offer an exclusive panel of speakers, comprising amongst others, Mr Howard Behar (who retired after 21 years at Starbucks Coffee and was President of Starbucks Coffee North America and ex-founding President of Starbucks International), and a nearly 30-year top sales guru of the famed Nordstrom, Ms Kathleen Anderson.

This informative conference will also present actual case studies from the real-life experiences of expert retail practitioners with practical insights into:

- Servant Leadership Principles;
- Creating Big Ideas through Innovation & Design; and
- Nordstrom's Customer Service Culture.

Please find attached details of the Seminar as well as the Registration Form for your consideration and the conference fee will be SGD895 +7%GST per registration. For further information, you may contact Juliana Fan at juliana@orchardroad.sg / Tel: +65 6733 1700.

Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS (PPK) MALAYSIA

A handwritten signature in black ink, appearing to read 'HC Chan', written over a white background.

HC CHAN
President

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RETAIL EXCELLENCE SEMINAR

BY ORCHARD ROAD BUSINESS ASSOCIATION

Orchard Road, Singapore's epicentre of fashion-forward trends and lifestyle pursuits, is hosting a Retail Excellence Seminar specially tailored for those with a global perspective on managing successful retail businesses.

HEAR from expert retail practitioners from the Pacific Northwest region - the home to some of America's most progressive and innovative billion-dollar retail giants such as Nordstrom and Starbucks Coffee.

GAIN an insider's perspective to knowing your customers and developing an enduring relationship to keep a customer for life. Learn how to give your customers not only what they want, but what they need.

DEVELOP a culture of problem-solvers and problem-seekers through innovation.

UNDERSTAND servant leadership principles and build a nurturing organisation.

ATTAIN retail excellence.

date

Wednesday, 21 September 2011

time

0830 - 1630 hours

venue

Singapore Marriott Hotel
Grand Ballroom, Level 3
320 Orchard Road, Singapore 238865

fees (EXCLUDES 7% GST)

Member	S\$895.00
Non-member	S\$995.00

program

0830	Registration
0900	Welcome
0905	Servant Leadership & Global Retail Companies (by <i>Howard Behar, ex-President of Starbucks Coffee North America and ex-Founding President of Starbucks International</i>)
1000	Morning Tea & Networking
1030	How to Create a Great Retail Environment (by <i>Brooke McCurdy, President of KBKM</i>)
1115	The Nordstrom Way of Customer Service – Part 1 (by <i>Kathleen Anderson, 25-year top sales guru, Nordstrom</i>)
1200	Panel Discussion (by <i>Howard Behar, Brooke McCurdy and Kathleen Anderson</i>)
1245	Lunch & Networking
1415	Creation of the Big Idea (by <i>Brooke McCurdy</i>)
1500	Afternoon Tea & Networking
1530	The Nordstrom Way of Customer Service – Part 2 (by <i>Kathleen Anderson</i>)
1630	End

about the speakers



Howard Behar's career in business spans over 50 years, covering consumer-oriented businesses across several industries. He retired from Starbucks Coffee after 21 years where he led both the domestic business, as President of North America, and was the founding President of Starbucks International. During his tenure, Howard participated in the growth of the company from only 28 stores to over 15,000 stores, spanning five continents. He served on the Starbucks Board of Directors for twelve years before retiring.

Howard now serves on several Boards including for-profit and non-profit organizations. They include Anna's Linens, Sterling Savings Bank, Wild Ginger Restaurants, EZ Grill Inc., and the advisory board of Anthos Capital. His non-profit commitments are to the University of Washington Foundation, The Robert Greenleaf Center for Servant Leadership, and the Washington Business Alliance.

Howard is committed to the development and education of our future leaders and has been a longtime advocate of the Servant Leadership Model. He is also the author of "It's Not About the Coffee", a book on leadership.



A licensed architect and "armchair cultural anthropologist", **Brooke McCurdy** has spent over 25 years designing and building people-centric spaces.

Beginning with work at well-known architectural firms Callison Architects and NBBJ, Brooke then devoted her time designing and building sports venues for the Goodwill Games (an International Olympic-calibre sporting event) originated by CNN founder, Ted Turner. A chance meeting in the archery field led to over 13 years in Starbucks Coffee as one of their first in-house architects. Later, Brooke held positions of increasing responsibility as the Director of Store Design, Concept Development, and Global Strategy departments. Her team led the company's expansion of over 400 stores in 17 countries in less than three years. Over 7,000 stores were built during her tenure.

Brooke is now President of KBKM, a retail brand and design firm, and works with entrepreneurial and fast growing clients such as Lululemon and Pinkberry, both brand-focused companies committed to providing exceptional customer experiences.



Kathleen Sargent Anderson graduated from the University of Washington with a degree in Speech Communication and a teaching certificate for an Elementary Education career. She started in the Nordstrom accessory division while teaching fourth grade in the Seattle area, and soon found serving customers her true calling.

In almost three decades, Kathleen has served in five different sales divisions within the company and has won every top service award that a Nordstrom salesperson can receive, and in some cases, five times. This is a testimony of her talents, especially from a company that prides itself on customer service and sales. For 13 years, she was among the top 10% of the entire sales force, and currently works in the Men's Furnishings division.

Kathleen is a passionate advocate for excellence in education in the Seattle schools and has volunteered in numerous capacities for non-profit events, all the while maintaining her boundless enthusiasm and "How can I help you?" attitude.

RETAIL EXCELLENCE SEMINAR registration form

Wednesday, 21 September 2011
0830 - 1630 hours
Singapore Marriott Hotel
Grand Ballroom, Level 3
320 Orchard Road, Singapore 238865

Registration

Fax : (65) 6733 1077; or
Mail : 91 Tanglin Road #03-01 Tanglin Place
Singapore 247918
Closing date : Monday, 15 August 2011

Contact Person

Name: (Mr / Mrs / Ms) _____

Designation: _____

Company: _____ Country: _____

Address: _____

Tel.: _____ Mobile: _____ Email: _____

Participants

Name	Designation	Email

Payment

Seminar fees (please tick your choice)

Member S\$895.00* per person
(S\$957.65 incl. GST)

Non-member S\$995.00* per person
(S\$1,064.65 incl. GST)

X

No. of participants

=

Total amount payable (including GST)

* The seminar fee includes course materials, lunch, tea breaks, and EXCLUDES 7% Goods & Services Tax (GST).

Payment options (please tick your choice)

Crossed cheque made payable to "Orchard Road Business Association".

Telegraphic transfer in Singapore Dollars: Payee Orchard Road Business Association
Account No. 143-031698-001
Bank The Hongkong and Shanghai Banking Corporation Limited
Bank Address 6 Claymore Hill, #01-00 Claymore Plaza, Singapore 229571
Swift code HSBCSGSG

Confirmation

Registration can only be processed when accompanied by full payment. Confirmation of registration will be emailed upon receipt of full payment.

Cancellation

If you are unable to participate in the Seminar, you may cancel your registration before 5 September 2011 to receive a 50% refund. No refund will be given for cancellations received after 5 September 2011. You may send a substitute delegate in your place. All requests for refund and replacement must be sent to Orchard Road Business Association in writing.

For enquiries, please contact Jasmine Fu at email: jasmine@orchardroad.sg or Tel: (65) 6733 1120; or Juliana Fan at email: juliana@orchardroad.sg or Tel: (65) 6733 1700.