My Viewpoint
by Lynda Stadler, editor

Last month, I shared with you my participation in the Belk “Walking Challenge” sponsored by the benefits department and United Healthcare. I purchased my Sketcher Shape Ups, not knowing if the promise to tone my legs, back and bottom would hold true. Well, like anything, it doesn’t happen overnight. One month of daily 15-minute walks is a great starting point, but certainly no marathon win. I will say, however, that the Shape Ups have made a difference in my posture (as I walk), they give great support and definitely work the muscles down the entire length of the legs (which calls for additional yoga stretching). Just having these shoes has motivated me to keep moving, and that’s a win in my book.

Speaking of winning, it’s a win-win situation for you to purchase (and sell!) a Pink Belkie Bear in support of Breast Cancer Awareness Month. For each of the 7,000 limited edition bears sold, Belk will donate $6 to the Susan G. Komen for the Cure to raise awareness of breast cancer and fund research, education and screening programs. As a kick off to our Pink Is Our Passion Campaign in October, tune in to the Lifetime channel on Saturday, Sept. 25 for a special episode of Here’s to Your Health. This show will feature Gigi Luedeman, senior special events coordinator and breast cancer survivor, as Belk’s spokesperson who will discuss Belk’s corporate commitment to the breast cancer cause. Think Pink and Be Peaceful - Lynda

PINK IS OUR PASSION!
Belk Supports Breast Cancer Awareness With Passion Campaign

For the past 10 years Belk has supported breast cancer awareness and research with specialty products, store grassroots efforts and through corporate financial donations. This year, Belk has raised the bar with a $3 million pledge (over three years) to the Susan G. Komen for the Cure organization, supported by a month-long, in-store and marketing and advertising campaign. “We have been committed to this cause because breast cancer is an issue that is important to our customers and to our associates,” said Tim Belk, chairman and CEO. “The campaign will focus on raising awareness and funds that support the Komen mission of finding a cure for breast cancer by funding grants and programs around education, screening and research.”

Belk’s program will consist of a comprehensive advertising and public relations campaign, a series of special events throughout the month of October, an assortment of breast cancer-related products, an exciting in-store visual presentation and company-wide internal campaign. Store associates will all wear an exclusive pink “Belk Gives” T-shirt on each Saturday during the month.

“Our official kick off begins with the Customer Appreciation event, Oct. 1-2, when Belk will donate one percent of sales for the two-day event period, said Gigi Luedeman, senior special events coordinator. “We will then roll into our Columbus Day promotion, Oct. 8-11, with an expanded circular featuring “pink” merchandise and information about how customers can get involved and support the cause.” With a $1 donation, customers will receive a set of three 20 percent-off coupons good during the 4 day sale event. “Last year we raised over $353,000 that supported both the national office and the local Komen affiliates located in Belk markets,” said Luedeman.

Pre-campaign events in September:

Friday, Sept. 24 - Nancy Brinker, founder of the Susan G. Komen Foundation, will release her memoir, Promise Me, and make a personal appearance at Belk in Phipps Plaza, Atlanta, Ga. for a book signing event.

Saturday, Sept. 25 – Tune into the Lifetime channel for a special episode of Here’s to Your Health featuring Gigi Luedeman, Belk spokesperson, discussing the company’s corporate commitment to the breast cancer cause.

Read more details about the Pink Is Our Passion Campaign in the October issue of View Magazine.

Photos: Gigi Luedeman serves as Belk’s spokesperson on Here’s To Your Health, Sept. 25 on Lifetime; A Lifetime film crew spent a day at the corporate office in preparation for the show.
Northern Division Wins July "Best In Shoe" Award

For the fourth consecutive month, Belk's Northern Division has won the July division end-of-month "Best In Shoe" Award for best performance to sales plan and UPT goal, and best performance to shoe locator goals. The "Best in Shoe" Trophy travels between stores at month end. Winners also receive a certificate and recognition at store manager meetings.

Individual store winners for July were:

**Northern Division**
Elizabethtown, Ky. #664, Kentucky Region

**Southern Division**
Duluth, Ga. #439, South Atlanta, Ga. Region

**Western Division**
Clarksville, Tenn. #539, Western Tennessee Region

Photos: Shoe associates in Duluth, Ga. include Ruthanne Brown and Anaheed Loussararian. Not pictured, Wei Zhu;
Shoe associates in Clarksville, Tenn. include, from left, Harley Curtis, Linda Williams, Pati Baushke, Mallory Swift, Nicole Stelko, ASM. Not pictured are Heather Shearon, Lauren Lieberstein and Derrick White.

In Elizabethtown, Ky., shoe associates include, from left, Jeremy Saltsman, Sherry Corbit and Chris Longoria.

Customer Service Behaviors: Making the Grade

"The reason we grade ourselves on customer service is to determine if customers will be loyal and refer their friends and family to shop with us," said Preston Antonini, Texas regional vice president and Customer Satisfaction Executive Committee member. According to Antonini, it is a combination of behaviors - approaching quickly, asking questions, sharing value information, thanking by name – that mean something to customers. "It is the entire experience that makes them feel good enough to want to return and bring their friends," he said.

SEPTEMBER FOCUS: ASKING QUESTIONS

Asking questions to determine the needs of customers should come in the form of a conversation. It should be casual, friendly and helpful, said Antonini. "The thing so many people love about Belk is that our associates talk to them, ask about their family and really get to know them," he said. "Every customer comes in for something, so a practical conversation starter can be as simple as "are you looking for something in particular today?" This starting point will also reveal the customer who doesn't want to chat. "The questioning period helps determine what type of customer you're dealing with at the time."

Statistics show that using a customer’s name three times during a shopping encounter significantly increases the chance she will return to your store. "When we connect and personalize the encounter, customers remember us," said Antonini. "The 'invite back' is most important because it helps us ensure their experience was great and if it wasn't, we have an opportunity to do something about it. It leaves them with that critical last impression – the thing they remember when they walk out the door."

LP AWARENESS

Nowhere to Run for Professional Thief

While monitoring the floor by surveillance one day, Jeff Drewery, loss prevention manager at Belk in Greensboro, N.C. #25, Friendly Center, noticed a customer moving quickly to the back of the lingerie department. "She selected about a dozen pieces of shapewear in less than one minute and didn't seem to check any hangtages for prices," recalled Drewery. After a short visit to the fitting room the customer returned to the floor with only a few of the items she had taken in.

"I had noticed that her purse was quite flat before entering the fitting room but when she came out her purse was filled to capacity," said Drewery.

Instead of heading for the door, the customer kept an eye on her surroundings – a signal to loss
prevention professionals that a customer knows when she is being watched. “There was no doubt she was aware her theft had not gone unnoticed,” said Drewery. When the suspect headed for another fitting room to ditch the evidence, Drewery apprehended her quickly. “When someone is stealing to that degree, you don’t want her visiting again.”

Back in the loss prevention office, shapewear valued at more than $500 was found stuffed in the suspect’s purse. The suspect made a few phone calls and it was soon apparent to Drewery that she was a frequent offender and had eluded Belk loss prevention professionals in the past. After reviewing company records of known shoplifters he determined that the suspect had escaped from Belk’s LP department several times in the past—once by biting a loss prevention associate and another time by swimming across a creek to evade police after a car pursuit. “On this day,” he concluded, “her plans were reduced to sitting in the back of a police car.”

EDEN, N.C.

Associate Author Publishes Third Novel

Belk sales associate Gail Langley in Eden, N.C. #197 celebrated a milestone recently with the publication of her third Christian romance novel titled Divine Intervention. A native of North Carolina, Langley sets the plots of her books in different cities and towns in the State. Divine Intervention, set in Asheville is a story about a man and woman who are introduced by their grown children. The couple has to overcome many obstacles throughout their courtship, but find romance and happiness through the grace of God.

Prior to joining Belk in 2006, Langley wrote articles for magazines and local newspapers. After taking creative writing classes she decided to try writing novels. Her first book entitled, Preacher’s Kids are Not Angels and a second nonfiction book, Gospel Music, Southern Style, were both inspired by her husband’s life experiences. “We’ve been married 50 years so I know him pretty well,” she said. “He’s an inspiration for the romance stories as well.”

Langley’s first Christian romance novel, The Master Plan, was published in 2005.

“Gail is a shining example of what a Belk sales associate is supposed to be,” said Joe Hollingsworth, store manager. “Her novels inspire all of us to be the best we can be at work or at home.”

Photo: Gail Langley

BELK WESTERN DIVISION

New Managers Announced

Eddie Carty has been named store manager of Belk at Waxahachie, Texas #341. Carty joined Belk in 2005 and most recently served as merchandise coordinator at Belk in Biloxi, Miss. #579. He is a graduate of Mississippi College with a Bachelor of Arts degree in business administration.

Mandy Darji has been named store manager of Belk at Knoxville, Tenn. #687. Darji joined Belk in 2008 and most recently served as merchandise coordinator at Belk in Huntsville, Ala. #607. She is a graduate of Auburn University with a Bachelor of Arts degree in zoology.

Gina Williams has been named store manager of Belk in Spanish Fort, Ala. #281. Williams joined Belk in 1989 and most recently served as merchandise coordinator at Belk in Mobile, Ala. #609. She attended the University of Alabama where she majored in business administration.

Johnnie Willis has joined Belk as division human resources manager for the Western Division. Willis was most recently a vice president of human resources for Bank of America in Charlotte. Prior to that, he was director of human resources for Proffitt’s / McRae’s. He is a graduate of the University of Tennessee with a Bachelor of Science degree in business administration.

Contributors:

Tolly Harris, Kristin Haas, Scott Laws, Becky Pinion, Darlene Starcher, Emily Spratt, Chaitanya Tamane, Darrell Williams and all Belk executives and merchants who provide information for View Online

View Magazine is Belk’s print publication for and about Belk associates. It is published five times each year. Copies of View Magazine are available in each department area (corporate office) and associate break rooms (stores). View Online is a supplemental electronic publication to View Magazine.

Send submission requests to: view@belk.com

View Magazine • Belk, Inc. • 2801 W. Tyvola Rd. • Charlotte, N.C. 28217-4500 | general information

View Magazine and View Online are internal publications produced by Belk’s Corporate Communications Department. The information contained in them is intended solely for Belk associates and is not for external distribution.
# Customer Service & Sales Achievements

## Customer Satisfaction Survey – July 2010

### Overall Satisfaction

<table>
<thead>
<tr>
<th>Store Location</th>
<th>MTD</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>#234 Deland, Fla.</td>
<td>100%</td>
<td>86%</td>
</tr>
<tr>
<td>#204 Lake City, Fla.</td>
<td>98%</td>
<td>78%</td>
</tr>
<tr>
<td>#379 Flower Mound, Texas</td>
<td>96%</td>
<td>91%</td>
</tr>
<tr>
<td>#121 Spring Hill, Fla.</td>
<td>95%</td>
<td>83%</td>
</tr>
<tr>
<td>#385 Weatherford, Texas</td>
<td>95%</td>
<td>91%</td>
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### Most Improved vs. Previous Month

#### Overall Satisfaction

<table>
<thead>
<tr>
<th>Store Location</th>
<th>MTD</th>
<th>Prev Mnth</th>
<th>Var</th>
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<tbody>
<tr>
<td>Total Belk</td>
<td>80%</td>
<td>80%</td>
<td>1%</td>
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<tr>
<td>#316 Springfield, Tenn.</td>
<td>85%</td>
<td>64%</td>
<td>21%</td>
</tr>
<tr>
<td>#539 Clarksville, Tenn.</td>
<td>93%</td>
<td>72%</td>
<td>21%</td>
</tr>
<tr>
<td>#521 Westminster, Md.</td>
<td>93%</td>
<td>73%</td>
<td>20%</td>
</tr>
<tr>
<td>#325 Beaufort, S.C.</td>
<td>91%</td>
<td>72%</td>
<td>19%</td>
</tr>
<tr>
<td>#484 Albany, Ga.</td>
<td>90%</td>
<td>72%</td>
<td>19%</td>
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### Courtesy/Friendliness of Associates

<table>
<thead>
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<th>YTD</th>
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</thead>
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<tr>
<td>Total Belk</td>
<td>82%</td>
<td>82%</td>
</tr>
<tr>
<td>#292 Hot Springs, Ark.</td>
<td>100%</td>
<td>79%</td>
</tr>
<tr>
<td>#121 Spring Hill, Fla.</td>
<td>100%</td>
<td>86%</td>
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<tr>
<td>#379 Flower Mound, Texas</td>
<td>98%</td>
<td>93%</td>
</tr>
<tr>
<td>#385 Weatherford, Texas</td>
<td>97%</td>
<td>92%</td>
</tr>
<tr>
<td>#87 Gainesville, Ga.</td>
<td>96%</td>
<td>89%</td>
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### Availability of Assistance

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<tr>
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<td>Total Belk</td>
<td>65%</td>
<td>66%</td>
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<tr>
<td>#385 Weatherford, Texas</td>
<td>85%</td>
<td>76%</td>
</tr>
<tr>
<td>#246 Corinth, Miss.</td>
<td>84%</td>
<td>75%</td>
</tr>
<tr>
<td>#573 St. Marys, Ga.</td>
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<td>76%</td>
</tr>
<tr>
<td>#377 Rockwall, Texas</td>
<td>82%</td>
<td>69%</td>
</tr>
<tr>
<td>#289 Auburn, Ala.</td>
<td>82%</td>
<td>71%</td>
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CUSTOMER SERVICE & SALES ACHIEVEMENTS

SPEED OF CHECKOUT

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<td>74%</td>
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<td>100%</td>
<td>76%</td>
</tr>
<tr>
<td>#388 Cape Coral FL</td>
<td>96%</td>
<td>89%</td>
</tr>
<tr>
<td>#385 Weatherford TX</td>
<td>95%</td>
<td>85%</td>
</tr>
<tr>
<td>#234 Deland FL</td>
<td>91%</td>
<td>84%</td>
</tr>
<tr>
<td>#325 Beaufort SC</td>
<td>91%</td>
<td>76%</td>
</tr>
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DIVISION OVERALL SATISFACTION

<table>
<thead>
<tr>
<th></th>
<th>MTD</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Northern</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Southern</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Western</td>
<td>80%</td>
<td>81%</td>
</tr>
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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 July.

**Northern Division**
- Rockingham, N.C. #14
- Statesville, N.C. #11
- Roanoke Rapids, N.C. #360
- Mooresville, N.C. #580
- High Point, N.C. #30
- Albemarle, N.C. #18
- Lynchburg, Va. #322
- Elizabethtown, Ky. #664
- Martinsville, Va. #544
- Christiansburg, Va. #540

**Southern Division**
- Mt. Pleasant, S.C. #74
- Buford, Ga. #375
- Charleston, S.C. #463
- Gainesville, Fla. #490
- Hilton Head, S.C. #534
- Atlanta, Ga. #619
- Beaufort, S.C. #325
- Land O’ Lakes, Fla. #344
- Canton, Ga. #33
- North Augusta, S.C. #299

**Western Division**
- Jackson, Tenn. #588
- Franklin, Tenn. #629
- Columbia, Tenn. #315
- Kingsport, Tenn. #682
- Huntsville, Ala. #607
- Clarksville, Tenn. #539
- Pensacola, Fla. #657
- Maryville, Tenn. #683
- Rogers, Ark. #285
- Guntersville, Ala. #348

TOP DEMAND CENTERS

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

- 7015  Swimwear
- 7111  Hard Home
- 7035  Designer Sportswear
- 7037  Petite Sportswear
- 7080  Ladies Shoes
## Associates Honored for Years of Loyal Service

### SERVICE ANNIVERSARIES – SEPTEMBER 2010

<table>
<thead>
<tr>
<th>Years</th>
<th>Names</th>
</tr>
</thead>
</table>
| 50 years | Janie George, Wilmington, N.C. #13  
Margaret Sproles, Bristol, Va. #52 |
| 40 years | Shirley Jenkins, Bristol, Va. #52 |
| 30 Years | Sandra Burelle, Birmingham, Ala. #604  
Linda Colson, Pensacola, Fla. #626  
Anita Combes, Winter Haven, Fla. #248  
Pamela Graves, Roanoke, Va. #517  
Elizabeth Hardy, Birmingham, Ala. #604  
Ella Jasper, Culpeper, Va. #526  
Judith Karvon, Alabaster, Ala. #339  
Edna Lee, Galtier, Miss. #676  
Jon Richter, Blythewood, S.C. #737  
Cynthia Steinbergs, Lakeland, Fla. #355  
Pauline Tudor, Flowood, Miss. #678 |
| 25 years | Sharon Cooke, Wilmington, N.C. #13  
Sharon Dreher, Huntsville, Ala. #606  
Phyllis Liverman, Ahoskie, N.C. #589  
April Proctor, Corporate Office  
Marilyn Qualis, Sumter, S.C. #503  
Billie Reeves, Ridgeland, Miss. #676  
Shirley Rice, Corporate Office  
Betty Rogers, Jackson, Tenn. #588  
Betty Sanders, Albany, Ga. #484  
Eva Smith, Columbia, S.C. #178  
Diane Thornton, Fayetteville, N.C. #419  
Deborah Weathers, Rome, Ga. #574 |
| 20 years | Leora Anderson, Ridgeland, Miss. #676  
Michelle Baggett, Raleigh, N.C. #458  
Michael Boggus, Chattanooga, Tenn. #694 |
| 15 years | Tonya Biggs, Cleveland, Tenn. #692  
Paulette Bonds, Birmingham, Ala. #603  
Terri Borlik, Franklin, Tenn. #629  
Mary Brock, Corporate Office  
Gail Carter, Knoxville, Tenn. #685  
Donald Chapman, Sanford, Fla. #660  
Karla Coldiron, Somerset, Ky. #501  
Betty English, Tupelo, Miss. #671  
Victoria Fisher, Macon, Ga. #398  
Donna Fowlkes, Raleigh, N.C. #458  
Annie Harris, Union, S.C. #3  
Gay Howard, Greenville, N.C. #552  
Kim Kromphold, North Charleston, S.C. #463  
Julie Lindsey, Mobile, Ala. #609  
Michael Lukas, Statesboro, Ga. #284  
Karen Miller, Kingsport, Tenn. #682  
Elizabeth Morris, Staunton, Va. #531  
Cindy Myers, Oak Ridge, Tenn. #686  
Dianne Nash, Monroe, N.C. #1  
Waylon Nobles, Laurinburg, N.C. #565  
Margaret Packer, Natchez, Miss. #677  
Katherine Peterson, Greensboro, N.C. #465  
George Pettee, Westminster, Md. #521  
Karen Ponder, Raleigh, N.C. #458  
Lisa Prince, Oak Ridge, Tenn. #686  
Sara Williams, Cleveland, Tenn. #692  
Patricia Willis, Roanoke, Va. #462 |
| 10 years | Jamiele Bateh, Jacksonville, Fla. #141  
Lynne Bee, Atlanta, Ga. #619  
Joann Bertaux, Morgantown, W.Va. #697  
Helen Bigby, Anderson, S.C. #119  
Derrick Branch, Cartersville, Ga. #39  
Hilda Briggs, Lexington, N.C. #571  
Paula Buckner, Lady Lake, Fla. #228  
Laura Carey, Greenville, N.C. #552  
Kristin Collins, Thomasville, Ga. #274  
Phyllis Crawford, Knoxville, Tenn. #687  
Marie Dale, Pineville, N.C. #553  
Willie Derring, Newnan, Ga. #404  
Patricia Driggers, Monroe, N.C. #1  
Jane Engle, Huntsville, Ala. #607  
Betty Fender, Charleston, S.C. #202  
Steven Gaines, Huntsville, Ala. #606  
Betty Gentry, Cartersville, Ga. #39  
Cheryl Gibson, Laurinburg, N.C. #565  
Jerry Gulledge, Florence, S.C. #84  
Lucia Harris, Pensacola, Fla. #657  
Rebbie Henry, Mobile, Ala. #652  
Johnnie Hill, Blythewood, S.C. #737  
Shari Hines, Wilmington, N.C. #13  
Courtney Hodges, Anderson, S.C. #19  
Ruth Howell, Smithfield, N.C. #60  
Clotheal Johnson, Charleston, S.C. #202  
Catherine Jones, High Point, N.C. #30  
Yasheki Jones, Blythewood, S.C. #737  
Frances Kaplan, Greensboro, N.C. #25  
Ingrid Keiris, Charlotte, N.C. #452  
Armatha King, Greer, S.C. #464  
Misty Lake, Decatur, Ala. #611 |
| 5 years | Barbara Lebby, Orangeburg, S.C. #513  
Rick Lewis, Blythewood, S.C. #737  
Judith Lipinski, Deland, Fla. #234  
Miciah Long, Kingsport, Tenn. #682  
Odesta Love, Columbia, S.C. #182  
Jessica Lucas, Gainesville, Fla. #490  
Alene Luffman, Elkin, N.C. #564  
Pamela Lusk, Greenwood, S.C. #27  
Pamela Magyar, Norcross, Ga. #270  
Stephen Marshburn, Rockingham, N.C. #14  
Nancy McRimmon, Sanford, N.C. #8  
Tami McMillan, Greensville, S.C. #16  
Elaine Michael, Charleston, S.C. #202  
Hannah Monn, Lynchburg, Va. #322  
Allen Moody, McComb, Miss. #680  
Brenda Penland, Johnson City, Tenn. #688  
Barbara Pettus, Rock Hill, S.C. #581  
Kenneth Plummer, Blythewood, S.C. #737  
Britney Ponder, Kennesaw, Ga. #620  
Velma Price, Trussville, Ala. #349  
Stephen Randolff, Raleigh, N.C. #458  
Charles Reep, Lincolnton, N.C. #22  
Tonya Reese, Tupelo, Miss. #671  
Renee Schatz, Blythewood, S.C. #737  
Rita Sharpe, Mt. Hope, W.Va. #498  
Gary Siler, Western Division  
Brijindar Singh, Tuscaloosa, Ala. #608  
Lynn Small, Huntsville, Ala. #607  
Tara Stanley, Columbia, S.C. #162  
Elaine Stark, Lady Lake, Fla. #228  
Rocco Toscano, Raleigh, N.C. #458  
Linda Vickery, Bossier City, La. #372  
Glenda Voyles, Rome, Ga. #574  
Dawne White, Carrollton, Ga. #44  
James Williams, Lady Lake, Fla. #228  
Joy Williams, Mobile, Ala. #652  
Dollie Young, Hattiesburg, Miss. #670 |