



Retail Industry Leaders Association Overview

Industry Profile:

The retail industry is one that touches the lives of every American. Be it as consumers or employees, every American has a relationship with retail. For our members the relationship they maintain with their workforce and their customers is paramount.

In 2008 the retail industry was the third largest employer in the U.S. behind only government and healthcare. For many, their first job is in the retail industry, for others it's their last, and for many more it is a lifelong career. With 2/3 of gross domestic product attributable to consumer spending, the heartbeat of the American economy can be measured by the retail industry. Responsible for providing 1 in 5 U.S. jobs, the retail industry is a driver of innovation, consumer choice and corporate social responsibility.

RILA Profile:

The Retail Industry Leaders Association (RILA) is the home of the world's largest and most successful retail and consumer products companies, whose executives participate in RILA for its unique educational forums, its effective public policy advocacy, and its advancement of the retail industry. RILA membership includes more than 200 member companies - from Abercrombie & Fitch to Wal-Mart - representing more than \$1.5 trillion in sales.

Through its board of directors, Leaders Councils, committees and working groups, RILA members determine the issues and focus areas for public policy, educational offerings and research. RILA integrates public policy with retail operations to ensure consistent communication and flow of information. Strategic communications supports both public policy and operations. Education focuses on driving relevant programs to the retail communities that RILA serves.

RILA's members are:

7-Eleven, Inc.; Abercrombie & Fitch, Co.; A.C. Moore Arts & Crafts; Advance Auto Parts, Inc.; Al Hokair Fashion Retail; American Eagle Outfitters, Inc.; American Signature Furniture; Apple Inc.; AutoZone, Inc.; Bed Bath & Beyond Inc.; Belk, Inc.; Best Buy Co., Inc.; Big Lots Stores, Inc.; Blain's Farm & Fleet of Dodgeville, Inc.; Canadian Tire Corporation, Limited; Chico's FAS, INC.; Christopher & Banks Corporation; Claire's Stores, Inc.; Collective Brands; Costco Wholesale Corporation; CVS Caremark Corporation; Dick's Sporting Goods, Inc.; Dollar General Corporation; The Donna Karan Company LLC; Duckwall-ALCO Stores, Inc.; Family Dollar Stores, Inc.; Food Lion LLC; Foot Locker, Inc.; Gap Inc.; Giant Eagle, Inc.; H-E-B; The Home Depot, Inc.; Hy-Vee, Inc.; IKEA North America Services, LLC; J.C. Penney Company, Inc.; Jo-Ann Stores, Inc.; Limited Brands, Inc.; Lowes Companies, Inc.; Meijer, Inc.; Michaels Stores, Inc.; NIKE, Inc.; Northern Tool Company, Inc.; Oriental Trading Company, Inc.; Pamida Stores Operating Company; PEPBOYS AUTO; PETCO Animal Supplies, Inc.; PetSmart, Inc.; Publix Super Markets, Inc.; Recreational Equipment, Inc. (REI); Regis Corporation; Rooms To Go, Inc.; Safeway, Inc.; Sears Holding Corporation; Staples, Inc.; T-Mobile



USA Inc.; Target Corporation; VF Corporation; Wal-Mart Stores, Inc.; Walgreen Co.; Wilkinson Hardware Stores Ltd.; Winn-Dixie Stores, Inc.

RILA's Mission Statement

The Retail Industry Leaders Association (RILA) promotes consumer choice and economic freedom through public policy and industry operational excellence. Its members include the largest and fastest growing companies in the retail industry--retailers, product manufacturers, and service suppliers-- which together account for more than \$1.5 trillion in annual sales. RILA members provide millions of jobs and more than 100,000 stores, manufacturing facilities and distribution centers domestically and abroad.

RILA's strategic focus is on issues related to workforce, supply chain, finance, asset protection and issues that span the entire retail enterprise -- including sustainability and privacy -- making it retail's most effective advocate and collaborative force.

The History of the Association

The Retail Industry Leaders Association (RILA) was established in 1969 as the Mass Retailing Institute with a mission to support the mass retail industry through research and education. Since then, the organization has expanded in many ways —from serving the mass retail industry, to serving the retail industry in the broadest sense; and from a singular focus on industry research and education to a broad charter that includes an active government advocacy program, industry public relations, and numerous networking and relationship building opportunities and events.

In 2004, the association officially became the Retail Industry Leaders Association. With its highly engaged Board of Directors and focused team, RILA delivers first rate advocacy, collaborative dialogue and educational opportunities to its members.

For more information, contact: Elizabeth Jennings at 703-600-2063 or liz.jennings@rila.org



RILA Board of Directors

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Don Soderquist

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Soderquist Center for Leadership &

Ethics

Sandra L. Kennedy

Retail Industry Leaders Association

President

W. Stephen Cannon

Constantine Cannon LLP

General Counsel



Senior Staff Biographies

Sandra L. Kennedy

President

An association professional with more than 20 years experience in the retail industry, Sandy Kennedy was named RILA president in December 2002. Under her leadership, RILA has grown from a niche trade association primarily serving discount retailers into a vital, growing organization of the largest and most successful U.S. retailers and their product and service suppliers. In recent years Kennedy has incorporated new service offerings that focus on education, innovation and advocacy and rebranded the association under its current name to more clearly identify with its member base and activities. Kennedy led RILA through its recent strategic planning process, which resulted in fine-tuning RILA's focus on five critical disciplines of retail – supply chain, finance, human resources, asset protection and enterprise issues, which today includes the critical areas of sustainability and privacy – where RILA works to combine the operations and policy interests of our members to help the retail industry grow and prosper.

Immediately prior to joining RILA, Kennedy served as director of the Leadership Dialogue Series for Accenture, a global management consulting and technology services company. The program targeted C-suite executives in the retail and consumer goods and service industries. From 1993 to 2000, she was senior vice president of membership services for the National Retail Federation. In that position Kennedy directed NRF's revenue-generating businesses, including membership, conferences and the annual convention, as well as the activities of retail operational committees.

Jenny Keehan

Executive Vice President, Member Services

Jenny Keehan is an experienced RILA executive. She's been with the association since 1988 and has been instrumental in RILA's growth and transformation into an organization that provides executives from the world's largest retail companies both unique educational forums and effective public policy advocacy. During her tenure at RILA, Keehan has held positions in government affairs, conferences, communications, marketing and membership. Today, she is a member of RILA's senior team and is responsible for developing and executing RILA's revenue-generating businesses, primarily membership and conferences, as well as key operational functions, including marketing, membership, meetings and communications. As a member of the senior team, she helps set RILA's strategic direction.

Keehan is a member of the board of directors of Students in Free Enterprise and is a "Champion" of the Network of Executive Women.

Katherine Lugar

Executive Vice President, Public Affairs

With more than 17 years experience in the retail industry and on Capitol Hill, Katherine Lugar leads RILA's federal government affairs team and political outreach program. Lugar works with staff to position RILA as the premier organization on core public policy priorities facing the industry –



including workforce, healthcare, tax, trade, supply chain issues, asset protection, and credit and finance issues. She is the principal contact for the association's government affairs committee, as well as the Retail Leaders PAC.

Prior to joining RILA in 2007, Lugar was vice president of federal government relations for Travelers Insurance, where she represented the company in Congress and before the administration. Before joining Travelers, Lugar served as vice president of legislative and political affairs at the National Retail Federation, where she led efforts to update decades-old overtime regulations, championed bankruptcy reform legislation into law and supervised the association's political and grassroots outreach programs. Early in her career, Lugar worked for Congressman Tim Roemer.

Casey C. Chroust

Executive Vice President, Retail Operations

Casey Chroust leads RILA's efforts in the association's five key retail disciplines: supply chain, finance, human resources, asset protection, and enterprise issues, which includes sustainability, product safety and IT. He manages all best practice, benchmarking and research initiatives as well as educational programming and executive networking to promote operational excellence within the industry. Chroust works intimately with retailer, product manufacturer and solution provider executives while managing RILA's executive leader councils and steering committees.

Prior to joining RILA in 2007, Chroust spent a decade at BearingPoint, formerly KPMG Consulting, in their retail management consulting practice. In this capacity, he consulted with numerous Fortune 500 retail companies and their senior executives on various strategic initiatives within store operations, supply chain, merchandising and store development. Chroust developed BearingPoint's retail supply chain event management and retail store development solutions. He lived overseas for several years working for international retailers in England, Peru and Thailand.

Recognized as one of the leading retail experts in the U.S., Chroust has been quoted in numerous newspaper and magazine articles and appeared in several television segments, including media outlets such as the Wall Street Journal, USA Today, Women's Wear Daily, Mass Market Retailers, Fox News, ABC News, and National Public Radio. He has been a featured speaker at numerous retail conferences and events.

From 1997 to 2000, Chroust served on the Board of Trustees for Denison University, his alma mater. Chroust graduated Phi Beta Kappa with honors from Denison, majoring in Economics with a minor in Spanish and a concentration in Mathematics.

Brian Dodge

Senior Vice President, Communications & State Affairs

Brian Dodge leads RILA's media and public relations program. Dodge's responsibilities include message development, strategic positioning and grassroots activity. In addition, Dodge coordinates activities between federal and state government affairs, leveraging assets to support state partners and their activities.

Before joining RILA, Dodge was executive director of the Massachusetts Republican Party. In that capacity, he was a frequent guest on local radio and television and a regular contributor to local and



national print media. Prior to joining the Massachusetts GOP, Dodge was a senior associate at the Washington, D.C.-based government affairs firm, Cassidy & Associates. In addition, he has served on Capitol Hill and on the staff of two Massachusetts governors.

John Emling

Senior Vice President, Government Affairs

With more than 16 years of reputable experience, John Emling manages RILA's federal government affairs team and political outreach program.

Prior to joining RILA Emling held several senior level positions including his most recent service as deputy assistant to the president in the Office of Legislative Affairs at the White House. In this capacity he oversaw the Senate Legislative Affairs Team and acted as principal liaison to Republican and Democratic Leadership offices, while also developing strategy for the implementation of the administration's legislative priorities.

Prior to his White House service, Emling served as a deputy assistant secretary for legislative affairs for the U.S. Department of the Treasury, and previously served in leadership offices in both the U.S. House of Representatives and the U.S. Senate and as a Legislative Affairs Manager for the National Federation of Independent Businesses (NFIB).

Suzie Squier

Senior Vice President, Membership

Suzie Squier is a veteran marketing and communications professional, having spent more than 18 years in these positions within the trade association and financial services industries. She has been with RILA for five years and has held positions in communications, marketing, sponsorship and membership. Today, Squier is a member of RILA's senior team and is responsible for membership and sponsorships. As a member of the senior team, she participates in the association's strategic planning process. Prior to joining RILA, Squier was a communications executive with the American Chemistry Council.

Sarah Arbes

Vice President, Government Affairs

Before joining RILA in 2007, Sarah Arbes served as a congressional liaison at the U.S. Department of Labor. In this role, she lobbied Congress on employee benefits issues such as the Family and Medical Leave Act and management-union relations matters, including the Employee Free Choice Act.

Arbes previously worked in the office of U.S. Senator Jim Talent of Missouri where she assisted immigrants with visas and auto workers affected by mass layoffs. Prior to working in politics, Arbes spent several years as a national media planner and buyer in a handful of advertising agencies, advising corporate clients on print, radio, outdoor and online ad placement and cost.



Mark E. Warren

Vice President, Tax Policy

With more than 20 years of exceptional experience, Warren holds a law degree from Georgetown University as well as an LL.M. in Taxation from New York University Law School and was an adjunct professor with the Georgetown McDonough School of Business.

In his last role, Warren served as a deputy assistant secretary to the U.S. Department of the Treasury, Office of Legislative Affairs, where he advised the secretary and other Treasury officials on legislative matters concerning tax, pension, Social Security, the budget and economic policy.

Warren's career on Capitol Hill spanned more than 10 years, including serving as a special counsel to Sen. Kit Bond (R-MO), chief counsel to the U.S. Senate Republican Policy Committee, and staff director and chief counsel to the U.S. Senate Committee on Small Business. He also served as deputy staff director and tax counsel to the House Committee on Small Business and has spent time in private practice working in Washington, D.C., and New York.

Kelly D. Kolb

Vice President, Supply Chain

Kelly Kolb is responsible for representing the association before Congress and the Executive Branch on supply chain and transportation.

Kolb was most recently the acting assistant secretary for government affairs at the U.S. Department of Transportation, a position she held after serving as the deputy assistant secretary within the same office. Here Kelly served as the secretary's primary advisor for all intergovernmental matters pertaining to the Department of Transportation. She was responsible for developing and advancing aggressive governmental affairs strategy, she can also be credited with the legislative affairs oversight of the Federal Highway Administration, Federal Transit Administration, Federal Railroad Administration, Amtrak, appropriations and grants.

Stephanie Lester

Vice President, International Trade

Stephanie Lester brings the retail industry a wealth of experience on international trade policy. Since joining RILA in 2007, she has led the product safety working group and coordinated all advocacy efforts related to product safety issues and international trade policy. Lester serves on the board of directors for the Washington International Trade Association and is a Cleared Trade Advisor for the U. S. Department of Commerce's Industry Trade Advisory Committee 5 (Distribution Services).

Prior to joining RILA, Lester was a professional staff member for the U.S. House Ways and Means Subcommittee on Trade. In this capacity, she advised members of the committee on a variety of matters including trade remedy laws, World Trade Organization negotiations on rules and dispute settlement, investment, intellectual property rights and trade relations with Southeast Asia, Russia and the New independent States, South America and the Caribbean, Australia and New Zealand.

Lester has worked in the U.S. Department of Commerce, serving as chief of staff of the assistant secretary for import administration. In that capacity, she advised the assistant secretary on



international trade policy and antidumping and countervailing duty case-related matters. She started her trade career at the Department of Commerce as an international trade analyst, working on antidumping and countervailing duty cases that covered a wide range of products and countries.

Jim Neill

Vice President, Product Safety

Jim Neill is responsible for the oversight of the RILA/British Retail Consortium global safety standard for consumer products. This partnership, will create a meaningful global manufacturing standard for consumer goods. The initiative advances the retail industry's objective of complimenting existing product safety requirements by addressing safety protocols for manufacturer and supplier operations.

Neill has more than 13 years experience working in and with the legislative and executive branches and has held several high level positions including his most recent position as assistant vice president of corporate affairs for the National Association of Manufacturers (NAM), where he led that organization's product safety coalition.

Prior to NAM, Neill was director of convention committees for the 2004 Republican National Convention, and before that served roles in and around Capitol Hill for former Sens. Bill Frist (TN) and Spencer Abraham (MI) as well as former Wisconsin Gov. Tommy Thompson.

Joe Rinzel

Vice President, State Government Affairs

Joe Rinzel is RILA's point person at the state and local level. As the head liaison for all state retail associations across the country, he has developed strong ties to each of their government affairs representatives enabling RILA to provide resource and issue expertise at the state and local levels. He has led the association's state lobbying efforts on legislative matters related to health care mandates, preserving shopping choice's for consumer's, sustainability initiatives, technology/RFID, organized retail crime, streamlining sales tax and data security.

Prior to joining RILA in 2006, Rinzel served as the senior communications director for the American Legislative Exchange Council, the nation's largest non-partisan individual membership association of state legislators, with a membership of 2,400 state legislators and more than 300 private sector companies. Prior to that position, Rinzel managed a state senate campaign in northern Virginia's 36th district.

Lisa LaBruno

Vice President, Loss Prevention and Legal Affairs

Lisa LaBruno leads RILA's Asset Protection offerings in the areas of loss prevention, retail crime, workplace safety, disaster recovery, operational audit, research and benchmarking.

With over 20 years of professional experience, LaBruno has a BA from Penn State University, a JD from Seton Hall Law School and served for eight years as senior in-house attorney at The Home Depot (THD). As an integral business partner for the loss prevention department at THD, LaBruno focused on operations, criminal investigation and prosecution, compliance, civil recovery, risk



management, litigation and training. In this role she became incredibly well-versed in THD's loss prevention operations, strategy, policies and procedures.

At THD, LaBruno also served as the primary legal adviser in matters related to criminal and unethical conduct by employees, customers and suppliers. She provided day-to-day guidance to field operations, and designed, developed and wrote loss prevention standard operating procedures and training materials.

Additionally, LaBruno directed and managed complex corporate internal investigations while collaborating with local, state and federal law enforcement and prosecuting agencies. She can be credited with developing tools for LP employees to minimize civil liability and assisted in the defense of claims arising out of loss prevention-related conduct. She also drafted contracts and non-disclosure agreements covering LP solution providers.

Andrew Szente

Director, Government Affairs

Andrew Szente is primarily responsible for advocacy on issues related finance and the product supply chain. Szente has represented RILA before Congress and the administration on issues related to interchange fees, trade and consumer product safety. He has also has represented the retail industry on issues including immigration and tort/legal reform at the federal level. Szente's Capitol Hill experience includes work with the House Ways and Means Subcommittee on Trade where he worked with the professional staff on a variety of issues.

Szente was instrumental in generating opposition to a U. S. Customs and Border Protection proposal that would have revoked the first sale rule accounting methodology and increased importers' duty liabilities by millions of dollars. Additionally, Szente co-leads a coalition of trade associations and companies seeking to repeal regressive footwear tariffs and has lobbied extensively for the passage of pending free trade agreements with Colombia, Panama and South Korea.