



Dear Colleague:

I know you share my conviction that retail...yes, RETAIL, is without a doubt, *the best profession* out there. It's the *most* exciting, the *most* creative... products, merchandising, marketing, logistics, technology, vendor partnerships and of course the people.

I personally can't think of another way I'd rather be spending my career than nurturing a retail business and building mutually beneficial relationships with everyone who we come into contact with.

There is absolutely no reason that the best and brightest students coming out of school shouldn't consider retail as their career. So I'm writing to you today to **join me and The Container Store along with many other world-class retailers, in making sure that MANY, MANY, MANY MORE of the best and brightest students coming out of school CHOOSE RETAIL FOR THEIR CAREER by becoming a Retail Careers Employer Partner of the NRF Foundation**, the education and research arm of NRF. It's up to people like me and you to partner with the NRF Foundation in positioning a career in retail as one filled with *tremendous* opportunity, innovation and excitement.

As a Retail Careers Employer Partner, your company will benefit from exposure to talented, budding professionals who are invited to explore the benefits of working in retail, as well as participate in a community that generates excitement about retail careers, and alerts candidates to the opportunities available from Partner companies. For a one-time fee of \$5,000, you'll gain permanent access to an expanding pool of enthusiastic candidates with much to offer. You'll also join our online forum where blogs and other postings keep your company's brand front and center when career-seekers are ready to research employers and job opportunities.

You can learn more by visiting the Employer Partners page on NRF Foundation's website, www.nrffoundation.com. And then please **have someone on your team complete the Enrollment Form and return it to NRF Foundation's Manager of Outreach, Kelley Zocks, at zocksk@nrf.com**.

Please also take some time to collaborate with your HR, Recruiting, Marketing and Communications teams to ensure that your entire organization is supportive of and helping to further our goal of positioning retail as a tremendous career for the best and brightest coming out of school! Have your executives speak to student groups in both colleges and in high schools, host internships, use social media to feature profiles of your different employees and utilize your traditional marketing channels like email and print ads to promote what a career in your organization could be. These efforts can only help in attracting top talent to our industry and our companies.

I look forward to seeing you in January at Retail's BIG Show, if not before, and thanking you in person for officially joining the efforts of the NRF Foundation as a Retail Careers Partner.

Regards,

Kip Tindell
Chairman and CEO, The Container Store
Chairman, NRF Foundation

Kip Tindell
Chairman and CEO, The Container Store
Chairman, NRF Foundation