




BDS Gatekeeper UPDATE

Wednesday, December 07, 2011

Div/ Dept.	Ad Event/ Dates	Issue / Update / Action	Deadline	Contact	Picture	Sign-off
Sleep-wear		New Balance – New Balance <u>Sock fixture</u> will be received in the following stores this week or next: 13, 24, 25, 32, 36, 43, 51, 53, 67, 71, 75, 82, 98, 99, 732, 747. Please use for your <u>Ladies</u> New Balance socks.	FYI	Cynthia Witsell X4299 cynthiaw @ beallsinc.c om		
Lingerie/	INT04 12/24 – 12/31	Stores will be receiving additional Playtex boxed bra merchandise to be used for the aisle presentation during the Semi Annual Sale. If your store is in need of shipper cartons, please contact Kizzie Johnson by 12/9/2011.	12/9/2011	Kizzie Johnson X4481 Kjohnson @beallsinc .com		
Mens		Please reprint the Sportcoat signs attached and place back-to-back in a signholder at your Men's Click & Find. This version has current barcodes and will make it easy for guests to see our broader assortment. Note: School uniform and Men's pant signs should be taken down from the kiosks.	FYI	Carly Wright x4480		
Mens/ Golf Zone	FIN38 Big Deal Sale	The Links Edition solid polos on page 5 of the 12/8 ad were marked down on 11/28 in error. <ul style="list-style-type: none"> • The ad price is \$17.99 and the current clearance price is \$18.00. • We will PLU the style at \$17.99 to avoid any customer confusion. • Please pull this item off of your clearance rack and sign with a \$17.99 price point sign. • In addition, we will also be running the Links solid and striped long sleeved polos, the Golf America solid longest drive polo, and the PGA TOUR solid pocketed polo all at \$17.99 to accommodate the customer. 	12/8/11	Tracy Capozella X4501 tracyc@ beallsinc. com		

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Juniors	12/8-12/14 (NUN25) 12/15-12/17 (NUN26) 12/18-12/24 (NOI42)	<p>Juniors brand JESSICA SIMPSON will be 40% OFF of all fashion styles (excluding core denim) from 12/8-12/24 in stores only.</p> <ul style="list-style-type: none"> Please sign table and fixtures with 40% OFF with fashion styles, and pull all core denim styles together on a separate fixture since these will ring at regular price. <p>*These are the core denim styles that WILL NOT be on sale: 60093748-7 UN BLACK – Bealls Style-color: 3740-01 60093740-N T2 ENZYM – Bealls Style-color: 3740-98 60093749-I K1 ABYSS – Bealls Style-color: 3749-98 60124229-R J6 CHARA – Bealls Style-color: 4229-98 60124234-Q P8 TEMPO – Bealls Style-color: 4234-98 60134643-I 15 WHITE – Bealls Style-color: 4643-10 60124918-1 69 BLACK – Bealls Style-color: 4918-01 60127518-I 45 H.CHA – Bealls Style-color: 4918-03 60144576-Q Q4 TARMA – Bealls Style-color: 4576-35 60144576-K X2 CLEMB – Bealls Style-color: 4576-40 60127520-P T2 GLRIO – Bealls Style-color: 7520-96 60127520-Q S0 SAPHI – Bealls Style-color: 7520-97 60127520-Q T1 ABYSS – Bealls Style-color: 7520-98 60127529-Q S3 MAIRA – Bealls Style-color: 7529-97</p>	12/8	Alex Moragne X4395 amoragne@beallsinc.com		
Home/ 431	2 Day Mega Sale 12/13-12/14	<p>Many stores are out of stock on the Pyrex 14 pc. Storage Sets which are featured on the back cover of the 12/13 ad.</p> <ul style="list-style-type: none"> The following stores will be receiving an order via UPS next week for the ad: 7, 11, 17, 18, 23, 27, 28, 30, 34, 36, 42, 45, 53, 57, 60, 68, 71, 79, 84, 98. 	FYI	Elizabeth Coffing ecoffing@beallsinc.com		
ADV	Marketing Calendar	The December Marketing Calendar has been updated to reflect our Midnight Madness promotion, Easy Spirit Stock-Up Sale and the White Sale; available to you at \SignContent\SIGNS\MARKETING CALENDAR on Click & Find.	FYI	Kimberly Highland Khighland@beallsinc.com		

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Store Ops	Thru 12/24 12/12-18/2011 12/26-31/11	PRIDE - December Selling Contests (see Pride notes for details) ADD: Seasonal Gourmet Sell-thru ADD: Sprockets Sell-thru ADD: Intimates Semi-Annual Sell-thru	FYI	Susan Savard ssavard@beallsinc.com Joyce Hopper joyceh@beallsinc.com		
Store Ops /eCommerce		<p>Issue: The Connectship stores will be receiving a delivery of the NEW 12"x7.875"x5.5" USPS Priority Mail boxes within the next 2 weeks.</p> <ul style="list-style-type: none"> A barcode for this box has been added to the document titled "Shipping Carton – Barcodes" list located on the Click&Find. <ul style="list-style-type: none"> \\bpswseisa02\BOSSForms\FormContent\Merchandise\Fulfillment Documents These boxes will support shipping most of the same merchandise as the Brown Bealls Logo 12"x9"x6", but at a reduced rate. <p>Action: Please print a new "Shipping Carton – Barcodes" list from Click&Find.</p>	FYI	Theresa Perry tperry@beallsinc.com Ext. 4595		
Store Ops		Please refer to Facts & Stats for: <ul style="list-style-type: none"> the newest and current stats for Battle Of The Brands Fit Event results from November. 	FYI	Brett Eiffert beiffert@beallsinc.com		
Store Ops	Red Hot Deals	Please see attached for this week's Red Hot Deals. Please sign at the price point indicated and position prominently- aisle, sidewalk, first row- as best suited for your store. Let's blow them out!	12/8	Dave Dodson davidd@beallsinc.com		
Store Ops		Employee Discount Cards have been updated for re-issue; please see attachment for details.	FYI	Dave Dodson davidd@beallsinc.com		
Store Ops/ Corp Supplies		<p>Xpedx will be closed Friday, December 23rd & Monday, December 26th. Please place orders in the system by December 9th for the necessary supplies (bags, boxes, bows, tissue paper, etc.) to match anticipated sales until December 28th. These orders will be released & processed starting Monday the 12th & should be delivered by December 16th.</p> <p>Orders placed between the 12th & the 16th will be released to xpedx on Monday December 19th. These orders should be delivered to the stores by Thursday the 22nd.</p> <p>The last day Supply Services can process an emergency release will be Tuesday the 20th; however we cannot guarantee product will be delivered before Christmas..</p> <p>If you have any questions please don't hesitate to contact me, Thank you and have a happy holiday.</p>		Carol Rosenauer , x4314 Elaine Finn, x4348		

Red Hot Deal Request Form

Division All

12/8 - 12/14

Buyer	Item	Cost	Ticket Retail	Units bought	Units sold std	std sell thru %	Current ave unit sale	Units on hand	Proposed Red Hot Deal Price	Comments (presentation request)
Mulholland #19	Coral Bay Christmas Tees	\$8.13	\$32.00	73600	25000	34%	\$10.95	31500	\$9.99	high profile positiong - impulse item
Capozella	IZOD solid polos	\$10.00	44-48			#DIV/0!		21000	\$12.99	clearing out old product
Rothrock	Emerson Coin Bank	\$3.00	\$15.00	20028	5598	28%	\$5.15	14430	\$4.99	Just started Red Hot Pricing late LW
Bullock	Coral Bay Christmas tees	\$7.00	30-32	25151	10767	43%	11.16	14384	9.99	hanging
Bullock	Caribbean Joe Christmas Tees	\$9.50	\$28.00	4398	605	14%	13.17	3793	9.99	hanging
Wright	Caribbean Joe Christmas Tees Misses	\$8.74	\$28.00	4557	1773	39%	12.98	4881	9.99	
Keller	Coral Bay Christmas tees	\$8.50	32-36	24400	12697	52%	12.37	11694	11.99	hanging
Keller	Caribbean Joe Christmas Tees	\$10.58	\$32.00	3346	611	18%	14.57	2735	11.99	
Moragne	Pink Rose bling Velour	\$8.75	\$42.00	18906	4641	25%	9.88	14285	9.99	
Murray	Promo Poinsettia	\$2.99	\$14.99	18972	9648	51%	4.00	9324	3.99	Gondola



Wall Street Blazer-Black

FEATURES:

- Dry Clean Only
- 100% Polyester
- Microfiber
- Chest Pocket
- Single Breasted

BARCODE



83561671



**Wall Street Blazer-
Houndstooth**

FEATURES:

- Dry Clean Only
- Poly-Rayon
- Chest Pocket
- Single Breasted



92422364



Wall Street Blazer- Tan
Mini check

FEATURES:

- Dry Clean Only
- Poly-Rayon
- Chest Pocket
- Single Breasted



92422473



**Wall Street Blazer-Black
Mini-Check**

- Dry Clean Only
- Poly-Rayon
- Chest Pocket
- Single Breasted



**Wall Street Blazer- Mini
Houndstooth**

FEATURES:

- Dry Clean Only
- Poly-Rayon
- Chest Pocket
- Single Breasted



**Wall Street Blazer-
Khaki**

FEATURES:

- Dry Clean Only
- Poly-Rayon
- Chest Pocket
- Single Breasted



Intercompany Memorandum

December 2, 2011

To: All Associates
From: Beall's Inc Benefits Department
Subject: Updated Employee Discount Cards

Dear Associates,

We are excited to announce a new look for the Beall's Employee Discount Card:



All new discount cards will display the dark blue **BEALLS INC** logo on the front of the card to provide a consistent look. New cards have been updated with revised language on the back and no longer contain a magnetic strip. The discount benefit of 20% off merchandise is not changing.

New Hires:

Beginning in December 2011, the Benefits Department will begin sending these new cards to all newly eligible employees who have completed 90 days of employment.

Current Store Associates:

Beginning in January 2012, the Benefits Department will issue updated cards to all store associates. New cards will be distributed store by store and we expect to complete the full reissue by April 2012. Upon receiving your updated discount card, please return any old cards to your Store Manager. Managers, please destroy all old cards.

Corporate and Distribution Center Employees:

Corporate and Distribution Center employees will continue to use their current picture ID badges as discount cards.




Spouses:



If your spouse currently has a discount card, a new Spouse Discount Card will be issued at the same time as your new employee card. Upon receiving the updated Spouse Discount Card, please return any old cards to your Store Manager. Managers, please destroy all old cards. Corporate and Distribution Center employees should please contact the Benefits Department to request a new Spouse Discount Card.

Thank You,

Kim Levine
Benefits Administrator
Beall's Inc
T. 941-744-4188
F. 941-747-9485
klevine@beallsinc.com
www.beallsinc.com

WMG – Weekly Merchandising Guidelines for DEC 7TH – 14TH

Brand or classification	Action OR F.Y.I.	Picture	Sign-off
Petite & Women			
Trend shop – new receipts!			
<ul style="list-style-type: none"> • All stores should be receiving now their trend shop merchandise in Department 178 & 179 for Petite and 169 for Women. • VENDORS - <u>One World</u>, <u>Cocomo</u>, ING, <u>Nouvida</u>, <u>Zena</u>, <u>French Laundry</u>, <u>Only Nine</u>, <u>Beau Dawson</u>, <u>Earl Jeans</u>. • MERCHANDISING – Same merchandising concept as Misses; create boutique-like shops. <ul style="list-style-type: none"> ➢ Create outfits when applicable. Mannequins, wood hangers or wardrobe hangers are key visual elements ➢ Merchandise similar color groupings together; separate patterns with solids (when applicable) for greater appeal. • If space is limited in stores, please try to shrink down the conservative areas, especially in emerging and/or heritage stores as you will have larger assortments of trend shop. • Stores have also done a nice job of making mannequin statements in the aisles with merchandise located on fixtures adjacent to or behind the mannequins. 			
<div style="display: flex; justify-content: space-around;">    </div>			
Dresses			
Maxi's	<ul style="list-style-type: none"> • Maxis are back and you will receive flow through the spring season. • Suggestion – due to markdowns and light inventory; merchandise Maxis on back wall to fill space and will also show more of the “border prints” on the maxi dresses. 		
Special Size Shrugs	<ul style="list-style-type: none"> • Merchandise the special- size shrugs <u>on the same fixture</u> as the special size dresses. (For example, your Plus size shrugs should be on the same fixture as your Plus size dresses.) 		
Accessories			
Reading glasses	<p>New reading glass fixtures and product are being shipped now to the following stores: 41, 12, 61, 1, 14, 24, 67, 9, 66, 57, 10, 15, 37, 21, 3, 23, 28, 74, 7, 59, 17, 78, 30, 60, 43, 6, 33, 62, 18, 48, 73, 99, 83, 81, 72, 46, 84, 63, 35, 51, 68, 58, 71, 734, 53, 8, 38, 13, 25, 76, 32, 20, 82.</p> <ul style="list-style-type: none"> • Merchandise one side of the fixture with clear reading glasses and the opposite side with the sunglass readers. • Please return the old fixtures for the readers, to the DC; mark with <u>Attention Don Keller</u>. • FYI - The merchandisers for the readers will be visiting your store the first two weeks of January. 		


Sunglasses	<p>New sunglass fixtures are being shipped now to all stores and will be on a separate shipment from the product. (see picture) The new fixtures will take place in 2 phases:</p> <p>Phase 1 – MERCHANDISE -</p> <ul style="list-style-type: none"> Genna De Rossi, Dockers, Bay Studio, & Nine West. Genna De Rossi & Nine West will be received by the following stores: 41, 12, 61, 1, 14, 24, 67, 9, 66, 57, 10, 15, 37, 21, 3, 23, 28, 74, 7, 59, 17, 78, 30, 60, 43, 6, 33, 62, 18, 48, 73, 99, 83, 81, 72, 46, 84, 63, 35, 51, 68, 58, 71, 734, 53, 8, 38, 13, 25, 76, 32, 20, 82,27, 40, 52, 36, 39, 75, 747, 4, 42, 732. All stores will receive Bay Studio and Ladies Dockers. <p>FIXTURES -</p> <ul style="list-style-type: none"> These fixtures will be placed in the same location as the old fixtures & will come with a graphic attached with the brand logo. If you have any broken pieces, alert the merchandisers so they can order replacements Old fixtures can be discarded. <p>MERCHANDISING -</p> <ul style="list-style-type: none"> You may want to keep 1 old fixture for clearance, if you have room in your stock room. Genna De Rossi is new brand of sunglasses that is comparable to Gloria Vanderbilt. You can house the remaining few pieces of Gloria sunglasses on the Genna De Rossi fixture, until the markdown is issued in January. Your store will be visited the first 2 weeks of January by the sunglass merchandisers. <p>WURL -</p> <ul style="list-style-type: none"> The following stores will have <u>Wurl</u> at the new everyday low price of \$14.80: 41, 12, 61, 1, 14, 24, 67, 9, 66, 57, 10, 15, 37, 21, 3, 23, 28, 74, 7, 59, 17, 78, 30, 60, 43, 6, 33, 62, 18, 48, 73, 99, 83, 81, 72, 46, 84, 84, 63, 35, 51, 68, 58, 71, 734, 63, 8, 38, 13, 25, 76, 32, 20, 82, 98. Wurl sunglasses will remain on the cardboard fixture to be merchandised in the Junior department. <p>Phase 2 will take place in the <u>1st week</u> of <u>January</u> with all new brands, consisting of Jessica Simpson, Franco Sarto, Zoo York, and Union Bay.</p> <ul style="list-style-type: none"> If you have any questions on the new fixtures please e-mail Caroline Fox at cfox@beallsinc.com 		
Palm Island Beach Bags	<p>On your next truck will be Palm Island Beach bags. This line is inspired by Lily Pulitzer.</p> <ul style="list-style-type: none"> This will initially only go to the <u>Balanced</u> and <u>Heritage</u> stores. <u>Emerging</u> stores will receive in January. Merchandise on the designated Palm Island kiosk with the flip flops and towels. Please refer to Plano-gram posted on C&F in the Visual Merchandising folder for set up. 		
Case Zone-Lifestyle	<p>Aris by Treska “Mystic” will be your next In Case Presentation</p> <ul style="list-style-type: none"> This will arrive within the next week; please move the current fashion group In Case presentation back to its original floor tower. 		

Studio- New Case Set Up	<ul style="list-style-type: none"> • Merchandise your Aris by Treska “Mystic” (<u>ticket code “MYS”</u>) In Case Presentation in a case adjacent to your Color Zone. • Use your Aris by Treska ID sign. • Merchandise the balance of your Aris by Treska “Mystic” on your Aris by Treska tower. • For set up guidelines please refer to pervious WMG’s regarding In Case Presentation. • Due Date: December 16th 	
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Lingerie

Warners Hipster – NEW!	<p>New Warner’s Hipster table item. <u>Stores - 1, 12, 14, 17, 18, 24, 27, 28, 36, 40, 43, 48, 51, 53, 57, 61, 63, 67, 76, & 84</u> <u>Merchandise -</u></p> <ul style="list-style-type: none"> • You’ll be receiving 335 pcs of style 5109 the No Pinching. No Problem. Lace hipster in 12 colors • All will be shipped without hangers for you to merchandise on a table with a vendor-funded plexi riser <p><u>Presentation set-up -</u></p> <ul style="list-style-type: none"> • Risers have already been received in your store under PO #4625931(from vendor Designers Plastics) • New branded table cloths will be received mid to end of month • This table should be in the front of your panty department, adjacent to your Bay Studio or Vanity Fair table if you have one. • Set up tables with one color per bin. 	
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MENS

Golf Zone/Golf America – <i>new sign for “packable” jacket</i>	<p>The following stores will receive sign; please install with jacket - 3, 4, 6, 7, 9, 10, 11, 12, 13, 16, 18, 19, 20, 23, 29, 30, 31, 32, 33, 35, 36, 37, 38, 39, 40, 42, 44, 45, 46, 48, 52, 53, 59, 62, 68, 70, 71, 72, 77, 83, 84, 99, 739, 747</p>		
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general notes:

Additional 36x12 sign holders for clearance	FYI - Per your request; the additional 36x12 clearance sign holders are shipping now from the DC. Please refer to PO#4643723 for qty.	
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new graphics from advertising...

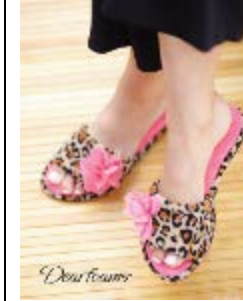
Easy Spirit Stock Up Sale

- All store should receive Easy Spirit Stock-up sale visuals via store truck between 11/28-12/9
- Install date is 12/14 before store hours
- 22"x28" signs should be placed at the entrance (Both) in the 3 tier holder, If room is available place another sign holder in aisle near your Easy Spirit
- Ribbons for associates. Place in PFT holder and attach to name badge
- Place Heel clips on all Easy Spirit display shoes
- If you do not receive these by 12/14, email khighland@beallsinc.com



Dearfoams Poster

- All stores will receive the 22x28 Dearfoams fashion poster via Bealls truck between 12/7- 12/14
- The actual slipper will be arriving in January, but the poster should be displayed immediately
- If you do not receive these by 12/14, email khighland@beallsinc.com



22x28 Poster

Midnight Madness Promotion

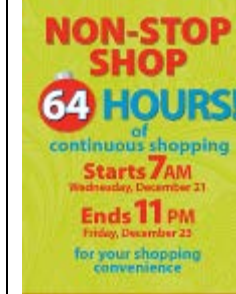
- All stores will receive the Midnight Madness graphics via Bealls truck between 12/7 and 12/14
- Refer to the marketing calendar for dates to use the 3 tier posters
- The promotion package will include "Line up at this door" signs, two sets of numbers, associate ribbons, complete rules and instructions and the holiday hours door cling stickers.
Scratch Off cards will arrive separately via UPS by 12/19



- Holiday hours door cling stickers are to be placed over the 12/21-12/23 dates on the existing December cling.

INSTRUCTIONS:

- Carefully remove the Dec. hours cling from door
- Clean door with glass cleaner
- Place "Non-Stop Shop" sticker over Wed-Fri section of Dec. Calendar. Adhere one sticker to each side of the hours cling.
- Re-hang cling to door.
- If you do not receive these items by 12/14, email khighland@beallsinc.com



Non Stop Shop Poster



	 <p>Poster Side A</p>	 <p>Poster Side B</p>	 <p>Line sign Associate Ribbons</p>	
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Please initial to confirm you have read the WMG –

Name	Initial	Name	Initial
Store Manager		Visual Merchandiser	
Operations Manager		Visual Merchandiser	
Merchandise Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Visual Merchandiser			