



# 50 STATES STORIES

**NRF**® THE VOICE OF  
**RETAIL**



**NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries.**

Retail is the nation's largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's This is Retail campaign highlights the industry's opportunities for life-long careers, how retailers strengthen communities, and the critical role that retail plays in driving innovation.



# ALABAMA

SWEET HOME  
ALABAMA



## WERNER'S TRADING COMPANY

### Cullman

In 1952, Rob Werner's father opened an army surplus store; to fill a need in the community. Over the last 60 years, the product selection has changed, but the commitment to community has never wavered. As a second-generation family store, Werner's Trading Company is where Werner learned the basics of customer service and business management, helping to grow the company. And it's not just a family affair. Once employees begin a career at Werner Trading Company, they have a hard time leaving – some employees have been with the company for over a decade. From recreational supplies like grills, kayaks, and bikes to a beekeeping "observation hive" in the store, Werner notes, "It's just a fun place to work."



ALABAMA'S RETAIL EMPLOYEES  
COULD FILL THE CRIMSON TIDE'S  
FOOTBALL STADIUM SIX TIMES.



BEYOND YOUR DREAMS,  
WITHIN YOUR REACH



# ALASKA



## ALASKA BREWING CO.

Juneau



Geoff and Marcy Larson were only 28 when they opened the Alaskan Brewing Company back in 1986. As the first brewery in Juneau since Prohibition, inspiration struck when Marcy discovered a recipe from the Douglas City Brewing Company from 1907. It wasn't long before the couple put the recipe to the test, and their famous Alaskan Amber was born. Today, the Alaskan Brewing Company has won more than 100 awards and delivers its products to 17 states. But for the Larsons, brewing responsibly is just as important as brewing great tasting beer. In 1998 they were the first craft brewery to operate a carbon dioxide recovery system, and they recently developed a technique to use spent grain, a brewing by-product, to power beer production and lower fuel oil consumption.

For nearly 30 years, the Alaskan Brewing Company has remained committed not only to making the finest beer but also to preserving Alaska's natural beauty.



**ALASKA IS THE ONLY STATE TO HAVE  
RETAILERS ON THE COASTLINES OF  
THREE DIFFERENT SEAS.**



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# ARIZONA

THE GRAND  
CANYON STATE



## CHANGING HANDS

Tempe



Changing Hands began as a dream — a socially responsible bookstore and community gathering place. Since opening in 1974, the store has focused on books that are not readily available and has grown and moved three times. Changing Hands opened a second location in downtown Phoenix this year that includes a coffee, wine and beer bar. Shopping at the bookstore builds community, keeps

dollars in the local economy and employs friendly and knowledgeable staff. Most notably, purchases also support local public radio stations, area schools and teachers, and more than 200 charities and service organizations across the globe. The Changing Hands family believes that there's more to a bookstore than just books on the shelves.



RETAIL SUPPORTS ENOUGH  
EMPLOYEES IN ARIZONA TO STRETCH  
THE LENGTH OF  
THE GRAND CANYON.





## HANNA'S CANDLES

Fayetteville

It's not every day a cash-strapped college student's idea becomes a lifelong career. But Burt Hanna turned making and selling potpourri in his basement into a successful scented candle business at Hanna's Candles. Nearly 30 years later, the company is still developing new and innovative products for their customers – to the tune of 20 million pounds of wax every year. Hanna captures sweet flavors without the calories, with scents like York Peppermint Pattie, Almond Joy and Jolly Rancher. In his pre-Internet days at Arkansas University, Hanna probably never imagined leading a team of more than 200 people to create a product that's sold online and on the shelves of the nation's largest retailers.



ARKANSAS IS HOME TO  
THE WORLD'S LARGEST RETAIL  
COMPANY.





# CALIFORNIA

FIND YOURSELF  
HERE



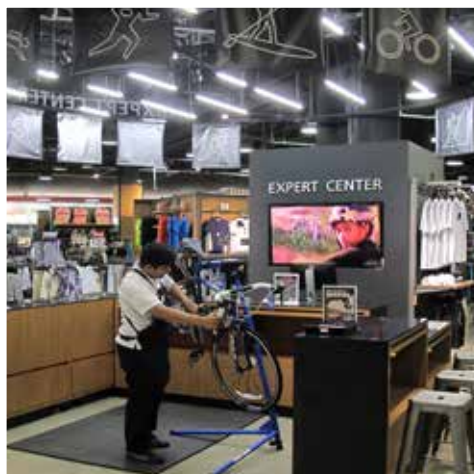
## SPORT CHALET

### La Cañada

Founded in 1959 by Norbert and Irene Olberz, Sport Chalet started small. It took a \$5,000 loan and money borrowed from relatives and store employees to stock the first store with ski gear. A second store opened in Huntington Beach in 1981, paving the way for more than 50 stores in California, Arizona, Nevada and Utah. After more than half a century in business, Sport Chalet has expanded its sporting goods merchandise to offer specialty services for the sports enthusiast. Each location is staffed with in-store experts to help athletes at all levels pursue their passions. Although Norbert passed away in 2011, his core values for the business live on: "Let's not brag about what we do well. We constantly look around and ask ourselves, 'How can we make it better?'"



CALIFORNIA'S RETAIL INDUSTRY  
SUPPORTS EIGHT TIMES AS  
MANY JOBS AS THE STATE'S  
ENTERTAINMENT INDUSTRY.





ENTER A HIGHER  
STATE



# COLORADO



## HAMMOND'S CANDIES DENVER



After dropping out on his first day of high school, Carl Hammond became an apprentice in a candy factory. A quick study, it wasn't long before he opened Hammond's Candies. From the start Hammond did it all: he created the recipes, made all of the candy, and sold all the products. 90 years later, Hammond's is still going strong. The company has doubled in size since 2007 and today employs nearly 120 people. Hammond's is now a staple in retail stores across the country including Whole Foods, Nordstrom, Dean & DeLuca, and Cracker Barrel. Although Carl didn't live to see his store become the institution it is today, Hammond's is proof that hard work and an entrepreneurial spirit can pay sweet rewards for generations.



**THERE ARE MORE COLORADO RETAIL  
JOBS THAN DENVER OKTOBERFEST  
ATTENDEES.**



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# CONNECTICUT

FULL OF  
SURPRISES



## ETHAN ALLEN

Danbury



CONNECTICUT'S RETAIL EMPLOYEES  
COULD STRETCH THE LENGTH OF THE  
LONG ISLAND SOUND.

When Ethan Allen opened in 1932, its shelves were stocked mostly with trellises, garden swings and plaster gnomes. Named after a famous Revolutionary War hero, the company has evolved and grown under the leadership of CEO Farooq Kathwari. Originally from Kashmir, Kathwari came to the United States with help from his father in the mid-1960s to study business. Kathwari first became acquainted with Ethan Allen while managing KEA, a home accessories business. He joined Ethan Allen in 1980 and within a few years became president of the company. Under his leadership, Kathwari has diversified Ethan Allen's collections and broadened its appeal to new customers.



IT'S GOOD  
BEING FIRST



# DELAWARE



## FISHKILLER'S LOBSTER SHACK

Dagsboro

FUN  
FACT

DELAWARE'S RETAIL EMPLOYEES  
COULD STRETCH FROM THE U.S.  
CAPITOL IN WASHINGTON TO  
LEGISLATIVE HALL IN DOVER.

After over 30 years of fishing and boating on the shore, Chet Townsend decided to turn his hobby in to a business. Currently in its sixth year of business, Fishkiller's Lobster Shack, owned and operated by Townsend and his family, sits on the side of a busy beach route in Dagsboro. The shack has become a drive-by hotspot for locals and vacationers alike. Deeply immersed in the Sussex County community, Fishkiller's is proud to provide locally caught seafood caught from Townsend's own boat. Despite a crowded kitchen, the family cherishes the ability to work together and share their love of the Delaware shore with their customers.



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# FLORIDA

SUNSHINE  
STATE



## THE POLKA DOT PRESS

Tallahassee

Kim Williams, owner of the Polka Dot Press, envisioned a business that would bring together her beloved community and combine her passion for stationary and unique paper products. What she got was so much more. After starting the business at her dining room table, the Polka Dot Press today now thrives as a Main Street fixture, serving both local residents and online shoppers looking for something special. Williams' entrepreneurial spirit and passion for retail earned her second place in NRF's 2012 This is Retail Video Contest, winning \$15,000 to use for her growing business needs.



RETAIL'S TOTAL GDP IMPACT  
IN FLORIDA IS 12 TIMES LARGER  
THAN THE STATE'S GOLF  
INDUSTRY.



50 STATES, 50 STORIES





## B&D BURGERS

Savannah



Savannah resident David Tonroe decided that his city needed a gourmet burger restaurant, and in 2001 he filled the void by opening B&D Burgers on Broughton Street. This family-owned and locally operated restaurant, named after the owner's sons Blake and Duncan, has since grown to four locations across Savannah. When Tonroe decided to expand the family restaurant, he brought the delicacy of gourmet burgers to other areas of town with new locations boasting open-air and covered patios, projection screens, and indoor and outdoor bars for the community to enjoy. B&D Burgers isn't loved just by locals; *Travel + Leisure* magazine ranked the restaurant in the top 10 of America's Best Burgers.



**GEORGIA'S RETAIL INDUSTRY  
SUPPORTS MORE JOBS THAN THE  
NUMBER OF PASSENGERS TRAVELING  
THROUGH THE ATLANTA AIRPORT  
EACH WORK WEEK.**







# HAWAII

THE ISLANDS  
OF ALOHA



## EDEN IN LOVE

### Honolulu

Owning a retail boutique in Hawaii might be as good as it gets. But small business owner Tanna Dang takes her entrepreneurial spirit to another level by using her business influence to do good for others around the world. In January 2013, Dang and her staff at Eden in Love hosted a special event at the store for the local hospital's oncology unit, hoping to provide "a few hours of girlish delight for those battling cancer." And that's just one of the philanthropic initiatives that Dang's business has undertaken. When Dang won first place in NRF's This is Retail video contest in 2012, she used her \$25,000 prize to give back to a third-world community in need. At Eden in Love, retail is community.



**HAWAIIANS WITH JOBS  
SUPPORTED BY RETAIL COULD  
FILL 90 CRUISE SHIPS.**



GREAT POTATOES.  
TASTY DESTINATIONS.



# IDAHO



## PIONEER SALOON

Ketchum



IN IDAHO, RETAIL SUPPORTS FIVE  
TIMES AS MANY JOBS AS THE  
POTATO INDUSTRY (SOMEONE  
HAS TO SELL THE SPUDS!)



If you haven't been to the Pioneer Saloon, you haven't been to Ketchum. That's the motto of the Main Street restaurant nestled in a small Idaho mountain resort town. And it's not far from the truth. Owned and operated by Sheila and Duffy Witmer since 1986, today their children are carrying on the torch making their famous prime rib and Idaho baked potatoes.

Whether it's packaging their salsa for the local farmers market or rolling back to 1972 prices in November's "Pio Days" for locals during the off-season, the Witmers bring new ideas to the small-town restaurant scene while still honoring their business' unique history.



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# ILLINOIS

MILE AFTER  
MAGNIFICENT MILE



## MYSTERY TACKLE BOX

Chicago



FUN  
FACT

RETAIL SUPPORTS ENOUGH  
ILLINOIS JOBS TO FILL SOLDIER  
FIELD FOR THREE CHICAGO BEARS  
FOOTBALL SEASONS.

Who says work can't be fun? Clearly no one at start-up Mystery Tackle Box. CEO Jeremy Gwynne put his love of fishing to work, creating an online retail concept that lets fishing aficionados like him receive a monthly "mystery" package full of unique lures, tackle materials and bait in the mail. Gwynn thrives on working hard and having fun, right alongside employees in the warehouse. As a true retail innovator, Gwynn goes as far as offering a unique digital touch to his packages: QR codes link to demonstration videos for fishing newbies. Mystery Tackle Box launched in 2012 with a goal of capturing the attention of the 46 million anglers around the country, and has quickly risen as a favorite in the subscription retail world.





## FINISH LINE Indianapolis

In 1976, three runners – Alan Cohen, David Klapper and John Domont—jumped on the running craze when they opened an Athlete's Foot franchise. But it wasn't long before the friends struck out on their own to start Finish Line. The Indianapolis-based specialty retailer has been pacing the competition ever since. With nearly 850 stores today, Finish Line's "Sneakerologists" cater to everyone from the first-time 5K runner to the seasoned triathlete. Always looking for opportunities for growth, the company recently teamed up with Macy's to manage its athletic footwear departments and beefed up its e-commerce business with an eye on the omnichannel prize. Given these innovative merchandising techniques, exclusive partnerships and selling strategies, Finish Line remains a blue ribbon contender.



INDIANA'S RETAIL-SUPPORTED  
EMPLOYEES COULD FILL THE STANDS  
AT THE INDIANAPOLIS MOTOR  
SPEEDWAY THREE TIMES.





# IOWA

FIELDS OF  
OPPORTUNITY



## HEART 'N HOME

Laurens



IN IOWA, THE RETAIL INDUSTRY  
SUPPORTS MORE JOBS THAN  
AGRICULTURE.

Julie Wurr has a passion and talent for home decoration and floral design and she opened Heart 'n Home to share this gift with her community. The store started as a local craft show but quickly grew and moved into prime retail space. Today, Heart 'n Home offers an array of unique items, from floral decorations and furniture to dining and entertainment supplies. Heart 'n Home is more than just a retail store – it's a place for neighbors to meet. Whether it's helping to create the perfect bouquet for a special occasion or hosting an open house, Heart 'n Home plays an integral role in bringing the local community together.





KANSAS, AS BIG  
AS YOU THINK



# KANSAS



## COLLECTIVE BRANDS

Topeka



KANSAS RETAILERS PROVIDE  
MORE JOBS THAN THE  
STATE'S MANUFACTURING AND  
CONSTRUCTION INDUSTRIES  
COMBINED.

In 1956, cousins Louis and Shaol Pozez opened Pay-Less National in Topeka. From the start, the cousins had huge success and in the first year alone, the company opened three stores. Today, the footwear retailer is the largest of its kind in the Western Hemisphere, 4,400 stores in more than 30 countries, and has grown to become Collective Brands Inc. But Payless' true claim to fame is its approach – offering trend-right

styles at affordable prices sold in a self-select environment. This strategy was almost unheard of when the retailer debuted. From loafers and Mary Janes to sneakers and high heels – if a shoe was in style during the last six decades, it has probably graced the shelves of Payless ShoeSource.



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# KENTUCKY

UNBRIDLED  
SPIRIT



## COMPLETELY KENTUCKY

Frankfort



THE BLUEGRASS STATE'S RETAIL  
INDUSTRY SUPPORTS THREE  
TIMES AS MANY JOBS AS  
KENTUCKY DERBY ATTENDEES.

Handmade and born in Kentucky: Two ingredients that can be found in the entire selection of fine crafts and gourmet foods at Completely Kentucky. Nestled in downtown Frankfort, the small retail shop features the work of more than 650 of the state's best artisans, many of whom follow generations of family traditions in their craftsmanship. Family-owned and operated by Ann Wingrove, the selection of gifts are bought directly from Kentucky artists, with sales supporting local organizations like the Franklin County Women's Shelter and "Pawsabilities Unleashed."



COME AS YOU ARE.  
LEAVE DIFFERENT.



# LOUISIANA



**ROUSES**  
Houma



In 1960, Anthony J. Rouse opened Rouses supermarket with just four employees in a 7,000 square-foot building. The store made its mark by selling seafood from local fishermen, fruits and vegetables from neighboring farms, and Andouille and Cajun specialties crafted in a shed behind the Rouse family home. Today, Donny Rouse and Ali Rouse Royster are third-generation retailers who have grown their grandfather's store into a 6,000-person team with nearly 50 locations in three states on the Gulf Coast. The stores offer events like wellness screenings, cooking classes and wine tastings, and serve chef-inspired favorites in downtown New Orleans during Saints games. Whether it's a party tray for a big event or a King Cake for Mardi Gras, Rouses stays true to their trademark with the 'Best Price and Best Quality.'



**THERE ARE MORE LOUISIANA  
RETAIL JOBS THAN VISITORS TO  
THE NEW ORLEANS JAZZ FEST.**



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# MAINE

IT MUST  
BE MAINE



## HAVEN'S CANDIES

### Portland

When Herbert Haven and his wife opened Haven's Candies in their kitchen in 1915, their sole focus was making premium handcrafted sweets using only the best ingredients. Their hard work and dedication to founding principles paid off. Nearly a century later, the company owns three retail stores in the Portland area, employs dozens of people and makes roughly 100,000 pounds of chocolate and 30 tons of saltwater taffy each year. The company continues to use some of the same techniques that Herbert mastered so many years ago. Whether it's creating a custom batch of goodies for a holiday party or whipping up some hand-stirred fudge for a corporate event, Haven's remains a local favorite and an integral part of the Portland community.



**RETAIL IS THE NO. 1 PRIVATE  
INDUSTRY EMPLOYER IN MAINE  
(SOMEONE HAS TO SELL THE  
LOBSTERS!)**



THE OLD  
LINE STATE



# MARYLAND



## FALLS ROAD RUNNING STORE

Baltimore



Falls Road Running Store began when triathlon coach Troy Jacobson agreed to share part of his retail space with local runner Jim Adams. Today, Falls Road is the oldest specialty running store in Baltimore. The store's philosophy is simple: Whether a customer is a seasoned marathoner or a beginner just starting out on the track, everyone needs comfort and support. From the beginning, Falls Road Running Store has remained committed to finding the right shoe for every experience level. The store is a community fixture that plays an active role in the city, hosting local races and sponsoring running clubs and teams throughout the year. It's this commitment to both customers and the community that keeps Falls Road Running Store one step ahead.



**MARYLAND HAS FIVE TIMES  
AS MANY RETAIL JOBS AS  
PREAKNESS ATTENDEES.**



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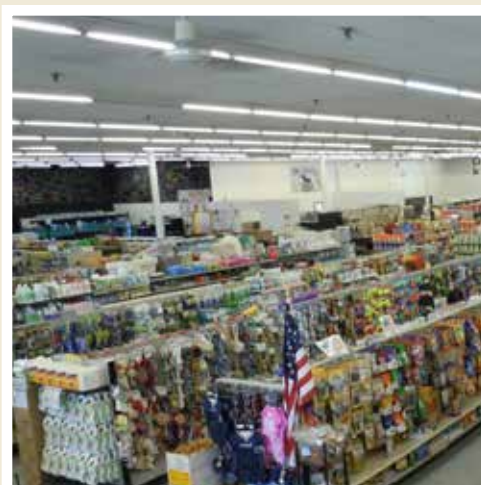




## DAVE'S SODA & PET CITY

Agawam

Dave Ratner never intended to own a pet store. When he opened his shop more than 35 years ago, he didn't sell any pet supplies at all. Then he met his dog, Bentley. Since then, Dave's Soda & Pet City has become famous for its commitment to customer satisfaction. Striving to never lose a sale, the store maintains a "What If You're Out-of-Stock" policy, where employees go out of their way to help customers find what they need. Today, there are seven Soda & Pet City shops in Massachusetts and Connecticut, and in 2012 the Retailers Association of Massachusetts inducted Ratner into its Hall of Fame.



MASSACHUSETTS HAS AS MANY  
JOBS SUPPORTED BY RETAIL  
AS BOSTON ST. PATRICK'S DAY  
PARADE ATTENDEES.



GREAT LAKES,  
GREAT TIMES

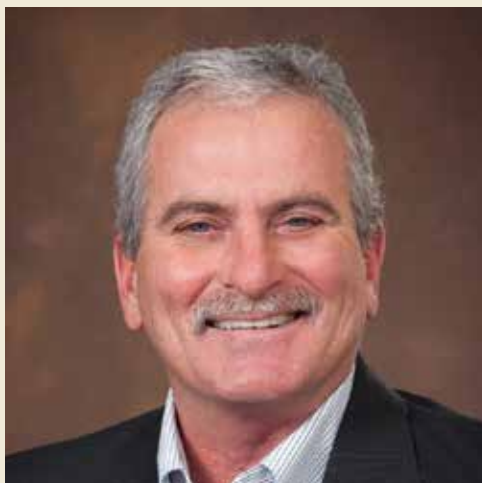


# MICHIGAN



## MARSHALL MUSIC

Lansing



Willis and Mary Marshall had a single focus when founding Marshall Music in 1948: Provide quality and service by attracting and retaining employees who shared their enthusiasm for new ideas and innovative programs to spread the joy of music-making. More than 60 years later, with seven locations and over 245 employees throughout Michigan, that enthusiasm has multiplied and is stronger than ever. Associates include service representatives who visit over 700 schools weekly and professional instrument technicians who handle the repair of brass, woodwinds, strings and electronic equipment. CEO Dan Marshall, son of the founders, recognizes the strength of the company's culture by

honoring "Legends of Marshall Music," employees who have served the store for at least a quarter of a century and have helped to make the company what it is today – one of the best music stores in the country.



**MICHIGANDERS WITH RETAIL-SUPPORTED JOBS COULD FILL THE MSU AND U OF M FOOTBALL STADIUMS FOR AN ENTIRE SEASON.**



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# MINNESOTA

LAND OF  
10,000 LAKES



## GRAND JETÉ

St. Paul



Before hitting the dance floor, families in the greater St. Paul region know to visit Grand Jeté for their dance apparel needs. Their full line of dancewear has helped dancers, parents and teachers “look the part” for more than 25 years. Pointe, ballet, jazz and tap shoes, as well as shoes for zumba, swing, ballroom and flamenco dance, are all part of the store’s repertoire. Owner Ruthena Fink and her staff bring more than 50 years of combined dance experience to get any dancer fit for the stage.



YOU COULD FILL ALL OF  
THE MALL OF AMERICA  
PARKING SPACES WITH THE  
MINNESOTANS WHOSE JOBS ARE  
SUPPORTED BY RETAIL.



FEELS LIKE  
COMING HOME



# MISSISSIPPI



## MIDNITE POTTERY

Tupelo

Midnite Pottery, a unique pottery studio and store, began as a way for a family to come together for fun and create with clay. The dream took shape in 1997 as a small-scale business in an old horse barn. The self-taught potters now operate their business in the heart of Tupelo. Dean has retired from the business, but his sister, Jennifer Hankins Shelton is still doing what she loves for a living and hoping someone in their family will continue the tradition. "We've been in business so long all of our loyal customers feel like family. We love to come up with new creations for them to enjoy."



MISSISSIPPI'S RETAIL-SUPPORTED POPULATION IS DOUBLE THE ENTIRE POPULATION OF JACKSON, MS.



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# MISSOURI

ENJOY THE  
SHOW



## TREATS UNLEASHED

St. Louis



The “community within a community” at Treats Unleashed is an experience shared by pets and their owners alike. The specialty small retail business provides all-natural solutions and one-of-a-kind accessories for pet lovers across the St. Louis area. Teresa Miller’s vision started with a small kiosk in the St. Louis Galleria mall before growing to seven retail locations today. The small business gives back to the community in a big way and makes a positive impact in

the lives of area animals. Between in-store events and Treat-of-the-Month initiatives, Treats Unleashed has donated over \$50,000 to area non-profit organizations.



**THERE ARE MORE RETAIL-SUPPORTED MISSOURI JOBS THAN THE COMBINED POPULATIONS OF KANSAS CITY AND ST. LOUIS.**







## MURDOCH'S RANCH & HOME SUPPLY

Bozeman

FUN  
FACT

MONTANANS WITH RETAIL-SUPPORTED JOBS COULD STRETCH THE LENGTH OF GOING-TO-THE-SUN ROAD THROUGH GLACIER NATIONAL PARK.

Murdoch's Ranch & Home Supply can credit its beginnings to a simple napkin. On that paper napkin 20 years ago, founder John Murdoch wrote three basic principles for the business he wanted to create: "carry lots of down-to-earth merchandise; be a place where the whole family likes to visit; and be a place where the customer is always met with thanks." The rest, as they say, is history. Murdoch's now has 26 bricks-and-mortar stores spanning four states, an e-commerce website at [murdochhs.com](http://murdochhs.com) and three distribution centers. Murdoch's employs more than 1,100 people whose focus remains serving the company's valued customers and communities.





# NEBRASKA

NEBRASKA NICE



## CABELA'S

Sidney



**NEBRASKA RETAILERS PROVIDE  
TWICE AS MANY JOBS AS THE  
STATE'S MANUFACTURING  
INDUSTRY.**

Cabela's – a leading retailer in hunting, fishing and outdoor equipment – started back in 1961 when Dick Cabela posted advertisements for five hand-tied flies in a few magazines around the country. By 1969, the business had expanded from a kitchen table to a 50,000 square-foot building in nearby Sidney. But the growth didn't stop there. In June 2004, Cabela's went public on the New York Stock Exchange. The company has come a long way since Cabela placed that first advertisement – distributing nearly 100 different outdoor catalogs each year to customers around the world, operating destination retail stores across the country and running a burgeoning digital business.



A WORLD WITHIN.  
A STATE APART.



# NEVADA



## SIERRA GOURMET GRILL AND WINE BAR

Gardnerville

When asked what makes the Sierra Gourmet Grill & Wine Bar and Nevada Unique Store unique, customers will say the local atmosphere. Featuring Santa Maria-style food and wines from the Sierra Foothills, the restaurant is dedicated to promoting and preserving locally owned and operated businesses. Even the tables and bar top are made from locally sourced cedar planks made from repurposed trees from the 2007 Angora fire at Tahoe. Situated in the Grill, the store features small batch, handcrafted items unique to Nevada: gourmet foods, seasonal produce, jewelry and art. For owner Larry Rice, it's not just about being in the community – it's running a business that gives back as well.



**THERE ARE TWICE AS MANY  
NEVADA JOBS SUPPORTED BY  
RETAIL AS THERE ARE LAS VEGAS  
SLOT MACHINES.**



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# NEW HAMPSHIRE

LIVE FREE  
OR DIE



## YOUR KITCHEN STORE & MORE

### Keene

Customer service is the driving force for Your Kitchen Store & More. Repeat customers say they come back because of the way Your Kitchen Store & More goes the “extra mile.” A native of the area, owner Dean Eaton grew up working in his parents’ general store. With retail experience and local roots, Eaton brings a strong sense of service and customer satisfaction to the business. Your Kitchen Store & More provides community cooking classes and strives to stay ahead of the curve, offering shoppers products that may be hard to find, leaving customers in awe of the breadth of merchandise available.



IT WOULD TAKE ALL OF NEW HAMPSHIRE'S SKI LIFTS TWO HOURS TO GET RESIDENTS WITH RETAIL-SUPPORTED JOBS TO THE TOP OF THE SLOPES.





## MRS. G TV & APPLIANCES

Lawrenceville



FUN  
FACT

THERE ARE MORE NEW JERSEY  
JOBS SUPPORTED BY RETAIL  
THAN WEEKDAY NEW JERSEY  
TRANSIT RIDERS.

Abe and Beatrice Greenberg opened their Plumbing Supply store in 1935. But recognizing Mrs. Greenberg's appeal to the customers and the community, the couple changed the name to Mrs. G TV & Appliances in the 1950s. The Greenbergs' granddaughter, Debbie Schaeffer, took over the business in 2000 and has since expanded and modernized the store's product offerings to include luxury appliances and brands. As a third-generation business owner, Schaeffer has received numerous accolades for her work at Mrs. G's, including the Princeton Regional Chamber of Commerce Innovator of the Year award in 2011 and the Legacy Award for Women in Consumer Electronics in 2010.







## SHIPROCK SANTA FE

Santa Fe



Jed Foutz knows a lot about retail – his family has been in the business for decades. Raised on a Navajo reservation, this fifth-generation trading post owner continues a legacy of selling beautiful and one-of-a-kind art from leading Native American artists. Jed bought the business from his father at the young age of 28 and knew he had to change and grow to stay in business. Today, Shiprock Santa Fe is a resource for internationally known artists and designers. The gallery features historic Navajo textiles and turn of the century silver and turquoise jewelry, as well as the work of some of the biggest names in contemporary Native art.



IN NEW MEXICO, THERE  
ARE FIVE TIMES AS  
MANY RETAIL JOBS AS  
MANUFACTURING JOBS.



I LOVE  
NEW YORK



# NEW YORK



## DANIELLE NICOLE

New York

Danielle DiFerdinando started designing and making high-end leather handbags in her college dorm room at the Fashion Institute of Technology in New York. During an internship at Bergdorf Goodman in the buying and personal shopping departments, she learned first-hand the business of retail and got her big break. As fate would have it, a buyer at Bergdorf's noticed one of Danielle's bags, which ultimately turned into the first sale of Danielle Nicole. When the recession hit, DiFerdinando decided to rethink her business model to meet the needs of the stylish, budget-conscious shopper. Today, her designs can be found on her website and at major retailers, for under \$100. While she's no longer making handbags in a dorm room, this young entrepreneur still has her hands in all aspects of the brand, from conception to consumer.



IN NEW YORK STATE, THERE  
ARE FIVE TIMES AS MANY JOBS  
SUPPORTED BY RETAIL AS DAILY  
CAB RIDES IN NEW YORK CITY.



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## ASHWORTH'S CLOTHING

Fuquay-Varina



THERE ARE MORE NORTH  
CAROLINA JOBS SUPPORTED BY  
RETAIL THAN ANNUAL VISITORS  
TO THE BILTMORE ESTATE.

Most small towns that stand the test of time are built on tradition. And Fuquay-Varina, N.C. – home of long-time retailer Ashworth's Clothing – is no different. Founded in 1937, Ashworth's has been outfitting the town and its visitors for three generations (Back then, Ashworth's was little more than a country store and Fuquay's population was just 1,400). The town is now home to about 22,000 people and the store's traditions remain intact. Whether it's for an important meeting or special occasion, this retailer is famous for its unparalleled customer service and its commitment to fitting customers with clothing that lasts.



LEGENDARY



# NORTH DAKOTA



## SCHEELS Fargo

Three acres of potatoes were the seed for the first Scheels store in 1902; Frederick A. Scheel used the \$300 from his first harvest to start a small hardware store in rural Minnesota. Today, Scheels is a 24-store operation in 10 states, with corporate headquarters in Fargo. Steve D. Scheel, Frederick's great-grandson, is CEO and oversees the company's 5,000 associates. Since expanding its selection of merchandise in 1954, Scheels prides itself on having the largest selection of sporting goods in the world, backed up with world-class customer service. Whether it's supporting the United Way and local youth athletic leagues or educating their customers about conserving the environment and enjoying the outdoors, Scheels is dedicated to helping the communities it serves.



**IN NORTH DAKOTA, ONE OUT OF  
EVERY FIVE JOBS IS SUPPORTED  
BY RETAIL.**



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# OHIO

SO MUCH  
TO DISCOVER



## GRISMER TIRE CO.

Dayton

John Marshall started off cleaning restroom floors at Grismer Tire Co, and now leads the company as chief operating officer. Marshall's father Charles, who acquired the company during the Great Depression in 1932, exposed John and his brother, Charles II, to the family business at an early age. John always dreamed of joining the business and showed great dedication in providing the community with quality service and a wide respect for all employees. With the help of his brother and other partners, new company strategies were implemented and paired with their father's rich experience to grow the business to what it is today. The Marshall family's hard work and true

investment in their customers have allowed them to open and operate 22 retail tire and auto service stores and two commercial outlets. Grismer's sales team reaches Ohio to sell new and retreaded truck tires to satisfied patrons. John Marshall is one of the most respected entrepreneurs in Ohio, and his great success can be attributed to his passion for Grismer Tire and Auto Service, his employees, and ultimately, the customers he serves.



PEOPLE SUPPORTED BY RETAIL  
JOBS IN OHIO COULD FILL OHIO  
STATE'S FOOTBALL STADIUM  
FOR TWO SEASONS OF HOME  
GAMES...O-H!





LABOR CONQUERS  
ALL THINGS



# OKLAHOMA



## BALLIETS

Oklahoma City



Edna and Fred Balliet opened Balliets in Oklahoma City's Skirvin Tower hotel in 1936. While the fashion retailer has changed hands and locations over the years, the store continues to set the bar for luxury shopping. Famous for looks straight off the runway – including Aldo Martins Barcelona, Etro and Prada – Balliets sets itself apart with uncompromising commitment to service and unrivaled amenities, including in-house alterations, indulgent spa treatments, personal beauty consultations and events spotlighting emerging designers. It's no wonder Balliets is the only store in the state to be named a Harper's Bazaar "Style Leader Store" for eight consecutive years.



EVERYONE WITH RETAIL-SUPPORTED JOBS IN OKLAHOMA COULD STRETCH THE STATE'S LENGTH OF ROUTE 66.



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# OREGON

WE LOVE  
DREAMERS



## PICKY BARS

### Bend

What happens when a professional triathlete can't get the right training bar? Jesse Thomas, his pro-runner wife Lauren Fleshman and her pro-marathoner best friend Stephanie Bruce take to the kitchen to meet their "picky" athlete needs, creating performance energy bars out of real food. They started handing out Picky Bars to friends and family in their hometown of Eugene, Oregon, and the business took off. Now they sell the bars - in flavors like Smooth Caffeinator and Lauren's Mega Nuts - online, in stores and through a monthly "Picky Club" subscription. Staying true to their athletic background, they're "working their butts off to create the lives they want, without losing sight of life along the way."



ONE OF THE NATION'S OLDEST  
CATALOG MAIL ORDER  
COMPANIES, HARRY AND DAVID,  
IS HEADQUARTERED IN OREGON.





## THE BON-TON STORES

York



For more than 100 years the Bon-Ton Stores have been a part of retail's story. The company was founded in 1898 when Max Grumbacher and his father Samuel opened S. Grumbacher & Son, a one-room millinery and dry goods store on Market Street in York. In 1961, the fourth generation of the Grumbacher family entered the business. Today, The Bon-Ton Stores Inc. operates more than 270 stores in 26 states, employing more than 26,000 associates. The organization honors tradition and community by hosting its annual Bon-Ton Community Days and partnering with the United Way, Boys and Girls Clubs of America and the March of Dimes.



**EVERYONE WITH RETAIL-SUPPORTED  
JOBS IN PENNSYLVANIA COULD  
STRETCH THE LENGTH OF THE  
PENNSYLVANIA TURNPIKE.**





## ALEX AND ANI

Cranston



**RHODE ISLAND HAS FOUR  
TIMES AS MANY RETAIL JOBS  
AS PROVIDENCE BOAT SHOW  
ATTENDEES.**

As the daughter of a jewelry factory owner, Carolyn Rafaelian's position as head of wildly popular jewelry retailer Alex and Ani is no surprise. Named after her eldest daughters, the company was founded in 2004 under a pioneering definition of corporate awareness and the creation of thoughtfully manufactured pieces. Alex and Ani values mindful action and community impact, with morals traced to products made in the United States. Now selling in 41 of their own stores and at upscale retailers including Nordstrom and Bloomingdales, Alex and Ani is one of the fastest-growing retailers in the world. Holding true to the company's values, Rafaelian plans to keep manufacturing in the United States and continue supporting nonprofits across the country.



SMILING FACES.  
BEAUTIFUL  
PLACES.

# SOUTH CAROLINA



## FRAME OF MIND Columbia



**SOUTH CAROLINIANS WITH  
RETAIL-SUPPORTED JOBS COULD  
STRETCH THE LENGTH OF THE  
STATE'S COASTLINE.**

Innovation can come in all shapes and sizes. For Frame of Mind owner Mark Plessinger, it comes in all frames and colors. But when Plessinger opened his doors in 2007, his unconventional approach to business reenergized his section of Main Street – and eventually helped create hundreds of retail jobs. After a few years, Plessinger tested the concept of hosting an art show inside the four walls of his eyewear store. Starting out with a local artist he knew, the concept eventually blossomed into a highly successful series. Frame of Mind is now an eyewear and art store hybrid, providing aspiring artists an unconventional venue to show their work and express themselves. Frame of Mind also founded First Thursdays on Main, an event that has become a collaboration with fellow merchants on Main Street.







# SOUTH DAKOTA

GREAT FACES.  
GREAT PLACES.



## DAIRY QUEEN

Madison



For more than 50 years, the local Dairy Queen has been a beloved part of Madison and it's due to the Mork family's hard work and commitment to customer service. As a second-generation franchise owner, DeLon Mork knows that strong community relationships help him reach his goals and remain successful. This Dairy Queen is not only loved for its delicious treats, but for the role the restaurant plays in helping its neighbors. Year after year, the Madison DQ franchise teams up with Children's Miracle Network for Miracle Treat Day, benefiting local families who need financial support. Since the program launched in 2006, this town of just 6,500 buys more Blizzards in one day than any other DQ location in North America – all for a good cause.



RETAIL IS LITERALLY AT THE  
CENTER OF THE UNITED STATES IN  
BELLE FOURCHE, S.D. - THE  
GEOGRAPHIC CENTER OF THE  
NATION.



THE STAGE IS  
SET FOR YOU



# TENNESSEE



## TRACTOR SUPPLY COMPANY

Brentwood

Growing from a mail-order catalog business to one of the largest retail farm and ranch companies in the country, Tractor Supply Company has seen its share of history being made along the way. But from humble beginnings in 1938, the company has been a mission-centric organization, valuing "honesty, integrity, mutual respect and teamwork above all else, fostering an open company where everyone has the information and tools to grow and excel, and encouraging risk taking, celebrating initiative and rewarding success." Today, Tractor Supply operates more than 1,300 stores in 48 states. Senior executives from the organization frequently participate in NRF events, speaking about retail careers.



TENNESSEE RESIDENTS WITH  
RETAIL-SUPPORTED JOBS COULD  
FILL THE GRAND OLE OPRY  
AUDITORIUM FOR 200 SHOWS.



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# TEXAS

THE LONE  
STAR STATE



## THE CONTAINER STORE

### Coppell

The Container Store opened its doors in 1978, filling shelves with an eclectic mix of products that consumers couldn't find in any other retail environment. Today, locations across the country carry more than 10,000 innovative products that help customers save space, and ultimately, time. Founder, Chairman and CEO Kip Tindell built the business with several "foundation principals," including cultivating a culture that puts employees first. Tindell and his team spend every day developing and nurturing that culture. The Container Store has been on Fortune Magazine's "100 Best Companies to Work For" list for the past 15 years, and celebrates its employees with a "We love our employees" day each year.



EVERYTHING IS BIG IN TEXAS,  
ESPECIALLY RETAIL: EIGHT OF THE  
TOP 100 U.S. RETAIL COMPANIES  
ARE HEADQUARTERED IN THE  
STATE.



LIFE  
ELEVATED

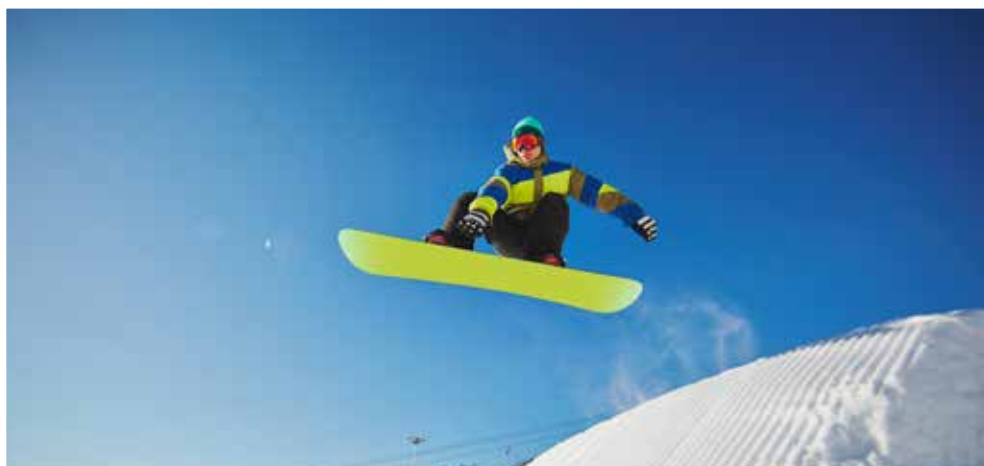


# UTAH



**BACKCOUNTRY.COM**

Park City



Jim Holland and John Bresee opened Backcountry.com in 1996 with only \$2,000 and a dream. The company's innovative approach to building customer loyalty has transformed it into an outdoor sporting goods powerhouse. From the outset, the company has marketed itself as a store for people passionate about sports and the outdoors. But Holland and Bresee knew that to find customers, they needed to find a way to make adventurers feel connected to the company. The retailer's Gearhead program matches customers with athletes who provide equipment advice and recommendations tailored to their specific needs. This strategy not only ensures specialized customer support but also builds a sense of connection and community, bringing shoppers back time and again.



**RETAIL EMPLOYEES IN UTAH  
COULD FILL ALL OF THE THE 2002  
WINTER OLYMPICS COMPETITIVE  
VENUES.**



**NRF.COM/RETAILACROSSAMERICA**



# VERMONT

VERMONT,  
NATURALLY



## ONION RIVER SPORTS

### Montpelier

In business since 1974, Onion River Sports serves its community in Vermont like other small independent businesses around the country do: by putting its employees and customers first. Owner Andrew Brewer takes pride in the jobs he has helped create over the years and the contributions he has made to his local economy. Now employing 50 people and serving thousands of community members, Brewer recognizes the impact he and Onion River Sports have had in helping his staff build and buy homes, and even nurture and grow families. The company actively engages with its community through event sponsorships and partnerships with other organizations that serve the active lifestyle in Montpelier.



RETAIL EMPLOYS MORE  
VERMONTERS THAN  
MANUFACTURING AND  
CONSTRUCTION COMBINED.







## RANDOM HARVEST

Alexandria

FUN  
FACT

THERE ARE ENOUGH VIRGINIA  
RETAIL WORKERS TO  
STRETCH THE LENGTH OF THE  
CHESAPEAKE BAY BRIDGE-  
TUNNEL 11 TIMES.

Random Harvest began on Manhattan's Upper West Side over 30 years ago as a place to help customers enhance the beauty, warmth and comfort of their homes. It's since grown and moved to four locations in the Washington, D.C., metro area, but the mission is the same: providing the most interesting and unique collection of home furnishings and great customer service. Each accessory and piece of furniture is hand-picked, whether it's antique, vintage or new. Random Harvest grew from owner Beth Aberg's love for interior spaces. For Aberg, being in retail means she can continue to do what she loves while making the furniture buying process easy and fulfilling for her company's clients.





## MOOREA SEAL

Seattle



As a graphic designer, illustrator and blogger by trade, retail entrepreneur and boutique owner Moorea Seal found her passion by creating a community of enthusiasts online before opening her first storefront in 2014. That initial online audience – almost 1 million followers on Pinterest and 10,000 followers on Instagram – has now turned into a loyal bricks-and-mortar following at the Seattle-based store. Seal focused on creating a boutique rooted in supporting a solid mission and good causes, contributing 7 percent of all proceeds to non-profits. “Our customers have causes that are close to their heart and are important, so I wanted that to be a part of my brand,” Seal says.



IT WOULD TAKE EIGHT DAYS FOR  
THE SPACE NEEDLE'S ELEVATORS  
TO GET WASHINGTON'S RETAIL  
EMPLOYEES TO THE TOP.



OPEN FOR  
BUSINESS

# WEST VIRGINIA



## WOODCRAFT Parkersburg

Founded in Boston in 1928, Woodcraft Supply has called West Virginia home for more than 20 years. Today, it's one of the nation's oldest and largest suppliers of woodworking tools and supplies with more than 70 franchise stores in 36 states. Woodcraft is firmly committed to the education of woodworkers and teaches more than 13,000 classes a year to 50,000 students. The company is also committed to giving back: Students from Warren High School in Vincent, Ohio, teamed up for the Woodcraft Warrior Project to raise money for the ALS Association, donating 100 percent of profits to charity. And Woodcraft's Turn for Troops program provides one-of-a-kind wooden pens to American service personnel on active duty or in rehabilitation facilities, eclipsing 100,000 donations in December 2013.



**WEST VIRGINIA RETAILERS  
PROVIDE THREE TIMES AS MANY  
JOBS AS THE STATE'S COAL  
INDUSTRY.**



[NRF.COM/RETAILACROSSAMERICA](http://NRF.COM/RETAILACROSSAMERICA)



## SCHROEDER'S DEPARTMENT STORE

### Two Rivers

For 123 years, Schroeder's Department Store has been an anchor in Two Rivers, Wisc. Started by two brothers in 1891, business boomed from the start. By 1899, a new building was constructed just a block away; that's where the business still stands today. Visitors and locals alike have been coming to Schroeder's for everything from clothing and shoes to groceries and appliances. Shoppers enjoy stopping in for a hot cup of coffee, strolling on the creaky floors and looking at old artifacts on display. Since 2008, the store has been managed by sisters A.J. Ashenbrenner and Theresa Kronforst, fourth-generation Schroeders. Their retail philosophy? "When businesses grow, towns grow. We're just happy and very fortunate to be a part of that."



**WISCONSIN'S RETAIL INDUSTRY  
PROVIDES FOUR TIMES AS MANY  
JOBS AS THE STATE'S DAIRY  
INDUSTRY.**



LIKE NO  
PLACE ON EARTH



# WYOMING



## THE STATEMENT Cheyenne



For savvy shoppers in Cheyenne, Wyo., The Statement is the place to go. Situated downtown the store has been a beacon of culture and style for 30 years, carrying classic and sophisticated clothing and accessory lines. Katy Rinne is proud to be the third owner continuing the tradition of The Statement, growing the business by incorporating an e-commerce site to serve the well-known boutique. Rinne takes pride in the The Statement's inviting and comfortable atmosphere and personalized level of customer service.



WYOMING'S RETAIL-SUPPORTED  
JOBS OUT NUMBER THE  
POPULATION  
OF CHEYENNE.



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