




NRF Mission

To advance the interests of the retail industry through:

- **Advocacy**
- **Communications**
- **Education**



Retail = Jobs?

RETAIL



Supports **1** in **4** U.S. Jobs



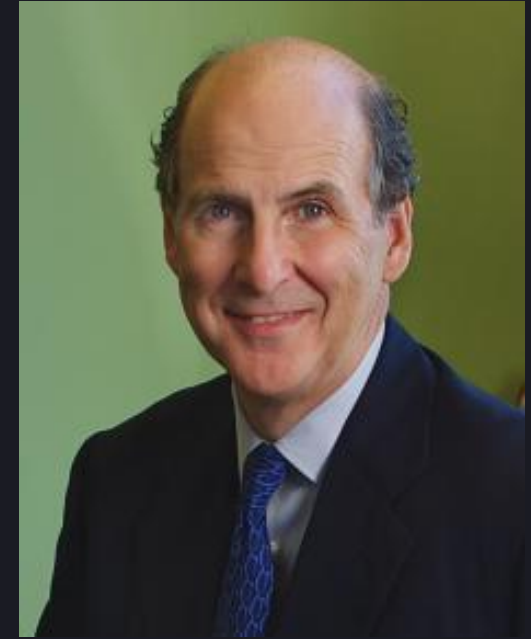
42 MILLION STRONG

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Research



Storytelling




Spokespeople

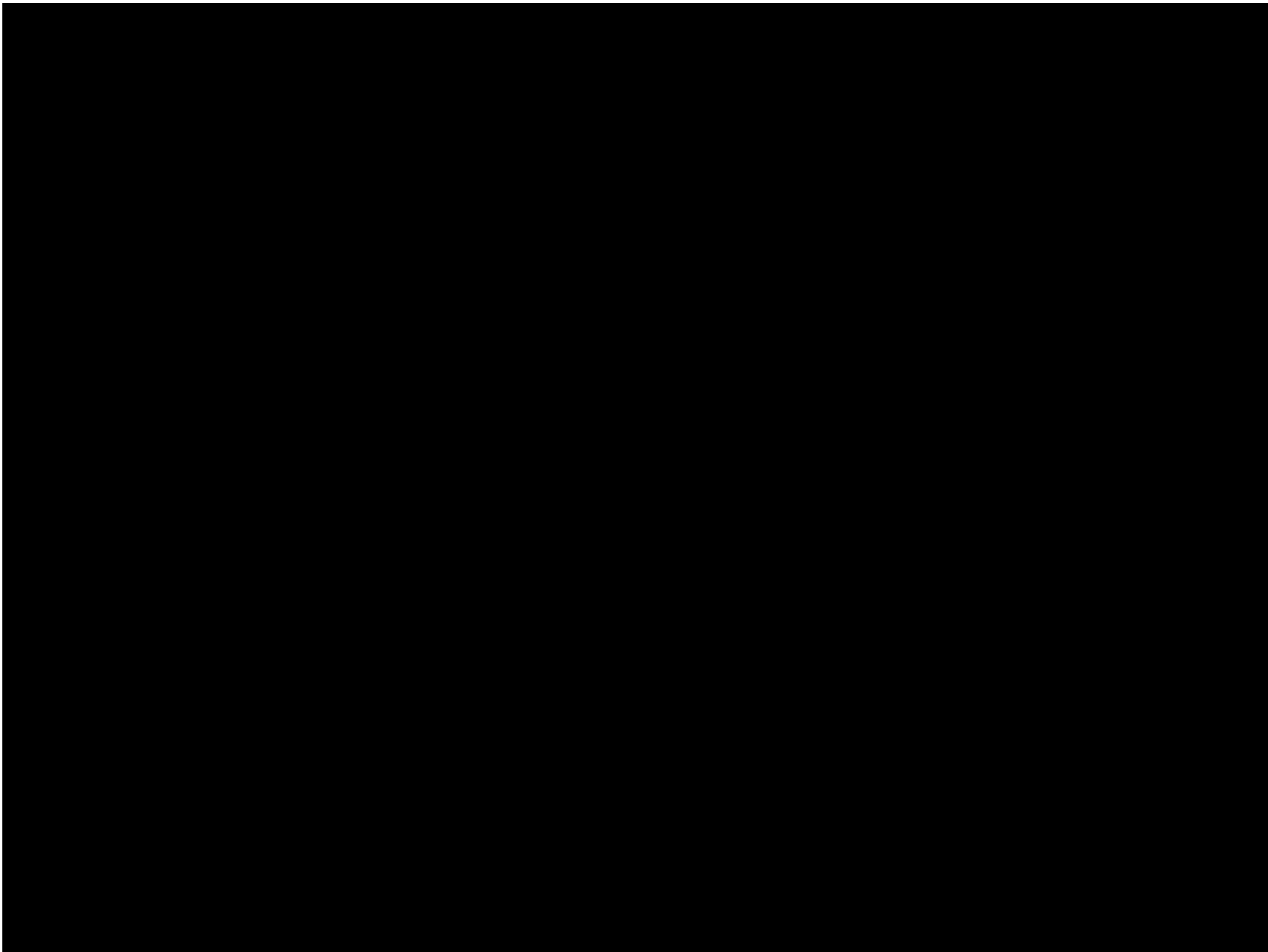


BREAKING NEWS!

**“NRF Forecasts
Marginal Sales
Gains This Holiday
Season”**



51% of consumers
said the economy
would impact their
holiday shopping.





OCT
18

Trying to put America's economic puzzle back together

By JACK KLEINHENZ, CHIEF ECONOMIST, NRF | Published: OCTOBER 18, 2013
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Monthly
Economic
Review



The government shutdown has come and gone (for now). But the past several weeks had economists spinning their wheels. We are always faced with the same challenge as that of solving a jigsaw puzzle – attempting to assemble pieces of data and information in order to making sense of how the economy is performing. This is our picture on the top of the puzzle box. In the midst of the economic crisis a few years ago, many of the economic puzzle pieces were upside down and didn't appear to fit. We had a very murky understanding of what the top of the box – the economic outlook – was going to be, but we had regular reporting of data by government agencies.

Enter October, when economists couldn't get access to several missing pieces of that puzzle thanks to the government shutdown, the first one in 17 years. Key economic reports that went unreported include employment, retail sales, and inflation. Overall, there are at least 12 reports that have not been released since Oct. 1. This means there will not be a [Monthly Economic Review](#) for NRF members in October.

OCT
09

The government shutdown cuts communities deep

By DAVID FRENCH, SVP, GOVERNMENT RELATIONS | Published: OCTOBER 9, 2013
Be the first to comment | This entry was posted in [Public Policy](#)

In the business world, leaders don't have the luxury to have a back and forth debate on how to fix company problems. They are forced to make hard decisions, sometimes very quickly, to run a successful business. If our current government leaders were in corporate America, no doubt, they'd be fired by now.

But here we are. Two weeks into a government shutdown, and Congress and the Administration continue their posturing and finger-pointing – while communities across the country are dealing with the [immediate impact](#).

As a result, confidence in the economy has plummeted. Gallup's latest [Economic Confidence Index](#) fell 12 points last week because of the shutdown. Only the collapse of Lehman Brothers in September 2008 has done more damage to consumer confidence in such a short period of time. Retailers represent the sector of the American economy that is most closely tied to consumer attitudes, and these numbers are deeply concerning.

Retail is America's largest private sector employer, and the impact of a government shutdown is felt far beyond the federal district of Washington. For employees that rely on retail businesses for jobs, and the communities that stand behind those retailers, the decisions made inside the Beltway have a profound impact felt far beyond Washington. Listen to these retailers talk about the role their businesses have in the local community, and how the decisions – or indecisions – by policymakers impact their communities.



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Takeaways

- Do your research
- Tell good stories
- Choose the right spokespeople
- Be relevant
- Be authentic
- Be timely

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