

Bruce A. Nordstrom

Washington '55

Oxford Cup Roll No. 44

Grandson of the founder of Nordstrom Corporation, John W. Nordstrom, Bruce A. Nordstrom, *Washington '55*, has been an integral part of the retail giant for more than 45 years. He began his career in the stockroom and on the sales floor of the downtown Seattle store, serving customers in various roles until he was named president in 1963.

Along with his cousins John and Jim Nordstrom and brother-in-law Jack McMillan, he assumed leadership of the company from the second generation in 1968. The four took the company public in 1971 and continued to share leadership responsibilities for the Nordstrom company as co-chairmen until 1995.

Bruce and his fellow co-chairmen led the company's national expansion drive into California, the Midwest and the East Coast and increased sales from \$100 million in 1973 to \$3.9 billion in 1971. Bruce has served as a member of the Board of Directors since 1995. He reassumed his position as chairman of the company in September 2000.

"Nordstrom's started as a shoe store," he is proud to relate, "and even today you'll see some big, I hope beautiful, stores that are really built around large strong shoe departments. That's our heritage."

Bruce joined the Board of Directors of Nordstrom.com in 1999. He has also served on the boards of such companies as Safeco, First Interstate Bank of Washington and the Westin Hotels. He is former president of the Downtown Seattle Association, Children's Hospital Foundation, Seattle Golf Club Association and Seattle Goodwill. He was the United Way of King County campaign chairman in 1984.

After graduating from the University of Washington in economics, he remained active in various University of Washington alumni affairs.

Among the numerous other members of the Nordstrom family who are members of the Beta family are Bruce's father Everett W. Nordstrom, *Washington '23*; uncles Lloyd W. Nordstrom, *Washington '32*; Elmer J. Nordstrom, *Washington '26*; and sons Blake W. Nordstrom, *Washington '82*; Peter E. Nordstrom, *Washington '84*, and Erik B. Nordstrom, *Washington '85*; nephews J. A. Nordstrom, *Southern California '84*, and John W. Hopen, *Washington '81*, and cousin John N. Nordstrom, *Washington '58*.

Bruce and his wife Jeannie continue to live in Seattle. In recent years, he has provided leadership in restoring the Beta Omega chapter house and membership to excellence. In that effort, as in Nordstrom, Inc., Bruce is quick to point out that any such successes depend heavily on teamwork.

"Loyalty and pride may be the two things I believe in most," he insists. "I've always been proud to say I work at Nordstrom's, and I've always been proud to say I'm a Beta."

L.E. (Erv) Johnson, Idaho '53, Editor, The Beta Theta Pi