



May 14, 2020

Via email to: WIOATitleI@dwd.wisconsin.gov
Adult & Dislocated Worker Section
201 East Washington Avenue
Madison, WI 53707

Via email to: mayor@ci.wausau.wi.us
Mayor Katie Rosenburg
407 Grant Street
Wausau, WI 54403

Via email to: info@ncwwdb.org
North Central Wisconsin Workforce Development Board
3118 Post Road, Suite A
Stevens Point, WI 54481

Re: Notice of Scheduled Action – Eastbay, Inc.

Dear Sir/Madam:

In compliance with the Worker Adjustment and Retraining Notification (WARN) Act and the Wisconsin Business Closing and Mass Layoff Law, we are writing to provide notice that Foot Locker, Inc. has identified opportunities to further integrate our Eastbay, Inc. and Champs Sports brands to strengthen both businesses and create enhanced experiences for our customers. As a result, Eastbay, Inc. is laying off and/or offering an out-of-state relocation to our Champs Sports corporate facility to certain employees within Eastbay, Inc., beginning on July 15, 2020.

There will be a total of 179 employees affected by this planned action at the employment site, located at 111 S 1st Ave., Wausau, WI 54401. The layoff is scheduled to occur on July 15, 2020. This employment action is expected to be permanent and does not affect the entire worksite. There is currently no anticipation of additional layoffs as part of this WARN event.

We have provided the appropriate notice to the affected workers, including the contact information for the local workforce development board serving their worksite area. The affected workers are non-union employees, and bumping rights do not exist. Please see the attached Exhibit A containing the job titles of positions to be affected and the number of affected employees in each job classification.

FOOT LOCKER, INC.



Should you wish further information, please contact Dennis Sheehan at 646-648-1965, dsheehan@footlocker.com or Sonu Ray at 917-658-2746, sonu.ray@footlocker.com.

Sincerely,

/s/ Dennis Sheehan

Dennis Sheehan
Vice President, Deputy General Counsel

cc: Sonu Ray, Counsel

Enclosure

EXHIBIT A
Job Classifications of Employees Affected on July 15, 2020

Job Classification	Number of Affected Employees
Strategist, Mobile Messaging	1
Director, Mobile	1
Mobile Marketing Coordinator	1
Mobile Experience Manager	1
Senior Copywriter	1
Managing Editor, Brand Copy	1
Senior UX Designer	1
Grad Rotation - EB Marketing	1
Senior Software Engineer	1
AppOps Engineer	1
Technical Program Manager	1
Technical Program Senior Manager	1
Scrum Master	3
Quality Assurance Engineer	1
Application Engineer	1
Senior Manager-Corporate Reporting	1
Reporting Analyst	2
Data Analyst	1
Quantitative Analyst	1
Director of Reporting	1
Merchandise Planner	6
Auto Replenishment Specialist	2
Auto Replenishment Coordinator	1
Senior Director of Planning, Eastbay	1
Financial Analyst	2
Senior Financial Analyst	2
Manager, Finance	2
Accountant	1
Contract Coordinator	1
Accounting Administrator	1
Director, Finance - Eastbay	1
Senior Director Marketing, Eastbay	1

Job Classification	Number of Affected Employees
Visual Designer I	2
Visual Designer II	1
Brand Design Manager	2
Content Coordinator	3
Senior Manager, Category & Creative	1
Category Marketing Strategist	1
Category Marketing Coordinator	3
Category Marketing Manager	3
Senior Manager, Category Marketing	1
Brand Content Manager	1
Brand Experience Designer	1
Brand Designer	4
Brand Design Manager	1
Senior Manager Brand Marketing, Eastbay	1
Social Media Specialist	1
Social Media Strategist	1
Brand Partnership & Account Manager	1
Vice President, DMM FTW Eastbay	1
Senior Director APP/ACC, Eastbay	1
Purchasing Support Specialist	7
Senior Purchasing Support Specialist	3
Buyer, Men's APP/ACC	1
Buyer - Team APP/Equipment	1
Buyer, Men's FTW/Specialty	4
Buyer, Kid's FTW	1
Buyer – Training	1
Associate Buyer	1
Proofreader	2
Copywriter	5
Grad Rotation-Digital Marketing	1
Grad Rotation-Visual Media	1
Visual Media Specialist	7

Manager, Digital Operations	1
CRM Analyst	5
Digital Media Coordinator	4
Visual Designer	2
Visual Designer I	5
Visual Designer II	1
Visual Media Expert	1
SEM Analyst	2
Site Merchandiser – Temp	1
Site Merchandiser	6
Lifestyle Production Coordinator	2
Manager, Creative Operations	1
SEO Analyst	2
SEO Supervisor	1
Mobile Content Coordinator	1
Digital Account Manager	1
Manager, Editorial Operations	1
Director, Digital Operations	1
Digital Supervisor	1
Manager, Mobile Experience Brand Services	1
Search & Discovery Specialist	1
Senior Product Manager	1
Digital Account Manager	1
Visual Media Technician	6
Senior Manager, CRM Strategy	1

Editorial Coordinator	1
Senior Product Manager	2
Senior Search Marketing Manager	1
Search & Discovery Supervisor	1
Art Director - Store Banners	1
Visual Media Supervisor	1
Senior Manager, Digital Operations	1
Asset Coordinator	1
Search & Discovery Specialist	1
eCommerce Marketing Manager-KFL	1
Marketing Traffic Specialist	1
Sr Manager, Guided Shopping	1
Guided Shopping Manager	2
Content Innovation Developer	1
Manager, Digital Operations	1
Senior Site Merchandiser	1
Site Merchandiser	1
Manager, Mobile Research & Report	1

Total Affected Employees: 179