National Shoe Retailers Association’s
2014 ANNUAL LEADERSHIP CONFERENCE
Hollywood, Florida

November 6 & 7, 2014
• EDUCATION
• EXHIBITS
• NETWORKING

www.nsra.org
Welcome to the National Shoe Retailers Association’s
2014 Annual Leadership Conference

We anticipate that what you’ll take away from this year’s conference offering – speakers, topics and activities – will stimulate your thinking and inspire your enthusiasm for the day-to-day challenges you meet and conquer. You’ll receive suggestions from “outside experts” on ways to keep your business strong, and share your own tips on remaining competitive in the marketplace. Expect to leave Florida with business ideas and personal memories from connecting with a network of peers who understand what it takes to be a successful independent footwear retailer.

Providing a platform for independent retailers to network has always been NSRA’s greatest strength. As we have noted, generations of retailers have contributed to NSRA by sharing their time and expertise to help others become successful.

The fact that you are here – ready to share tips and strategies, ready to listen, ready to expand your business thinking – means you and your fellow retailers are in for a fulfilling program. Just as retailers everywhere are finding new ways to give their customers a memorable experience, NSRA hopes this year’s conference will give you a memorable experience that leaves you wanting to come back.

Thank you for joining us. We invite you to speak up and share your successes – and to learn from the successes of others. NSRA’s goal continues to be the goal you set for your business: Achieve excellence.

Chuck Schuyler
NSRA President

Randy Brown
Brown’s Enterprises
NSRA Past Chairman
2014 Conference Master of Ceremonies

NSRA Board of Directors

Rick Ravel, Chairman, Karavel Shoes, Austin, TX
Lenny Comeras, Vice Chairman, Easton Shoes, Columbus, OH
Jeff Greenberg, Vice Chairman, Lloyd’s Shoes, Carmel, CA
Mark Denkler, Immediate Past Chairman, Vince Canning Shoes, Delray Beach, FL

Adam Beck, Beck’s Shoes, Campbell, CA
Doug Becker, Becker Shoes, Collingwood, Ontario
Chris Bentvelzen, Shoes-n-Feet, Bellevue, WA
Maurice Breton, Comfort One Shoes, Manassas, VA
Roger Brooks, Brooks Shoes for Kids, Santa Monica, CA
Mollie Brown, Buck’s Shoes, Fremont, NE
Randy Brown*, Brown’s Enterprises, Washington, MO
Tony Fargnoli, Chaussures Tony, Inc., Westmount, Quebec
Ed Habre*, Shoe Mill, Portland, OR
Molly Jackson, New Balance Sarasota, Sarasota, FL
Jerry L. Levin*, Lebo’s, Inc. Charlotte, NC
Dave Levy, Hawley Lane Shoes, Norwalk, CT
Todd Lewis, Shoe Fly Shoe, Inc., Tyrone, PA
John Luck, Lucky Shoes, Fairlawn, OH
Tom Luck (Honorary), Lucky Shoes, Fairlawn, OH
Loren Martin, E.L.M. Shoes, Greencastle, PA
Alan Miklofsky*, Alan’s Shoe House/NB Tucson, Tucson, AZ
Paul Muller*, Muller’s Shoes, Grand Rapids, MI
Bob Pearl, J.L. Coombs, Freeport, ME
Jim Piercy, Mosser’s Shoes, Champaign, IL
Jeanette Riechers, Cornblooms & Madison Sole, Madison, WI
Jim Sajdak*, Stan’s Fit For Your Feet, Brookfield, WI
Tom Schuermann, Village Bootery, Tequesta, FL
John Schuler, Schuler Shoes, Maple Grove, MN
Ronald W. Scott*, Retail Strategies, LLC, Vienna, VA
Joel Sigal, Littles Shoe Store, Pittsburgh, PA
Scott Sproull, Hide & Sole, Missoula, MT
Paula Sussex, Sandal Tree, Honolulu, HI
Bill Van Dis, V & A Bootery, Kalamazoo, MI
Danny Wasserman, Tip Top Shoes, New York, NY
Ron Waxberg, Waxberg’s Walk Shoppe, Niles, IL
Gary Weiner, Saxon Shoes Inc., Richmond, VA
Phil Wright*, Vernon Powell Shoes, Salisbury, MD

NSRA Staff:
Chuck Schuyler, President
Nancy Huitquist, Director of Communications
Sandee Beisner, Accounting Manager

Carisa LeDoux, Assistant to President
Tanja Towne, Membership Director/Office Manager
Debbie Fitzpatrick, Member Services Coordinator
Sandra Negovan, Marketing Coordinator
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## Thursday, November 6th

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<th>Time</th>
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<th>Activity</th>
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<tr>
<td>7:00 a.m. - 5:00 p.m.</td>
<td>Foyer</td>
<td><strong>Registration: Exhibitors &amp; Attendees</strong></td>
</tr>
<tr>
<td>6:30 a.m. - 8:00 a.m.</td>
<td>Foyer</td>
<td><strong>Grab &amp; Go Continental Breakfast</strong></td>
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<tr>
<td>7:15 a.m. - 7:30 a.m.</td>
<td>Convention Center, Lower Lobby</td>
<td><strong>Board buses for NSRA Gives Back with Soles4Souls Event</strong> Buses will leave promptly at 7:30. There will be no additional transportation provided, due to the location of the event.</td>
</tr>
<tr>
<td>7:30 a.m. - 11:00 a.m.</td>
<td>Chapman Partnership</td>
<td><strong>NSRA Gives Back with Soles4Souls</strong></td>
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<tr>
<td>12:00 p.m. - 1:00 p.m.</td>
<td>Great Hall 1 &amp; Foyer</td>
<td><strong>Boxed Lunch</strong></td>
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<tr>
<td>1:00 p.m. - 1:20 p.m.</td>
<td>Great Hall 2</td>
<td><strong>Welcome/Opening Ceremony</strong></td>
</tr>
<tr>
<td>1:20 p.m. - 2:15 p.m.</td>
<td>Great Hall 2</td>
<td><strong>Marshal Cohen</strong> — Chief Industry Analyst, The NPD Group, Inc. <strong>Influential Demographics: Millennials and Boomers</strong> Marshal will discuss the shifts in consumer behavior with an emphasis on Millennials and Boomers. Their different attitudes and shopping behaviors provide opportunities for independent retailers to grow their businesses.</td>
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<td>2:15 p.m. - 3:00 p.m.</td>
<td>Great Hall 2</td>
<td><strong>Kelly McDonald</strong> — President / Marketing and Advertising Expert, McDonald Marketing <strong>Crafting the Customer Experience for People Not Like You</strong> This session will show how companies, brands and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service. Businesses competing on service need to understand and cater to customers’ gender, racial, ethnic, religious, generational, lifestyle and geographic differences to meet customers’ service expectations.</td>
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<tr>
<td>3:00 p.m. - 5:30 p.m.</td>
<td>Great Hall 1</td>
<td><strong>Networking &amp; Exhibits Open</strong></td>
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<tr>
<td>6:30 p.m. - 10:00 p.m.</td>
<td>Diplomat Landing</td>
<td><strong>Reception &amp; Dinner</strong></td>
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*Note: Daily agenda may be subject to change.*
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session</th>
</tr>
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<tbody>
<tr>
<td>7:30 a.m. - 9:00 a.m.</td>
<td>Great Hall 1 &amp; Foyer</td>
<td>Breakfast Networking &amp; Exhibits Open</td>
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<tr>
<td>9:00 a.m. - 10:00 a.m.</td>
<td>Great Hall 2</td>
<td><strong>Angel Martinez</strong> — CEO/President, Deckers Outdoor Corporation&lt;br&gt;<strong>The OmniChannel Revolution Has Begun (Resistance Is Futile)</strong>&lt;br&gt;Today’s consumers are redefining the retail industry and putting themselves squarely in control. They want what they want, when they want it, how they want it, and where they want it. Endless options, including lowest price, are a click away. What are the implications for the future of our industry?</td>
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<tr>
<td>10:00 a.m. - 10:30 a.m.</td>
<td></td>
<td><strong>Break &amp; Networking</strong></td>
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<tr>
<td>10:30 a.m. - 11:30 a.m.</td>
<td>Great Hall 2</td>
<td><strong>Lyn Falk</strong> — Designer / Author / Owner, Retailworks, Inc.&lt;br&gt;<strong>Creating a Profitable Retail Brand/Environment</strong>&lt;br&gt;Neuroscience marketing, left-brain right-brain design, biophilia, biomimicry, sensory design...what do they all mean, and how do they apply to your selling environment? Learn what connects them and how these forward-thinking concepts can help you create a beautiful, productive and profitable retail space.</td>
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<tr>
<td>11:30 a.m. - 1:00 p.m.</td>
<td>Great Hall 1 &amp; Foyer</td>
<td>Lunch Networking &amp; Exhibits Open</td>
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<tr>
<td>1:00 p.m. - 2:00 p.m.</td>
<td>Great Hall 2</td>
<td><strong>Keith Ferrazzi</strong> — Founder/CEO, Ferrazzi Greenlight&lt;br&gt;<strong>Relationships for Revenue Growth</strong>&lt;br&gt;Learn secrets to productivity through relationships, techniques that will differentiate you from your competition, and ways to increase customer loyalty, shorten sales cycles and create a robust referral pipeline. Keith will share a new accountability strategy as well as his exclusive relationship management system that drives results.</td>
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<tr>
<td>2:00 p.m. - 3:00 p.m.</td>
<td>Great Hall 2</td>
<td><strong>Duane Knapp</strong> — Founder/Chairman, BrandStrategy, Inc.&lt;br&gt;<strong>Building a Genuine Brand</strong>&lt;br&gt;Transforming your organization into a “one of a kind” Genuine Brand involves understanding customers’ perceptions and developing and implementing a BrandPromise commitment. Learn how to apply the secrets of BrandScience™, including how to think like a Genuine Brand, developing a unique promise for your brand, and creating a passion for your Promise throughout your organization.</td>
</tr>
<tr>
<td>3:00 p.m. - 5:00 p.m.</td>
<td>Great Hall 1</td>
<td>Networking &amp; Exhibits Open</td>
</tr>
<tr>
<td>6:30 p.m. - 7:30 p.m.</td>
<td>Foyer</td>
<td><strong>Networking Reception</strong>&lt;br&gt;Each attendee will receive 2 complimentary drink tickets. A cash bar will be available during the reception and banquet: cash, credit cards and room charges will be accepted. Non-alcoholic drinks are complimentary.</td>
</tr>
<tr>
<td>7:30 p.m. - 10:30 p.m.</td>
<td>Great Hall 2</td>
<td><strong>Awards Banquet</strong></td>
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Randy Brown
Master of Ceremonies

Randy Brown is a past chairman of the NSRA Board of Directors, current member of the Board of Directors, past NSRA Education Committee chairman, and a certified pedorthist. Under Brown’s guidance, the single family shoe store founded by his parents in 1950 has expanded into Brown’s Enterprises, with over ninety employees, eight separate profit centers and one warehouse. He has a B.S. in psychology and an M.S. in Criminal Justice Administration from Central Missouri State University. Brown is also a former instructor at East Central College and Oklahoma State University at Okmulgee.

Angel R. Martinez

A leader in product and marketing innovation and in recognizing and shaping future trends, Angel Martinez is the former EVP and CMO of the Reebok portfolio of brands. He launched Keen Footwear and was CEO and vice chairman from April 2003 to March 2005. Martinez joined Deckers Outdoor Corporation in April 2005 as CEO and president, and elected as chairman in May 2008. Deckers offers seven brands of footwear; Teva®, UGG® Australia, Sanuk®, Ahnu®, Tsubo®, MOZO® and HOKA ONE ONE®. He serves on the boards of Tupperware Brands Corporation and AHA!

Marshal Cohen

Marshal Cohen is chief industry analyst of The NPD Group, Inc. and a nationally known expert on consumer behavior and the retail industry. He has followed retail trends for more than thirty years, and leads many top firms in long range and strategic planning sessions. Cohen is the author of two books, Why Customers Do What They Do (2006) and Buy Me! How to Get Customers to Choose Your Products and Ignore the Rest (2010). He serves on several Boards of Directors, including the Cotton Board and the Board of the American Apparel and Footwear Association. He is also a guest professor at North Carolina State University and a guest lecturer at the Wharton School of Business, the Fashion Institute of Technology, and Savannah College of Art and Design. As a speaker, he has held the keynote position for MAGIC, Fairchild CEO Summit, National Retail Federation and the National Shoe Retailers Association.
Lyn Falk
Author, award-winning designer, and owner of Retailworks, Inc., Lyn Falk has earned praise for her holistic, innovative, results-driven design philosophy. Falk has devoted the past 30 years to teaching and helping retailers build purposeful and productive spaces. Her expertise in retail design, business, and environmental psychology has helped her develop designs and displays that often exceed her clients’ projected goals/sales. Falk’s clientele represents over 35 different retail industries, including Allen Edmonds, Aveda, the Kohler Company, Mercury Marine, Miller Brewing Company, and Sears. She grew up in a second-generation family-owned retail operation and continues to work with independents around the country, helping them define their brand, tell their story, and create a profitable shopping environment. Falk has taught at the University of Wisconsin-Madison, and her work has been acknowledged over 150 times in over 80 different publications.

Keith Ferrazzi
As founder and CEO of Ferrazzi Greenlight, Keith Ferrazzi transforms behaviors that block global organizations from reaching strategic goals into new habits that increase shareholder value. The firm’s Greenlight Research Institute has proven the correlation between practices that improve relationships and business success, particularly in sales performance and team effectiveness in an increasingly virtual world. Ferrazzi is the author of the bestsellers *Who’s Got Your Back* and *Never Eat Alone*. Ferrazzi has been published in *The Wall Street Journal*, *Harvard Business Review, Inc.*, and *Fast Company*. He was the youngest person to make partner and hold the position of chief marketing officer at Deloitte Consulting, where he raised Deloitte’s brand recognition from lowest to a primary position, spurring the highest growth rate in the industry.

Duane Knapp
Duane Knapp is recognized as the authority on building Genuine Brands and is the founder and chairman of BrandStrategy, Inc. He is a pioneer in the field of BrandScience as well as in developing and implementing transformation strategies for optimizing perception, image and success. Knapp has advised over 325 brands in 15 countries worldwide and is the author of several books including *The BrandPromise*® and *The BrandMindset*®, published by McGraw-Hill, *Global Destination BrandScience*™ and *Destination BrandScience*™. He has held a variety of senior executive positions, including chief executive officer, president, executive vice president, vice president of corporate marketing, vice president corporate development and corporate strategist at both public and private companies.

Kelly McDonald
Kelly McDonald is considered one of the nation’s top experts in marketing and consumer trends. Her client experience includes brands such as Toyota, Kimberly-Clark, Nike, Harley-Davidson, Miller-Coors, and Sherwin-Williams. McDonald was named #1 on the list of “26 Hot Speakers” by Successful Meetings Magazine. Advertising Age has twice named her company one of the top ad agencies in the U.S. She has been featured on CNBC, in Forbes, Bloomberg BusinessWeek, Fast Company, on CNNMoney.com and on Sirius/XM Radio. She is the author of two bestselling books. Her first, “How to Market to People Not Like You,” was #7 on the list of Bestselling Business Books of 2011 and her latest book, titled “Crafting the Customer Experience for People Not Like You,” was #5 on the bestseller list for 2013.
Soles4Souls will team with NSRA for the fifth annual event of providing footwear to those in need. This year’s event will take place at the Chapman Partnership in Miami, Florida.

The Chapman Partnership empowers homeless men, women and children to build a positive future by providing the resources and assistance critical to growth and independence. The homeless are helped by a comprehensive support program that includes emergency housing, meals, health, dental and psychiatric care, day care, job training, job placement and assistance with securing stable housing.

NSRA’s members will fill a variety of roles, from sorting shoes to fitting the shoes. The hard work and dedication of volunteers shows on their faces and is reflected on the faces of the men, women and children who are being fit for a new pair of shoes, a blessing to many of them. With everyone working together, we hope to exceed last year’s fitting of 450 pairs of shoes at the Pine Street Inn in Boston.

NSRA and Soles4Souls extend thanks in advance to all who participate in this event to help others. This amazing event continues to grow every year because of our remarkable volunteers. We would also like to thank Timberland for donating shoes and socks—their donation makes this event possible.

To join in on this event on Thursday morning, please meet at 7:15 a.m. at the Westin Diplomat’s Conference Center, Lower Lobby. **Buses will leave promptly at 7:30 a.m.** There will be no additional transportation provided, due to the location of the event.
The NSRA Hall of Fame honors individuals who have made a significant impact on the footwear industry. Inductees into the Hall of Fame are honored for a combination of traits: retail leadership, personal and professional integrity, exceptional insight, service to their communities, participation in charitable activities and overall service to NSRA.

NSRA is pleased to announce the 2014 inductees into the Hall of Fame:

Margot Fraser  
Birkenstock USA, founder  
San Rafael, CA

Harry Jubelirer  
Reyers Shoe Store  
Sharon, PA

Ronald W. Scott*  
Retail Strategies, LLC  
Vienna, VA

Hall of Fame Members

Class of 2013
Terry Armstrong
Howard K. Penn*  1991-1993
Al H. Singer  1991-2005

Inaugural Class of 2012
Theodore J. Altier*  1964-1965
William Boettge**  1984-2003
William Burnett*  1981-1983
Bill Douglas*  1987-1989
Lloyd W. Nordstrom*  1958-1960
William Rossi, D.P.M.
Joseph Shell**  1975-1983
Stanley Strum*  1997-1999

* Past Chairman of the Board of Directors
** Past President of NSRA

To learn more about NSRA Hall of Fame members, visit www.nsra.org and select NSRA Awards from the menu.
The NSRA Vendor of the Year Award has been presented annually since 2010. Recipients are companies that independent shoe retailers hold in high esteem for the integrity of their business practices, and for their long-term commitment to the independent retail channel. Originally established as the NSRA Education Sponsor of the Year Award, the honor became “Vendor of the Year” to parallel the Retailer of the Year Award created in 2009.

This year, NSRA’s selection committee has chosen two companies equally deserving of the accolade “Vendor of the Year.”

NSRA’s Vendors of the Year for 2014

**DRYDOCK FOOTWEAR GROUP**

**earth inc.**

Cobb Hill, **Dunham**, **aravon**.

**Congratulations!**

Previous Vendor of the Year Honorees

**aetrex®**

**Clarks®**

**H.H.Brown**

**dansko**

Vendors of the Year 2013  
Vendor of the Year 2012  
Vendor of the Year 2011  
Vendor of the Year 2010
The Retailer of the Year Award has been presented annually since 2009. Recipients are individual NSRA members who, as the owner or co-owner of a footwear retailing business, actively demonstrated business vision, principled leadership, and service to NSRA.

Find out who receives the honor this year at the Annual Awards Banquet on Friday evening.

**2013**
**Jim Sajdak**  
Stan’s Fit ForYour Feet  
Brookfield, WI

**2012**
**Phil Wright**  
Vernon Powell Shoes  
Salisbury, MD

**2011**
**Maurice Breton**  
Comfort One Shoes  
Manassas, VA

**2010**
**Tom Luck**  
Lucky Shoes  
Fairlawn, OH

**2009**
**John Schuler**  
Schuler Shoes  
Maple Grove, MN
Thank you, NSRA education sponsors, for recognizing that independent retailers grow brands, and that NSRA member stores represent America’s top independent retailers.
**Shoe Retailing Today**
NSRA’s bi-monthly magazine is the only business publication specifically for independent retailers. *SRT* features best-practices and retailing-specific articles covering operations, business news, vendor profiles, and industry trends, and takes in-depth looks at current issues.

**Financial Analysis**
NSRA’s *Business Performance Report* is the only in-depth financial analysis of the independent channel, providing invaluable insights on the costs of doing business. Member retailers can compare their costs with national averages, to pinpoint areas where taking action will increase profitability.

**NSRA OnLine**
This bi-weekly electronic newsletter provides members with summaries of business news, tips and strategies for successful, independent footwear retailers.

**NSRA’s Guide to Social Media**
NSRA provides members with step-by-step guides to using social media, so they can expand their company’s communications outreach in the venues their customers prefer.

**Trends Reporting**
NSRA and Leisure Trends Group offer reports on what’s hot and what’s not in the independent distribution channel. See industry sales by brand, category, gender and style. The service is private, invaluable and free to NSRA members.
**Education Events**

**Annual Leadership Conference**
NSRA’s conference is the largest of its kind, giving attendees a unique opportunity to connect and network with their peers and the vendors who support them.

**Bi-Annual Education Conferences**
Held in Las Vegas the day before the FN PLATFORM show, these half-day, educational programs feature industry experts addressing “hot” and timely issues.

**NextGen**
NextGen is a one-of-a-kind service launched in 2009 in conjunction with Loyola University. It teaches families how to manage relationships that combine personal and professional roles, and how to transition leadership from one generation to the next. New classes form yearly; they bring young retailers together to discuss family dynamics, sibling expectations, management techniques, and more; they also give long-term retailers new insights on bringing younger family members into the business successfully.

**Business Services**

**Reduced Shipping Costs**
The average NSRA member using the program saved over $3,000 in the last year.

**Shipping**
Through PartnerShip, our shipping administrator, NSRA provides members with significant discounts on inbound and outbound shipping.

**Special Rates on Card Processing Services**
NSRA offers the lowest payment processing rates in the industry.

**Savings on E-Marketing Services**

**Constant Contact**
Through NSRA, members save up to 30% on email marketing. Constant Contact helps members reach their customers through email marketing—with easy-to-use templates for newsletters, invitations, special promotions, and more.
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<thead>
<tr>
<th>Company Name</th>
<th>Contact Person(s)</th>
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<tr>
<td>ABEO</td>
<td>Mike Grenley, Sam Kim, Tracy Sheffer</td>
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<td>AETREX WORLDWIDE</td>
<td>Alan Boiko, Larry Goodman, Andrew Green, Larry Schwartz, Matt Schwartz</td>
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<td>ARCOPEDICO</td>
<td>Dan Simas</td>
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<td>BANK OF AMERICA MERCHANT SERVICES</td>
<td>Kim Stapleton-MacBeath, James Wachsman</td>
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<td>BIRKENSTOCK</td>
<td>David Kahan, Matt Lombardi</td>
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<td>BOS &amp; CO / FLY LONDON / GROUNDHOG</td>
<td>Ann Bosco, Jim Bosco</td>
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<td>CELERANT TECHNOLOGY / CAM COMMERCE SOLUTIONS</td>
<td>Tony Couch</td>
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<td>CLARKS</td>
<td>Brian Alves, Jim Clarin, Steven Mahoney, Mindy Ojea</td>
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<td>DEER STAGS / NOSOX</td>
<td>Brian Leitner, Danny Muskat</td>
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<td>DREW SHOE CORP / ROS HOMMERSO</td>
<td>Scott Williams</td>
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<tr>
<td>DRYDOCK FOOTWEAR GROUP</td>
<td>Susan Dooley, Bob Infantino, Tony Mattioli</td>
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<tr>
<td>EARTH, INC.</td>
<td>Beth Bartholomew, Robb Carter, Gary Champion, Cory Lunderville</td>
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