2016 Annual Leadership Conference

November 10 & 11
San Antonio, Texas

Education • Exhibits • Networking

www.nsra.org
Welcome to the National Shoe Retailers Association’s 2016 Annual Leadership Conference

Welcome to this year’s conference in San Antonio. We hope it will be both informative and entertaining. The 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 nationally known experts on ways to make your business thrive and share your own tips on remaining competitive in the marketplace, all while enjoying San Antonio.

Expect to leave this year’s conference 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 one of NSRA’s greatest strengths. Generations of retailers have contributed to NSRA by sharing their time and expertise to help others become successful.

Just as retailers everywhere are finding new ways to give their customers a memorable experience, NSRA hopes this year’s conference will be memorable for you and leaves you wanting to come back.

Thank you for joining us. We invite you to share your success stories and learn from those of others. NSRA’s goal continues to be the same goal you set for your business: achieve excellence.

Chuck Schuyler
NSRA President

Jeff Greenberg
NSRA Chairman

NSRA Board of Directors

Jeff Greenberg, Chairman, Lloyd’s Shoes, Carmel, CA
Lenny Comeras, Esq., Vice Chair, Easton Shoes, Columbus, OH
Jeanette Riechers, Vice Chair, Cornblooms, Madison, WI
Rick Ravel, Immediate Past Chairman, Karavel Shoes, Austin, TX

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
Mark Denkler*, Vince Canning Shoes, Delray Beach, FL
Stanley Eisenman, Stanley Eisenman Fine Shoes, Fort Worth, TX
Tony Fargnoli, Chaussures Tony, Inc., Westmount, Quebec
Jody Finnegan, 12th Street Shoes, Bellingham, WA
Ed Habre*, Shoe Mill, Portland, OR
Molly Jackson, New Balance Sarasota, Sarasota, FL
Jerry L. Levin*, Lebo’s, Inc. Charlotte, NC
Tod Lewis, Shoe Fly Shoe, Inc., Tyrone, PA
John Luck, Lucky Shoes, Fairlawn, OH
Tom Luck (Honorary), Lucky Shoes, Fairlawn, OH
Gary Malkin, Kaufman Shoes, Memphis, TN

Loren Martin, E.L.M. Shoes, Greencastle, PA
Alan Miklofsky*, Alan’s Shoe House/NB Tucson, Tucson, AZ
Andrew Monarch, Footwear etc., Sunnyvale, CA
Paul Muller*, Muller’s Family Shoe Center, Grand Rapids, MI
Jim Piercy, Mosser’s Shoes, Champaign, IL
Jim Sajdak*, Stan’s Fit For Your Feet, Brookfield, WI
Deborah Schuermann, Village Bootery, Tequesta, FL
John Schuler, Schuler Shoes, Maple Grove, MN
Ronald W. Scott*, Retail Strategies, LLC, Ridgeland, MS
Joel Sigal, Littles Shoes, Pittsburgh, PA
Dan Ungar, Mar-Lou Shoes, Cleveland, OH
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, Saxons Shoes, Richmond, VA
Phil Wright*, Vernon Powell Shoes, Salisbury, MD

NSRA Staff:
Chuck Schuyler, President
Nancy Hultquist, 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
2016 Annual Leadership Conference
November 10 & 11
San Antonio, Texas

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>6:30 a.m.</td>
<td>Registration: Exhibitors &amp; Attendees</td>
<td>Lone Star Pre-Function</td>
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<td>7:00 a.m.</td>
<td>Grab &amp; Go Breakfast</td>
<td>Lone Star A, B, C</td>
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<td>8:00 a.m.</td>
<td>Board buses for NSRA Gives Back with Soles4Souls Event</td>
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<td></td>
<td>Attendees will meet at the hotel’s main Market Street entrance. Buses will leave <strong>promptly at 8:15</strong>.</td>
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<td>There will be no additional transportation provided.</td>
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<tr>
<td>8:30 a.m.</td>
<td>NSRA Gives Back with Soles4Souls at Herff Elementary School</td>
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<td>12:00 p.m.</td>
<td>Boxed Lunch</td>
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<td>Networking &amp; Exhibits Open</td>
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<td>1:00 p.m.</td>
<td>Welcome/Opening Ceremony</td>
<td>Lone Star D, E, F</td>
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<td>1:30 p.m.</td>
<td><strong>Store Traffic Is Down? Time To Reboot</strong></td>
<td>Lone Star D, E, F</td>
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<td>Jim Dion — Retail speaker and trainer; author</td>
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<td>Experiential retailing has reached new heights, blurring the lines between hospitality and retail, and physical and digital. New concepts, an amalgam of traditional services, convenience and new options, can help traditional retailers compete with the rise of online shopping. Experiential retailing is also about deploying analytics to help understand consumers’ shopping behaviors and responding to them in relevant ways, about understanding the impact that technology has in shaping those behaviors, how generations relate to those technologies, and about embracing social and mobile as an extension of your reach and business overall. Learn what you need to do to meet consumers’ new experience expectations and explore the opportunities that social, mobile, technology and customer data offer to compete in today’s market. Dion will also review key rules to run a sound business.</td>
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<td>2:30 p.m.</td>
<td>Panel Discussion</td>
<td>Lone Star D, E, F</td>
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<td></td>
<td>Facilitated by Jim Dion. Panelists: LaRonda Denkler, John Schuler, Danny Wasserman and Joe Wright</td>
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<td>Four of America’s most progressive footwear retailers will discuss using the following business strategies and how the results have affected their bottom line:</td>
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<td>• Major changes made in the business that can improve competitive positioning.</td>
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<td>• Brick-and-mortar, online and mobile integration — a critical look at what has been done, what future plans are, and the challenges of execution.</td>
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<td></td>
<td>• Social strategies that result in higher sales, higher traffic and better awareness for the business.</td>
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<td>• Experiential retailing – customer experiences that go beyond the basics, both inside and outside of stores.</td>
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<td>• Business analytics – measures and analyses that result in higher sales and profits.</td>
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<td>3:30 p.m.</td>
<td>Networking &amp; Exhibits Open</td>
<td>Lone Star A, B, C</td>
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<td>6:30 p.m.</td>
<td>Networking Reception</td>
<td>Lone Star Pre-Function</td>
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<td>7:30 p.m.</td>
<td>Awards Banquet</td>
<td>Lone Star D, E, F</td>
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<td>7:00 a.m. - 4:00 p.m.</td>
<td>Registration: Exhibitors &amp; Attendees</td>
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<td>7:30 a.m. - 9:00 a.m.</td>
<td>Buffet Breakfast</td>
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<td>Networking &amp; Exhibits Open</td>
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<td>9:00 a.m. - 10:00 a.m.</td>
<td>What’s In-Store?</td>
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<td>Doug Stephens — Retail industry futurist; founder of Retail Prophet</td>
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<td>An expert on retail business strategy, Stephens shares his wealth of</td>
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<td>experience and in-depth knowledge with you. To help you excel in the</td>
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<td>ultra-competitive realm of retail, he employs data and case studies</td>
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<td>to offer you strategies that are broad in scope, yet focused in</td>
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<td>purpose. Stephens will also cover the following topics, and more:</td>
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<td>• What will the retail store of the future look like?</td>
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<td>• The end of the beginning of e-commerce.</td>
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<td>• Strategies to help independent footwear retailers stay ahead of the</td>
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<td>10:00 a.m. - 10:30 a.m.</td>
<td>Break &amp; Networking</td>
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<td>10:30 a.m. - 11:30 a.m.</td>
<td>It’s All About Life Stage, Not Life Age</td>
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<td>Marshal Cohen — Chief Industry Analyst, The NPD Group</td>
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<td>In this interactive presentation, Cohen discusses the impact of</td>
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<td>generational shifts on shopping behavior with a focus on how</td>
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<td>independent retailers can create a competitive advantage. Independent</td>
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<td>retailers are uniquely positioned to leverage these trends to build</td>
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<td>customer loyalty for business growth. He explores the shared battle</td>
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<td>between online and brick-and-mortar sales to help independent</td>
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<td>retailers create strategies in the evolving retail landscape.</td>
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<td>11:30 a.m. - 1:00 p.m.</td>
<td>Buffet Lunch: begins at 12 p.m.</td>
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<td>Networking &amp; Exhibits Open</td>
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<td>1:00 p.m. - 2:00 p.m.</td>
<td>Zap the Gap</td>
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<td>Meagan Johnson — Generational humorist</td>
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<td></td>
<td>A comprehensive, thoughtful and humorous look at the generations of</td>
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<td>Americans in the workplace, and the life events that shaped each</td>
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<td>generation’s work styles, traits, buying habits and needs. Learn</td>
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<td>what you can do now to make the most of each generation in your</td>
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<td>workplace!</td>
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<td>• Who the generations are – their wants, needs and expectations</td>
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<td>• How to capture Baby Boomers “loyal make a difference” attitude</td>
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<td>before it evaporates</td>
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<td>• Important Generation X career building techniques so they don’t</td>
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<td>leave you for another employer</td>
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<td>• Millennials want their efforts to have meaning and what to do about</td>
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<td>• Top 10 recruiting tricks to capture Gen Y’s attention</td>
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<td>• A social media policy at work that works</td>
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<td>• How to take advantage of generation gaps – not simply manage or</td>
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<td>endure them</td>
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<td>2:00 p.m. - 3:00 p.m.</td>
<td>Retailer Interactive Session: Best Practices and Exchange of Ideas</td>
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<td>Paul Erickson — Senior Vice President of RMSA Retail Solutions</td>
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<td>Independent footwear retailers share strategies for growth and</td>
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<td>success. This session will be facilitated by Erickson, who has a</td>
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<td>wealth of industry knowledge and assists retailers on a daily basis</td>
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<td>to achieve their goals. Topics of discussion will include:</td>
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<td>• Retail store staffing challenges and solutions</td>
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<td>• Marketing: traditional vs. social media, e-commerce and online</td>
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<td>• Merchandising and strategies for increased profit</td>
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<td>• Store operations and suggestions of ways to reduce expenses</td>
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<td>3:00 p.m. - 5:00 p.m.</td>
<td>Networking &amp; Exhibits Open</td>
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<td>6:30 p.m. - 10:00 p.m.</td>
<td>Reception &amp; Dinner at McNay Art Museum</td>
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<td>Meet at the hotel’s main Market Street entrance at 5:45 p.m.</td>
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<td>First bus leaves at 6:00 p.m. Shuttles will run between the hotel</td>
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<td>and museum every half hour from 6:00 p.m. to 9:30 p.m. Hosted bar.</td>
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Meet the Speakers

**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.

**Jim Dion**

Jim Dion is an internationally known retail speaker and trainer, and author of several books, including *The Complete Idiot’s Guide to Starting and Running a Retail Store*. He speaks on consumer trends, retail technology, data analytics, selling and service, retail merchandising and operations, marketing, and leadership. He earned bachelor of science and master of science degrees in psychology from Chicago State University, and a Ph.D. in industrial psychology from the Illinois Institute of Technology. Dion has more than 30 years of retail experience with Sears, Levi Strauss and Gilmore Department Stores, and has appeared on NBC, First Business, Fox News and CNN.

**Paul Erickson**

Paul Erickson presently serves as Senior Vice President of RMSA Retail Solutions. Based out of Minneapolis, Minnesota, he has served retail clients throughout the Americas. His passion for client service and preparing independent retailers to excel in inventory productivity has been central to his success and that of his clients. Widely recognized for his talents as a retail educator, Erickson has conducted seminars throughout North America, Asia and Europe on topics that include fundamentals of retail merchandising, strategies of merchandise planning, the effect of computers on bottom-line profits, and what independent retailers can learn from franchises. He has been featured in *Fortune* magazine and on the CBS Evening News.

**Meagan Johnson**

Meagan Johnson is a Generational Expert – somebody who understands the differences between Baby Boomers, Generation Xers and Gen Yers (Millennials) and how they can live, and most importantly, work together successfully. The potential for collision, conflict and confusion between the generations has never been greater and the chasm is growing wider every day we ignore the problem. Unwilling to accept standard, by-the-book generalizations, Johnson tackles the generational challenges, myths and misunderstandings head on. She demonstrates, through her own experience, in-depth research and program customization, that all generations have differences and strengths that go beyond mere age and appearance. She is the author of the best-selling book *Generations Inc., From Boomers to Linksters Managing the Friction Between Generations at Work*. 
Joe Wright is President of Vernon Powell Shoe Company, which operates a combination of multi-line and concept stores in eleven different locations throughout the Mid-Atlantic region. The business was founded in 1936 in Salisbury, Maryland, where their flagship store and company headquarters are located. Wright is fourth generation leadership and played an integral role in consolidating the company’s multi-line locations into a 20,000 square foot format. The flagship store opened in 2000 and has since expanded to include apparel, jewelry, handbags, gifts, and accessories. Vernon Powell continues to capitalize on ever changing trends to drive traffic and fuel growth across all categories.

LaRonda Denkler and her husband Mark are the owners of Vince Canning Shoes and Tootsies Delray Beach in Delray Beach, Florida. LaRonda has a retailing background, including eight years as a buyer for Foley’s in Houston, for which she was named Buyer of the Year in 1991. In 1994, the Denklers became third generation owners of Vince Canning Shoes, founded in 1952 and featuring fashion comfort footwear. Since 2015 they have offered contemporary fashion footwear, accessories and gifts at Tootsies Shoes. LaRonda established the annual Vince Canning Stiletto Race in 2012 which supports a local children’s charity – the Denklers are grateful for the vendor partner support of this event.

Danny Wasserman is the owner and CEO of Tip Top Shoes in New York City, which has been serving customers since 1940. The store, which carries both fashion and comfort footwear, has a reputation for providing a thorough assessment of each customer’s feet, and for being able to recommend exactly the right brand and shoe for every occasion. Wasserman is a third-generation retailer who successfully brought the fourth generation into the business during the 2000s, when his son Lester joined Tip Top. Tip Top is one of the originators of the Euro Comfort movement in the U.S. Under the Wassermans’ management, the store branched out next door with Tip Top Kids, which sells both clothing and shoes. The senior Wasserman was elected to NSRA’s Board of Directors in 1997, and has served the Association continuously since then.

Doug Stephens is one of the world’s foremost retail industry futurists and founder of Retail Prophet. His intellectual work and thinking have influenced many of the world’s best-known retailers, agencies and brands including Walmart, Google, Home Depot, Disney and BMW. Prior to Retail Prophet, Stephens spent over 20 years in the retail industry, holding senior international and leadership roles. He is the author of The Retail Revival: Re-Imagining Business for the New Age of Consumerism and a retail columnist for CBC Radio. Stephens also co-hosts the popular web series, The Future In Store, and sits on several advisory boards. His unique perspectives on retailing, business and consumer behavior have been featured in many leading publications and media outlets.

John Schuler is the third-generation owner and CEO of Schuler Shoes, the oldest family-owned shoe store west of the Mississippi. Headquartered in Maple Grove, Minnesota, the business consists of nine Schuler Shoes locations and four New Balance Twin Cities stores. Schuler is transitioning the business into its fourth generation with his four children. Schuler was elected to NSRA’s Board in 1998, and has served as a member of the Technology Committee, Finance Committee and Nominations Committee. He received the NSRA Retailer of the Year Award in 2009.

Meet the Panelists
Soles4Souls will team with NSRA and Timberland for this seventh annual event, providing footwear to those in need. This year’s event will take place at Herff Elementary School in San Antonio.

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 those who are being fit for a new pair of shoes, a blessing to them. With everyone working together, we hope to exceed our previous record of fitting over 500 pairs of shoes.

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

To join this event on Thursday morning, please meet at 8:00 a.m. at the hotel’s main Market Street entrance. **Buses will leave promptly at 8:15 a.m.** There will be no additional transportation provided.

A special thank you to **Timberland** for sponsoring this year’s event by providing shoes and socks for those in need.
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 2016 Hall of Fame inductees:

Michael Bernard
Shoe Sensation Stores of Acton Enterprises, Inc
Jeffersonville, IN

Morton Brownstein
Browns Shoes
St. Laurent, Quebec

Hall of Fame Members

Class of 2015
Wayne Muller 1983-1985*

Class of 2014
Margot Fraser
Harry Jubelirer
Ronald W. Scott 1993-1995*

Class of 2013
Terry Armstrong
Jerry Levin 1995-1997*
Howard K. Penn 1991-1993*
Al H. Singer 1991-2005

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 known as “Vendor of the Year” to parallel the Retailer of the Year Award created in 2009.

NSRA’s Vendor of the Year for 2016

Congratulations!

Previous Vendor of the Year Honorees

2015
BIRKENSTOCK
MADE IN GERMANY • TRADITION SINCE 1774

2014
DRYDOCK
FOOTWEAR GROUP
Cobb Hill aravon

2013
aetrex

2012
VIONIC
WALK MOVE LIVE

2011
dansko

2010
new balance
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.

The 2016 Retailer of the Year will be announced at the Annual Awards Banquet on Thursday evening.

2009
John Schuler
Schuler Shoes
Maple Grove, MN

2010
Tom Luck
Lucky Shoes
Fairlawn, OH

2011
Maurice Breton
Comfort One Shoes
Manassas, VA

2012
Phil Wright
Vernon Powell Shoes
Salisbury, MD

2013
Jim Sajdak
Stan’s Fit For Your Feet
Brookfield, WI

2014
Randy Brown
Brown’s Enterprises
Washington, MO

2015
Alan Miklofsky
Alan’s Shoe House
Tucson, AZ

2016
The 2016 Retailer of the Year will be announced at the Annual Awards Banquet on Thursday evening.
Thank you for recognizing that independent retailers grow brands, and that NSRA member stores represent America’s top independent retailers.

We are grateful for your appreciation of our organization and the independent footwear retailing community.
Member Benefits

Education and Information Resources

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 sole 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.

Trends Reporting
The NPD Group collects sales data from participating retailers, and provides monthly sales and trends tracking for the independent retail community.
**Next Generation Leadership Program**

NextGen, a one-of-a-kind service launched in 2009, educates owners and successors on how to manage relationships that combine personal and professional roles, and how to transition leadership from one generation to the next. It brings young retailers together to discuss family dynamics, sibling expectations, management techniques, and more; and gives long-term retailers new insights on bringing younger family members into the business successfully.

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**Business Services**

**Reduced Shipping Costs**

The average NSRA member using the program saved over $4,500 per store 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.

**Credit/Debit Card Processing**

**Savings on E-Marketing Services**

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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**Education Events**

**Retail Education Webinars**

Join industry professionals and NSRA in live education seminars discussing topics such as:
- Retail Finance
- Securing Leases
- Succession Planning
- Store Design
- Business Valuation

**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.

**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.

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**Improving the business performance of our members since 1912**

- **Shipping**
- **Credit/Debit Card Processing**
- **Savings on E-Marketing Services**

Contact us today to learn more about how we can help your business thrive!
ABEO
Mike Grenley
Rusty Hall
Sam Kim

CLARKS
Brian Alves
Harry Kranz
Cliff Lee

AETREX WORLDWIDE
Aaron Brown
Mike Buxton
Raham Gorguinpour
Holly Womer

DANSKO LLC
Kitty Bolinger
Jim Fox
Adam Schiffman

ARA SHOES
Andrew Agati
Sam Spears

DUNHAM & ARAVON / THE ROCKPORT GROUP
Carrie Butler
Karen Pitts

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Roman Skrabak Pidik

ROCKPORT
Angela Eori
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ROCKY 4EURSOLE
Liz Horn
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Matt Allen
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ROS HOMMERSON / DREW SHOE CORP.
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VIONIC GROUP
Rob Seehusen

SAS / SAN ANTONIO SHOEMAKERS
Greg Buckley
Mark Foster
Rick Knowles

Jamie Rabitto
Tyler Remmert