National Shoe Retailers Association presents the 2013 NSRA Annual Leadership Conference
Boston, MA

November 13th - 15th, 2013

- Education
- Exhibits
- Networking

www.nsra.org
Welcome to the National Shoe Retailers Association’s 2013 Annual Leadership Conference.

Boston is a beautiful and historic city. You’ll see parts of it as we take busses to “NSRA Gives Back” and to the JFK Library. More importantly, though, you’re here to discuss today’s business climate with fellow executives, getting suggestions from some “outside experts” on ways to keep your business strong, and sharing your own tips on remaining competitive in a recovering economy.

We anticipate that these three days will stimulate your thinking and rekindle your enthusiasm for the day-to-day challenges you meet and conquer. You’ll leave this historic city with both business ideas and personal memories, because here you will learn from and connect 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 noted during last year’s conference in Washington, 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 intends to use its Annual Conference to give you a memorable experience that leaves you wanting to come back.

Thank you for joining us. I 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
2013 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 Bentzel • Shoes-n-Feet, San Francisco, CA
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, C.Ped.* • Brown’s Enterprises, Washington, MO
Tony Fargnoli • Chaussures Tony, Inc., Westmont, Quebec
Ed Habez* • Shoe Mill, Portland, OR
Molly Jackson • New Balance Sarasota, Sarasota, FL
Rob Kaufman • New Balance San Antonio, San Antonio, TX
Todd Lewis • Shoe Fly Shoe, Inc., Tyrone, PA
Jerry L. Levin* • Lebo’s, Inc., Charlotte, NC
Dave Levy • Hawley Lane Shoes, Norwalk, CT
John Luck • Lucky Shoes, Fairlawn, OH
Tom Luck • Lucky Shoes, Fairlawn, OH
Alan Miklofsky* • Alan’s Shoe House/NB Tucson, Tucson, AZ
Paul Muller * • Muller’s Family Shoe Centers, Grand Rapids, MI
Bob Pearl • J.L. Coombs, Freeport, ME
Jim Piercy • Messor’s Shoes, Champaign, IL
Jeannette Riechers • Cornblooms & Madison Sole, Madison, WI
Jim Sajjak* • Stan’s – Fit For Your Feet, Brookfield, WI
Tom Schuemann • Village Bootery Shoe Store, 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
Danny Wasserman • Tip Top Shoes, New York, NY
Gary Weiner • Saxon Shoes Inc., Richmond, VA
Phil Wright* • Vernon Powell Shoes, Salisbury, MD
Bill Van Dis • V & A Bootery, Kalamazoo, WI
* Past Chairman

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

Carisa LeDoux, Assistant to the President
Tanja Towne, Membership Director/Office Manager
Debbie Fitzpatrick, Member Services Coordinator
Sarah Reader, Communications Assistant

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NATIONAL SHOE RETAILERS ASSOCIATION
1-800-673-8446 • Fax 520-620-5595
www.nsra.org
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Tucson, AZ 85741
MEET THE SPEAKERS

Noah Barsky
Noah Barsky, Ph.D., is a professor at Villanova University School of Business, and periodically serves as a visiting professor for the INSEAD MBA program in Europe. His research and teaching focus on performance measurement, business planning, risk assessment and contemporary financial reporting issues. After earning his undergraduate and master's degrees from Pennsylvania State University, he received his doctorate from the University of Connecticut. Barsky delivers executive programs, management training and educational seminars for various business organizations and professional associations in North America and Europe. His professional experience includes practice in the fields of accounting and finance as an analyst, auditor and business consultant. The author of five books and more than 50 articles in academic and professional journals, Barsky has received multiple university teaching excellence honors. He holds active licenses as both a Certified Public Accountant and Certified Management Accountant.

Marshal Cohen
Marshal Cohen is chief industry analyst for The NPD Group, Inc. and a nationally known expert on consumer behavior and the retail industry. He has followed retail trends for more than 30 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 (2009). He serves on several Board 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.

Charlie Cooper
Charlie Cooper has been president of Leisure Trends Group since June 2011. He joined the company as a sales manager for the Run and Bike Specialty channels in 2009, and in 2010 became vice president and general manager. He broke into the sports business with CBS Sports, then became a marketing account manager for NASCAR and director of promotions & special projects for its sister company, The Collegiate Licensing Company. Next he joined EA SPORTS, a division of interactive entertainment giant Electronic Arts in a variety of marketing, production and sales roles. From there, he became an outdoor enthusiast, trading motorcycles for bicycles, fishing and skiing, which took him to Boulder, Colorado with Assent Direct, a technology start-up building a rich database of sports fans and recreationists; from there, he joined Leisure Trends Group.

Julia Clark Day
Julia Clark Day is vice president of sales and marketing at Leisure Trends Group. A retail expert and trend spotter with more than 18 years of business experience in media, marketing and market research, she offers unparalleled insight and understanding of what consumers do and buy in their free time, and what underlying motivations drive their behavior. Nimble in extracting insights and identifying retail and consumer trends for LTG's list of clients in the sports, outdoor recreation and footwear industries, Day is often asked to speak to industry leaders and is regularly quoted in the media, including The Wall Street Journal, The New York Times and The Denver Post. After 14 years at LTG, she is a key member of the senior management team and serves as one of the company's top thought leaders.
Jim Dion
Internationally known retail speaker and trainer Jim Dion is the author of The Complete Idiot's Guide to Starting and Running a Retail Store. He speaks on consumer trends, retail technology, merchandising and operations, and leadership. He earned his Bachelor and Master of Science degrees in psychology from Chicago State University, and his Ph.D. in industrial psychology from the Illinois Institute of Technology, and has more than 30 years of retail experience with Sears, Levi Strauss and Gilmore Department Stores. Dion has appeared on NBC, First Business, Fox News and CNN.

John Lees
John Lees is a sales and marketing consultant from Sydney, Australia who has served as keynote speaker at more than 2,000 major conferences, is the most featured guest on the Qantas Business Channel, has appeared on ABC's “The Business of Change,” and is a regular contributor to publications including Executive Excellence and CEO Online. He has been a sales executive in Australia, New Zealand and the United Kingdom, and has served as a consultant to international corporations headquartered in Germany, Canada, South Africa, the U.S. and various Western European nations. In addition, he has spent five years as “consultant chairman” to an accounting firm. The author of eleven books on business development, he is widely considered a humorist of note, an expert on service and an insightful speaker whose observations and suggestions are practical, no-nonsense, entertaining and original.

Joe Preston
Joe Preston leads Global Footwear and Apparel, Product Innovation, R&D, Design and Development for New Balance Athletic Shoe Company. A New Balance associate since 1995, he began his service to the company as senior product manager, Running and Custom Products, before moving on to lead the Dunham brand in 1998 as division manager. Preston was named vice president international for Asia/Pacific in 2002, followed by vice president-international in 2005. He was promoted to executive vice president, international, in 2008 and took up his current responsibilities in March of that year. Preston earned his Bachelor of Science degree at Merrimack College and his MBA at the Babson Graduate School of Business.

Joe Salzano
Joe Salzano is a former Vice President of Sales with Clarks. Joe is now entering his 56th year in the footwear industry. He began in the shoe retailing field as a stock clerk and advanced to become vice president of store operations with Altier Shoes, a multiple-location retailer in upstate New York. He also spent six years as an instructor at Bryant & Stratton Business Institute in Rochester, NY, and served as director of Retail and Training Operations for The Rockport Company. Joe has trained many retailers across the United States.

Carol Wittmeyer
Carol Wittmeyer, Ed.D., is an associate with Loyola University of Chicago’s Family Business Center, specializing in research and curriculum development, and serving as a faculty member with NSRAs Next Generation of Retail Leaders initiative. She is also an assistant professor of management at St. Bonaventure University, where she teaches corporate and nonprofit strategy and family enterprise. A former president of the Raymond Family Business Institute, she has co-authored projects for the BGlobal Entrepreneur Minor and the American Family Business Survey. Wittmeyer also conducts research on family business philanthropy. After earning her BBA and MBA at St. Bonaventure, she was awarded her doctorate from the University of Rochester. She has also earned management certificates from Harvard University and Wharton's Strategic Management Program.
Gary Weiner
Gary Weiner has worked in every aspect of footwear retailing and has been the CEO of Saxon Shoes for more than 25 years. Saxon became one of the largest volume single-store footwear and accessory retailers in the United States, all within a competitive environment inundated with large chain retailers. In September 2005, Weiner moved Saxon Shoes to Short Pump Town Center in a 27,000-square-foot anchor store next to the likes of Nordstrom, Pottery Barn, Crate and Barrel and The Cheesecake Factory. A graduate of the University of Maryland, Weiner is a long-time volunteer in his community, coaching youth soccer and basketball and serving on multiple boards, and is also a well-known speaker at educational institutions, conferences and trade shows, both national and international. Gary was elected to NSRA’s Board in 2011.

Patricia Keane
Tricia Keane is the owner of Comfortable Soles, Inc., a four-store chain of shoe stores headquartered in Wilmington, NC. As the name suggests, the stores feature fashion and comfort shoes that are geared toward active men and women of all ages. Keane was elected to NSRA’s Board of Directors in 2004, and has served the Association as both a conference speaker and a member of its Education Committee. In the mid-2000s, Keane began to strategically downsize her company from seven stores active in three states to its current size within North and South Carolina, to enable herself and her employees to focus more on retail and less on overall administration. She takes pride in teaching her employees every aspect of the business so that they can view retailing as a career.

Danny Wasserman
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.
NSRA Gives Back with Soles4Souls

Soles4Souls will team with NSRA for the fourth annual event of providing footwear to those in need in our conference host city, Boston. This year’s event will take place at Pine Street Inn, 444 Harrison Avenue.

Pine Street Inn is a 501(c)(3) charity that provides housing, job training and placement, emergency shelter and street outreach to more than 1,600 homeless men and women daily in Boston. Founded in 1969 with a mission to be a community of respect and hope for each guest, to be a resource through which neighbors and friends can help to meet the basic needs of others and to serve as a national leader in the fight to end homelessness, the Inn is New England’s largest resource for homeless people.

NSRA’s many volunteers will fill a variety of roles from sorting shoes to fitting them to serving food. The hard work and dedication of volunteers shows on their faces and is reflected on the faces of the homeless men and women as they are fit with a new pair of shoes, a blessing to many of them. With everyone working together, we hope to exceed last year’s fitting of almost 500 pairs of shoes.

NSRA and Soles4Souls extend thanks in advance to the volunteers who participate in this event to help others. This amazing event continues to grow every year because of our remarkable helpers. We would also like to thank Aetrex, New Balance and Rocky Brands for donating shoes and socks. Their donations make this event possible.

To join, please meet on Congress Street near the Starbucks to board buses transporting volunteers to Pine Street Inn.
## WEDNESDAY, NOVEMBER 13th

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 – 5:00 p.m.</td>
<td>Registration: Exhibitors &amp; Attendees</td>
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<tr>
<td>6:45 – 7:45 a.m.</td>
<td>Grab &amp; Go Continental Breakfast</td>
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<tr>
<td>7:30 – 7:45 a.m.</td>
<td>Board buses for Soles4Souls event. Meet on Congress Street, near Starbucks.</td>
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| 8:00 – 11:00 a.m. | **NSRA Gives Back with Soles4Souls**  
Soles4Souls will partner with NSRA for the fourth annual event of providing footwear to those in need in our conference host city. This year's event will take place at Pine Street Inn, 444 Harrison Avenue. |
| 12:00 – 1:00 p.m. | **Boxed Lunch**                                                        |
| 1:00 – 1:30 p.m. | **Welcome/Opening Ceremony**                                            |
| 1:30 – 2:20 p.m. | **Marshal Cohen, Chief Industry Analyst, The NPD Group Inc.**  
Marshal Cohen will discuss consumer behavior in the context of footwear and accessories, and how independent retailers can create business opportunities by understanding shifts in that behavior. |
| 2:30 – 3:30 p.m. | **Charlie Cooper, President, Leisure Trends Group**  
**Julia Clark Day, Vice President of Sales & Marketing, Leisure Trends Group**  
These top executives on LTG’s management team will discuss sales trends in the independent retailing channel, by product categories, brands and gender. |
| 3:30 – 5:00 p.m. | **Networking & Exhibits Open**                                          |
| 6:15 – 6:30 p.m. | **Board buses for an evening at the John F. Kennedy Library & Museum.**
Meet on Congress Street, near Starbucks. |
| 7:00 – 9:00 p.m. | **Reception and Dinner**  
Enjoy a reception and dinner with America’s leading independent footwear retailers and the vendors who support the independent channel. Brief self-guided tours will give dinner guests an overview of the legacy of the United States’ thirty-fifth president, John F. Kennedy. After dinner, buses will return guests to the hotel. |

## THURSDAY, NOVEMBER 14th

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<tr>
<th>Time</th>
<th>Event</th>
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| 7:30 – 9:00 a.m. | **Continental Breakfast**  
Networking & Exhibits Open |
| 9:00 – 9:10 a.m. | **Neal Newman, President of the Two Ten Footwear Foundation** |
| 9:10 – 9:50 a.m. | **Joe Preston, Executive Vice President-International, New Balance Athletic Shoe Company**  
Joe Preston will share his insights on changes in the global footwear marketplace, and discuss how independent retailers can take advantage of emerging trends to grow their business. |
| 10:00 – 11:45 a.m. | **Noah Barsky, Ph.D., Villanova University School of Business**  
Dr. Barsky will review the financial strength of the independent footwear channel, based on facts and analysis in NSRA’s 2013-2014 Business Performance Report. |
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:45 – 1:00 p.m.</td>
<td><strong>Networking &amp; Exhibits Open</strong></td>
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<tr>
<td>12:00 – 1:00 p.m.</td>
<td><strong>Lunch</strong></td>
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<tr>
<td>1:00 – 2:15 p.m.</td>
<td><strong>Panel Discussion: Competing in the Digital Age of Retail</strong></td>
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<td></td>
<td>Moderator: Jim Dion, President, Dixon Inc.</td>
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<td></td>
<td>Panelists: Gary Weiner, Danny Wasserman, Tricia Keane</td>
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<tr>
<td>2:30 – 3:30 p.m.</td>
<td><strong>Break-out Sessions:</strong></td>
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<td></td>
<td>Next Generation of Retail Leaders – Current Program Participants Only</td>
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<td></td>
<td>Carol Wittmeyer, Ed.D., Loyola University Business Center</td>
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<td></td>
<td>Dr. Wittmeyer will discuss generational transition of leadership, addressing how a current</td>
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<td></td>
<td>generation of leaders not only grooms the succeeding generation, but also prepares them-</td>
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<td></td>
<td>selves to assume different roles – as family members and as business consultants and advisers.</td>
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<td></td>
<td>Retail Strategies - Joe Salzano</td>
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<td></td>
<td>Joe Salzano will present sales techniques, skills and concepts based on his more than five</td>
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<td>decades of experience in retail and manufacturing.</td>
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<tr>
<td>3:30 – 5:00 p.m.</td>
<td><strong>Networking &amp; Exhibits Open</strong></td>
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<tr>
<td>6:30 – 7:30 p.m.</td>
<td><strong>Networking Reception</strong></td>
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<td>7:30 – 9:30 p.m.</td>
<td><strong>NSRA’s Annual Awards Banquet</strong></td>
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<td>Join NSRA and your peers to celebrate more than a century of pride in independent</td>
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<td>retailing with NSRA by honoring today’s Retailer and Vendors of the Year and inducting a</td>
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<td>new class into NSRA’s Hall of Fame.</td>
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**FRIDAY, NOVEMBER 15TH**

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<tr>
<th>Time</th>
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<tr>
<td>7:30 – 9:00 a.m.</td>
<td><strong>Continental Breakfast</strong></td>
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<td>9:00 – 10:00 a.m.</td>
<td><strong>Interactive Discussion: Strategies to Grow the Independent Channel and Form Lasting Business Relationships.</strong></td>
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<tr>
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<td>In this session, retailers and vendors will work together to develop strategies on:</td>
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<td></td>
<td>• How retailers can be rewarded for what they do to enhance/build the brand experience</td>
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<td></td>
<td>• What vendors can do to help sell through in the store</td>
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<td></td>
<td>• What retailers and suppliers do together to add value to the sale.</td>
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<td></td>
<td>Moderator: Jim Dion</td>
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<tr>
<td>10:00 – 11:00 a.m.</td>
<td><strong>It’s Not Just a Business You’re Running – It’s a Show!</strong></td>
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<td>Speaker John Lees, Marketing &amp; Sales Consultant (Customers will do as they are sold.)</td>
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<td></td>
<td>Internationally recognized sales and marketing consultant John Lees, of Sydney, Australia, will demonstrate in his practical but entertaining style why business is also theatrical performance.</td>
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<tr>
<td>11:00 a.m.</td>
<td><strong>Conference Adjourns</strong></td>
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<tr>
<td>11:30 – 1:00 p.m.</td>
<td><strong>NSRA Board of Directors Meeting</strong></td>
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AETREX WORLDWIDE
Matt Schwartz
Larry Schwartz
Evan Schwartz
Larry Goodman
Andrew Green
Michael Shimshak

BURTON DISTRIBUTION
Gene Burten

CLARKS AMERICAS
Mindy Ojea
Brian Alves
Jeff Herrick
Tracy Lehnen

DANKSO
Mark Diehl
Ebeth Pitman
Corey Schermerhorn

DR. SCHOLL'S
Tim Kramer

DRYDOCK FOOTWEAR GROUP
Maria Osborne
Tony Mattioli
Bob Infantino
Susan Dooley
John Daher, Dominick Fabrizio, Kevin Liddy

BIRKENSTOCK
David Kahan
Steve Wilson
Brian Handler

DURANGO
Amber Vanwy
An Evening at the

JOHN F. KENNEDY
LIBRARY & MUSEUM

Enjoy a reception and dinner with America’s leading independent footwear retailers and the vendors who support the independent channel. Self-guided tours will give dinner guests an overview of the legacy of the United States’ thirty-fifth president, John F. Kennedy.

Opened in 1979, the JFK Library & Museum, which is located on a ten-acre park overlooking the ocean, serves as a place of education and inspiration to the public. It was designed by I.M. Pei and dedicated in 1979 by then-President Jimmy Carter and members of the Kennedy family. It houses more than 15 million documents, as well as official and personal effects. Kennedy wanted it to be more than a collection of papers, believing it should show “a complete record of a Presidential era.” More than 30 million people – both Americans and citizens of other nations who were moved by Kennedy’s rhetoric and youthful promise -- contributed to its construction, which cost more than $20 million. The tower stands 125 feet tall, and the building contains two theaters, as well as re-creations of rooms and settings. Special exhibits on display include “To the Brink: JFK and the Cuban Missile Crisis”, “In Her Voice: Jacqueline Kennedy, The White House Years” and the Freedom 7 Space Capsule.

An evening at the John F. Kennedy Library & Museum is sure to be full of U.S. history and networking with other retailers as well as vendors. Dinner guests are invited to gather on Congress Street near the Starbucks promptly at 6:30 to board buses for transportation to the Library & Museum. After dinner, buses will return guests to the hotel.
As part of last year’s Centennial Celebration, NSRA opened its Hall of Fame, honoring individuals who have, through a combination of traits, made a significant impact on the footwear industry. That combination includes retail leadership, personal and professional integrity, exceptional insight, service to their communities, participation in charitable activities, and overall service to NSRA.

2013 Hall of Fame Class

This year, NSRA is pleased to induct four individuals into the Hall of Fame. They are:

- **Terry Armstrong**, Co-founder, SAS Shoemakers, San Antonio, Texas

- **Howard K. Penn**, President, Puritan Clothing Company of Cape Cod, Hyannis, Massachusetts; Chairman of NSRA’s Board, 1991-93

- **Jerry Levin**, Chairman, Lebo’s, Charlotte, North Carolina; Chairman of NSRA’s Board, 1995-97

- **Al H. Singer**, Allan’s Shoe Stores, Bay City, Michigan

The inaugural class of eight members are:


- **1984-2003, William Boettge**, President of NSRA

- **1981-83, William Burnett**, Burnett Shoes, Union City, TN, Chairman of the Board of Directors

- **1987-89, Bill Douglas**, Bill Douglas’ Shoe Box, Sugar Land, TX, Chairman of the Board of Directors


- **1984-95, William Rossi, D.P.M.**, Author & Footwear Historian

- **1975-83, Joseph Shell**, President of NSRA

- **1997-99, Stanley Strum**, Leon’s Fashions, Waco, TX, Chairman of the Board of Directors
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.
NSRA VENDORS OF THE YEAR

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 quickly became “Vendor of the Year,” to parallel the Retailer of the Year Award created in 2009.

This year, NSRA’s selection committee found two companies equally deserving of the accolade “Vendor of the Year.” Rather than recognize only one of them, the committee elected for the first time to bestow the honor on both. NSRA’s Vendors of the Year 2013 are:

![aetrex](image1)  ![Clarks](image2)

Previous honorees are:

![HHBrown](image3)  ![Dansko](image4)  ![New Balance](image5)

Vendor of the Year 2012  Vendor of the Year 2011  Vendor of the Year 2010

Information Resources
Shoe Retailing Today:
NSRA’s bi-monthly magazine covers retail 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 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’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.

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.

Two Afternoon Conferences:
Held in Las Vegas the day before the FN PLATFORM Show, these short programs let industry panelists and guest speakers address “hot” and timely issues, followed by a reception that relaxes everyone and prepares them for the show that begins the next day.

Trends Reporting:
NSRA and Leisure Trends Group offer reports on what’s moving in the independent distribution channel. The service is private, invaluable and free to NSRA members.

NSRA OnLine:
This bi-weekly electronic newsletter provides members with easy-to-read summaries of news useful to their business.

NextGen:
NextGen is a one-of-a-kind service launched in 2009 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
Credit/Debit Card Processing:
Credit/Debit Card Processing: NSRA offers the lowest payment processing rates in the industry, through Bank of America Merchant Services.

Shipping:
Shipping: Through PartnerShip, NSRA provides members with significant discounts on inbound and outbound shipping, saving them thousands of dollars each year.

Constant Contact:
Constant Contact: Through NSRA, members save up to 30% on email marketing. Constant Contact also helps members manage lists easily, check email effectiveness, fight off spam, and use email templates to assure professionalism and speed in everything they send -- from newsletters to invitations to special promotions.
NSRA education sponsors recognize that independent retailers grow brands, and that NSRA member stores represent America's top independent retailers.

Thank you for your commitment and generosity in funding NSRA business education programs that keep retailers strong.