NSRA's 100th Anniversary Celebration & Leadership Conference
November 8 - 10, 2012 - Washington, D.C.
Welcome to the National Shoe Retailers Association’s 2012 Annual Leadership Conference and 100th Anniversary Celebration.

During the next three days, our speakers, topics and activities will stimulate your thinking, and inspire your enthusiasm. You can expect a forward look that will take you into the upcoming holiday season with a renewed commitment to footwear retailing.

As we assess the business climate facing independent footwear retailers today, we’ll also reflect on the fact that NSRA has been advocating on behalf of independent retailers for 100 years. Ten decades is a significant milestone. We hope you will take a few moments to read through a capsule history of the Association’s work provided on pages 12 to 15 of this conference guidebook.

More important than the specific activities and actions the Association undertook in its first century, however, is the fact that NSRA has remained true to its founders’ hopes in two essential respects:

- NSRA’s purpose is – and always has been – to help shoe retailers be as successful as their own work, investments and imaginations can make them, and
- NSRA is a network of retailers committed to helping other retailers.

NSRA’s strength has always come from its member retailers. Shoe store owners founded the Association, shaped it, developed services and programs they wanted their association to provide, gave their knowledge to each other and learned collectively how to conquer the many challenges that arose in retailing throughout the 1900s and now into the 2000s.

Generations of retailers have volunteered time and expertise to help others become successful. From NSRA’s records and perspective, their individual motives have been remarkably similar: They have believed that, in banding together, they could become more successful themselves. As they became the best, they continued to reach out, welcoming others into their ranks.

Today, NSRA members continue that proud tradition. Despite changes in the business landscape, and an ever-changing global economy, NSRA members understand one crucial business truth: Retail success means being the best.

Thank you very much for joining us for NSRA’s 100th Anniversary Celebration. As we move collectively into the next one hundred years of independent shoe retailing, the goal is the same: Achieve excellence.

Chuck Schuyler
NSRA President

Mark Denkler
NSRA Chairman

Randy Brown
NSRA Past Chairman
2012 Annual Conference Chairman
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above- The earliest collection of NSRA's Board of Directors Meeting Minutes, including the first meeting in 1912.
OUR SPEAKERS AND PANELISTS

Diane Sullivan

Diane Sullivan is president and CEO of Brown Shoe Company, a $2.5 billion global footwear company. She joined the company in 2004, after nearly two decades in footwear, holding titles including vice chairman of the Footwear Group of Phillips-Van Heusen and president and COO of the Stride Rite Corporation. She was elected to Brown Shoe Company's board of directors in 2007 and currently serves on the boards for BJC HealthCare and Enterprise Holdings, Inc. Sullivan graduated cum laude from Boston College and earned her master's in business administration from Babson College in Wellesley, Mass.

Jim Salzano

Jim Salzano is president of Clarks-Americas. He has been part of the Clarks management team that has led the company from just over $200 million in revenues to a $700 million share of the North American market. Established in the United Kingdom in 1825, Clarks is one of the oldest privately held companies in the world. Products are globally distributed with worldwide sales of 40 million pairs. In addition, Salzano is Chairman of the Board for the Two Ten Foundation and chaired the Strategic Planning Committee. He is a graduate of the Rochester Institute of Technology.

Jocelyn Anderson

Jocelyn Anderson has written for a number of magazines, newspapers and websites. Currently the features editor at Footwear News, she also covers the high-end men's market. More than four years ago, she made the transition to the shoe industry after seven years as managing editor of Pointe magazine, a niche publication focused on the ballet world. She holds a master's degree in journalism from Columbia University and earned a bachelor's from University of California at Davis in rhetoric and communication.

Randy Brown

Randy Brown is a certified pedorthist, and has B.S. in psychology and an M.S. in criminal justice administration from Central Missouri State University. He is a past chairman of the NSRA Education Committee, and former Chairman of the National Shoe Retailers Association Board of Directors. 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. Brown is also a former instructor at East Central College and Oklahoma State University at Okmulgee.
**Jim Dion**

Internationally-known retail speaker & trainer Jim Dion is the author of *The Complete Idiot's Guide to Starting and Running a Retail Store*. Dion speaks on consumer trends, retail technology, merchandising and operations, and leadership. He has a B.S., M.S. degree in psychology from Chicago State University and a Ph. D. in industrial psychology from the Illinois Institute of Technology, as well as 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.

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**Mark Diehl**

Mark Diehl is senior vice president of sales for Dansko, LLC. During his tenure, the comfort leader has seen eight consecutive years of record growth, more than doubled its sales force and received several awards, including recognition as one of the Inc. 5000 fastest growing companies and NSRA's Vendor of the Year for 2011. With more than 25 years’ experience in the footwear industry, Diehl has worked for many top brands in the comfort footwear industry including senior leadership positions at Rockport, Ecco and Mephisto.

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**Molly Jackson**

Molly Jackson is an NSRA board member, and director of marketing and chief financial officer of Jackson Retail Group in Sarasota, Florida. Jackson Retail Group is a combination of five specialty retail stores in the Sarasota and Manatee area, including two New Balance stores, Molly's Chic and Unique Boutique, Fleet Feet Sports Sarasota and The Snappy Turtle Trading Company. As a sales consultant for Vera Bradley Design, Inc., Jackson managed an account base of 45 independent retail stores. She graduated summa cum laude from Western Carolina University with a dual degree in marketing and corporate finance.

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**Tom Luck**

Tom Luck is the owner of Lucky Shoes, a family-owned, multi-store independent footwear retailer in Ohio. Luck has been a part of the local Chamber of Commerce for over three decades and has served as president and chair of many committees. As a member of NSRA's Board of Directors, Luck is chairman of the Vendor Relations Committee. Luck has also served on the Executive Committee and the Strategic Planning Committee. Luck was named Entrepreneur of the Year by Smart Business Cleveland magazine in 2004, and NSRA Retailer of the Year in 2010.
OUR SPEAKERS AND PANELISTS

Todd Newton

Emmy award-winning television host Todd Newton has appeared on E! Entertainment Television, The Price is Right Live!, and Instant Millionaire. A leader in the field of personal development, he has reached thousands of individuals as a certified life coach and a corporate and college speaker, helping audiences achieve more fulfilling lives with motivational presentations. He works with the Michael J. Fox Foundation to raise funds and awareness for Parkinson’s disease research, Best Friends Animal Sanctuary to promote animal rights and welfare, and Soles4Souls, where he serves as Sole Ambassador.

Outcault & Johnson

Dick Outcault and Pat Johnson are an effective team of retail experts who help businesses to evaluate management potential, manage the search for more effective POS systems, conduct leadership retreats and accomplish other goals to keep retailers competitive. The team brings more than 30 years of experience each in financial management and analysis to assist clients.

A graduate of Whitman College, Pat Johnson served as trustee of a Seattle independent K-8 school, and director of the news service of a small college. Dick Outcault earned an MBA in retailing from the University of Pittsburgh; he was an executive for a national department store organization, as well as the owner/operator of three independent specialty stores, before teaming with Johnson.

Gary Peltz

Peltz Famous Brand Shoes CEO and co-owner Gary Peltz has been working in the family business for the past 40 years. Based in St. Petersburg, Florida, the multi-store retailer was founded in 1957. Peltz Shoes consists of five retail locations, a distribution center, and corporate offices. Peltz employs 115 full- and part-time employees including a five-person buying team, a creative department, public relations department and marketing department. Peltz Shoes has received the Florida Family Business of the Year Award and the St. Petersburg Chamber of Commerce Business of the Year Award, and the Creative Award for Excellence.

Chris Quinn

Chris Quinn, executive vice president, North American sales, joined New Balance in January 2009, bringing with him more than 20 years experience in sales and business leadership. Before joining NB he served as senior vice president sales and chief customer office for Folgers Coffee, a division of Procter and Gamble. Prior to that, Quinn was executive vice president, sales and strategic insights for Mars, Inc. Quinn, who grew up in Minnesota, received his bachelor’s degrees in economics and Spanish from Denison University and his MBA from the University of Michigan.
Jim Sajdak

Jim Sajdak, C.Ped., became president of Stan’s – Fit For Your Feet and New Balance Milwaukee in 1989, after serving 16 years as vice president. He is a certified pedorthist, has a bachelor’s degree in business and communication from Milton College, and completed post-grad work in business at Marquette University and the University of Wisconsin. Sajdak was elected to the NSRA Board of Directors in 1995, and served as an Education Committee member and conference speaker. He was elected as Chairman of the NSRA Board of Directors in 2001. He currently heads NSRA’s NextGen program.

Megan Sajdak

Megan Sajdak is director of marketing at Stan’s – Fit For Your Feet and New Balance Milwaukee. She graduated with a B.A. in advertising and marketing from Marquette University. Growing up in her family’s shoe business doing every job from working in the backroom to selling shoes and, now, directing marketing, has made Sajdak a passionate and powerful part of the family business. She participates in NSRA’s Education Committee, local Chambers of Commerce, Children’s Hospital of Wisconsin, AI’s Run & Walk Committee, and other local young professional groups.

Jason Young

Before starting his own consulting practice, Jason Young was a senior-level manager with Southwest Airlines for ten years, where he was a key driver in creating and developing the innovative training programs for a successful leadership/customer service culture that has since become renowned in the business world. His company, LeadSmart, Inc., focuses on corporate training, leadership, team building and customer service, and has worked with clients such as Starbucks, Coca-Cola and Radio Shack to improve their corporate cultures and workplace environments. His most recent book is Culturetopia: The Ultimate High-Performance Workplace.

“The fundamentals of service, satisfaction and integrity are the foundation of the shoe retailer.”

—Joseph J. Shell
### NSRA’S 100TH ANNIVERSARY LEADERSHIP CONFERENCE AGENDA

#### WEDNESDAY, NOVEMBER 7TH

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 1:00 pm - 6:00 pm | Exhibitor & Attendee Registration  
Exhibitor Set-up                                                   |

#### THURSDAY, NOVEMBER 8TH

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am - 5:00 pm</td>
<td>Exhibitor &amp; Attendee Registration</td>
</tr>
<tr>
<td>7:00 am - 8:00 am</td>
<td>Continental Breakfast</td>
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</table>
| 8:00 am - 10:45 am | Soles4Souls Event:  
Soles4Souls will again team with NSRA to provide footwear to homeless people in the D.C. area.  
This year’s event will take place at the New York Avenue Presbyterian Church |
| 11:45 am - 12:45 pm | Boxed Lunch                                                          |
| 12:45 pm - 1:15 pm | Welcoming Remarks & United States Air Force Color Guard  
National Anthem sung by Megan Sajdak                                  |
| 1:15 pm - 2:00 pm | Keynote Speaker Diane Sullivan:  
Diane Sullivan, President and CEO of Brown Shoe Co, will discuss the current state of the U.S. footwear industry and how macroeconomic trends will impact independent retailers. |
| 2:00 pm - 2:45 pm | Speaker Jason Young:  
Author of Culturertosia: The Ultimate High-Performance Workplace, Young will share his insights on how retailers can develop and sustain a workplace culture of care and accountability, leading to increased productivity and performance. Young will offer practical, easy-to-follow advice on cultivating a healthy and profitable culture for any organization. |
| 3:00 pm - 5:30 pm | Exhibits & Networking Open                                            |
| 6:30 pm - 7:30 pm | Reception Party @ Marriott Metro Center                             |
| 7:30 pm - 9:30 pm | NSRA’s 100th Anniversary & Awards Banquet Dinner:  
Banquet will feature Retailer of the Year, Vendor of the Year, and NSRA's newly developed Hall of Fame awards. |

#### FRIDAY, NOVEMBER 9TH

<table>
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<th>Time</th>
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| 7:30 am - 10:00 am | Continental Breakfast  
Exhibits & Networking Open                                       |
| 10:00 am - 11:15 am | Keynote Speaker: Outcat & Johnson:  
Dick Outcat and Pat Johnson are an effective team of retail experts who help business leaders to keep their organizations competitive. With more than 30 years of experience each in management and analysis, the team will discuss basic financial dynamics of today's retailing and how to implement them in a business. |
| 11:15 am - 12:00 pm | Keynote Speaker: Jim Salzano:  
Jim Salzano, President of Clarks-Americas, presents  
Changing the Rules: Thriving as an Independent in a Branded World.  
“When the footwear brands you carry invest in their own brand, you reap the rewards – how to ensure that their investment has a positive impact on your business.” |
| 12:00 pm - 1:00 pm | Lunch                                                               |
FRIDAY, NOVEMBER 9TH

1:00 pm – 2:00 pm  Speaker Jim Dion:  
Internationally-known retail speaker and trainer Jim Dion will discuss “digital shoplifting,” or show rooming, the consumer practice of using smartphones to compare in-store prices to online retailers. More than half (52%) of shoppers have reported engaging in this practice.

2:00 pm – 3:00 pm  Industry Panel: Competing with Online Retailers:  
Following best-selling author Jim Dion’s talk on internet age challenges, a panel of industry experts will discuss how brick-and-mortar retailers can stay competitive in a time when 60 percent of consumers expect shopping to include physical and digital channels. 
Moderator: Jim Dion  
Panel: Chris Quinn - Executive VP, New Balance  •  Mark Diehl - Sr. VP Sales, Dansko  
Randy Brown - President, Brown’s Enterprises  •  Gary Peltz - CEO, Peltz Shoes.

3:00 pm – 5:30 pm  Exhibits & Networking Open

6:30 pm  Off-site Transportation – Marriott to Phillips Collection

7:00 pm – 9:30 pm  Networking Dinner Reception  
Dinner will be held at the Phillips Collection, the first museum of modern art in the United States. Attendees will have an opportunity to visit some of the most recognized art collections in the world, and docents will be available to discuss the exhibits.

9:30 pm  Off-site Transportation – Return to Marriott and Renaissance Hotels

SATURDAY, NOVEMBER 10TH

7:30 am – 9:00 am  Continental Breakfast  
Exhibits & Networking Open

9:00 am – 9:45 am  Speaker Todd Newton:  
Emmy award-winning television host Todd Newton will outline the characteristics of an achiever, and how to determine the difference between dreams and goals, create opportunities and stand out from the crowd.

9:45 am – 10:45 am  Panel Discussion: Industry Best Practices  
This interactive panel discussion will include marketing strategies, a discussion about when and how to expand your business, “cause marketing” how community development will grow your business.  
Facilitator: Jocelyn Anderson - Features Editor, Footwear News  
Panel: Molly Jackson, NSRA board member, New Balance Sarasota (Florida) – Marketing on a Local Level  
Tom Luck, NSRA board member, Lucky Shoes (Ohio) – Expansion- When Does It Make Sense?  
Jim and Megan Sajdak, NSRA board member and NextGen member, Stan’s Fit For Your Feet (Wisconsin) – Community Involvement and Cause Marketing

10:45 am – 11:00 am  Closing Remarks

11:00 am  Conference Adjourns

11:30 am – 1:00 pm  NSRA Board of Directors Meeting
EXHIBITORS

AETREX WORLDWIDE
Matt Schwartz
Larry Schwartz
Evan Schwartz
Larry Goodman
John Brewer

ARA SHOES
Andrew Agati
Dean Pierce

ARCOPEDICO
Dan Simas

BIRKI'S
Matt Hundley
Bill Taylor

BOS. & CO. FOOTWEAR
BOS. & CO. • FLY LONDON • GROUNDHOGS
Jim Bosco
Ann Bosco

CLARKS—AMERICAS
CLARKS • PRIVO • INDIGO • BOSTONIAN
Beth Bartholomew
Brian Alves
Joe Salzano

AGS FOOTWEAR
GROUP
Stephen Jacobs

DANSKO
Mark Diehl
Kitty Bolinger
Ebeth Pitman

DR. SCHOLL'S
Tim Kramer
Keith Duplain
Maureen McCann

DREW SHOE CORP.
DINO MONTI
Scott Williams
Jay Jurich

DRYDOCK FOOTWEAR GROUP
ARAVON • DUNHAM • COBB HILL
Bob Infantino
Maria Osborne
Tony Mattioli

EARTH INC.
EARTH • EARTHIES • KALSO EARTH SHOES
Deborah Delisle
Trevor Grimshaw

ECCO
Dawn Marie Hilkin

EMERY & WEBB, INC.
John Webb, Jr.

FRANKFORD LEATHER CO.
Steven Buonomo

HOBSON INSURANCE
Kristy Hodik

JUSTIN BLAIR & COMPANY
Scott Weinstein
Justin Bearak

LEISURE TRENDS GROUP
Charlie Cooper
Julia Day
Greg Shoenfeld
Thank You to Our Exhibitors for Supporting Independent Footwear Retailers.
### NSRA Historical Timeline

#### Decade: 1910s
- **Events Around the World:** Titanic sets sail, Russian Revolution
- **Significant Dates and Facts in the History of NSRA:**
  - NSRA is Founded in 1912, 200 members strong
  - L.E. Langston conducts business as NSRA's first president

#### Decade: 1920s
- **Prohibition begins**
- **1920s:**
  - Style Committee agrees women be consulted about their taste
  - Average Shoe Sizes:
    - Men 7-9
    - Women 4-6
  - Average cost of doing business approx. 26%

#### Decade: 1930s
- **Empire State Building completed**
- **WWII begins**
- **1930s:**
  - “Every member gets a member” drive launched
  - HQ moved to New York City
  - NSRA endorses the 48-hour work week

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**On April 4, 1912,** in Delaware, five “shoe men” gathered together to witness the legal incorporation of an infant organization called the National Shoe Retailers Association.

The Association’s purpose, as its Certificate of Incorporation stated, was “for the encouragement of trade and commerce, fostering and protecting the welfare and interest of persons engaged in the sale of shoes at retail, by promoting fellowship among such persons.”

Over the hundred years since then, NSRA’s purpose has expanded. Its mission is to significantly improve the business performance of members through exceptional educational programs, vital cost-saving services and informational resources, and powerful networking opportunities.

At heart, NSRA is still what its founders envisioned: a network in which retailers help other retailers.

As NSRA celebrates its Centennial, it seems proper to take a quick look back at its history.

**The First Years:**
- NSRA is founded in 1912, 200 members strong
- Industry issues of the time include:
  - Shoe materials – leather versus “counterfeit”
  - Whether manufacturers should imprint shoe sizes on the cartons
  - Determining correct lengths for shoe laces
  - Late shipments from manufacturers
- NSRA’s first president, L.E. Langston, conducts business from national headquarters, at 624 S. Michigan Avenue, Chicago, Illinois.
- Initial dues fall into three categories: $2, $5 and $10, annually.

**1920s:**
- Membership grows to more than 2,000
- Headquarters remains in Chicago, but at a new address: 8 South Michigan Avenue
- Style and Trend Committees are formed.
- Style Committee, working with Harper’s Bazaar Magazine, agrees that women must be consulted about their tastes.
- Trend Committee, working with Vanity Fair, develops a national campaign called “Shoes Mark the Man,” with a style chart showing correct colors and types of clothes and shoes the well-dressed man would wear.
- The average cost of doing business throughout the U.S. is approximately 26%.
- Average shoe sizes are 7-9 for men, 4-6 for women.
- NSRA urges members to undertake collective advertising, cooperating “in seasonal campaigns and special features” such as “Shoes for the Occasion,” “Walk and Be Healthy,” “Dress Well and Succeed.”

**1930s:**
- NSRA implements an aggressive “Every Member Get a Member” drive.
- The Association inaugurates a mutual insurance plan for shoe stores.
- NSRA publicly endorses the idea of a 48-hour work week.
- Plans for a joint shoe convention and exhibition are laid between NSRA and the National Boot and Shoe Manufacturers. The first event is held in St. Louis, Missouri.
- NSRA member John Hahn, owner of Hahn’s Shoes in Washington, D.C., introduces the concept of paying commission to his sales staff.
- NSRA moves its headquarters to 274 Madison Avenue, New York, New York.
### 1940s
- **NATO founded**
- **First computer built**
- **Membership reaches 5,400**
- **Government rationing of shoes begins**

### 1950s
- **Polio vaccine invented**
- **U.S. segregation outlawed**
- **Prescription Footwear Association Founded**
- **NSRA sponsors traveling business conferences**
- **Members experiment with shoes as medical tools**

### 1960s
- **First Super Bowl**
- **Star Trek airs**
- **NSRA co-sponsors “Consumer Research Project”**
- **Members oppose minimum wage increase**
- **NSRA sponsors Men’s Workshop begins**

### 1970s
- **Microsoft founded**
- **Sears Tower built**
- **Joe Shell is executive director**
- **Technology Committee explores computerization**

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#### 1940s:
- Membership continues to grow, topping 5,400.
- Because of war demands, the government imposes rationing – including rationing of shoes and of paper. Rationing of shoes imposes limits on retailers and consumers. Rationing paper means NSRA’s educational papers on a variety of topics of interest to members are postponed.
- NSRA publishes a bulletin for members outlining exactly what they can expect from government rationing.
- Joining with the National Boot and Shoe Manufacturers, NSRA begins to sponsor the National Shoe Fair. The first event is held in Chicago.
- A Lasts Committee is formed to work with manufacturers in revising standards of measurement for children’s and misses’ shoes.

#### 1950s:
- Services and activities include;
  - National Footwear News, a monthly bulletin
  - Shoe Style Forecasts, a semi-annual guide for planning and merchandising
  - Costume Coordination Book, a twice-a-year publication training sales associates on shoe and accessory sales
- NSRA and National Shoe Manufacturers Association form a Council of Arbitration, designed to settle any differences arising between a retailer and a manufacturer.
- NSRA begins to sponsor “regional educational clinics,” traveling conferences to help members sharpen their business skills.
- NSRA member retailers, in response to requests from medical doctors dealing with war veterans and with a polio epidemic, begin to experiment with shoes as medical devices – using modifications and inserts to help consumers compensate for problems.

#### 1960s:
- As member retailers experiment with shoes as therapeutic devices, they realize the need for a “sub-chapter” in NSRA – and found the “Prescription Footwear Association” (PFA).
- NSRA moves again – to 200 Madison Avenue, New York City.
- PFA becomes an independent organization, affiliated with NSRA, which manages PFA’s day-to-day affairs.
- NSRA joins with three other footwear industry groups to sponsor “Consumer Research Project,” a three-part program evaluating trends in U.S. shoe production and distribution.
- Members urge NSRA to publicly oppose increasing the minimum wage to $1.40/hour.
- NSRA sponsors The Men’s Fashion Workshop.

#### 1970s:
- NSRA looks to the future, creating a Technology Committee to explore new developments in business products and procedures. The committee undertakes NSRA’s first look at the relatively new field of computerization.
- Joe Shell becomes NSRA’s executive director.
- Among the topics of concern to footwear retailers: the retail industry is becoming “overmalled, overstored and overstocked,” manufacturers are increasingly moving to offshore facilities.
NSRA HISTORICAL TIMELINE

<table>
<thead>
<tr>
<th>Decade</th>
<th>1980s</th>
<th>1990s</th>
</tr>
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<tbody>
<tr>
<td><strong>Events Around the World</strong></td>
<td>DNA first used in criminal trials</td>
<td>South Africa repeals Apartheid</td>
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<td></td>
<td>IBM introduces the PC</td>
<td>Cold War ends</td>
</tr>
<tr>
<td><strong>Significant Dates and Facts in the History of NSRA</strong></td>
<td>NSRA publishes Professional Shoe Fitting with industry and international success</td>
<td>NSRA teams up with Polycom Ship to provide the lowest rates in the footwear industry</td>
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<tr>
<td></td>
<td>Education Partner Member program begins</td>
<td>NSRA develops its work</td>
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<tr>
<td></td>
<td>Shoe Retailing Today is launched</td>
<td>&quot;When the Shoe Fits&quot; and &quot;Shoe and Sportswear Today&quot; launched</td>
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NSRA’s history, 1980-2012

1980s:
- "Footwear Focus on Fashion" – a joint venture of NSRA and FFANY, with Radio City Music Hall Productions as creators of a dramatic fashion show in NYC. *Glamour Magazine* hosts an opening cocktail party; proceeds from the fashion show benefit the Two Ten Foundation.
- Joe Shell retires as NSRA’s executive, and long-time footwear retailer and NSRA Board member Bill Boettge accepts the position.
- NSRA commissions, publishes and distributes *Professional Shoe Fitting* by William Rossi, DPM, and Ross Tenant, DPM. The book takes the industry by storm, becoming a bible, so much so that Japan’s Nippon Shoes company requests translation rights.
- NSRA and industry discontinue operation of National Shoe Fair, which had been a major focus and the Association’s leading income producer. The end of the Fair leads NSRA to focus on education and business services to assist independent shoe retailers.
- NSRA takes a leadership role in technology, creating software called FRAME for independents, then developing a series of Technology Conferences to inform and educate members on how to use technology and computerization in business.
- With National Shoe Travelers Association, NSRA develops and funds The Shoe Business Council to provide one-on-one consulting help to independents.
- Brick-and-mortar stores begin to face an onslaught of new retailing formats -- first the discount stores, then big boxes, and during the 1990s the Internet, all of which take part of the market share. Most independents find they can’t compete on price or even large selection, and begin looking for a niche. Comfort becomes the biggest niche for independents, who themselves become a major factor in the growth of the comfort market.
- Shoe Retailing Today is launched.
- NSRA creates Education Partner Member program, to provide the funding needed to develop educational programs that would help independents compete, survive and thrive – and be better customers for participating vendors.
- NSRA moves its headquarters from New York City to the suburbs of Washington, D.C.
- In 1987, NSRA celebrates its 75th anniversary with a huge dinner party, during which the Association highlights the top 25 shoe patterns during NSRA’s first 75 years.
- NSRA begins hosting an every-other-year meeting for retailers and vendors, giving them opportunities to talk in an informal setting.
- NSRA develops GET SMART, a seminar series at regional shows, to help members stay current with issues and business trends.

1990s:
- NSRA begins to develop its national educational arm, initiating four-hour programs held the day before the Western Shoe Show.
- NSRA embraces email as a communications tool.
- Western Shoe Show becomes WSA Show – and offers NSRA twice-a-year space to network with retailers and vendors.
- NSRA develops its introductory website.
- "Shoe and Sport Talk" launches. This electronic order entry, communication and information system connects shoe retailers to a worldwide teleprocessing network, making it possible for independents to use electronic data interchange and download OPC codes. (Previous to SST, electronic data interchange is priced beyond the typical independent’s means.)
- NSRA launches bankcard program to provide members with low card-processing rates.
### 2000s

- NSRA builds relationships with foreign trade commissions, arranging for members to travel to Europe and South America on trips to shoe factories.
- NSRA signs an agreement with PartnerShip/FedEx to offer members the lowest freight rates available in the U.S. footwear industry.
- NSRA creates “When the Shoe Fits,” which teaches more than 4,500 sales associates throughout the country the necessary skills to fit shoes properly.

**2000s:**

- Chuck Schuyler becomes NSRA president.
- WSA Shoe Show, for many years a dominant national exhibition, begins to face competition from new shows and producers.
- FFANY increases its events, Platform and Outdoor Retailer are born – and the number of national and regional shoe shows begins rapidly to increase.
- *Shoe Retailing Today* is converted from a 24-page black-and-white newsletter to a 40-page color magazine.
- NSRA introduces new services for members, including lease consulting and business assistance, as well as discounts on business supplies and furniture.
- NSRA solidifies its reputation as an education provider, producing twice-a-year programs that attract retailers from all over North America.
- Soles4Souls is founded, a charity initially devoted to providing shoes to those in need after surviving natural disasters world-wide. NSRA members quickly adopt S4S, collecting shoes and sending them to S4S for worldwide distribution.
- NSRA launches three-day Annual Leadership Conferences.

### 2010s

- NSRA expands its awards program to recognize a Retailer of the Year and a Vendor of the Year.
- NSRA launches its “Next Generation” Leadership Program (NextGen), in partnership with the Family Business Center at Loyola University in Chicago.

**2010s:**

- NSRA moves its headquarters to Tucson, Arizona.
- NSRA revises its membership dues structure, embracing a low flat rate for all member retailers.
- NSRA partners with Leisure Trends Group to provide members with trends and sales reporting, the first program of its kind in the history of independent shoe retailing.
- NSRA launches new Social Media Guides to assist members with new communications platforms.
- NSRA creates the NSRA Hall of Fame, with inaugural inductees welcomed at the November 2012 Annual Leadership Conference & Centennial Celebration.
NSRA Hall of Fame

To celebrate its Centennial, NSRA is launching a new honor: the NSRA Hall of Fame Award. Inductees are individuals who have made a significant impact on the footwear industry. In selecting the first Hall of Fame class, NSRA reached out to industry executives and members of the Board of Directors current and past.

Individuals elected to the NSRA 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’s inaugural Hall of Fame class will be inducted during the Chairman’s Awards Banquet on Thursday evening, November 8, 2012.

The members of NSRA’s 2012 Hall of Fame class are:

1958-60, Lloyd W. Nordstrom,
Nordstrom, Inc., Seattle, WA,
Chairman of the Board of Directors

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

1964-65, Theodore J. Altier,
Altier & Sons, Inc., Rochester, NY,
Chairman of the Board of Directors

1984-2003, William Boettge,
President of NSRA

1975-83, Joseph Shell,
President of NSRA

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

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

1997-99, Stanley Strum,
Leon’s Fashions, Waco, TX,
Chairman of the Board of Directors
NSRA recognizes industry figures and companies with an annual Awards program that includes:

**Retailer of the Year** – presented to an individual NSRA member who, as the owner or co-owner of a footwear retailing business, has demonstrated business vision, principled leadership, and service to NSRA.

![Retailer of the Year 2009](image1)
John Schuler
Schuler Shoes
Maple Grove, MN

![Retailer of the Year 2010](image2)
Tom Luck
Lucky Shoes
Fairlawn, OH

![Retailer of the Year 2011](image3)
Maurice Breton
Comfort One Shoes
Manassas, VA

**Vendor of the Year** – presented to a company that independent shoe retailers hold in high esteem for the integrity of its business practices, and for its long-term commitment to the independent retail channel. Originally established as the NSRA Education Sponsor of the Year Award, the Award quickly became “Vendor of the Year,” to parallel the Retailer of the Year Award created the previous year.

![Vendor of the Year 2010](image4)
New Balance

![Vendor of the Year 2011](image5)
Dansko

![Vendor of the Year 2012](image6)
H.H. Brown
BOARD OF DIRECTORS

Chairman: **Mark Denkler**, Vince Canning Shoes, Delray Beach, FL
Vice Chairman: **Todd Lewis**, Shoe Fly Shoe, Inc., Tyrone, PA
Immediate Past Chairman: **Alan Miklofsky**, Alan’s Shoe House/NB, Tucson, AZ

- **Doug Becker**: Becker Shoes, Collingwood, Ont.
- **Jody Finnegan**: 12th Street Shoes, Bellingham, WA
- **Paul Muller**: Muller’s Family Shoe Centers, Grand Rapids, MI
- **Ronald W. Scott**: Retail Strategies, LLC, Vienna, VA
- **Chris Bentvelzen**: Shoes-n-Feet, San Francisco, CA
- **Jeff Greenberg**: Lloyd’s Shoes, Carmel, CA
- **Bob Pearl**: JL Coombs, Freeport, ME
- **Joel Sigal**: Littles Shoe Store, Pittsburgh, PA
- **Maurice Breton**: Comfort One Shoes, Manassas, VA
- **Ed Habre**: Shoe Mill, Portland, OR
- **Jim Piercy**: Masser’s Shoes, Champaign, IL
- **Scott Sproull**: Hide & Sole, Missoula, MT
- **Roger Brooks**: Brooks Shoes for Kids, Santa Monica, CA
- **Molly Jackson**: New Balance Sarasota, Sarasota, FL
- **Rick Ravel**: Karavel Shoes, Austin, TX
- **Paula Sussex**: Sandal Tree, Honolulu, HI
- **Mollie Brown**: Buck’s Shoes, Fremont, NE
- **Rob Kaufman**: New Balance San Antonio, San Antonio, TX
- **Jeanette Riechers**: Cornblooms & Madison Sole, Madison, WI
- **Danny Wasserman**: Tip Top Shoes, New York, NY
- **Randy Brown, C.Ped.***: Brown’s Enterprises, Washington, MO
- **Jerry L. Levin**: Lebo’s, Inc., Charlotte, NC
- **Jim Sajdak**: Stan’s Fit For Your Feet, Brookfield, WI
- **Gary Weiner**: Saxon Shoes Inc./Shoedini.com, Richmond, VA
- **Lenny Comeras**: Easton Shoes, Columbus, OH
- **Dave Levy**: Hawley Lane Shoes, Norwalk, CT
- **Tom Schuermann**: Village Bootery Shoe Store, Tequesta, FL
- **Phil Wright**: Vernon Powell Shoes, Salisbury, MD
- **Tony Fargnoli**: Chaussures Tony, Inc., Westmount, Quebec
- **Tom Luck**: Lucky Shoes, Fairlawn, OH
- **John Schuler**: Schuler Shoes, Maple Grove, MN

*Past Chairman*

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**NSRA’s Active Past Chairmen**

- Alan Miklofsky
- Ed Habre
- Phil Wright
- Randy Brown
- Jim Sajdak
- Paul Muller
- Jerry Levin
- Ronald Scott
NSRA Chairmen since 1912 in Chronological Order

A.C. McGowin, 1912-1918
Hotel Pennsylvania
Philadelphia, PA

John O’Connor, 1918-19
O’Connor & Goldberg
Chicago, IL

A.H. Geuting, 1919-20
A. H. Geuting Co.
Philadelphia, PA

James F. Orr, 1920-22
Potter Shoe Co.
Cincinnati, OH

C. K. Chisholm, 1922-23
Cleveland, OH

John Slater, 1923-24
J. & J. Slater
New York, NY

Seaton Alexander, 1924-26
Alexander & Co.
Wheeling, WV

John J. Baird, 1926-28
A.E. Pitts Shoe Co.
Columbus, OH

A.H. Geuting, 1928-34
A. H. Geuting Co.
Philadelphia, PA

M.A. Mittelman, 1934-36
L. Miller Stores
Detroit, MI

L. F. Tuffly, 1936-38
Knopp & Tuffly, Inc.
Houston, TX

Harry E. Fontius, 1938-40
Fontius Shoe Co.
Denver, CO

Carl Burgstahler, 1940-42
E.E. Foster Company
Chicago, IL

Harold F. Volk, 1942-44
Volk Bros. Company
Dallas, TX

Owen W. Metzger, 1944-46
Wetherhold & Metzger
Allentown, PA

Edward C. Orr, 1946-48
Potter Shoe Company
Cincinnati, OH

George B. Hess, 1948-50
N. Hess’ Sons
Baltimore, MD

Albert Wachenheim, Jr., 1950-52
Imperial Shoe Store
New Orleans, LA

W. Otto Warn, 1952-54
Warn & Warn
Spokane, WA

Gilbert Hahn, 1954-56
William Hahn & Co.
Washington, D.C.

Steven J. Jay, 1956-58
R.H. Fyfe & Company
Detroit, MI

Lloyd W. Nordstrom, 1958-60
Nordstrom Inc.
Seattle, WA

Louis Liebson, 1960-62
Edisson Bros. Stores, Inc.
St. Louis, MO

Z. Albert Joseph, 1962-63
Joseph Salon Shoes
Chicago, IL

Theodore J. Aitier, 1964-65
Aitier & Sons, Inc.
Rochester, NY

Harry E. Fontius, Jr., 1965-67
Fontius Shoe Co.
Denver, CO

Irving D. Brown, 1967-69
Coward Shoe
New York, NY

Alfred B. Wexner, 1969-71
Wexner Bros.
Memphis, TN

Frank Hart Rich, 1971-73
Richt’s Shoes
Washington, D.C.

James Potter Orr II, 1973-75
Potter’s
Cincinnati, OH

William R. Miles, Jr., 1975-78
Gamer Shoe Co.
Battle Creek, MI

John Caldwell, 1978-80
Calwells’ Inc.
Kansas City, MO

George B. Hess, Jr., 1980-81
N. Hess’ Sons
Baltimore, MD

William P. Burnett, Jr., 1981-83
Burnett Shoes
Union City, TN

Wayne T. Muller, 1983-85
Muller’s Family Shoe Centers
Grand Rapids, MI

Donald E. Seaman, 1985-87
Stecher’s
San Diego, CA

William Douglas, 1987-89
Bill Douglas’ Shoe Box
Sugar Land, TX

D. Larry Sherman, 1989-91
Sherman Shoes, Inc.
Birmingham, MI

Howard K. Penn, 1991-93
Puritan Clothing
Cape Cod, MA

Ronald W. Scott, 1993-95
Retail Strategies, LLC
Vienna, VA

Jerry Levin, 1995-97
Lebo’s, Inc.
Charlotte, NC

Stanley Strum, 1997-99
Leon’s Fashions
Waco, TX

Paul Muller, 1999-2001
Muller’s Family Shoe Centers
Grand Rapids, MI

Jim Sajdak, 2001-03
Stan’s Fit For Your Feet
Brookfield, WI

Randy Brown, 2003-05
Brown’s Enterprises
Washington, MO

J. Phil Wright, 2005-07
Vernon Powell Shoes
Salisbury, MD

Ed Habre, 2007-09
Shoe Mill
Portland, OR

Alan Miklofsky, 2009-11
Alan’s Shoe House/NB
Tucson, AZ

Mark Denkler, 2011-present
Vince Canning Shoes
Delray Beach, FL

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The Staff of NSRA:

Chuck Schuyler - President  ♦  Lynn Stiff - Business Manager  ♦  Carisa LeDoux - Assistant to President

Nancy Hultquist - Director of Communications  ♦  Sandee Beisner - Accounting Manager

Tanja Towne - Membership Manager  ♦  Debbie Fitzpatrick - Member Services Coordinator

Madeleine Archie - Administrative Assistant/Communications  ♦  Jeff Bernstein - Marketing/IT

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The Next Generation program is a one-of-a-kind education and mentoring project created by NSRA. Launched in 2009 in conjunction with Loyola University, NextGen serves to mentor owners and successors on how to manage relationships that combine personal and professional roles. New classes are formed regularly, bringing young retailers together to discuss issues involving family dynamics, sibling expectations, and management philosophies.

**Information Resources**

**Shoe Retailing Today:**
Our bi-monthly magazine covers how retailers operate, business news, industry trends and provides in-depth looks at current issues.

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

**Financial Analysis:**
NSRA’s Business Performance Report is the only financial analysis report of the independent footwear channel, and provides invaluable insights on the costs of doing business. It lets members compare their expense and revenue with national averages, so they can pinpoint areas where taking action will maximize profitability.

**NSRA OnLine:**
Twice a month, our members receive our email newsletter, which contains easy-to-read summaries of information useful to their businesses.

**NSRA’s Guide to Social Media:**
To ensure that NSRA members have the information they need for continued success, NSRA provides step-by-step guides to using social media. The guides include detailed instructions on setting up and managing accounts for popular sites such as Twitter, Facebook, Pinterest, Yelp and Instagram. The guides take members from the first time they sign in, to maintaining a fully-functioning profile, with helpful screenshot images and easy-to-understand tips leading the way.

**Trends Reporting:**
NSRA and Leisure Trends offer the only sales and trends reporting available to the independent footwear industry. The service is private, valuable and free to NSRA members.

**Footwear Industry’s Lowest Credit/Debit Card Processing Rates**
NSRA offers the lowest payment processing rates in the industry through Bank of America Merchant Services. With thousands of stores in our payment network, we bring members lower cost service than they could negotiate on their own, or through smaller organizations.
Thank You, Annual Conference Sponsors
NSRA thanks the following companies for recognizing the importance of retail business education.

DIAMOND

NEW BALANCE

PLATINUM

Dansko

MEDIA PARTNERS

FN
FORMULA4
MEDIA, LLC

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DRYDOCK FOOTWEAR GROUP
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WORLD'S FINEST FOOTWEAR

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Birkis

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NSRA GIVES BACK

NSRA & SOLES4SOULS
GIVING BACK TO THE COMMUNITY

Washington, D.C., November 8, 2012

As part of NSRA’s 100th Anniversary Celebration and Leadership Conference, we are partnering with Soles4Souls to give back to the Washington, D.C., community. Our goal is to fit 400-500 homeless men and women with shoes.

Set-up and preparation will take place from 8:00-9:00 a.m. at New York Avenue Presbyterian Church. This includes breaking out the shoes and setting them up by size and gender; most boxes are color coded. At 11:00 a.m., the event will conclude for NSRA volunteers. We will say goodbye and board the shuttle for our return trip.

At 15-20 chairs, we can accommodate roughly 400 people with 6-7 minutes per person. We encourage you to use your footwear experience in finding the right pair of shoes for each of our guests. Thank you in advance for treating each guest as a valued customer.

NSRA extends special thanks to our partners who have joined with us to help individuals in need. This event provides footwear to many residents of the city. It’s a pleasure to publicly thank:

- New York Avenue Presbyterian Church – first, for agreeing to host this shoe-fitting event, and second, for providing a brief tour of Abraham Lincoln’s church to our scores of shoe-fitters.
- Soles4Souls, for able, efficient and cheerful coordination of the event. The concept behind Soles4Souls is an idea the footwear industry is proud to embrace.
- OrthoFeet, for supplying shoes to hundreds of people who need them at our event – shoes that can help individuals walk in safety and health, work and look for work more comfortably, and rebuild secure lives.
- New Balance, for supplying shoes for this event. Not only will these shoes benefit our clients today, but both sponsors have agreed to leave any unused inventory from this event with the New York Avenue Presbyterian Church to distribute to those in need throughout the year.
- Aetrex Worldwide, for donating new socks to improve our clients’ fit and comfort – and to give them an extra layer of warmth.
- Justin Blair & Co., for providing our fitting teams with RITZ Sticks to measure our Thursday clients’ feet and provide them the best fit possible.

NSRA is deeply grateful to members for rising early, getting down on hands and knees to measure and fit, hurrying to move inventory, and offering their knowledge and skills to a population that is too often forgotten. NSRA members have always been willing to give back – it’s what makes NSRA a community.

Where: New York Avenue Presbyterian Church, 1313 New York Ave. NW
Washington, D.C. 20005
When: November 8, 2012 from 8-11 AM
Attire: Dress comfortably; jeans or khakis and a casual shirt and/or sweater are fine.
NSRA visits

THE PHILLIPS COLLECTION

NSRA’s evening with the Phillips Collection represents an excellent opportunity for vendors and retailers to socialize, network, and enjoy some of the world’s rarest and most exquisite works of art.

Opened in 1921, the Phillips Collection is America’s first museum of modern art. It was established by Duncan Phillips and his mother, Eliza Laughlin Phillips, in memory of two family members: his father, also named Duncan Phillips and his older brother, Jim Phillips. Phillips once described the Collection as “an intimate museum combined with an experiment station,” a statement that remains true today.

Part of the museum, located in Dupont Circle, was originally Phillips’ house, which was donated after the family moved in 1930. In 1960, Phillips added a wing for modernist art, and in 2006 the museum completed an expansion project, doubling its square footage.

The collection includes paintings by Renoir, Rothko, Bonnard, O’Keeffe, van Gogh and Diebenkorn, as well as many contemporary artists. In 1923, Phillips purchased Renoir’s Luncheon of the Boating Party, which still attracts visitors from all over the world today. Other notable works include Paul Cézanne’s Self-Portrait, Francis Bacon’s Study of a Figure in a Landscape, and El Greco’s The Repentant St. Peter.

Unlike many other collectors at the time, Duncan Phillips thought the work of modern artists was just as important as classic European pieces, and would often hang them side by side. Today, the museum is home to nearly 3,000 European and American works of art, including French impressionist and American modernist masterpieces, and the work of present-day artists.
MINUTES OF MEETING OF NATIONAL SHOE RETAILERS ASSOCIATION, HELD AT THE HOTEL ASTOR, TUESDAY, JANUARY 31, 1916.

The First Annual Meeting of the NATIONAL SHOE RETAILERS ASSOCIATION was held at the Hotel Astor, New York City, on January 31, 1916, at 11 A.M.

President A. G. McEuen presided.

The Convention was opened by a few remarks from President McEuen. Report from the Committee on Credentials showed 25 members present.

The next business of the Meeting was the reports of the Officers. Mr. Treadwell then presented the Secretary’s report, which was read and approved.

The Treasurer’s report showing membership dues of 25 members up to present time ($550), and a balance in the Treasury of $211.24, was read and approved.

The President appointed the following standing Committees of the Association: Legislative Committee, Freight & Transportation Committee; Protective Committee; Publicity Committee, and Committee on Resolutions and Communications.

The Committee on Resolutions and Communications presented several resolutions, after which followed a lengthy discussion on the Eliot Hotel Tastee proposition.

Mr. Sumnerfield was then introduced, and gave a most interesting talk on his experience at the Express Rate Hearing, before the Interstate Commerce Commission.

A communication from Mr. Max Stein, of San Francisco, was read extending his greetings to the National Association, after which
NSRA GOES TO HARVARD
Cooperation of NSRA and Harvard Bureau of Business Research

HARVARD HAS PLAN TO AID SHOE TRADE

The New York Times

NSRA Plaque

NATIONAL SHOE RETAILERS ASSOCIATION
1913 - 1983
IN ACKNOWLEDGMENT OF LEADERSHIP, SERVICE, HONOR, AND PURPOSE

NATIONAL FOOTWEAR
Published Monthly by NATIONAL SHOE RETAILERS ASSOCIATION

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