2017 LEADERSHIP CONFERENCE

NOVEMBER 8 & 9
MEMPHIS, TENNESSEE

EDUCATION • EXHIBITS • NETWORKING
Welcome to the National Shoe Retailers Association’s 2017 Leadership Conference

Welcome to Memphis, Tennessee – the “Home of the Blues,” the “Birthplace of Rock ‘n’ Roll” and the setting of this year’s leadership conference! The speakers, topics and activities that await you are meant to stimulate your thinking and inspire your enthusiasm for the challenges you meet and conquer every day. You’ll explore strategies and suggestions from nationally known experts on ways to make your business thrive, as well as share your own tips on remaining competitive in the marketplace.

You’ll leave Memphis 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 an opportunity for independent retailers to network is important to NSRA, and generations of retailers have contributed by sharing their time and expertise to help others.

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.

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

Chuck Schuyler
NSRA President

NSRA Board of Directors

Lenny Comeras, Esq., Chairman, Easton Shoes, Columbus, OH
Jeff Greenberg, Immediate Past Chairman, Lloyd’s Shoes, Carmel, CA

Janice Abernethy, Abbadabba’s, Tucker, GA
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
Rocky Horowitz, Bob Jones Shoes, Kansas City, MO
Molly Jackson, New Balance Sarasota, Sarasota, FL
Jerry L. Levin*, Lebo’s, Inc, Charlotte, NC
Todd Lewis, Shoe Fly Shoe, Inc., Tyrone, PA
John Luck, Lucky Shoes, Fairlawn, OH
Gary Malkin, Kaufman Shoes, Memphis, TN
Loren Martin, E.L.M. Shoes, Greencastle, PA
Alan Miklofsky*, Alan’s Shoes, 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
Rick Ravel*, Karavel Shoes, Austin, TX
Jim Sajdak*, Stan’s Fit For Your Feet, Brookfield, WI
Deborah Schuemann, 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
Gary Weiner, Saxon Shoes, Richmond, VA
Phil Wright*, Vernon Powell Shoes, Salisbury, MD

* Past Chairman

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

Carisa LeDoux, Assistant to President
Tanja Towne, Membership Director/Event Planner
Debbie Fitzpatrick, Member Services Coordinator
Sandra Negovan, Marketing Coordinator
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# Wednesday, November 8th

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<th>Time</th>
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<tr>
<td>6:00 a.m. - 4:00 p.m.</td>
<td>Registration: Exhibitors &amp; Attendees at Northwest Foyer Corner</td>
</tr>
<tr>
<td>7:00 a.m. - 9:00 a.m.</td>
<td>Grab &amp; Go Breakfast Networking &amp; Exhibits Open at Grand Ballroom C-F</td>
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<tr>
<td>8:15 a.m. - 8:45 a.m.</td>
<td>Board buses for NSRA Gives Back with Soles4Souls Event Group 1 departs at 8:30 a.m.; Group 2 departs at 8:45 a.m. There will be no additional transportation provided.</td>
</tr>
<tr>
<td>8:45 a.m. - 11:00 a.m.</td>
<td>NSRA Gives Back with Soles4Souls at LaRose Elementary School</td>
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<tr>
<td>12:00 p.m. - 1:00 p.m.</td>
<td>Buffet Lunch Networking &amp; Exhibits Open at Grand Ballroom C-F</td>
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<tr>
<td>1:00 p.m. - 1:30 p.m.</td>
<td>Welcome/Opening Ceremony Color Guard; Tiffany Johnson Turner sings national anthems of the U.S. and Canada.</td>
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<tr>
<td>1:30 p.m. - 2:30 p.m.</td>
<td>Be Brave. Make Bold Shifts Joe Mechlinski YOU’RE A FAILURE! …And that’s great. In fact, we love that about you. Failure is what sculpts you as a hungry leader. Failure is how you got your grit and unyielding spirit. Failure is why you persist, refusing to settle or quit. Failure is an essential fabric of your DNA. We live in the most prosperous time in human history where failing fast, failing often, and failing forward is imperative. And when it comes to organizational success, all the best companies have one thing in common: they act fearlessly. As our world becomes increasingly more complex, organizations must brave each new pace and leverage new advancements as opportunities to evolve. Join us as New York Times Best-Selling author and speaker, Joe Mechlinski, helps us explore the 5 bold shifts that are guaranteed to give you and your organization the competitive advantage to grow regardless in this progressive, failure-embracing economy. <a href="http://www.shiftthework.com">www.shiftthework.com</a></td>
</tr>
<tr>
<td>2:30 p.m. - 3:30 p.m.</td>
<td>Purpose, People, and Profits — The Competitive Advantage of the New Economy Lisa Copeland Lisa Copeland teaches sales organizations about Purpose + People = Profits. Her formula for success outlines how high-performance organizations deliver extraordinary sales results by creating a “Sold-Out” culture where people believe that what they do matters. Increased employee engagement, retention and ROI are the proof. Lisa explores what she believes is the “secret sauce” that businesses are looking for today. She also discusses her six proven success components: The Belief Factor Customer Centric Team Developing Agility Root For Each Other Becoming Accountable Developing Your Legacy <a href="http://www.lisacopeland.com">www.lisacopeland.com</a></td>
</tr>
<tr>
<td>3:30 p.m. - 5:30 p.m.</td>
<td>Networking &amp; Exhibits Open Join vendors for snack break: 3:45 p.m.- 4:45 p.m.</td>
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<tr>
<td>6:30 p.m. - 7:30 p.m.</td>
<td>Networking Reception at Rooftop or West Foyer</td>
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<tr>
<td>7:45 p.m. - 10:00 p.m.</td>
<td>Awards Banquet Skyway</td>
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Note: Daily agendas may be subject to change.
### Thursday, November 9th

<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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| 7:00 a.m. - 3:00 p.m. | Registration: Exhibitors & Attendees  
Northwest Foyer Corner                                                                 |
| 7:00 a.m. - 8:30 a.m. | Buffet Breakfast  
Networking & Exhibits Open  
Grand Ballroom C-F                                                                 |
| 8:30 a.m. - 9:30 a.m. | **The Mindset of High Performance Retail**  
**Scott Greenberg**  
Why do some brick-and-mortars thrive while others struggle? The difference may not just be what they do, but how they think. When we think better, we work better. And that’s when we get results. In this keynote presentation, Scott Greenberg will discuss the direct correlation between business mindset and operational performance. You’ll learn to:  
- Build more business confidence & resilience  
- Navigate more effectively through change and adversity  
- Get better results from operations  
- Cultivate stronger relationships with colleagues, employees and customers  
- Elevate the individual and group performance of your team  
www.scottgreenberg.com |
| 9:30 a.m. - 10:00 a.m. | Break & Networking in Grand Ballroom A-B |
| 10:00 a.m. - 11:00 a.m. | **What If You Thought Of Yourself As A Brand?**  
**Ira Blumenthal**  
Everyone struggles with what they stand for... or what they’d like to stand for. Each one of us is a brand. This speech focuses on the disciplines of business branding and applies them to the process of crafting, developing, managing and protecting your most important brand... “BRAND YOU!” This presentation is geared toward building relationships and extending a positive “personal brand” which is more important than ever for an independent shoe retailer. After all, an independent shoe retailer can establish a sustainable point of uniqueness over big box competitors through the relationships it can build in the communities it services.  
www.IraSpeak.com |
| 11:00 a.m. - 12:45 p.m. | Buffet Lunch: begins at 11:45 a.m.  
Networking & Exhibits Open  
Grand Ballroom C-F                                                                 |
| 12:45 p.m. - 2:30 p.m. | **NSRA Retailer Interactive Session: Best Practices and Exchange of Ideas**  
Independent footwear retailers share insights and strategies on how to compete with today’s challenges and opportunities. Topics of discussion will include, but are not limited to:  
- Retail store staffing challenges and solutions  
- Marketing: traditional vs. social media, e-commerce and online  
- Merchandising and strategies for increased profit  
- Store operations and suggestions of ways to reduce expenses |
| 2:30 p.m. - 4:00 p.m. | Networking & Exhibits Open  
Join vendors for snack break: 2:45 p.m.- 3:45 p.m.  
Grand Ballroom C-F |
| 4:15 p.m. - 5:15 p.m. | Peabody Duck Walk  
An area will be reserved for NSRA conference attendees.  
Mezzanine Rail |
| 6:30 p.m. - 9:30 p.m. | **Annesdale Mansion Networking Reception & Dinner**  
Meet at the hotel’s Union Avenue entrance. Group 1 departs the hotel at 6:20 p.m.; Group 2 departs the hotel at 6:40 p.m. Shuttles will run between the hotel and Annesdale every half hour from 7:00 p.m. to 9:00 p.m. The last bus will depart at 9:30 p.m. Your assigned group will be in your registration packet. Hosted bar.  
The Annesdale Mansion, with its grand parlor, spiral staircase and marble entryway, is the site of our offsite reception and dinner. Built in 1850 by Dr. Samuel Mansfield, the grand Italianate villa is one of the largest and oldest homes to grace Memphis. The 9,000-sq.ft. mansion is nestled amongst seven and a half acres of elegant lawns and gardens. Robert Brinkley, builder of the Peabody Hotel, purchased the estate as a wedding gift for his daughter, Annie Overton Brinkley, and her husband, Colonel Robert Bogardus Snowden, and named it in her honor. It remained the home of the Snowden family for more than 160 years, until it was sold in 2010. For a short time during the Civil War the Annesdale served as a hospital.  
The Annesdale Mansion Networking Reception & Dinner|

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For the NSRA, it was important to find an event space that not only offered a unique and memorable experience for the attendees, but also had a rich history and significance. The Annesdale Mansion, with its grand parlor, spiral staircase and marble entryway, is the site of our offsite reception and dinner. Built in 1850 by Dr. Samuel Mansfield, the grand Italianate villa is one of the largest and oldest homes to grace Memphis. The 9,000-sq.ft. mansion is nestled amongst seven and a half acres of elegant lawns and gardens. Robert Brinkley, builder of the Peabody Hotel, purchased the estate as a wedding gift for his daughter, Annie Overton Brinkley, and her husband, Colonel Robert Bogardus Snowden, and named it in her honor. It remained the home of the Snowden family for more than 160 years, until it was sold in 2010. For a short time during the Civil War the Annesdale served as a hospital.
Meet the Speakers

Joe Mechlinski
www.shiftthework.com

Joe Mechlinski, CEO of SHIFT, a New York Times bestselling author, engaging speaker, and avid community activist, has a deep-rooted passion for building company cultures based on mission, strategy, and growth. He believes in creating cultures where the best talent will seek out opportunities with the best places to work, because when you create something that attracts talent, the talent will stay.

His team at SHIFT embodies the all-in attitude Joe lives by. SHIFT is a collective of four distinct and powerful businesses centered around a mission to shift the work world to transform the real world. They include: SHIFT Consulting, SHIFT Recruiting, SHIFT Society, and SHIFT Ventures.

For SHIFT and Joe, the realization of this mission means creating a more engaged workforce.

Lisa Copeland
www.lisacopeland.com

Lisa Copeland has been a successful financial services and automotive entrepreneur for over 25 years. She developed much of her experience in the automotive industry where she was the managing partner of the #1 FIAT/Alfa Romeo dealership in North America. In 2016 Lisa was named “Top 100 Women in Automotive” by Automotive News. Her sales and motivational techniques are applicable in a wide range of industries. Lisa shares her successes by teaching others about the knowledge and expertise that she has gained – and how to avoid the pitfalls!

In 2016, she formed Lisa Copeland Global Enterprises—a business growth coaching, consulting and executive education firm that helps business owners and entrepreneurs build more scalable and successful businesses that grow faster, generate more profit and yet, require less time to run! She is also co-author of *Crushing Mediocrity- 10 Ways to Rise above the Status Quo*.

Lisa travels the world, speaking to audiences and consulting for organizations that are committed to Purpose, People and Profits. Everywhere Lisa goes she instills her personal mission for “One Big Life!”

Wednesday, November 8th
Scott Greenberg
www.scottgreenberg.com

For over two decades, Scott Greenberg has captivated audiences with his high-energy presentations on leadership and peak performance mindset. His diverse client list includes Nike, Amgen, Merrill Lynch, the Wyndham Hotel Group, the U.S. Air Force and countless other businesses and associations.

He has presented in all 50 U.S. states, as well as in Canada, Ecuador, Jamaica, Aruba, Croatia and Saudi Arabia.

Discussing both skill set and mindset, Scott helps business leaders and their teams elevate performance and grow their companies. He challenges conventional thinking and gets people immediately focused on the ideas and action that matter most.

Scott previously owned two Edible Arrangements franchises in Los Angeles. His operation regularly ranked among the top grossing operations in California and won Edible Arrangements “Best Customer Service” and “Manager of the Year” awards out of more than 1,000 locations worldwide.

Ira Blumenthal
www.IraSpeak.com

Ira Blumenthal is the founder and president of CO-OPPORTUNITIES, Inc., a consulting company that has worked with Coca-Cola, Nestle, McDonald’s and Disney, among others, in areas related to branding, strategic alliances, change management, re-invention and business development.

Ira is the author of the books Ready, Blame, Fire! (Myths and Misses in Marketing) and the nationally acclaimed Managing Brand You! He has also published over 200 magazine articles and is the recipient of the coveted “George Washington Honor Medal for Literary Excellence” (Freedoms Foundation).

He was a visiting professor at the University of Notre Dame, Michigan State University and also the inaugural Executive Residence at Georgia State University’s School of Hospitality. Formerly, Ira was the CMO of a division of The Sara Lee Corporation and president of Rymer Foods.
Soles4Souls will team with NSRA and Timberland for this eighth annual event, providing footwear to those in need. This year’s event will take place at LaRose Elementary in Memphis.

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. With everyone working together, we hope to send 275 students home with new 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 Wednesday morning, please meet at the hotel’s Union Avenue entrance.

• Group 1 departs hotel at 8:30 a.m.
• Group 2 departs hotel at 8:45 a.m.

There will be no additional transportation provided.
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 2017 Hall of Fame inductee:

D. Larry Sherman
Sherman Shoes, Inc.
Birmingham, MI

Hall of Fame Members

Class of 2016
Michael Bernard
Morton Brownstein

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

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.

NSRA is pleased to announce the 2017 Vendor of the Year:

Congratulations!

Previous Vendor of the Year Honorees

2016  2015  2014
Timberland BIRKENSTOCK DRYDOCK
earth

2013
VIONIC

2012  2011
aetrex Clarks HHBROWN
dansko

2010
new balance
NSRA Retailer of the Year

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 2017 Retailer of the Year will be announced at the Annual Awards Banquet on Wednesday evening.

2016
Mark Denkler
Vince Canning Shoes
Delray Beach, FL

2015
Alan Miklofsky
Alan’s Shoes
Tucson, AZ

2014
Randy Brown
Brown’s Enterprises
Washington, MO

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

2012
Phil Wright
Vernon Powell Shoes
Salisbury, MD

2011
Maurice Breton
Comfort One Shoes
Manassas, VA

2010
Tom Luck
Lucky Shoes
Fairlawn, OH

2009
John Schuler
Schuler Shoes
Maple Grove, MN
Thank you for recognizing that independent retailers grow brands, and that NSRA member stores represent the top retailers in the United States and Canada. 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.

Retail Training and Consulting
The Friedman Group is the leader in retail sales training and retail management consulting. NSRA and The Friedman Group have formed a partnership to provide members access to invaluable training programs and resources at an exclusive NSRA Members-Only Rate of 30% off!
Improving the business performance of our members since 1912

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

**FN PLATFORM**

**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.

**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.

Business Services

**Shipping**
The average NSRA member using the program saved over $3,700 per store in the last year.

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

**Credit/Debit Card Processing**

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

**E-Marketing**

**Savings on E-Marketing Services**
Through NSRA, members save up to 30% on email marketing. Constant Contact helps members reach their customers through email marketing – with easy-to-use templates for newsletters, invitations, special promotions, and more.
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<thead>
<tr>
<th>Company</th>
<th>Contact</th>
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<tr>
<td>4EURSOLE</td>
<td>Tricia Luck</td>
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<td>ABEO</td>
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<tr>
<td>MEGHISTO, INC.</td>
<td>Ken Davis</td>
</tr>
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