2018 Leadership Conference

October 31 & November 1
National Harbor, Maryland

• Education
• Exhibits
• Networking
Welcome to National Harbor! Its prime location along the Potomac River in Maryland places it close to the country’s historical D.C. region.

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 this year’s conference with business ideas and personal memories from connecting with a network of peers who understand what it takes to be a successful independent footwear retailer. Providing 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.

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**Chuck Schuyler**  
NSRA President

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**NSRA Board of Directors**

- **Lenny Comeras, Esq.**, Chairman, Easton Shoes, Columbus, OH  
- **Roger Brooks**, Vice Chair, Brooks Shoes for Kids, Santa Monica, OH  
- **Jeff Greenberg**, Immediate Past Chairman, Lloyd’s Shoes, Carmel, CA

Janice Abernethy, Abbadabba’s, Tucker, GA  
Doug Becker, Becker Shoes, Collingwood, Ontario  
Chris Bentzelizen, SHOES-n-FEET, Bellevue, WA  
Maurice Breton, Comfort One Shoes, Manassas, VA  
Mollie Brown, Buck’s Shoes, Fremont, NE  
Randy Brown*, Brown’s Enterprises, Washington, MO  
Mark Denkler*, Vince Canning Shoes, Delray Beach, FL  
Tony Fargnoli, Chaussures Tony, Inc., Westmount, Quebec  
Ed Habre*, Shoe Mill, Portland, OR  
Molly Jackson, New Balance Sarasota, Sarasota, FL  
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  
Jody L. Proctor, 12th Street Shoes, Bellingham, WA  
Rick Ravel*, Karavel Shoes, Austin, TX  
Jim Sajdak*, Stan’s Fit For Your Feet, Brookfield, WI  
Deborah Schuemann, Village Bootery, Tequesta, FL  
Ronald W. Scott*, Retail Strategies, LLC, Ridgeland, MS  
Joel Sigal, Littles Shoes, Pittsburgh, PA  
Jill Snyder, Snyder’s Shoes, Ludington, MI  
Dan Ungar, Mar-Lou Shoes, Cleveland, OH  
Bill Van Dis, V&A Bootery, Kalamazoo, MI  
Lance Vidger, Schuler Shoes, Maple Grove, MN  
Danny Wasserman, Tip Top Shoes, New York, NY  
Gary Weiner, Saxon Shoes, Richmond, VA  
Patricia Woody, Rabat Shoes, Berkeley, CA  
Phil Wright*, Vemon Powell Shoes, Salisbury, MD  

* Past Chairman

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

Carisa Kennedy, Assistant to President  
Tanja Clark, Membership Director/Event Planner  
Debbie Fitzpatrick, Member Services Coordinator  
Sandra Negovan, Marketing Coordinator
LEADERSHIP CONFERENCE

October 31 & November 1, 2018
National Harbor, Maryland

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### Wednesday, October 31

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>6:00 a.m. - 5:00 p.m.</td>
<td>Registration: Exhibitors &amp; Attendees</td>
<td>riverview Ballroom B, 4, 5</td>
</tr>
<tr>
<td>7:00 a.m. - 9:00 a.m.</td>
<td>Grab &amp; Go Breakfast Networking &amp; Exhibits Open</td>
<td>Riverview Ballroom A, 1-3</td>
</tr>
<tr>
<td>7:45 a.m. - 8:00 a.m.</td>
<td>Board buses for NSRA Gives Back with Soles4Souls Event</td>
<td>Baltimore Bus Loop</td>
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<tr>
<td>8:45 a.m. - 11:00 a.m.</td>
<td>NSRA Gives Back with Soles4Souls at District Heights 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</td>
<td>Riverview Ballroom A, 1-3</td>
</tr>
<tr>
<td>1:15 p.m. - 1:30 p.m.</td>
<td>Welcome/Opening Ceremony</td>
<td>Riverview Ballroom B, 4, 5</td>
</tr>
<tr>
<td>1:30 p.m. - 3:00 p.m.</td>
<td>Retail’s Seismic Shift Robin Lewis</td>
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<tr>
<td>3:00 p.m. - 5:00 p.m.</td>
<td>Networking &amp; Exhibits Open</td>
<td>Riverview Ballroom A, 1-3</td>
</tr>
<tr>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Social Networking Dinner</td>
<td>Pose Rooftop Lounge</td>
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</table>

### Note: Daily agenda may be subject to change.

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**A Special Thank You to Our 2018 Exhibitors!**

The support and participation of our exhibitors helps make this conference possible. We encourage attendees to take advantage of the Exhibits & Networking sessions throughout the conference to build relationships with the vendors who support NSRA and are invested in the long term viability of the independent retail channel.

*Please take time to visit all of our 2018 exhibitors and help us thank them for their support at this event!*
# Thursday, November 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>7:00 a.m. - 2:00 p.m.</td>
<td>Registration: Exhibitors &amp; Attendees</td>
</tr>
<tr>
<td>Riverview Ballroom B, 4, 5</td>
<td></td>
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<tr>
<td>7:00 a.m. - 8:30 a.m.</td>
<td>Buffet Breakfast</td>
</tr>
<tr>
<td>Riverview Ballroom A, 1-3</td>
<td>Networking &amp; Exhibits Open</td>
</tr>
<tr>
<td>8:30 a.m. - 9:45 a.m.</td>
<td><strong>Complaint Free Business</strong></td>
</tr>
<tr>
<td>Riverview Ballroom B, 4, 5</td>
<td><strong>Will Bowen</strong></td>
</tr>
<tr>
<td>Shoe executives, employees and staff deal with hundreds of complaints on a daily basis from both complaining customers and complaining coworkers. In this fast-paced and funny presentation you'll learn:</td>
<td></td>
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<tr>
<td>• What's wrong with complaining? (Complaining's destructive effects on health, happiness, relationships, and career)</td>
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<tr>
<td>• What is (and isn't) a complaint?</td>
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<tr>
<td>• The 5 reasons people complain (as remembered by the acronym G.R.I.P.E.)</td>
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<tr>
<td>• How to get other people (and ourselves) to stop complaining</td>
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<tr>
<td>• Positive leadership in a negative world</td>
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<tr>
<td>You'll leave inspired, mindful of your own complaints, and motivated to approach complainers with new, simple and effective strategies.</td>
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<tr>
<td><a href="http://www.WillBowen.com">www.WillBowen.com</a></td>
<td></td>
</tr>
<tr>
<td>9:45 a.m. - 10:15 a.m.</td>
<td>Break &amp; Networking</td>
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<tr>
<td>10:15 a.m. - 11:30 a.m.</td>
<td><strong>The Hero Effect™ – Being Your Best When It Matters the Most!</strong></td>
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<tr>
<td>Riverview Ballroom B, 4, 5</td>
<td><strong>Kevin Brown</strong></td>
</tr>
<tr>
<td>In a fresh and entertaining style, Kevin Brown shares ideas, strategies and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of his message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. You will be motivated to reach beyond what is required and do something remarkable! This program is designed to help you:</td>
<td></td>
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<tr>
<td>• Achieve greater results by eliminating “ordinary” thinking and mastering the habit of excellence.</td>
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<tr>
<td>• Own the moments that matter (and they all matter) by taking responsibility for your attitude, your actions and your results.</td>
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<tr>
<td>• Create meaningful relationships and deliver an extraordinary experience for every “customer” at work and at home.</td>
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<tr>
<td><a href="http://www.kevinbrownspeaks.com">www.kevinbrownspeaks.com</a></td>
<td></td>
</tr>
<tr>
<td>11:30 a.m. - 1:00 p.m.</td>
<td>Buffet Lunch: begins at 12:00 p.m.</td>
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<tr>
<td>Riverview Ballroom A, 1-3</td>
<td>Networking &amp; Exhibits Open</td>
</tr>
<tr>
<td>1:00 p.m. - 2:15 p.m.</td>
<td><strong>Industry Strategies Session: Round Table Discussions</strong></td>
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<tr>
<td>Riverview Ballroom B, 4, 5</td>
<td>Peer-to-peer sharing of insights and strategies on how to compete with today’s challenges and opportunities. Topics of discussion will include, but are not limited to:</td>
</tr>
<tr>
<td>• Retail store staffing challenges and solutions</td>
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<tr>
<td>• Marketing: traditional vs. social media, e-commerce and online</td>
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<tr>
<td>• Merchandising and strategies for increased profit</td>
<td></td>
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<tr>
<td>• Store operations and suggestions of ways to reduce expenses</td>
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<tr>
<td>2:15 p.m. - 4:00 p.m.</td>
<td>Networking &amp; Exhibits Open</td>
</tr>
<tr>
<td>Riverview Ballroom A, 1-3</td>
<td>Join vendors for snack break: 2:30 p.m.- 3:30 p.m.</td>
</tr>
<tr>
<td>6:30 p.m. - 9:30 p.m.</td>
<td>Reception &amp; Awards Banquet</td>
</tr>
<tr>
<td>Riverview Ballroom B, 4, 5</td>
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Robin Lewis  
www.therobinreport.com

Robin Lewis is the founder and CEO of The Robin Report, a media enterprise with the inside story and back story on the retail industry. He is an author, speaker, and consultant for the retail and consumer products industries, and co-author of the book, *The New Rules of Retail.*

As a vice president at Goldman Sachs, he launched a retail consulting practice, and was previously an executive vice president and executive editor at *WWD,* and a vice president of Strategy and Business Development at the VF Corporation.

Lewis is frequently requested by C-level management for advice, consultation and strategic presentations: among them are Kohl’s, Bloomingdale’s, JC Penney, Macy’s, Liz Claiborne, VF Corp., Charming Shoppes, Estee Lauder, Ralph Lauren, and Sara Lee, as well as financial firms such as Lion Capital, The Carlyle Group, Goldman Sachs and others.


Will Bowen  
www.WillBowen.com

Will Bowen is a #1 international and Amazon best-selling author; an award-winning trainer; a 2016 Purdue University Executive in Residence; and the World Authority on Complaining — what causes it, why we do it and how to get ourselves and others to stop.

After several decades as a top performer in media and insurance sales, Bowen became a Unity minister. In 2006, while he was teaching a class on prosperity, his life and the lives of millions of people worldwide would change forever.

Bowen handed out 250 purple rubber bracelets inviting people to use them as a tool to monitor their complaints and to eventually eradicate complaining from their lives by going 21 consecutive days without complaining. To date, more than 11 million purple Complaint Free bracelets have been distributed to people in 106 countries.

Among others, Bowen has been featured on *Oprah, NBC’s Today Show, CBS Sunday Morning, ABC World News Tonight,* and *Fox News.* The Complaint Free movement he began has been featured in thousands of newspaper and magazine articles around the world including *People, Newsweek, The Wall Street Journal, O, The Oprah Magazine, Self,* and *Chicken Soup for the Soul.*

He personally presented the 6-millionth Complaint Free bracelet to Dr. Maya Angelou, who provided the forward to his book, *A Complaint Free World: How to Stop Complaining and Start Enjoying the Life You Always Wanted.* The book has sold more than 4 million copies worldwide, in over 20 languages.
Meet the Speakers

Kevin Brown
www.kevinbrownspeaks.com

Kevin Brown’s unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. His eclectic mix of career stops ultimately led him to the purchase of a franchise at the age of seventeen. With a street-wise aptitude and a never-quit attitude, he worked his way from the front lines in business to the executive boardroom. For nearly two decades Brown was a sales and marketing executive who helped grow a little-known family business into an industry giant with annual revenues reaching two billion dollars.

After a 30-year career in franchising, he retired from corporate America to pursue his passion for bringing The HERO Effect™ message to as many people and organizations as possible. He is on a mission to help people and organizations embrace a simple philosophy that separates world-class organizations and high-performance people from everybody else. He is passionate about helping others expand their vision, develop their potential and grow their results.

Kevin Brown is also the author of The HERO Effect: Being Your Best When It Matters The Most. In it, he shares ideas, strategies and principles that will inspire and equip people to show up every day and make a positive difference.

Brown was a longtime Assistant Vice President of Marketing for SERVPRO, an international franchise system with nearly 1,700 locations specializing in fire and water cleanup and restoration. He has entertained and inspired audiences for organizations including Siemens, Bristol-Myers-Squibb, Delta Airlines and The Boy Scouts of America, to name just a few.

Roundtable Session: Industry Strategies

Back By Popular Demand!

Join your peers in sharing insights and strategies on how to compete with the challenges and opportunities in today’s marketplace. 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 for ways to reduce expenses
Soles4Souls will team with NSRA and Timberland for this ninth annual event, providing footwear to those in need. This year’s event will take place at District Heights Elementary School in Forestville, MD.

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 over 400 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 making this event possible with its donation of shoes for the students, New Balance for its donation of socks, and Dansko for its donation of footwear for the teachers.

To join this event on Wednesday morning, please meet at 7:45 a.m. at Baltimore Bus Loop. Buses will depart the hotel at 8:00 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 2018 Hall of Fame inductee:

Joe Salzano

Notable Industry Positions
Adviser, Easy Spirit
Senior Adviser, Drydock Footwear Group, North American Sales
Vice President of Sales at The Clarks Companies, North America
Director of Retail and Training Operations at The Rockport Company
Vice President of Store Operations at Altier Shoes

Joe Salzano has been a fixture in the shoe industry for over 58 years – over half that in retail. For 30 years, he was a strong presence at New York State’s Altier Shoes, starting as a salesman, then store manager, and then moving up to sales manager. During his time at Altier he took a break to teach at a business school in Rochester, New York. He then held sales training and wholesale sales management positions at Rockport, Clarks, Drydock, and Easy Spirit. In these roles, he traveled extensively and gave numerous seminars to selling staffs in independently owned stores.

He has served many different factions of the shoe community, including leading seminars with messages that spoke to the hearts of those in attendance. He understands every important facet of managing salespeople who represent the retailer’s product to the end consumer, including what to say, what not to say, how to motivate, and how to discipline.

Join NSRA on congratulating Joe on being named our Hall of Fame inductee for 2018!
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.

Congratulations Jim Wellehan!
NSRA’s 2018 Retailer of the Year
Lamey Wellehan
Auburn, ME

2017
Ed Habre
Shoe Mill
Portland, OR

2016
Mark Denkler
Vince Canning Shoes
Delray Beach, FL

2015
Alan Miklofsky
Alan’s Shoe House
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

Congratulations Jim Wellehan!
NSRA’s 2018 Retailer of the Year
Lamey Wellehan
Auburn, ME
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 2018 Vendor of the Year:

**ARCOPEDICO**

*dress your feet*

Congratulations!

**Previous Vendor of the Year Honorees**

- **2017**
  - NAOT
  - Timberland

- **2016**
  - BIRKENSTOCK

- **2015**
  - DRYDOCK FOOTWEAR GROUP

- **2014**
  - earth

- **2013**
  - VIONIC

- **2012**
  - HHBROWN

- **2011**
  - dansko

- **2010**
  - new balance
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.
NSRA Members-Only Rate of 30% off!

retail management consulting. NSRA and The Friedman Group

The Friedman Group is the leader in retail sales training and

margins, inventory, and brand and category performance.

business news, retailer and vendor profiles, industry trends,

practices and retailing-specific articles covering operations,

retailers can compare their costs with national averages, to

•  Best Practices, and more

•  NSRA Member Updates

•  Industry News

NSRA’s pinpoint areas where taking action will increase profitability.

retail stores and the Aravon and Dunham brands. According to a

b

statement from Charlesbank, Rockport “has emerged with its

commerce operations, all of the brand’s international operations and

balance sheet largely deleveraged and with significant capital

available for acquisitions and future growth.”

He has led companies such as Crocs, Collective Brands Performance & Lifestyle Group (Sperry-Top Sider, Saucony, Keds and Stride Rite) and Stuart Weitzman.

“I am fully confident that, together, we are on the path to a stronger future.”

“This is an exciting day for Rockport,” the exec said in a release. “After significant hard

in the field are feeling the waves of change.

Managing Stress in a Retail Job

* Attitude plays a crucial role in determining your outlook with change, it helps you

adapt with an open mind. The more you build a barrier of trying to keep things the way

* Keep your sense of humor going strong. Laughter helps reduce stress levels and keeps

side of stress that keeps you from being your best.

Read more

I am fully confident that, together, we are on the path to a stronger future.”

He has led companies such as Crocs, Collective Brands Performance & Lifestyle Group

To Sell On Amazon or Not To Sell On Amazon?

providing customer satisfaction while maintaining a sales quota.

they were in the past, the harder it is to accept change.

in the field are feeling the waves of change.

Happy such profound industry changes affect everyone and often lead to the negative

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Read more
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.

Retail Education Webinars
Join industry professionals and NSRA in live education seminars via the internet, discussing topics that will help grow your business:
• Sales Training
• Retail Finance
• Securing Leases
• Succession Planning

Retail Education Seminars
NSRA’s bi-annual educational programs are held in conjunction with the premier shoe shows, and are complimentary to attendees. They feature leading industry experts addressing ‘hot’ and timely issues for independent retailers.

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.

Shipping
The average NSRA member using the program saved over $4,100 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
NSRA offers the lowest payment processing rates in the industry.

Improving the business performance of our members since 1912

Education Events

Business Services

Special Rates on Card Processing Services
AETREX WORLDWIDE
Aaron Brown
Douglas Brockelbank
Raham Gorguinpour
Steven Srebnick

AMFIT
Thomas Garlock

ARA SHOES
Sam Spears

ARCOPEDICO
Dan Simas
Sydney Simas

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