Welcome to New Orleans, and thank you for attending NSRA’s 2011 Leadership Conference.

As we prepare to celebrate NSRA’s Centennial, this conference is a reminder that the Association’s primary goal is serving the needs of its membership – and in a world where communication increasingly shapes financial decisions, it is networking that gives retailers the foundation for continued business success.

That’s what our Annual Leadership Conference offers – the opportunity to talk formally and informally with retailers and vendors who are among the best and the brightest in our industry. Please share your own expertise, and do not hesitate to avail yourself of the expertise of everyone else gathered here.

You will find yourself energized by the thought-provoking sessions and speakers on the schedule. As you take advantage of everything this conference offers, we believe you will see the value in keeping NSRA’s Leadership Conference on your calendar as an annual opportunity.

On behalf of NSRA’s Board of Directors, please enjoy the program and social events, and thank you very much for your continued support of NSRA.

Chuck Schuyler  
NSRA President

Phil Wright  
NSRA Past Chairman  
2011 Annual Conference Chairman

Mark Denkler  
NSRA Chairman  
Vince Canning Shoes  
Del Rey Beach, Florida

Todd Lewis  
NSRA Vice Chairman  
Shoe Fly Shoe  
Tyrone, Pennsylvania

Alan Miklofsky  
NSRA Past Chairman  
Alan’s Shoe House  
Tucson, Arizona

Chris Bentvelzen • Shoes n Feet, San Francisco, CA  
Maurice Breton • Comfort One Shoes, Manassas, VA  
Roger Brooks • Brooks Shoes for Kids, Santa Monica, CA  
Randi Brown • Brown’s Enterprises, Washington, MO  
Perry Calhoun • Shoe Market, Greensboro, NC  
Leonard Comeras • Easton Shoes, Columbus, OH  
Tony Farnell • Chaussures Tony Shoes, Quebec, Canada  
Jody Finnegan • 12th Street Shoes, Bellingham, WA  
Jeff Greenberg • Lloyd’s Shoes, Carmel, CA  
Ed Habre • Shoe Mill, Portland, OR  
Molly Jackson • New Balance Sarasota, Sarasota, FL  
Edith James • Comfort Shoe Specialists, Inc., St. Louis, MO  
Rob Kaufman • New Balance San Antonio, San Antonio, TX  
Tom Luck • Lucky Shoes, Akron, OH  
Dave Levy • Hawley Lane Shoes, Norwalk, CT  
Jerry Levin • Lebo’s, Inc., Charlotte, NC  
Paul Muller • Muller’s Shoes, Grand Rapids, MI  
Robert Pearl • JL Coombs, Freeport, ME  
James Piercy • Mosser’s Shoes, Champaign, IL  
Rick Ravel • Karavel Shoes, Austin, TX  
Jeanette Riechers • Cornbloom & Madison Sole, Madison, WI  
James Sajdak • Stan’s Fit For Your Feet, Greenfield, WI  
Tom Schuermann • Village Bootery, Tequesta, FL  
John Schuler • Schuler Shoes, Maple Grove, MN  
Ron W. Scott • Retail Strategies, LLC, Vienna, VA  
Joel Sigal • Littles Shoe Store, Pittsburgh, PA  
Scott Sproull • Hide & Sole, Missouri, MO  
Paula Sussex • Step Three Ltd., Honolulu, HI  
Danny Wasserman • Top Top Shoes, New York, NY  
Gary Weiner • Saxon Shoes, Inc., Richmond, VA  
Phil Wright • Vernon Powell Shoes, Salisbury, MD

NATIONAL SHOE RETAILERS ASSOCIATION  
1-800-673-8446 • Fax 520-620-5595  
www.nsra.org  
3037 W. Ina Road, Suite 101  
Tucson, AZ 85741
THE PROGRAM

REGISTRATION
NOVEMBER 1 & 2

Tuesday November 1
1pm - 6pm
Exhibitor & Retail Attendee
Registration
Grand Gallery - 2nd Floor

Wednesday November 2
7:30pm - 5pm
Exhibitor & Retail Attendee
Registration
Grand Gallery - 2nd Floor

WEDNESDAY
NOVEMBER 2

7:30am - 8:30am
Continental Breakfast
Grand Gallery

8am - 11:00am
Sales4Souls Event

12pm - 1pm
Buffet Lunch
Ballroom C

1pm - 2pm
Conference Begins
Opening Speaker:
BOB INFANTINO,
President, DryDock Footwear Group
Ballroom C

2pm - 3:30pm
Industry Panel:
Future of Independent Footwear Retailing
Moderator:
NEIL WEILHEIMER,
Executive Editor, Footwear News
Panelists:
CHRIS QUINN,
Executive VP, New Balance
JOE CASAGRANDE,
President MBT
ED HABRE,
Shoe Mill
JEANETTE RIECHERS,
Cornblooms
Ballroom C

3:30pm - 5pm
Exhibits & Networking Open
Grand Gallery & Ballroom D

6pm
Reception & Dinner - Off-Site
Transportation to Elms Mansion
Meeting Place: ACP Lobby
floor-Canal St Exit

6:30pm - 10:30pm
Dinner Reception
Historic Elms Mansion
Return Transportation Provided

THURSDAY
NOVEMBER 3

8am - 10am
Continental Breakfast
Exhibits & Networking Open
Grand Gallery & Ballroom D

10am - 11am
Strategies for a Changing Retail World
GEORGE WHALIN,
President & CEO, Retail Management Consultants
Ballroom C

11am-12pm
Future Technology for Independent Retailers:
JAMES ISSLER,
President & CEO, H.H. Brown
Ballroom C

12pm - 1pm
Boxed Lunch
Grand Gallery

1pm - 2pm
Succession Planning:
Are You Prepared?
GARY SHUNK, LCSW
Loyola University, Family Business Center
Toulaw Room, 2nd floor mezzanine

2pm - 5pm
Exhibits & Networking Open
New Orleans Tours & Activities
Meeting Place for Tours:
2nd floor NSRA Registration Desk

6:30pm - 7:30pm
Cocktail Party
Astor Crowne Plaza
Grand Gallery, Bourbon St
Balcony & Ballroom D

7:30pm - 9:30pm
Awards Banquet
Astor Crowne Plaza
Awards: NSRA Retailer of the Year
NSRA Vendor of the Year
Ballroom C

FRIDAY
NOVEMBER 4

8am - 9:45am
Continental Breakfast
Exhibits & Networking Open
Grand Gallery & Ballroom D

9:45am - 10am
The Future of Shoe Shows:
DAVID KAHAN,
President, ENK Footwear Group
Ballroom C

10am-11am
Retail/Vendor
Roundtable Discussion:
Partnerships for Future Growth
Facilitator:
MATT SCHWARTZ,
Executive VP, Aetrex Worldwide
Ballroom C

11am
Conference Adjourns

11:30am - 1pm
NSRA Board of Directors
Meeting
Board Member ‘Working’ Lunch
Toulouse B - 2nd fl mezzanine

THANK YOU, EDUCATION PARTNERS

ara Shoes, Inc.
AVIA
Burten Distribution
Bravo Handbags by Foxygoods, Inc.
Drew Shoe Corp.
Emery & Webb, Inc.
Frankford Leather Co., Inc.
Grupo Cohan Zapaterias (Rhino)
Hobson Insurance
Jambu & J-41 Adventure Brands
Johnston & Murphy
Josef Seibel North America, Inc.
Justin Blair & Company
Klogs-USA
Management One
Messe Diesseldorf N.A.
Minnetonka Moccasin Co.
Multidev Technologies, Inc.
New Era Store Design & Fixture
NJL&C
Norvanco International, Inc.
Oasis Footwear, LLC
Partnership
The Retail Management Advisors, Inc.
RICS Software
Rieker Shoe Corp.
RMSA, Inc.
Rocky Brands
Ruby Leather & Orthopedic Co.
RunIt Systems
SAS Shoemakers
Smart Retail Systems, Inc.
Soft Intelligence, Inc.
Spira Footwear, Inc.
Thorlo Inc.
TT Group, Inc.
UCS d.o.o.
UTC Retail
MEET THE SPEAKERS • PANELISTS • FACILITATORS

NSRA is proud to have assembled influential and visionary speakers, panelists and facilitators, which will inspire interesting and thought provoking conversations.

JOE CASAGRANDE  President, MBT

Joe Casagrande joined MBT as president, North America, in April 2011 and is responsible for sales, product, marketing, operations and general management of MBT’s business and brand in the U.S. and Canada. Earlier, he spent nearly nine years at New Balance Athletic Shoe, Inc., where he launched PF Flyers, served as general manager of the Lifestyle division and managed three athletic-related trade channels. A graduate of Ithaca College, Casagrande earned his MBA at Georgetown University.

ED HABRE  Shoe Mill

Ed Habre is president of Shoe Mill, a seven-store chain of better grade comfort footwear stores in Oregon. Habre has served on NSRA’s Board of Directors for nearly a decade, chairing the Education Committee and serving as liaison to the “When the Shoe Fits” program, which taught shoe-fitting principles to more than 4,000 retail sales associates. He also served the Association as chairman of the Board, 2008-2009, followed by a two-year term as immediate past chairman holding the post of advisor to the chairman.

BOB INFANTINO  President, DryDock Footwear Group


JAMES EDWARD ISSLER  President & CEO, H. H. Brown

Jim Issler is president and CEO of H.H. Brown, founded in 1883 and acquired by Berkshire Hathaway, Inc. in 1991. Previously, he worked for Brown Group subsidiaries as president of Outdoor Sports, Inc., and VP and general manager of Naturalizer and of the Handbag Division. A graduate of the University of Missouri, he earned his MBA at St. Louis University. In addition to chairing the Footwear Association Charity Event in Shanghai, China; he has served as secretary of the FFANY Board, and chairman of Footwear Distributors & Retailers Association.

DAVID KAHAN  President, ENK Footwear Group

When David Kahan joined ENK in October of 2010, he brought with him a long resume of impressive work experience with some of the biggest known brands in the retail world. From Nike to Reebok and Rockport, Kahan has spent over 20 years in the footwear industry, on the retail side, the wholesale side and now on the trade show side as President of ENK Footwear Group, a division of ENK International, where he oversees the WSA Show and the Sole Commerce Show. He began his career on the footwear selling floor in a Macy’s branch store in Albany, New York as a part-time college job, and he never stopped working his way up.
**CHRIS QUINN  Executive VP, New Balance**

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 of sales and chief customer officer for Folgers Coffee. Prior to that, Quinn was executive VP of sales and strategic insights for Mars, Inc., where he led a $3.5 billion business. 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.

**JEANETTE RIECHERS  Cornblooms**

Jeanette Riechers and her husband Larry have owned Cornblooms, which originally specialized in Euro comfort, since 1999. They actively expanded the merchandise mix to include fashion-forward and emerging footwear brands and a wide selection of accessories, and in 2002, opened a second store in downtown Madison which carries iconic brands and designer accessories. After earning her bachelor’s in journalism, Riechers worked first as an editor, then as VP of an advertising and public relations firm before entering footwear retailing. She chairs the Central Madison Business Improvement District.

**MATT SCHWARTZ  Executive VP, Aetrex Worldwide**

Matt Schwartz is the executive vice president of Aetrex Worldwide, Inc. Matt’s responsibilities include overseeing wholesale and retail sales for Aetrex. A former member of NSRA’s Education Committee, Schwartz has served the Association as a conference chairman, panelist and speaker. He has also worked directly with many independent retailers to help market and build business through Aetrex’s fitting technology, footwear and over-the-counter foot orthotic devices.

**GARY S. SHUNK, LCSW  Loyola University, Family Business Center**

Since 1992, Gary Shunk has been helping multi-generational families navigate the challenges of business success and achievement. An expert in family systems and dynamics, he founded Family Wealth Dynamics, which provides workshops, seminars and retreats on family business issues. In addition, he is an associate in the Family Business Center of Loyola University in Chicago. Shunk holds a BA in psychology from Governors State University, earned his master’s degree in social work at the University of Illinois-Chicago and holds two certificates from the Family Firm Institute.

**NEIL WEILHEIMER  Executive Editor, Footwear News**

As executive editor of Footwear News, Neil Weilheimer helps manage day-to-day editorial operations, from evaluating news to hiring/managing editorial staff to developing new print and online communications venues. He also assigns and edits special projects, including the high-profile Power 100 list, and reports on consumer spending and the national economy, and writes in-depth articles on varied topics. As a Condé Nast resource on footwear and retail trends, Weilheimer’s commentary has appeared in The New York Times, The Times of London, and various other publications and broadcast media.

**GEORGE WHALIN  President & CEO of Retail Management Consultants**

George Whalin was a retailer for 25 years and since 1987 has served as president and CEO of Retail Management Consultants. He’s written two books, Retail Superstars and Retail Success, regularly blogs at RetailerBlog.com, and writes the monthly Retail Management e-Letter, a free online newsletter read by subscribers around the world.
Thank you, Sponsors
NSRA thanks the following companies for recognizing the importance of business education in staying successful, and for including independent retailers as a major channel in their business growth strategy.