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JOHN SCHULER INDUCTED INTO NSRA HALL OF FAME

Tucson, AZ (December 5, 2019) – The National Shoe Retailers Association (NSRA) inducted John Schuler into its Hall of Fame during NSRA's leadership conference held November 13-14, 2019 in St. Louis, MO at the St. Louis Union Station Hotel.

Schuler, who received NSRA's Retailer of the Year award in 2009, is CEO of Schuler Shoes, founded in 1889; it is the oldest family-owned shoe store west of the Mississippi, now in its fourth generation, with multiple locations in Minnesota.

A former member of NSRA's Board of Directors, he is widely considered an inspiration among his peers. "This year's honoree for NSRA's Hall of Fame should be no stranger to any of us, since he is the best example of a colleague any of us could desire," said NSRA past Chairman Alan Miklofsky (Alan's Shoes, Tucson, AZ) in announcing the honor.

Miklofsky called Schuler wise, experienced, careful and conservative, as well as highly successful, adding that he "sets the pace any of us may aspire to set for ourselves, and he demonstrates the pathway for each of us every single day. His business stands out as a 'best in class' shoe business and an overall great retailing operation. More importantly, he stands out as a friend – and, on occasion, competitor – whom we all admire. John Schuler is a shining example of the great shoe store operator and leader that we all strive to be."

In accepting the award Schuler said, "Alan, you started out by saying this is for an individual. But it's not individual. I couldn't have had the success we've had without terrific people, including both family and employees." Schuler thanked his wife, Nancy; employees Judy Lewis, Leslie Butler, Jim Dament, Kari Palmer, and daughter-in-law Michele and son Mike, adding, "I'd also like to thank everyone in this room for your friendship. The friends I've made through NSRA are not just special – they're invaluable."

He continued, "Our most important asset is our people, because you can't do it all yourself. I can only mention a few, but they are all essential. And I am grateful, to them and to you. It's been an amazing ride, and I have enjoyed every moment."

As NSRA President Chuck Schuyler noted, "John is a man who has always had a vision for his business, and a commitment to executing that vision. It includes providing great customer service, selling key brands, and focusing on comfort. John grew up in this business, took over a strong company and continued to build its strength into one of the most respected independent retailing operations in North America. It's a great pleasure to welcome him into NSRA's Hall of Fame."

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About NSRA

NSRA was founded in 1912 to represent independent shoe retailers and provide their companies with business services, education programs and information resources that help them remain profitable and on the leading edge of retail. For more information, please visit www.nsra.org.