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DATE: December 5, 2019

FOR IMMEDIATE RELEASE

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### **MOLLY & DAVID JACKSON NAMED NSRA 2019 RETAILER OF THE YEAR**

**Tucson, AZ** (December 5, 2019) – The National Shoe Retailers Association (NSRA) honored Molly and David Jackson as its 2019 Retailer of the Year during NSRA's leadership conference held November 13-14, 2019 in St. Louis, MO at the St. Louis Union Station Hotel.

The Jacksons' retail portfolio includes five stores in Florida: New Balance Sarasota, New Balance University Park, Fleet Feet Sarasota, and two Molly's boutiques that offer shoes, handbags, jewelry and gifts.

Prior to owning and managing their own stores, Molly was a vice president of a national private banking organization, while David served as a wholesale rep for New Balance. As New Balance began opening retail stores in the early 2000s, the Jacksons became one of New Balance's first store owners/operators, enjoying rapid success. David has led sessions on the topics of inventory and order management at New Balance's Annual Store Owners meetings, while Molly has served as chairwoman of New Balance's Advisory Board.

The Jacksons have received many honors, including being named "Best Shoe Store in Sarasota" for their New Balance operations and "Best Gift Store" for Molly's, as well as being the first recipients of New Balance's Chairman's Award. In addition, they have been recognized by Girls Inc. Sarasota and the Susan G. Komen Foundation. Molly was the first female chair of the New Balance Corporate Store Advisory Board, and a member of the Gulf Coast CEO Forums Board of Directors. David Jackson is a certified pedorthist, sharing his knowledge via Shoe U, a six-week training program he created to teach employees about feet and customer service. They are also active in helping local non-profit groups.

The Jacksons have been members of NSRA since 2003. Molly Jackson has been on NSRA's Board of Directors since 2007, serving on several NSRA committees, including Education and Finance. She also was the first female member of the NSRA Board of Directors' Executive Cabinet.

Presenting the Retailer of the Year award were NSRA Chairman Mark Denkler (Vince Canning Shoes, Delray Beach, FL) and NSRA Vice Chairman Phil Wright (Vernon Powell Shoe Company, Salisbury, MD).

Denkler said, "Molly Jackson is one of the most talented, outgoing and involved retailers imaginable. David Jackson not only matches her abilities, but adds his own wonderful sense of humor to their partnership. It's a pleasure to work with them both, and to present NSRA's first Retailer of the Year Award to two people who make an outstanding team deserving of this high honor."

Wright added, "What makes Molly and David Jackson the best is simple: Their stores continue to be in the top 10% of sales in the New Balance network of concept stores. Their Molly's boutiques had double-digit growth this year. They volunteer for many activities, both for their four kids and for the benefit of their community. They are truly a great retail team."

In accepting the award on the Jacksons' behalf, Joe Wright (Vernon Powell Shoe Company, Salisbury, MD) delivered a personal message from David that read, "Molly and I cannot thank all of you enough for the love and support you have



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provided us and given us over the past 17 years. You all know one of the great reasons why our organization is so successful is due to the support we give each other and the best practices we share with each other even though we are competitors! We are blessed to call each of you our friends! It is with true sincerity we love each and every one of you. And wish we were here to except this award in person. Thank you again and we will see you all down the road!"

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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](http://www.nsra.org).*