



GROSSLIGHT
INSURANCE, INC.

- Insurance Programs
 - Business Owners
 - Worker's Compensation
 - Health
- UPS Shipping Discounts
- Check Guarantee Service
- Low Credit Card Rates
- Golf Tournaments & Seminars
- Vendor Discounts
- Free Footwear + Subscription
- Legal Consultations
- Networking Programs
- Newsletters
- Educational Information and much more!!

USRA Newsletter

Chairman's Message

When you are describing the "service" your store provides to your customers, what you're really talking about is the people in your operation that make everything come together to create a seamless positive experience for your customers. Customers can tell when your organization knows what there talking about, can quickly and accurately answers questions, and knows how to handle odd situations with poise, swiftness and a smile.

Have you met or talked with the USRA Insurance experts? The USRA insurance program is run by Mr. Barry Gunches of Grosslight Insurance. On a number of occasions our company, Beck's Shoes, Inc., has had very difficult situations to deal with. Barry took them head on and came to our aid. Barry knows the Insurance Business, responds with the correct approach, and handles issues with poise, swiftness and always with a smile!

I highly recommend that you take the time to have a conversation with Barry regarding your insurance needs and get to know him better. Barry handles the USRA Workers Comprehension, BOP, Health and a number of specialty insurance products. Call Barry and see for yourself, at:

(800) 207-0074 EXT 359
E-MAIL barryg@grosslight.com
FAX: (310) 235-0437



Blaine

by Blaine Beck
Chairman of the Board



CHECK INSIDE

Big 'N Little Shoes page 1

WSA and DIANE STONE page 1

two ten page 3

Tax Tips page 5

LOWER HEALTHCARE page 5

Can I Afford to Advertise page 6

Chairman's Message page 8

USRA Newsletter

Big'N Little Shoes

Chicago, Illinois

RETAILER SPOTLIGHT

Surviving tough times with excellent service and innovative ideas.

In 1978, Bruce Kaminsky had just completed Federated Department Store's training program. Six months earlier he had also finished his accounting degree at Indiana University. Then the 'shoe bug' bit him. He was probably already infected and just didn't know it. It seems to run in the family. His father owned a shoe store for many years. And he had two brothers who operated stores of their own.

So at age 22, with the help of his father, he purchased an existing store in the southwest side of Chicago and renamed it "BIG'N LITTLE SHOES". It is doubtful that he envisioned, then, that he would still be in the same store, in the same location, with many of his same, original, customers, and the same dedicated staff. John Goldrick (the store manager) and Bobbie Maty have been with him for over 20 years. Lisa Augustyniak and Vanessa Peterson have also been at the store for many years. His staff are well trained, and well known, for doing whatever it takes to satisfy a customer. John once sold the



shoes off his feet, because a customer wanted them, and drove home from work in his socks. Bruce has even delivered shoes to a customer at Wrigley Field during a Cub's game.

"I've seen a lot of retailers come and go over the years," Bruce says, "but we've continued to survive because of our philosophy of service with a smile and brand name selection. We treat the customers the way we would all like to be treated, with courtesy, dignity, and fairness."

His 2000 sq. ft. 'destination' store has always sold a lot of children's shoes. But, becoming a C. PED (Certified Pedorthist) in 1979 allowed him to build a strong following in prescription footwear and hard to fit customers. He once had a

customer come in who's foot was so large that it went over the end of the men's brannock as he was being measured. But Bruce was able to fit him. Going the extra mile for customers, and specializing in sizes, has sustained him and permitted his store to survive through all the tough times

BIG'N LITTLE SHOES has seen a lot of challenges over the last 27 years. During the *continued on page 7*

Recapture Your Big Picture

DIANE STONE

C.O.O., World Shoe Association

Recapture Your Big Picture Perspective This August With Some Fresh, New Features At The WSA Show



It's the exasperating paradox of every successful footwear professional - the more prosperous you become, the more you find yourself drowning in a sea of minute details and demands on your time. Just are you're navigating the true peaks of your career, you become mired in the valleys of day-to-day responsibilities.

I'm here to tell you to stop, take a breath and clear away the cobwebs! Only when

you take steps to free yourself from the mind-numbing minutia and shake off the dust of the daily, will you have the time to grasp the greater outlook of your business and career.

It's a tricky thing, trying to recapture the big picture perspective once you've misplaced it - but it is essential. Being in a consumer product business, whether you are a manufacturer or a retailer, is fluid, and rightly so. However, that fluidity makes it all the more vital to not just deliver what people want today, but stay sharp and "big picture" enough to spot what they'll want tomorrow. Success comes from figuring out what the future will look like and meeting it

continued on page 2