

head on, not reacting to today.

It's for all the excitement, challenges, aesthetics, frustrations, triumphs and designs that we first create a footwear industry trade show like The WSA Show. Whether you have a passion for fashion, a hunger for handbags or an ardor for athletics, you'll find it at WSA.

When retailers or buyers ask what the show's all about, we're fond of saying "we shop the world so you don't have to." Meaning, we help you recapture your big picture perspective, by bringing the entire footwear industry - edited for product quality and supply capabilities, of course - into one town at one time.

We're turning up the heat at the WSA Show to produce a "show experience" like you've never had before. Las Vegas is the home of total experiences, isn't it? So, it's appropriate that we've created new features, conveniences and amenities to make this the best WSA Show you've ever attended.

To this end, we've added some inspiring and retail-relevant features you absolutely shouldn't miss:

- Learn about fashion, retail and consumer trends to make you a smarter buyer in the NEW Footwear & Accessories Business Conference Series.
- Relax and enjoy special Trend Lunches offering a time to sit, learn, lunch (included) and network with other retailers.
- Watch as live models bring the brands to life, showcasing the latest fashions and new Spring/Summer '06 styles.
- Reclaim your relaxation while you work! We offer a quiet work space and upscale networking opportunities for our VIBs (Very Important Buyers: those who have attended the last four WSA Shows) in our new VIB Lounges, on site. You know who you are and you'll be receiving exclusive membership cards from us soon. Watch your mail!
- Witness the excitement of a life-sized, action-packed Vert Ramp right on the show floor at The Sands Expo!
- Enjoy an expanded Handbag & Accessories Exhibit Area in the Mandalay Ballroom offering a broad range of choices in today's most popular accessories category.

There is still time to register online at www.wsashow.com for the WSA Show, coming this August 4-7, to Las Vegas. And remember, as you're focusing on each "next step" you take, don't forget to look up once in a while to make sure you're still progressing on course.

Diane Stone is Chief Operating Officer for the Los Angeles-based World Shoe Association, producers of the biannual WSA Show.

Please note, WSA has moved:

WSA
15821 Ventura Blvd.
Suite 415
Encino, CA 91436
T: 818.379.9400



Thank you all for allowing me the opportunity to attend your May Event at the La Quinta Resort. It was a pleasure meeting all of you and I hope to meet more of you in the future!

"We felt it was time to take the USRA to the next level."

The USRA and Bank of America Merchant Services has been in partnership for the last 6 + years to provide you the best pricing for processing credit cards. Every year it is a challenge to keep the pricing competitive as Visa/MC raise their rates to all providers. **After reviewing the pricing for 2004 we felt it was time to take the USRA to the next level of pricing called Interchange Plus.** This way of pricing allows us to pass on to you the lower rates on check cards. Check cards are the ATM cards with the Visa/MC logos on them and are ran as credit cards. This is becoming the card of choice for most people and after doing comparisons on the current accounts we had, this was the best way to price them. All current accounts processing with BA Merchant Services were switched to Interchange Plus May 1st 2005.

For those of you who currently process with another credit card provider now is the time to review your fees to see if we can save you some money! I invite you to compare your current provider to the USRA/BA Merchant Services Interchange Plus Pricing Program by letting me do a comparison. Give me the opportunity to save you money by faxing me your current providers processing statement to 951-898-3550.

Bank of America Merchant Services is extremely proud of our program and believe our quality of knowledge, service, and product offerings is unmatched in the credit card industry. In November 2004 we purchased NPC, and with that will come even more product offerings in 3rd quarter of this year. Feel free to contact me with any questions or concerns you may have regarding pricing. All other inquiries can be directed to our customer service line 800-228-5882. They can assist you with equipment, supplies, check conversion and gift cards!

Sincerely,

Kathy Tetreau
951-898-1436

SET IT FREE

If you love something, set it free. If it comes back, it will always be yours. If it doesn't come back, it was never yours to begin with. But, if it just sits in your living room, messes up your stuff, eats your food, uses your telephone, takes your money, and doesn't appear to realize that you had set it free.... You either married it, or you gave birth to it.

late 90's, as the "families" and children in his area grew up and moved away, Bruce had to diversify to survive. He now accepts medicare reimbursement for diabetic footwear. He also does a lot of business in dyeable shoes, and dance shoes and apparel. Going forward, Bruce is courting the schools in his area that require uniforms, and planning to add other specialties to attract new customers.

Back in 2001, at a Las Vegas shoe show, Bruce met Joni and Linda at the USRA booth, and fell in love.....with the USRA organization that is. The more he heard the more he liked. Bruce has attended several "May Event's" and was 'bitten' again. As he talked with Blaine, Gary, and other leaders of the USRA he found their passion for the shoe business and fellow retailers to be contagious. He agreed with, and became so committed to, the goals of the USRA that he is now on the board of directors.

"Since joining the board I have gotten to know Jim, Angel, Ron, Rosco, Dave and the other directors." He say, "I consider everyone of them friends." Bruce's C. PED experience has been an asset to the board and is helping the USRA reach out and help retailers in a new way.

"My store has benefited greatly from the "May Events" I have attended, and my association with the USRA." Bruce boasts, "I would encourage every retail store owner to get more involved. It is a great organization, who's purpose is to help educate and assist the independent retailer in today's very competitive world." "The inventory discounts, and knowledge I have picked up at the May Events, have been very beneficial to my store and to me as a business owner." "Thank you USRA."

And the USRA thanks Bruce Kaminsky for his service and commitment. He is a welcome addition to the board, and the organization. With drive, innovation, and determination, no doubt BIG'N LITTLE SHOES will be a 'destination' for the shoe customers of Chicago for many years to come.



UPS OFFERS HUGE SAVINGS TO USRA MEMBERS

Last year, 48 USRA Members signed onto the USRA UPS Program and have saved over \$60,000.00. Are you saving money? Just call the USRA Office, give them your UPS Account number's and we will do the rest! On your UPS statement you will see the UPS charges less the USRA Discount.

SOME MEMBERS ARE SAVING UP TO 22%!

If you have not already done so, call the office today to sign up. Not Sure? Just call and we can check for you. Don't miss out - Start saving money today.

W A THANK YOU to the WORLD SHOE ASSOCIATION (WSA) for their continued support in retail education. The following retailers were sponsored by the WSA to attend the 2005 USRA May Event.

- A Proper Fit-Reno, NV
- A Step Ahead-Bethesda, MD
- Brook's Shoes for Kids - Santa Monica, CA
- Footwork - Cincinnati, OH
- Larry's Comfort Shoes - Sacramento, CA
- Lasser's Shoe Fly - Altoona, PA
- New Balance - Reno, NV
- Owatonna Shoes - Owatonna, MN
- Pacific Brand Retail Group - Irvine, CA
- Safety Shoe Distributors - Houston, TX

- Santa Rosa Shoes - Santa Rosa
- Selby's Shoes - South Portland, ME
- Shoe Box for Women - Modesto, CA
- Shoes-n-Feet - Bellevue, WA
- Shoes That Fit - Modesto, CA
- Swift Feet - Prescott, AZ
- Team Sports Inc - Indio, CA
- The Shoe Spot- Moreno Valley, CA
- Walkabout Footwear - Walnut Creek, CA



Linda and I would like to thank all of our May Event sponsors and retail attendees for their continued support. This years Annual May Event was one of the most successful events that the USRA has hosted. It was so nice to see the retailers and vendors networking and enjoying the information that they were gathering from the speakers, vendor's insights and workshops. The USRA is dedicated to creating an environment that builds relationships that will last for the lifetime of your business. Don't miss the opportunity to attend the 2006 May Event scheduled for the Wigwam Resort in Phoenix, AZ on May 7-9, 2006. We already have a record number of retail attendee applications! To register, please call the USRA office for an application and information. Hope to see you at the 2006 May Event!!

Sincerely,
Joni Percoski

