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**World Shoe Association Appoints Leslie Gallin as Director of Retail Relations and The Collections for the WSA Show February 2005**

*Program to Provide Buyers with Premium Services and Logistical Support; The Collections Exhibits Streamlined for Enhanced Buyer Experience*

**Newport Beach, CA — December 13, 2004** — The World Shoe Association (WSA), producers of the largest footwear trade shows in The Americas, announced the appointment of Leslie Gallin as director of Retail Relations and The Collections at WSA, an upscale exhibition highlighting luxury and designer brands. Ms. Gallin will manage the newly formed Retail Relations Program for the February event.

Leslie comes to the WSA with extensive experience in the fashion and footwear industries, having worked with stores nationwide and brands such as Escada, Geoffrey Beene and Louis Feraud, to name a few. Throughout her career, she has played instrumental roles in creating and launching sales and marketing initiatives on national, regional and local levels ensuring company goals are achieved and placing a high priority on retaining customer satisfaction.

“We created the Retail Relations Program to serve the needs of buyers and drive greater attendance of select buyers that are important to our exhibitors for the WSA Shows” said Diane Stone, COO of WSA. “The retail relations team, led by Leslie, will provide VIBs (Very Important Buyers) with special services to create a customized show experience,” continued Stone. “She brings a wealth of experience to the organization, and will do a tremendous job introducing our enhanced retailer relations program.”

“My team and I have contacted many of the buyers to find out what it is they want and need from the show this year,” states Leslie Gallin, director of Retail Relations and The Collections. “We’ve created a program to not only address their needs, but to exceed them. The WSA is making every effort to ensure the buyers have the best show experience along with the utmost in quality and service during their time on, and off, the show floor. We know that by making the show easier to navigate, we will free up time for buyers to explore new products and vendors for their respective stores.”

In addition to hospitality rooms, VIBs will be provided with a service booth to assist with personal and show requests. Additionally, they will be invited to invitation only events including designer Q & A sessions featuring top fashion designers from the urban youth, women’s contemporary and high fashion categories as well as European men’s designers.

### **About the World Shoe Association (WSA)**

The WSA is the largest association serving the footwear trade. WSA presents the WSA Shows, the premier marketplaces for the footwear industry in The Americas, twice a year providing a forum for the entire footwear industry to connect manufacturers and buyers, showcase designer brand fashions, evaluate trends, and discover what is new in footwear styles, accessories, handbags, and foot care products. With more than 26,000 participants and 6,000+ key brands from all over the world covering 1.6 million square feet of space, the WSA Show is the *must-attend* for footwear and accessory professionals. For more information about the World Shoe Association or the WSA Show, visit [www.wsashow.com](http://www.wsashow.com).

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